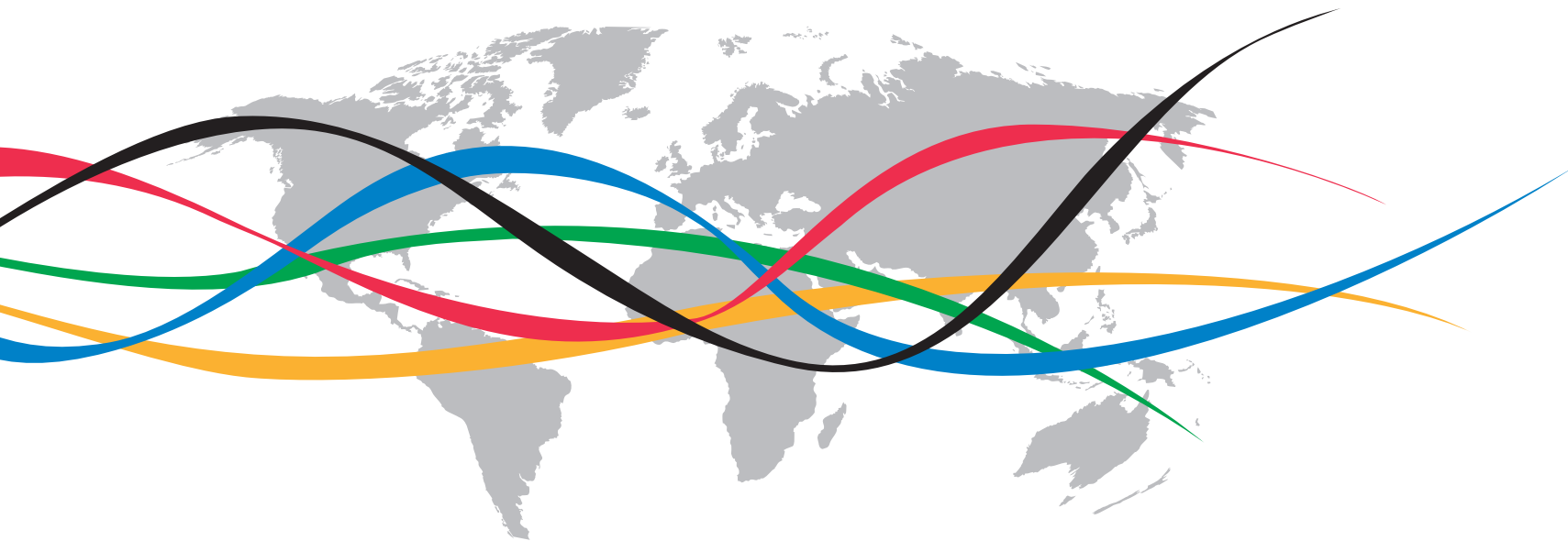# WORLD LOGO USER'S INSTRUCTION MANUAL

Logo
Color codes
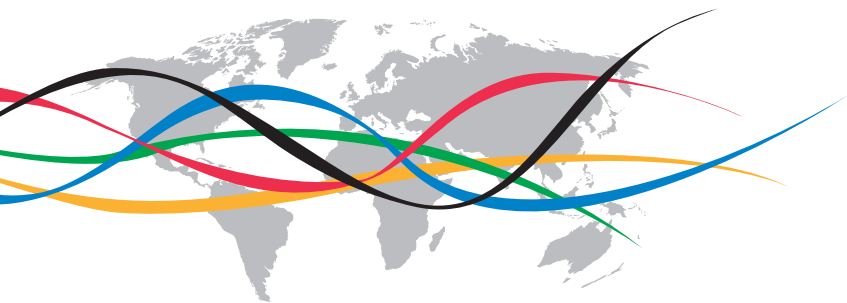
PANTONE 3005	QUADRICROMIA C 100% M 37% Y 0% K 0%	RGB R 0 G 129 B 200	WEB SAFE #0081C8	RAL 5015
PANTONE 137	QUADRICROMIA C 0% M 34% Y 91% K 0%	RGB R 252 G 177 B 49	WEB SAFE #FCB131	RAL 1028
PANTONE 426	QUADRICROMIA C 0% M 0% Y 0% K 100%	RGB R 0 G 0 B 0	WEB SAFE #000000	RAL 9011
PANTONE 355	QUADRICROMIA C 100% M 0% Y 100% K 0%	RGB R 0 G 166 B 81	WEB SAFE #00A651	RAL 6037
PANTONE 192	QUADRICROMIA C 0% M 94% Y 65% K 0%	RGB R 238 G 51 B 78	WEB SAFE #EE334E	RAL 3018
WHITE	QUADRICROMIA C 0% M 0% Y 0% K 0%	RGB R 255 G 255 B 255	WEB SAFE #FFFFFF	RAL 9010

GREY	QUADRICROMIA C 0% M 0% Y 0% K 30%	RGB R 255 G 255 B 255	WEB SAFE #FFFFFF	RAL 9010

Logo

Clear Space

The logo is designed on graphical- geometrical proportions. Its legibility is greatest if the surrounding area is broad enough.
Any graphical or typographical element shall be placed outside an ideal frame, built around the logo so as not to generate any kind of visual interference. This space of the logo is to be considered minimal: Thus, whenever possible, it needs to be increased.
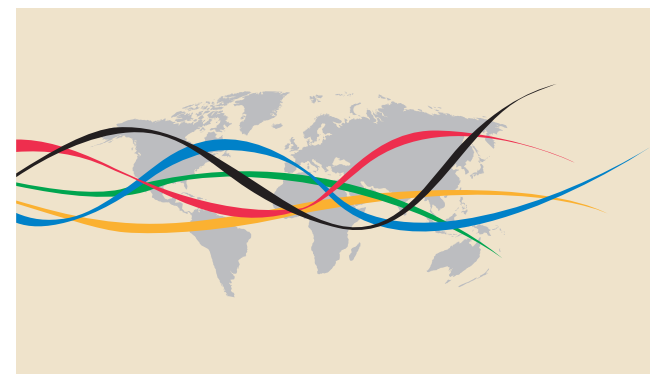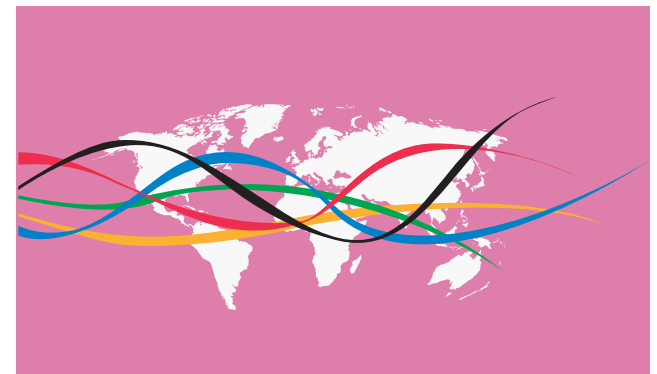

1y

3y
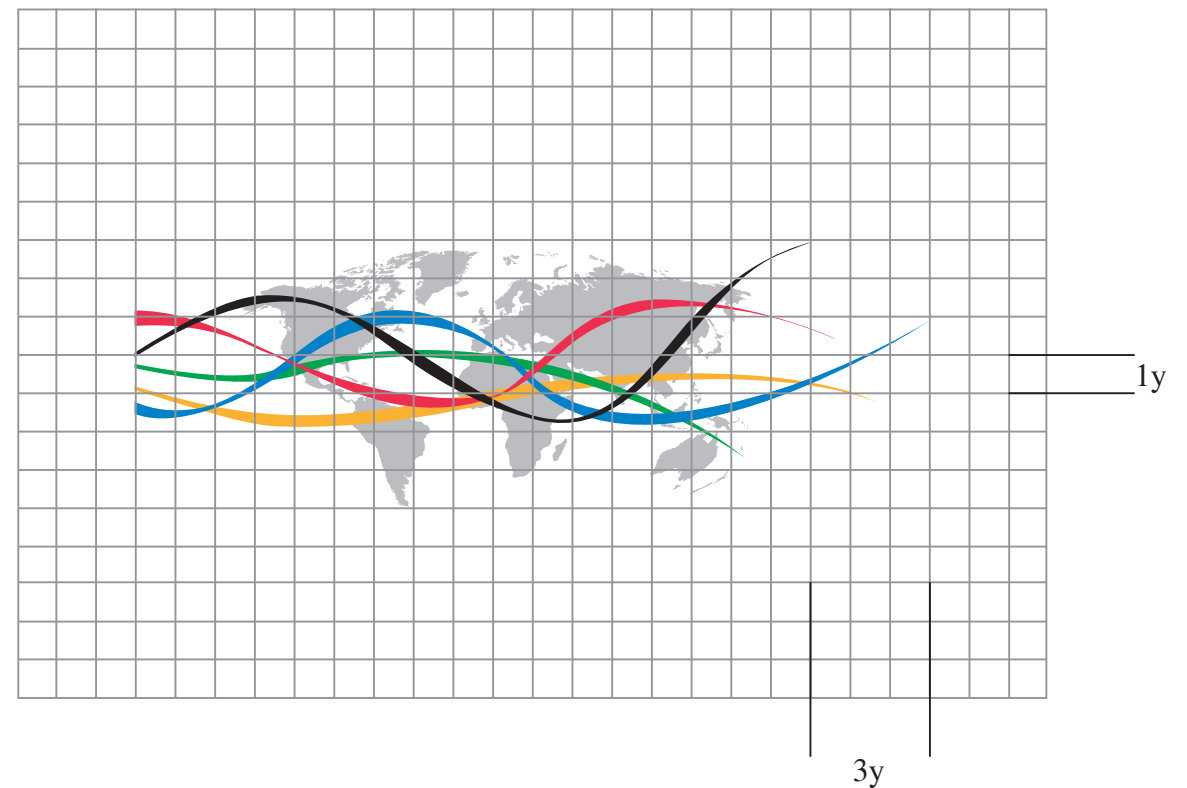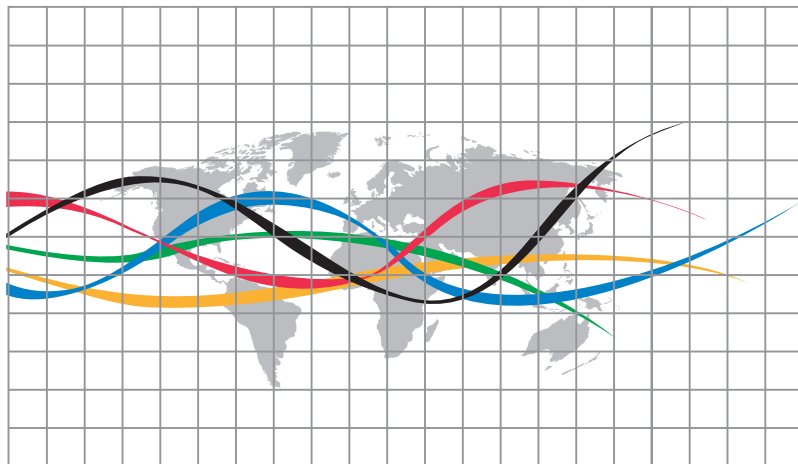
Logo

Application on a homogenous background

The logo may be applied on different colored backgrounds
On a dark colored background should be applied the negative side of the "world"
On a light colored background should be applied the positive side of the "world" colored in grey

Logo

## Application on a photographic or imaginary background

The negative version of the "world" must be used in the event the background (photographic or imaginary) is particularly dark or has an intensity such as to make visible the outline of the "world" itself.

The positive version of the "world" must be used when the background's intensity appears to be very light.
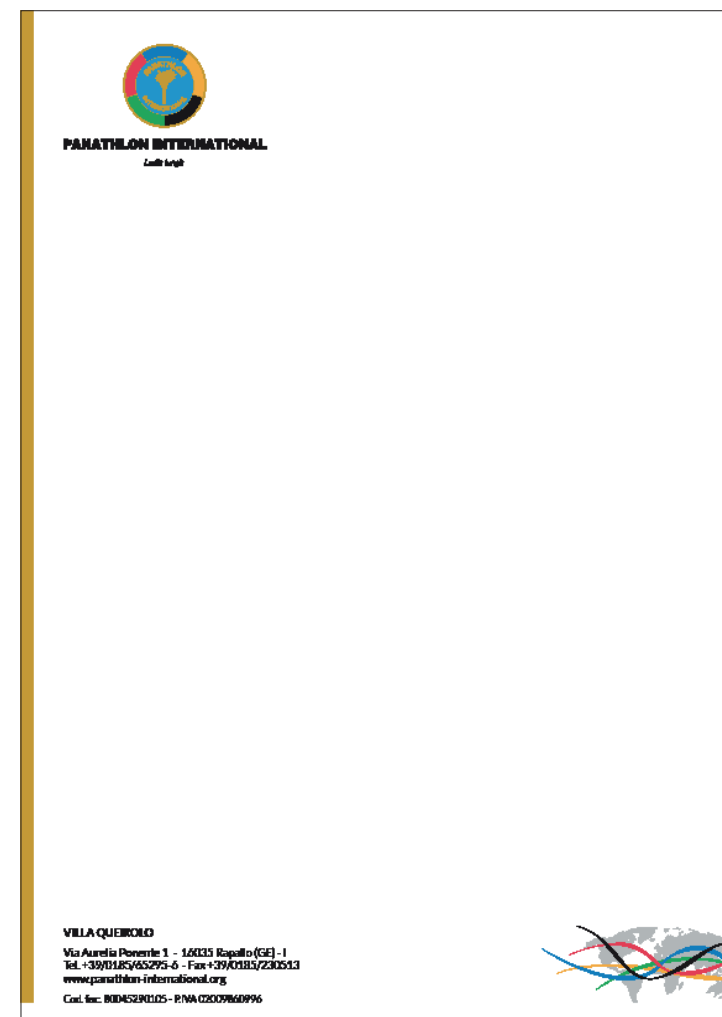
Use of the Logo

The logo may be used towards the right or the left
version depending on the layout required.
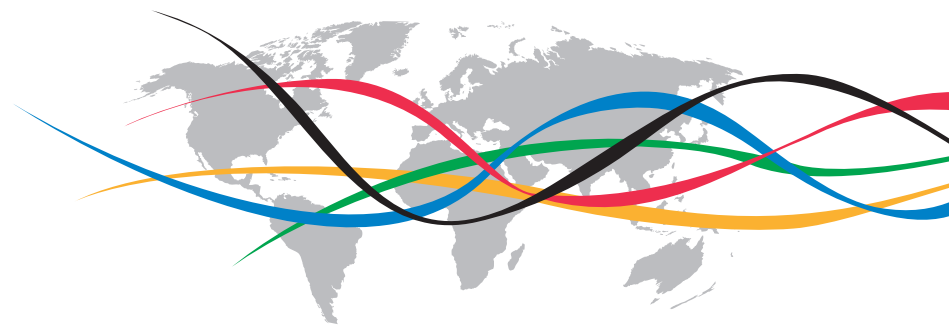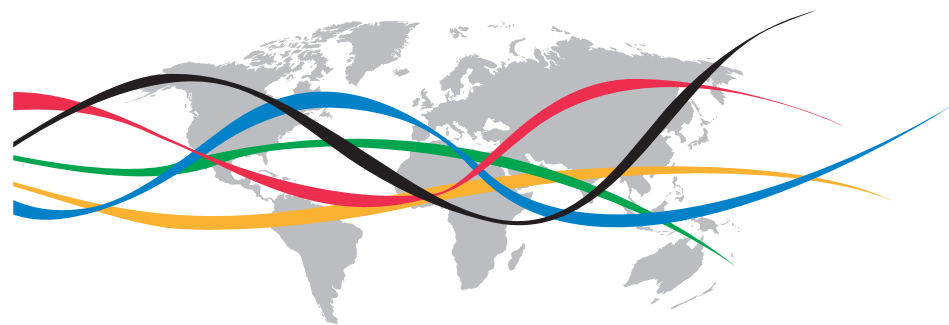
Formats

Use of the logo on
letterhead or business
cards

Formats

Use of the logo on American Standard Size Envelope cm 23 x 11

PANATHLON INTERNATIONAL
Logo LIBRARY

VILLA QUEROLO
Via Aurelia Ponente 1
16035 Rapallo (GE) – I