



ROOTS IN THE FUTURE

Italy Guest of Honour 2024
Frankfurt Book Fair

Background

Using effectively and consistently visual images increases the recognition and impact of external communication.

This manual defines and provides guidelines on the characteristics and visual structure of the ***Roots in the future*** logo, and its variations for the Italian and international markets.

In particular, it defines the precise graphic standards to be used in various applications: from multimedia products – social media channels and official websites – to print publications.

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Section 1

The logo

The *Roots in the future* logo is simple, direct and easy to understand.

The three elements that distinguish it (the book, the sprouting plant and the colours of the Italian flag) are linked together in a visual combination that leaves no room for doubt: from the open book, and therefore from the roots of our culture, we see a sprouting plant emerging, as a symbol of the future.

The claim and baseline – placed at the base of the logo – are in harmony with the visual representation.

The logo

The *Roots in the future* logo

Italy has an extraordinary and unique heritage. It has always been a country rich in history, culture and innovation and, over the centuries, has made a significant contribution to many cultural fields. It continues to play a role in the present day and looks to the future with confidence, setting itself new challenges and goals.

We celebrate the birth of Italy's future in close continuity with its history. Its past is alive, and it gives movement to a future upon which it draws, expressing Italy's enormous curiosity and potential for all that is to come.

Thus, the roots of the past inspire new perspectives for the future.

The visual is simple, direct and easy to understand.

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The claim and baseline – placed at the base of the logo – are in harmony with the visual representation.

The logo

Vertical version
Colour negative



The logo

Vertical version with baseline
Colour negative



The logo

Vertical version
Colour positive



ROOTS IN THE FUTURE

The logo

Vertical version with baseline
Colour positive



ROOTS IN THE FUTURE

Italy Guest of Honour 2024
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The logo

Italian, English and German versions

IT



EN



DE



The logo

Section 2

Composition

The *Roots in the future* logo is built on how defined graphic elements work together and uses specific fonts and colours, which are set out on the following pages.

Logo composition



The logo, in its complete version, consists of four elements aligned centrally and vertically. The first element is the emblem, the second is the claim, the third is the tricolour of the Italian flag and the fourth is the baseline. The width of the emblem is aligned with the tricolour. Horizontally, the full logo is the width of the emblem and half the width again at either side.

House style

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 *!&#€

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 *!&#€

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789 *!&#€*

Bold Italic

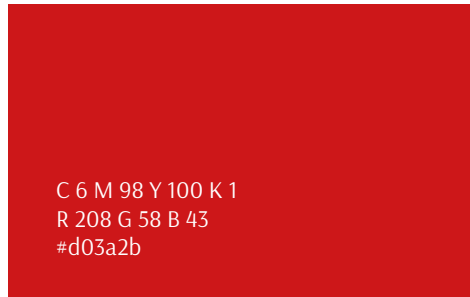
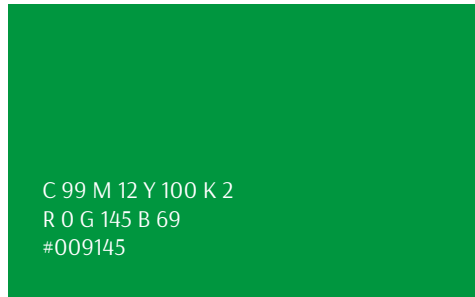
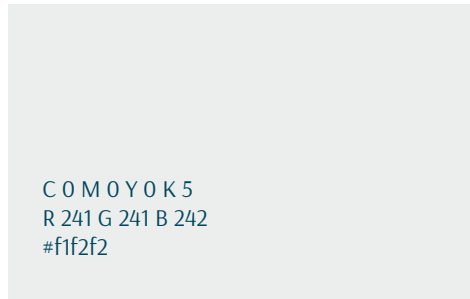
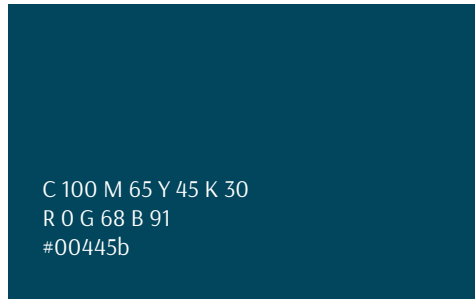
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 *!&#€

ExtraBlack

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 *!&#€

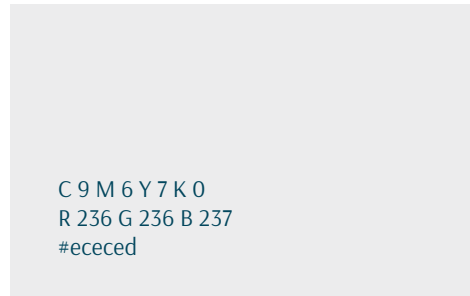
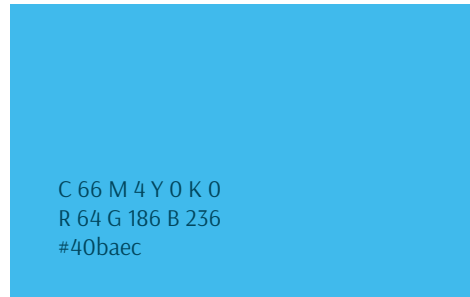
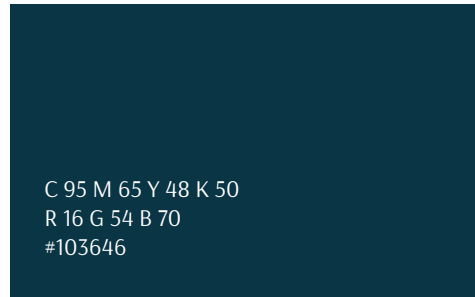
The house style of the claim and the baseline of the logo is **Optima**, a font classified as sans-serif with modified characters, as used in calligraphy-style novels.

Primary colours



There are four colours used in the logo. Blue is only used in **the negative colour** version.

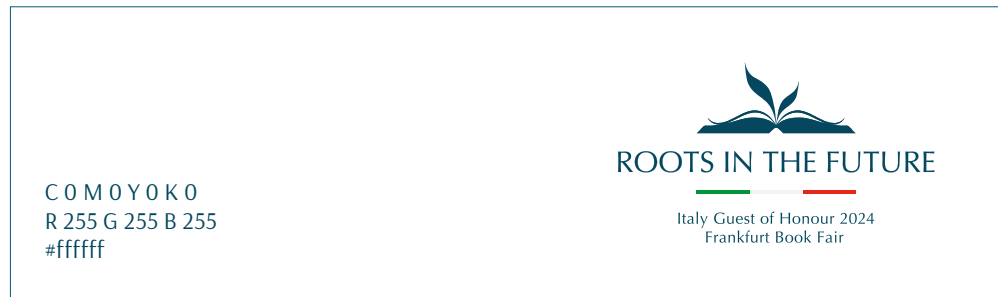
Secondary colours



Secondary colours are intended to be used **for text and backgrounds** to support the visual identity.

Any deviations must ensure the text is readable against the background.

Institutional graphic backgrounds



The institutional colours are only intended to be used **as graphic backgrounds for the negative and positive versions of the logo**. Any deviations must ensure that the logo is readable against the background.

Section 3

Rules of use

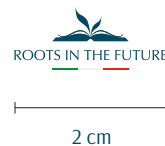
The use of the logo is governed by certain rules to ensure it is used correctly and is always **readable**, depending on its **usage**.

Logo reduction

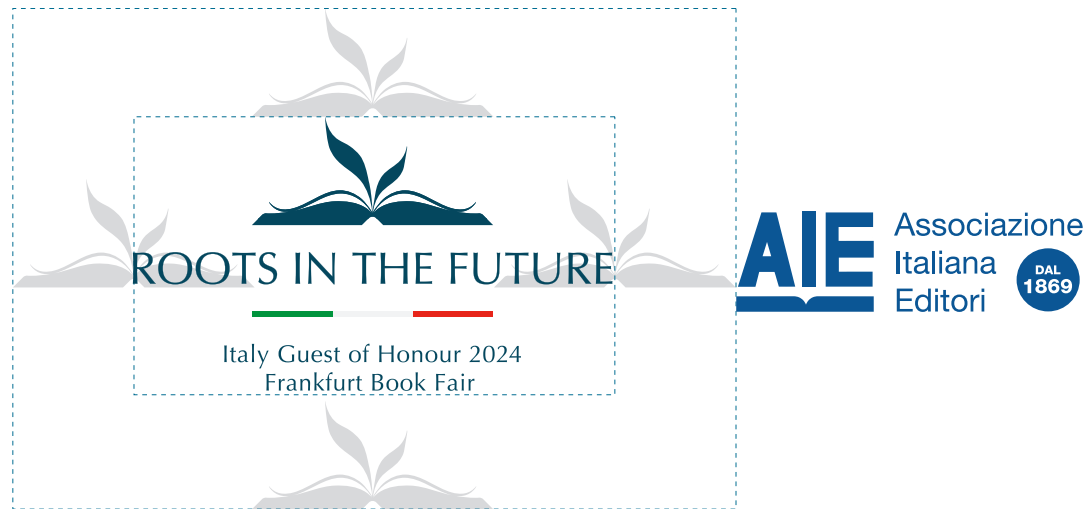


To ensure legibility, the logo size should not be reduced by more than 3 cm in the full baseline version, and by more than 2 cm in the non-baseline version.

Reductions greater than the dimensions indicated risk affecting the readability of the claim and text.



Clearance



The logo's clearance zone is determined laterally by the horizontal half of the graphic, and the total height of the graphic on the top and bottom side of the logo. Any text or graphic elements should be placed outside of a frame, which should be ideally positioned around the logo.

Section 4

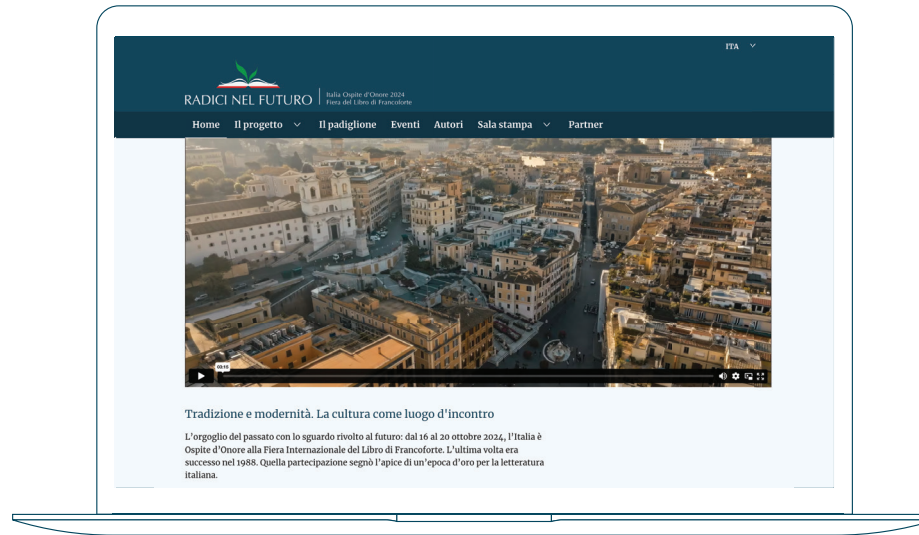
Examples of use

This section presents possible uses of the logo (official website, press page, backdrop).

Any alternative uses must comply with the rules described on the previous pages.

Examples
of use

Official website



The lateral baseline version of the logo was created exclusively for use on the institutional site.

The logo should be used primarily in the vertical version (see pages 7 and 9).



Examples of use

Examples
of use

Use on photographic backgrounds



The use of the logo on photographic backgrounds should be the opposite to how it is presented on institutional graphic backgrounds (see page 16).

Examples
of use

Backdrop

Positive colour logo

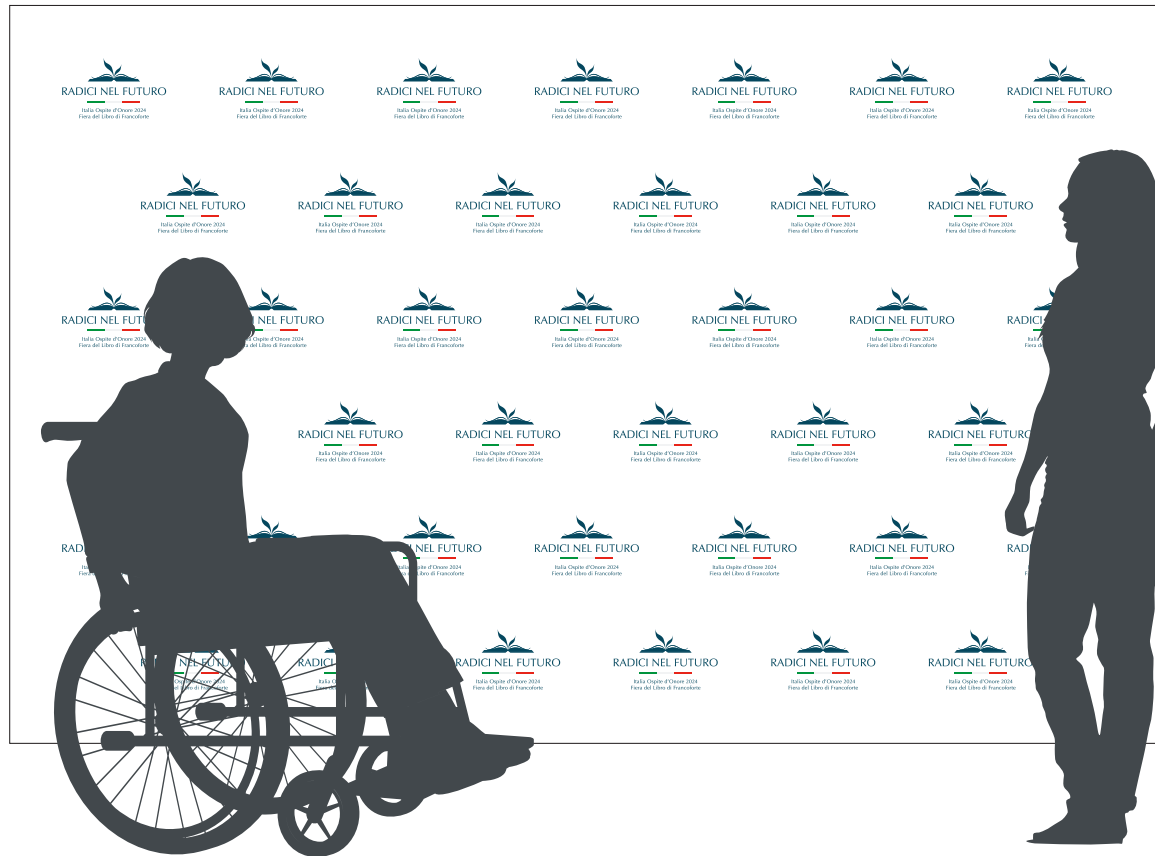


Examples of use

Examples
of use

Backdrop

Negative colour logo



Examples of use



ROOTS IN THE FUTURE