



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.

LOGO

Vertical



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



WIKIMEDIA
ITALIA

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

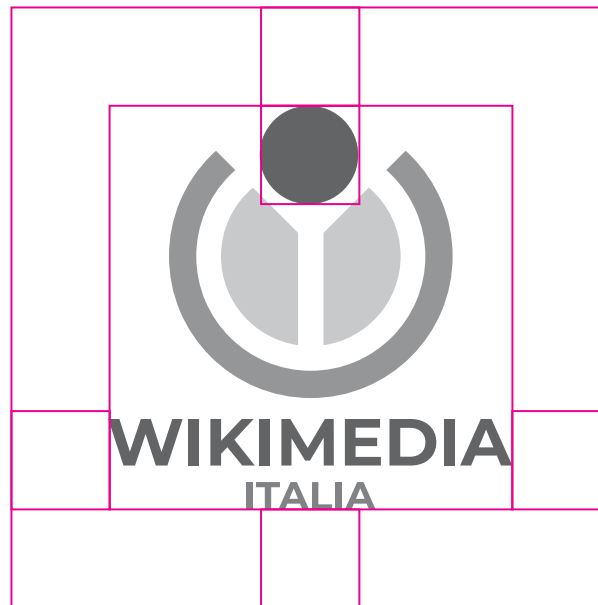
Monochrome



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

Placement



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

LOGO

Typograhpy

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

The free font Montserrat Bold 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 and Web

Inter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Inter Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

The free font Inter should be used both in printed and web materials.

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.

