

Ferrari growtech

uses and guidelines

BRAND MANUAL

Ferrari Costruzioni Meccaniche Srl

Logotype and identity are designed by

 capsule

INDEX

-  **01** logo e limiti
-  **02** colori brand
-  **03** font tagline
-  **04** esempi di resa
-  **05** usi scorretti

01



logo e limiti







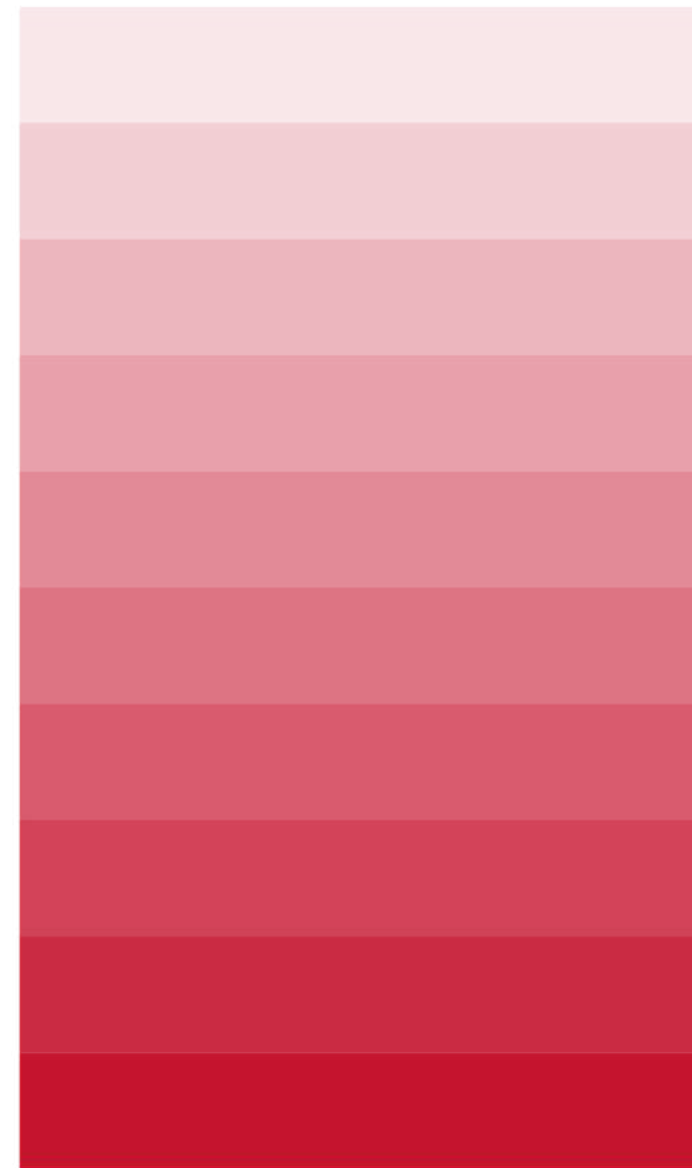




02



colori brand



RAL 3028

CMYK

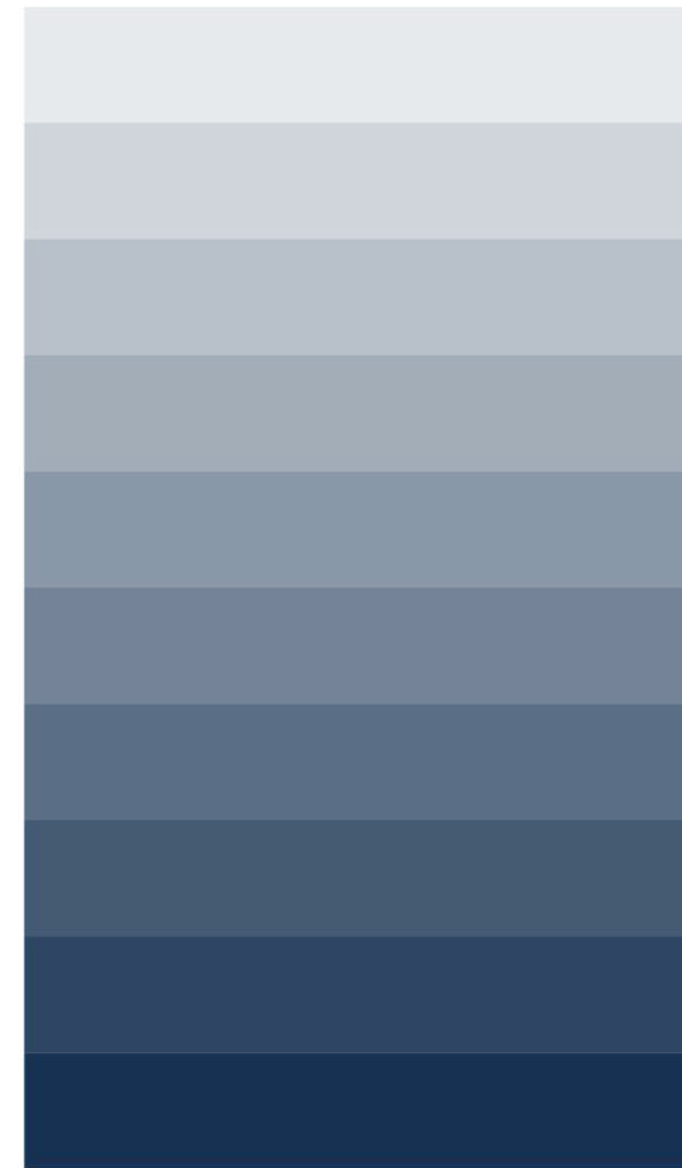
C16% M100% Y81% K5%

RGB

R197 G21 B45

WEB

#c5152d



RAL 5026

CMYK

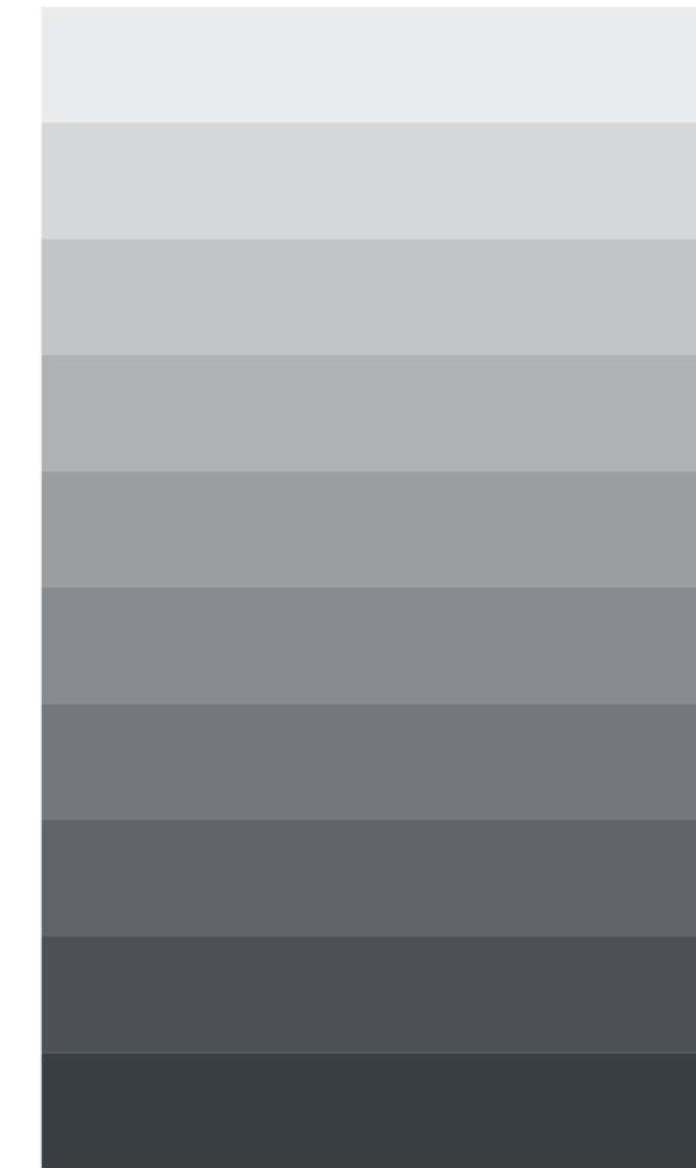
C99% M79% Y40% K38%

RGB

R22 G49 B81

WEB

#163151



RAL 7016

CMYK

C72% M58% Y52% K55%

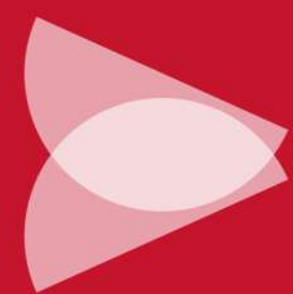
RGB

R56 G62 B66

WEB

#383e42

03



font

UMPOUA

Regular (ferrari)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

ORKNEY

Regular (tagline)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

04 esempi di resa





05



usi scorretti

▶ Stretch



▶ Errata corrispondenza colore





Ferrari Costruzioni Meccaniche Srl

Strada Squadri, 6 - 46040, Guidizzolo (MN) Italia

info@ferraricostruzioni.com - ferraricostruzioni.com

CF | P.IVA IT02052290208 - Numero REA MN 220338 - CODICE DEST.: xxx