WIKIMEDIA
ITALIA

BRAND MANUAL

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INTRODUCTION

Wikimedia has a vision which brings together thousands of volunteers from all over the world. This decentralized structure makes it all the more important for Wikimedia to be recognizable as one organisation. For this, we have common goals, but we also have a common visual identity.

This styleguide is designed to provide all within and without the Wikimedia organisation a clear set of rules to follow for the best use of our trademark, logos, and colors. Note that no derivative of the Wikimedia logo can be published without prior approval from the Foundation; see the Trademark Policy for details about usage of logos and trademarks.

In the following pages a set of rules for the Italian Wikimedia Foundation visual identity is presented.

WIKIMEDIA
ITALIA

The Wikimedia logo is composed of a symbol and a name.
Both elements are closely linked and should only be used
within the frame described hereafter.

LOGO

Horizontal

LOGO

Grayscale

The following version of the logo is intended for use in a grayscale environment. Automatic translation of the original colors in grayscale will not render the proper effect, please use the color specifications listed in the Color specifications section below for grayscaling the logo.

LOGO

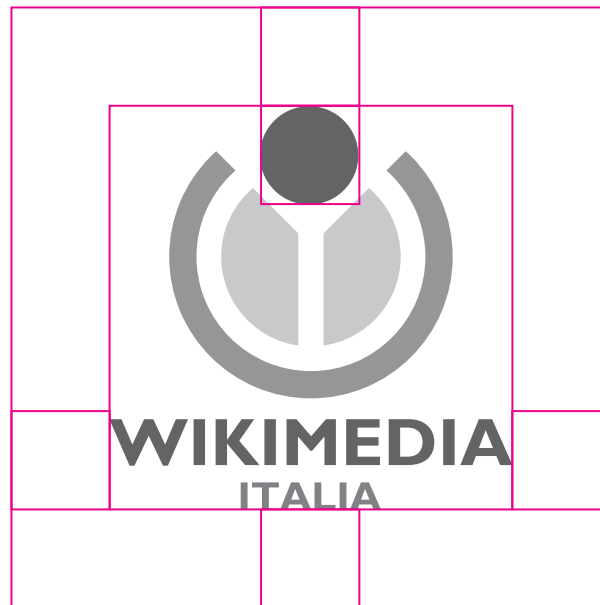·······································

Monochrome

In case the logo needs to be used in a monochrome environment (fax, rubber stamps, promotional objects etc.), it should only be used in black (on light backgrounds), or white (on dark backgrounds).

LOGO

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Placement

The logo should always be surrounded by margins of at least the size of the red circle's diameter (see figure)

LOGO

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Typograhpy

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gill Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

The font GillSans is the one used for the logo.

LOGO

······················· Colors ·······················

	C	M	Y	K	Pantone Coated	Pantone Uncoated	R	G	B	hex	Grayscale
🔴	25%	100%	100%	25%	1805	n/a	153	0	0	#990000	75%
🔵	93%	58%	18%	2%	301	267	0	102	153	#006699	50%
🟢	80%	15%	75%	0%	348	348	51	153	102	#339966	25%
⚫	0%	0%	0%	85%	446	443	72	72	72	#4a4a49	75%
⚪	0%	0%	0%	60%	Cool Grey 11	Cool Grey 11	102	102	102	#666666	60%

The logo comprises 4 colors. Red, Green, Blue and Gray.
The colors are defined for the different possible media and should not be changed.

LOGO

Usage

The colored Wikimedia logo should always be used on a white
or very light gray background (max. 15% black), never on a colored background.
The logo should not be turned around or distorted or have its colors and font changed.

TYPOGRAPHY

Printed material

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

GillSans should be used as much as possible in printed material. However, since this is not a font available by default on most computers, Arial should be the preferred font for the body of letters, faxes, documents. Arial is present on most computers and allows editable documents to be read without any problems.

TYPOGRAPHY

Web

Inter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

On the web the free font Inter is used.

COLORS

	C	M	Y	K	Pantone Coated	Pantone Uncoated	R	G	B	hex
●	84%	0%	34%	0%	7710	7467	0	169	178	#00a9b2
●	0%	34%	84%	0%	143	7549	250	181	55	#fab537
●	20%	84%	70%	20%	1807	n/a	172	60	58	#ac3c3a
●	34%	84%	0%	0%	n/a	n/a	178	68	146	#b24492
●	59%	67%	0%	0%	7676	267	128	99	168	#8063a8
●	20%	34%	60%	50%	873	140	130	107	72	#826b48

Along with the logo colors a set of different hues is presented
in order to be used in graphic outputs.