

2023

designed by
PANGLOSSIAN
STUDIO

RATAFIA
ROSSI

BRAND MANUAL

Logo and branding specifications

1. LOGO

- 1.1 Logo's meaning
- 1.2 Logo's applications
- 1.3 Logo's construction, clear space and computation

2. TYPOGRAPHY

- 2.1 English font

3. COLOR SYSTEM

- 3.1 Primary color system
- 3.2 Secondary color system

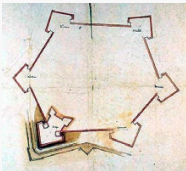
4. BRAND DEVELOPMENT

- 4.1 Labels, la rossa
- 4.2 Box

1.1 LOGO'S MEANING

Spread the meanings behind the corporate logo is a powerful tool to build a strong intangible identity and extend the influence beyond its tangible products.

RATAFIA
ROSSI



1



2

The logo design started with a comprehensive research on the Futurism Movement. All the fields of Futurism application were studied deeply, with a particular attention on the Graphic and Wording.
The font has been chosen for its Futurism aesthetic, and the double R reminds the repetition of the letters and the free

expression in the graphic (that's why one R is mirrored), typical of the Futurism.
The symbol has been designed taking inspiration from the Grosseto city walls [1] (native city of the founder of Ratafia Rossi, Simone Rossi) and the Hong Kong iconic star ferry symbol [2] (the dotted star). The overall aesthetic

symbolize a product rooted in Italy, with an international character (focusing in Hong Kong as it's the city where Simone Rossi got the chance and the idea to initiate this venture).

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1.2 LOGO'S APPLICATION ON PLAIN BACKGROUND

RATAFIA ROSSI logo's elements are the letters that forms the brand's name.



Logo in white



Logo in black



Logo in Silvery



Logo in Glamour Gold



APPLICATION OF THE LOGO ON A LIGHT BACKGROUND

For the application of the logo on a light background, all the versions can be used, exception for the white version.



APPLICATION OF THE LOGO ON A MEDIUM TONE BACKGROUND

For the application of the logo on a light background, all the versions can be used.



APPLICATION OF THE LOGO ON A DARK BACKGROUND

For the application of the logo on a light background, all the versions can be used, exception for the black version.

As a general rule, the choice of the logo must be done according to guarantee the maximum readability of the logo.

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1.2 LOGO'S APPLICATION ON PHOTO BACKGROUND

RATAFIA ROSSI logo's elements are the letters that forms the brand's name.



Logo in white



Logo in black



Logo in Silvery



Logo in Glamour Gold



APPLICATION OF THE LOGO ON A LIGHT BACKGROUND

For the application of the logo on a light background, all the versions can be used.



APPLICATION OF THE LOGO ON A MEDIUM TONE BACKGROUND

For the application of the logo on medium tone background, white and black versions can be used.



APPLICATION OF THE LOGO ON A DARK BACKGROUND

For the application of the logo on a light background, all the versions can be used, exception for the black version.

As a general rule, the choice of the logo must be done according to guarantee the maximum readability of the logo. We can also add a shape underneath the logo to increase readability.

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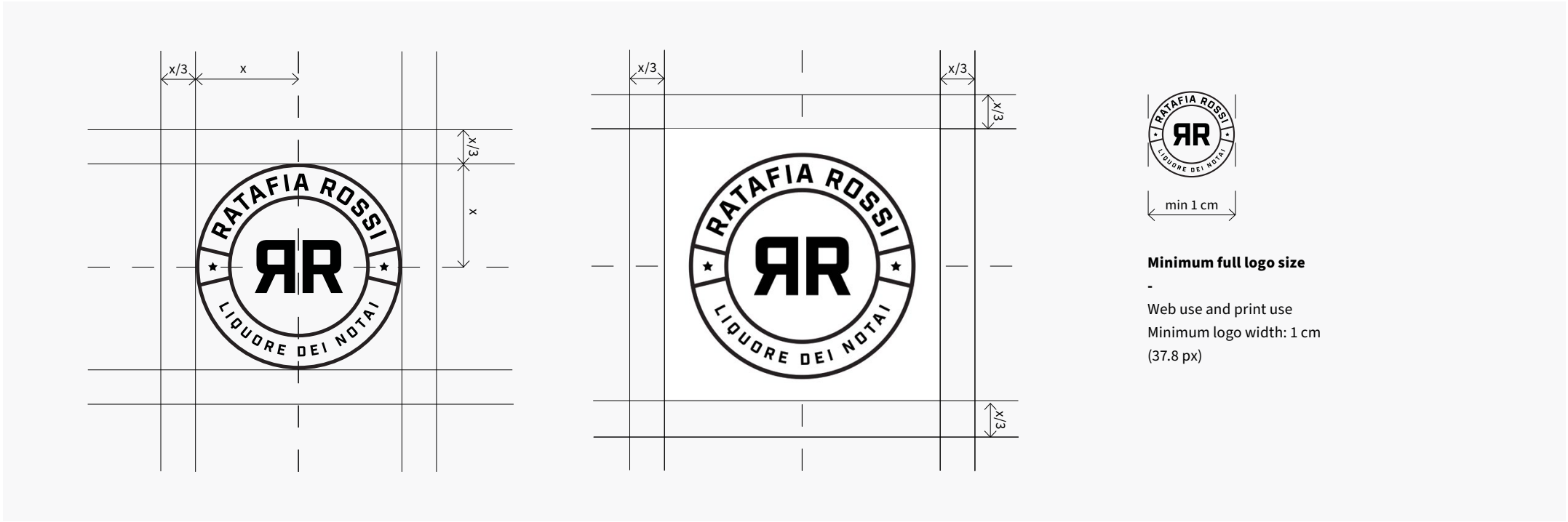
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1.3 LOGO'S CONSTRUCTION, CLEAR SPACE AND COMPUTATION

Spread the meanings behind the corporate logo is a powerful tool to build a strong intangible identity and extend RATAFIA ROSSI influence beyond its tangible products.



It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name - they have a

fixed relationship that should never be changed in any way.

2.1 FONT

When typing with letters, use Industry Black for titles.

Industry Black

Aa

Cc

UPPERCASE

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

LOWERCASE

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

NUMBERS

0 1 2 3 4 5 6 7 8 9

SYMBOLS

! " \$ % & ' () * + , - . / : ; < = > ? [\] ^ _ ` { | } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

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2.1 FONT

When typing with letters, use Industry Book for text body.

Industry Book

Aa
Cc

UPPERCASE
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
LOWERCASE
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
NUMBERS
0 1 2 3 4 5 6 7 8 9
SYMBOLS
! " \$ % & ' () * + , - . / : ; < = > ? [\] ^ _ ` { } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

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2.1 FONT

When typing with letters, use Industry Lightfor captions.

Industry Light

Aa
Cc

UPPERCASE
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
LOWERCASE
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
NUMBERS
0 1 2 3 4 5 6 7 8 9
SYMBOLS
! " \$ % & ' () * + , - . / : ; [\] ^ _ ` { } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

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3.1 PRIMARY COLOR SYSTEM

For digital use, refer to the main hex color.
For printing use, refer to related pantone chip.



GLAMOUR GOLD

PANTONE®

20-0033 TPM

Glamour Gold

PANTONE® FHI Metallic Shimmers TPM

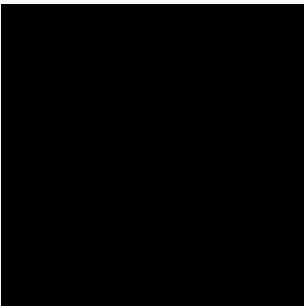
L*a*b*	67 9 34
sRGB	190 155 100
HEX	BE9B64

PANTONE®

7562 C

PANTONE® Formula Guide Coated

L*a*b*	66 8 36
sRGB	189 155 96
HEX	BD9B60
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BLACK

CMYK C75 M68 Y67 K90

RGB R0 G0 B0

HEX 000000

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3.1 SECONDARY COLOR SYSTEM

To be used in graphic system to accompany the primary colors.



SILVERY

PANTONE®
20-0004 TPM
Silvery

PANTONE® FHI Metallic Shimmers TPM

L*a*b*	59 -1 1
sRGB	140 143 141
HEX	8CBF8D

PANTONE®
423 C

PANTONE® Formula Guide Coated

L*a*b*	58 -1 -1
sRGB	13 / 141 141
HEX	898D8D
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WHITE

CMYK	CO MO YO KO
RGB	R255 G255 B255
HEX	ffffff

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4.1 LABELS, LA ROSSA



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4.3 BOX



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contact

Sara Biancaccio



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