01. Logo

Open Power dynamism is expressed through the logo gradients.
The primary version of the logo should always be applied to convey this, except in the case of functional / technical limitations.

To define which logo to apply where, just follow the decision tree.

Logo
Primary logo

The gradient, multi-colored version
of the logo is the primary logo.
It should be our preferred option
in all brand materials.

To provide maximum contrast
and legibility it should only be used
on white backgrounds, never on
black, photography or color.
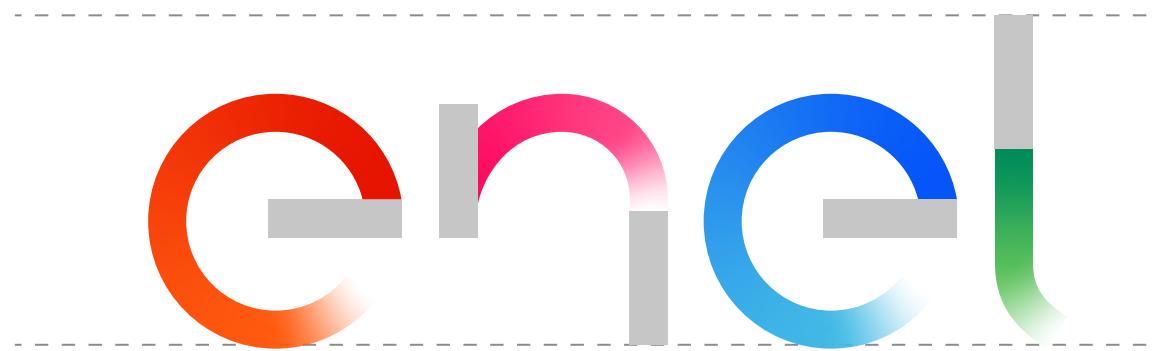
Logo
Primary logo —
Small–scale version

The small–scale version, which has a simplified gradient, must be used for applications smaller than 20 mm width for print or 50 px height for digital.

This version has better readability in small sizes, while maintaining the same look as the primary logo.

Primary logo

Print:
20 mm width
and up
Digital:
50 px height and up

Small–scale version

Print:
from 7.5 mm
to 20 mm width
Digital:
from 10 px
to 50 px height

Logo
Exclusion Zone

This is a clear area that no other graphic elements can enter.
It also helps readability in all applications.

The exclusion zone corresponds to the width of two Cursors and is mandatory.
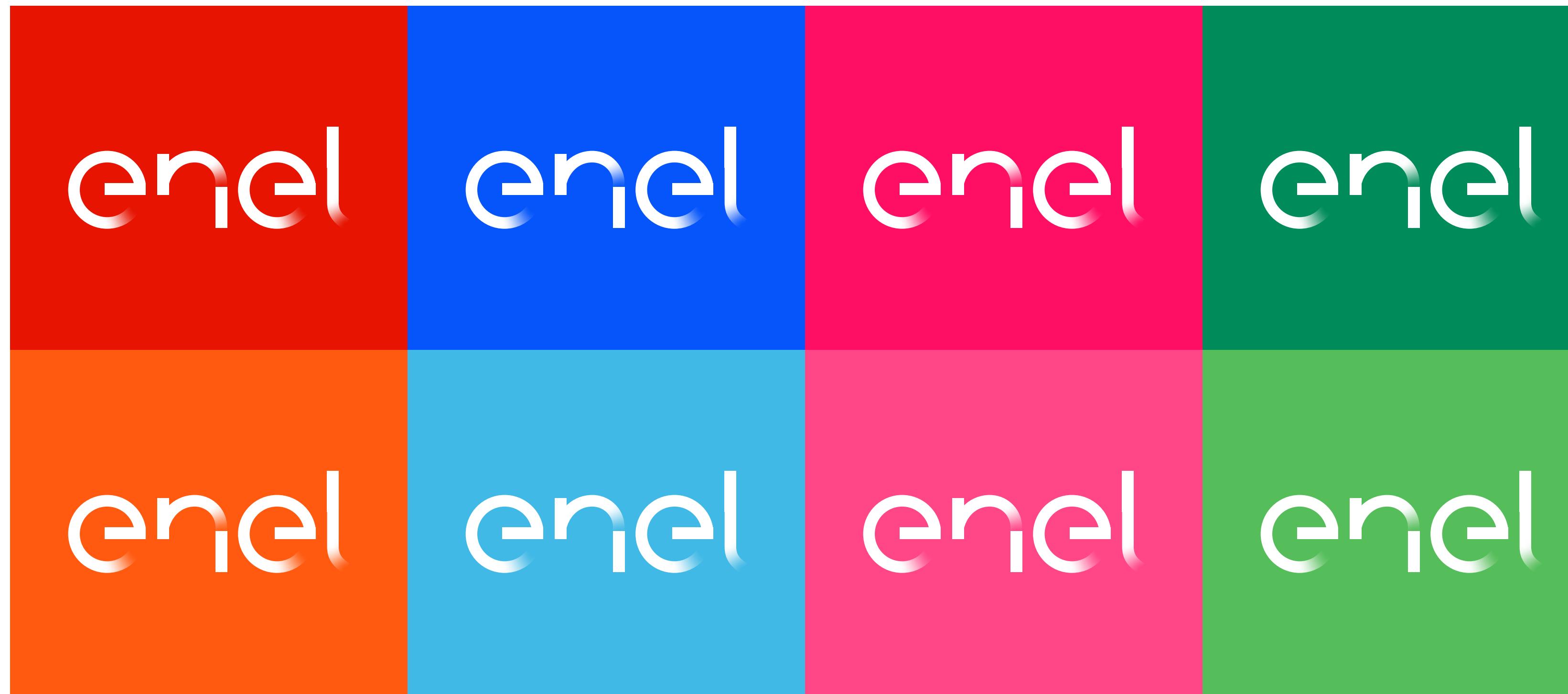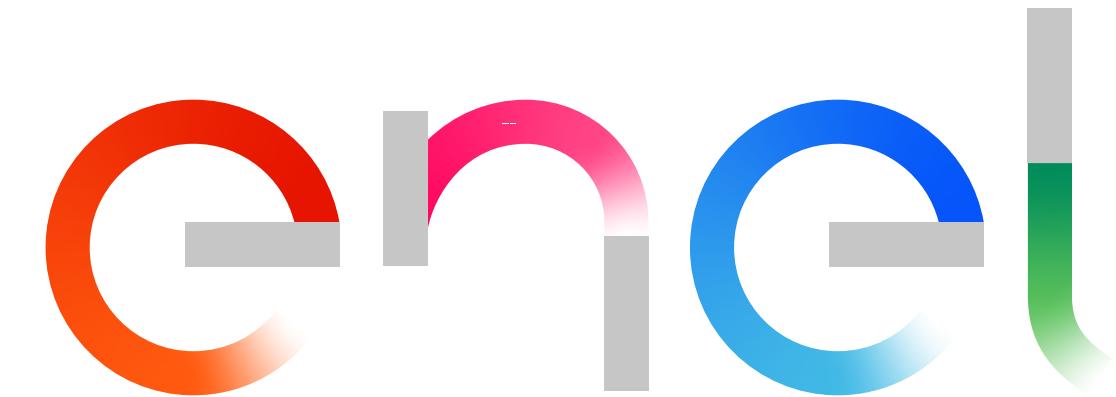
Exclusion zone = two cursors

Logo
Primary logo on colors

This version has to be used when
a colored background is required.

Logo

Primary logo on colors —
Small-scale version

This version has to be used when a colored background is required and the applications are less than 20 mm wide for print, or 50 px high for digital.

It is slightly different from the small-scale version of the Primary logo, since the gradient has to be removed to improve readability.

Primary logo

Print:
20 mm width
and up
Digital:
50 px height and up

Small-scale version
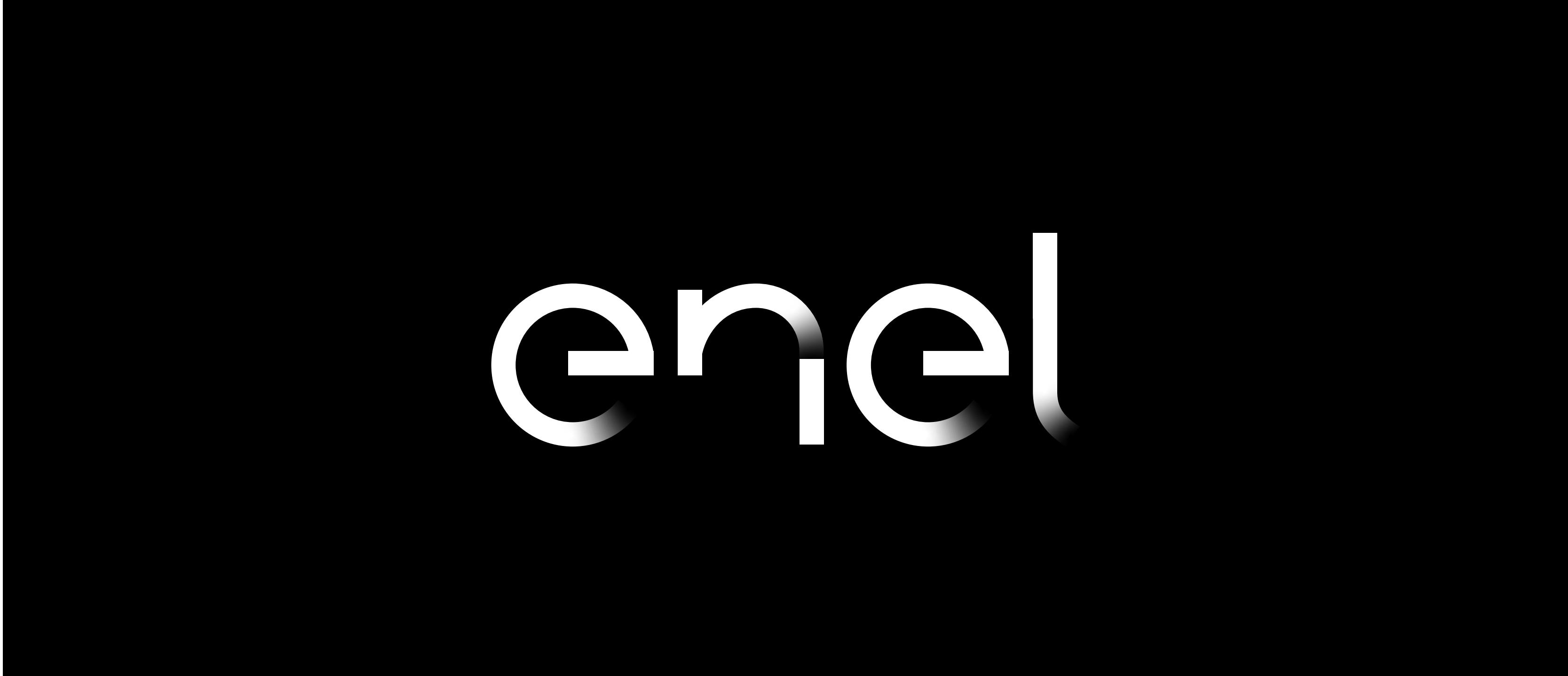
Print:
from 7.5 mm
to 20 mm width
Digital:
from 10 px
to 50 px height

Logo
Primary logo —
Monochromatic version

The monochromatic version has
to be used whenever the primary
color version cannot be applied,
or for special uses on colored
backgrounds.

Logo

Logo application on different backgrounds

The white version of the logo has to be used whenever the primary color version cannot be applied, or for special uses on colored backgrounds.

The black version of the logo is used depending on the intensity of the background color.

Dark background

Average background

Light background

Logo
Logo application on
photographic background

The white version of the logo has
to be used whenever the primary
color version cannot be applied,
or for special uses on photographic
backgrounds.

The black version of the logo is
used depending on the intensity
of the photographic background.

The Primary logo negative Black version should only
be used in the case of light photographic backgrounds
to avoid legibility problems. Always prefer the main
version over the Primary logo negative Black version.

Dark background

Color Monochrome

Average background

Light background

Color

Monochrome

Logo
Logo application on photographic background

Don'ts
Some examples of incorrect logo application that don't follow the rules explained previously.
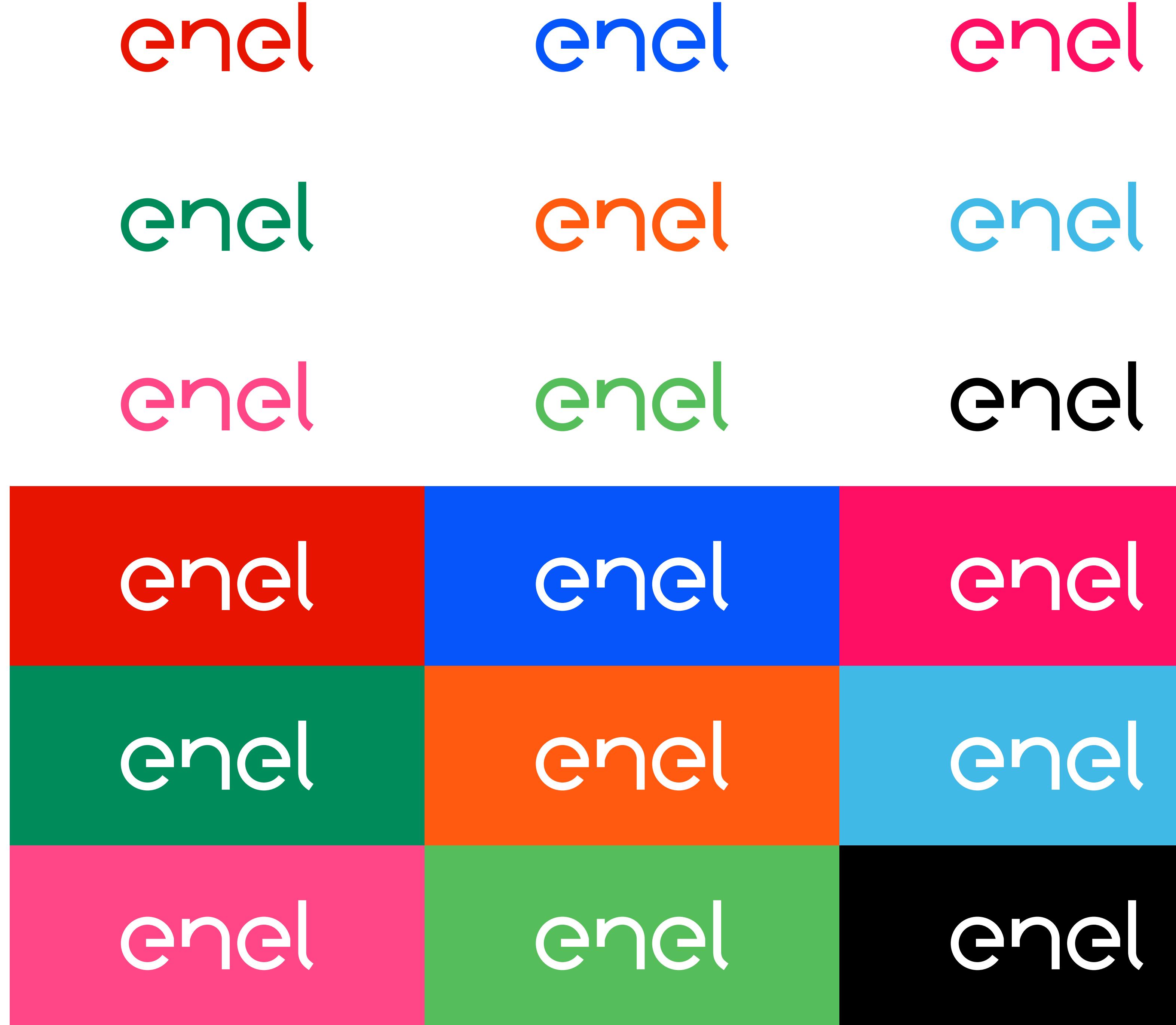
Logo
Solid logo

The solid logo should only be used in applications that don't allow gradients (e.g. hardware applications, where the logo needs to be embossed, engraved or embroidered), or in applications where color and gradient printing is restricted (receipts, faxes, etc).

The solid logo can be used in black, white and colors.

Logo
Solid logo —
Examples

Examples where the solid version
can be applied:
- when the logo needs to
be embossed (e.g. hardware
application)
- when the logo needs to be
embroidered or screen printed
(e.g. sponsorship materials)
- when color or gradient printing
are restricted (e.g. faxes and
receipts).
- In case of managing peculiar
events followed by media,
if television footages are planned,
solid Logo is recommended to
ensure maximun visibility.
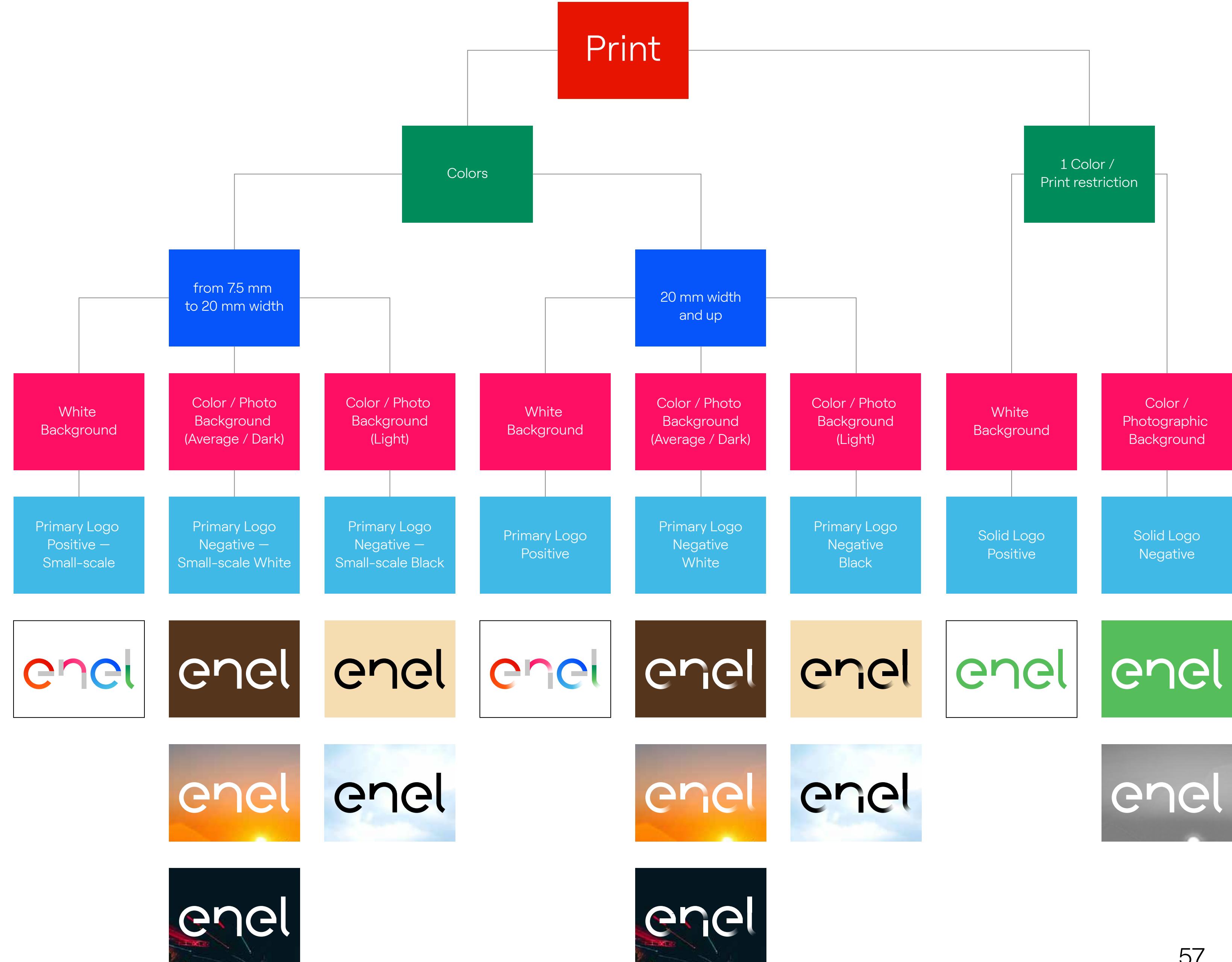
Logo
Decision tree —
Print

Follow the decision tree to identify
the logo you need to use.
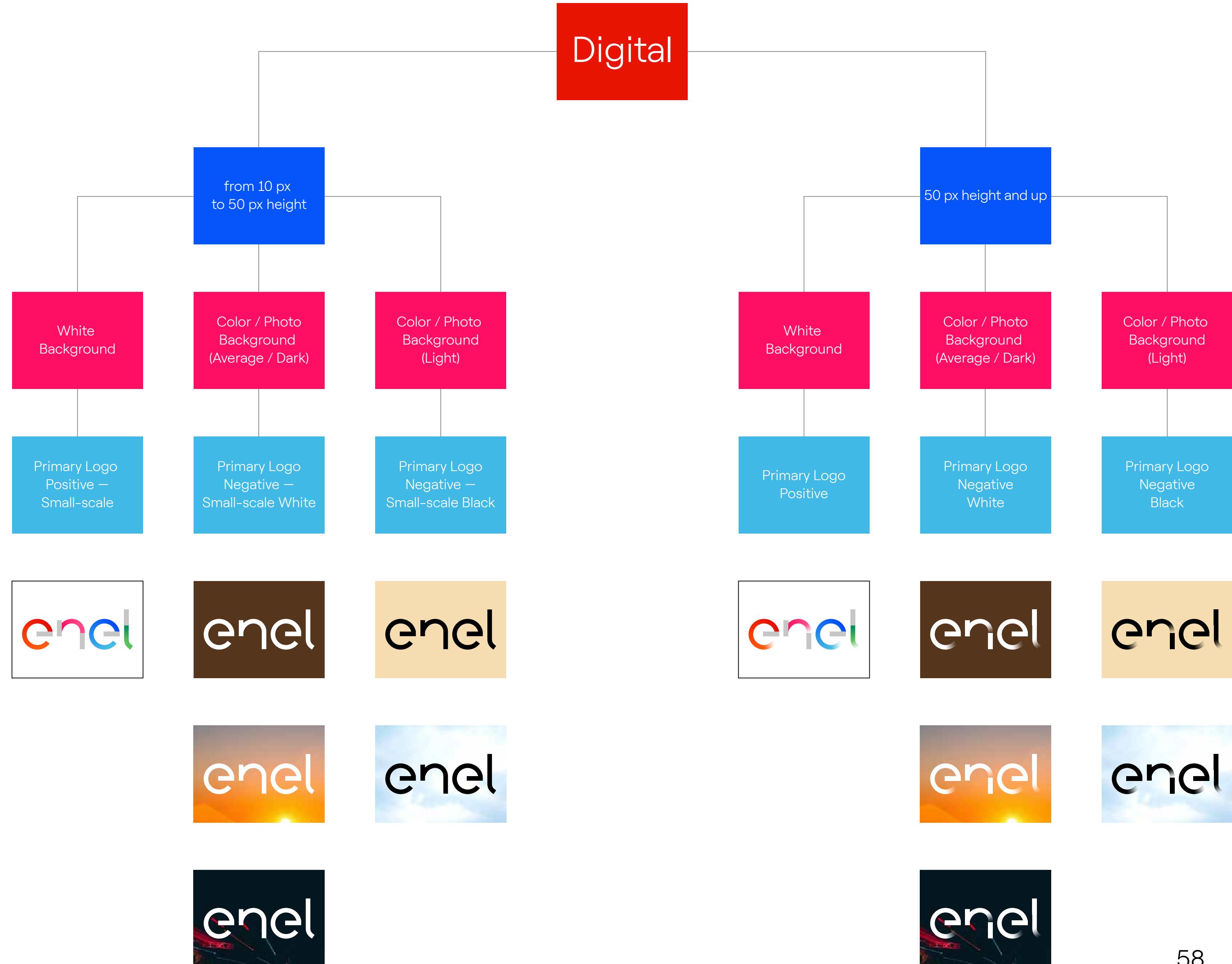
The Primary logo negative Black version should only
be used in the case of light photographic backgrounds
to avoid legibility problems. Always prefer the main
version over the Primary logo negative Black version.

Print

Colors

1 Color /
Print restriction

from 7.5 mm
to 20 mm width

20 mm width
and up

White
Background

Color / Photo
Background
(Average / Dark)

Color / Photo
Background
(Light)

White
Background

Color / Photo
Background
(Average / Dark)

Color / Photo
Background
(Light)

White
Background

Color /
Photographic
Background

Primary Logo
Positive —
Small-scale

Primary Logo
Negative —
Small-scale White

Primary Logo
Negative —
Small-scale Black

Primary Logo
Positive

Primary Logo
Negative
White

Primary Logo
Negative
Black

Solid Logo
Positive

Solid Logo
Negative

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Logo
Decision tree —
Digital

Follow the decision tree to identify
the logo you need to use.

The Primary logo negative Black version should only
be used in the case of light photographic backgrounds
to avoid legibility problems. Always prefer the main
version over the Primary logo negative Black version.
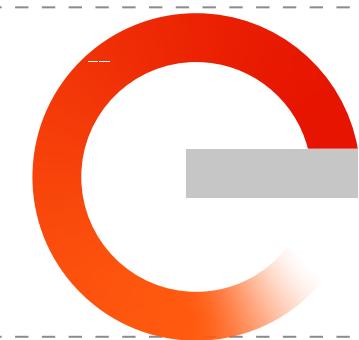
Logo
Monogram

The monogram logo should only be used in specific circumstances for digital applications:

– Favicon (color version)
– App icon (color version)
– UX element (white version)

When used in a size smaller than 50 px high, the monogram has the simplified gradient, as described for the Primary logo "Small-scale version".

Print:
20 mm width
and up
Digital:
50 px height and up

Small-scale version
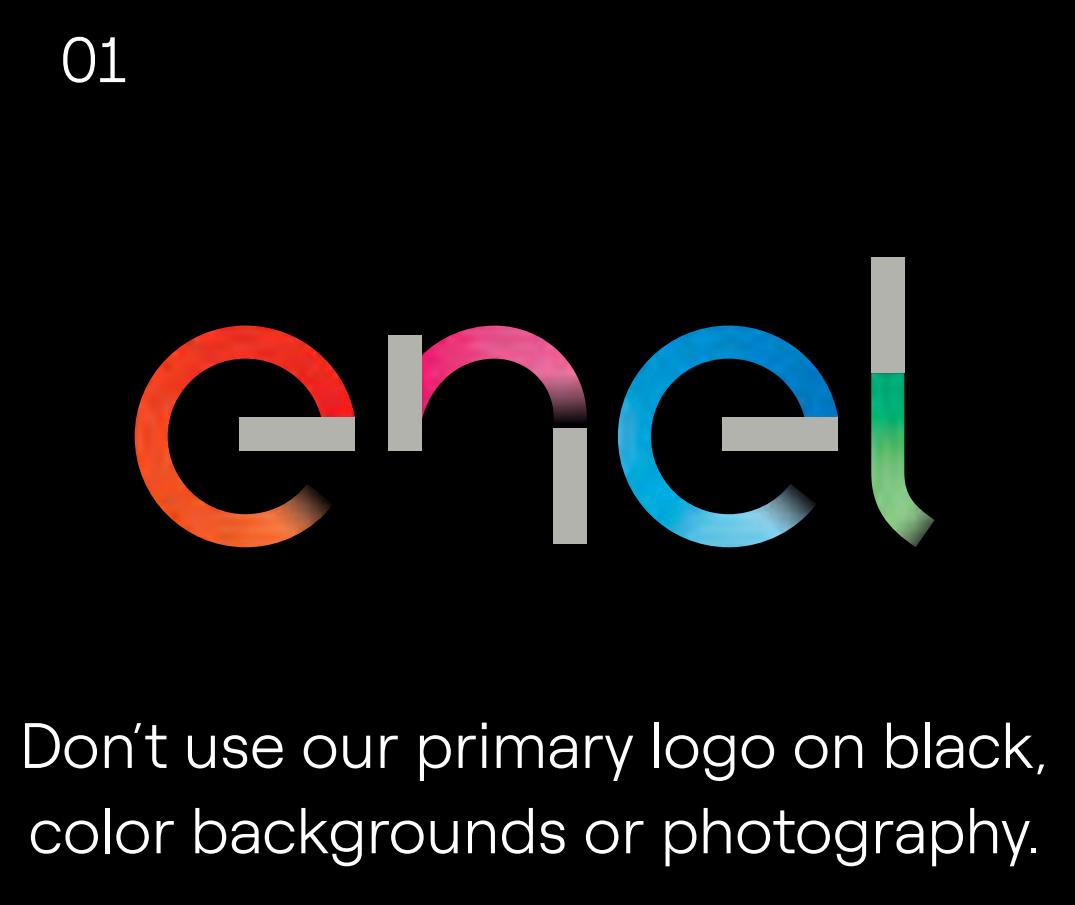
Print:
from 7.5 mm
to 20 mm width
Digital:
from 10 px
to 50 px height

Logo
Don'ts

The resizing, distortion and reinterpretation of individual components or any other alteration of the mark, in applications not defined in the guidelines, must be considered improper.

01

Don't use our primary logo on black, color backgrounds or photography.

02

The proportion of the logo must not be altered.

03

Only use the specified colors.

04

No graphic effects should be applied to the logo.

05
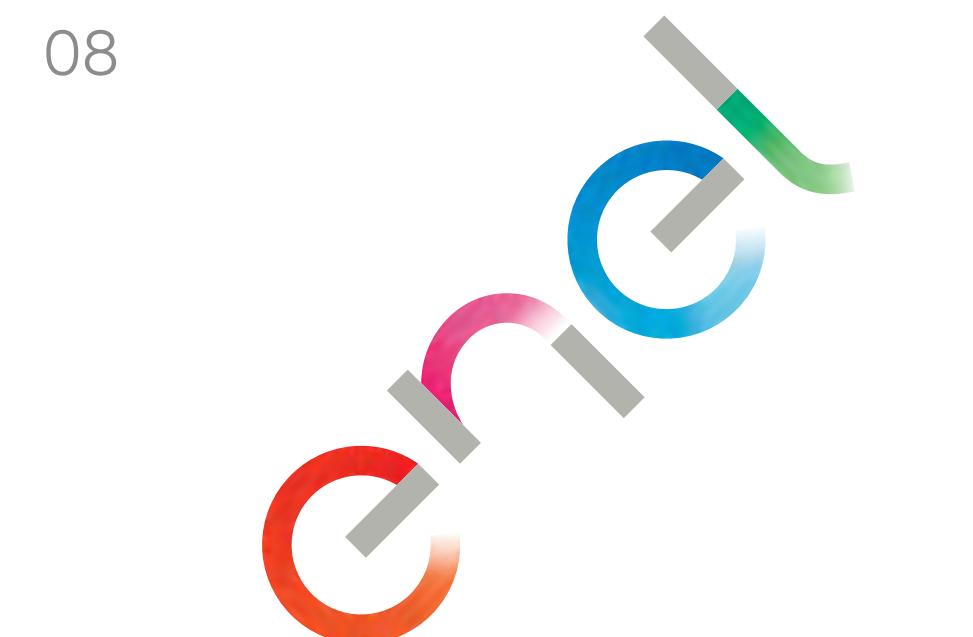
Do not apply kerning to the letters of the logo.

06

Do not break the logo with hyphenation.

07

The proportion of the logo must not be altered.

08

Do not use the logo with different orientations.

09

Do not use parts of the logotype singly.