

Manuale di brand



Indice

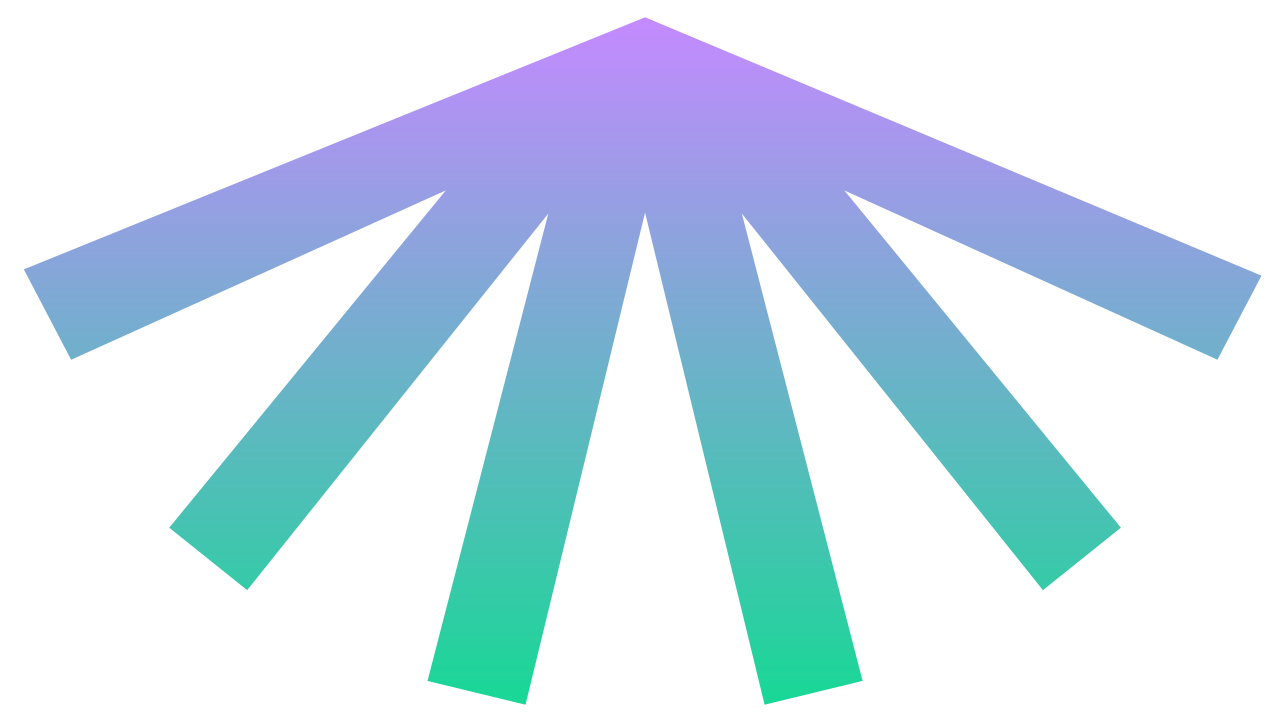
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L'identità di Auctory è super progressista,
aperta e innovativa. Molto pratica, concreta
e ordinata. Abbastanza minimale. Un po'
corporate, seria ed esagerata

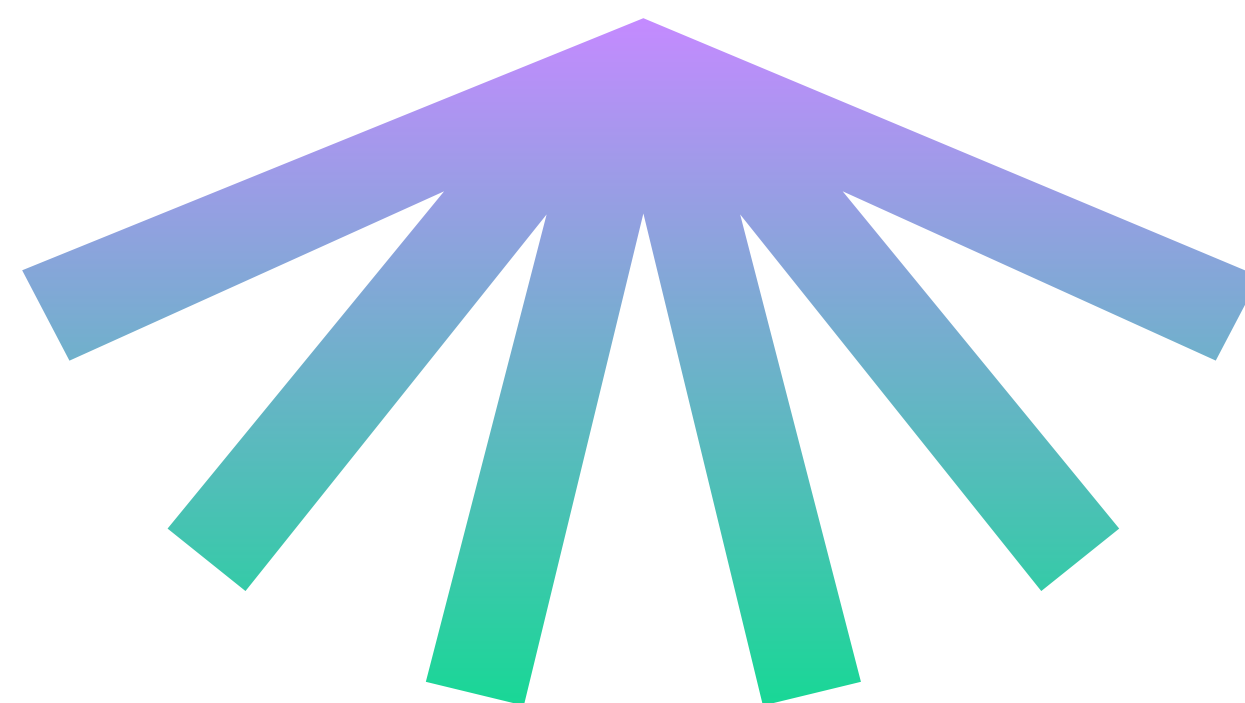


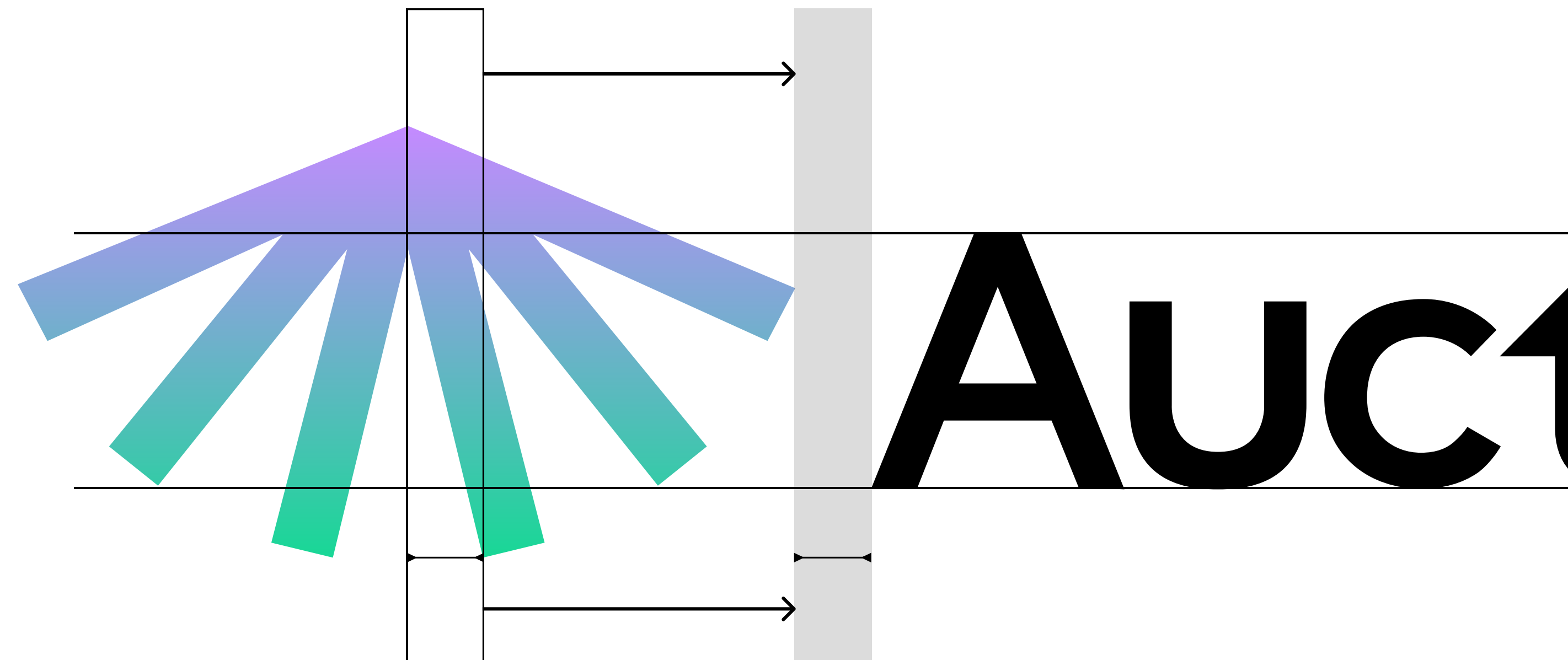
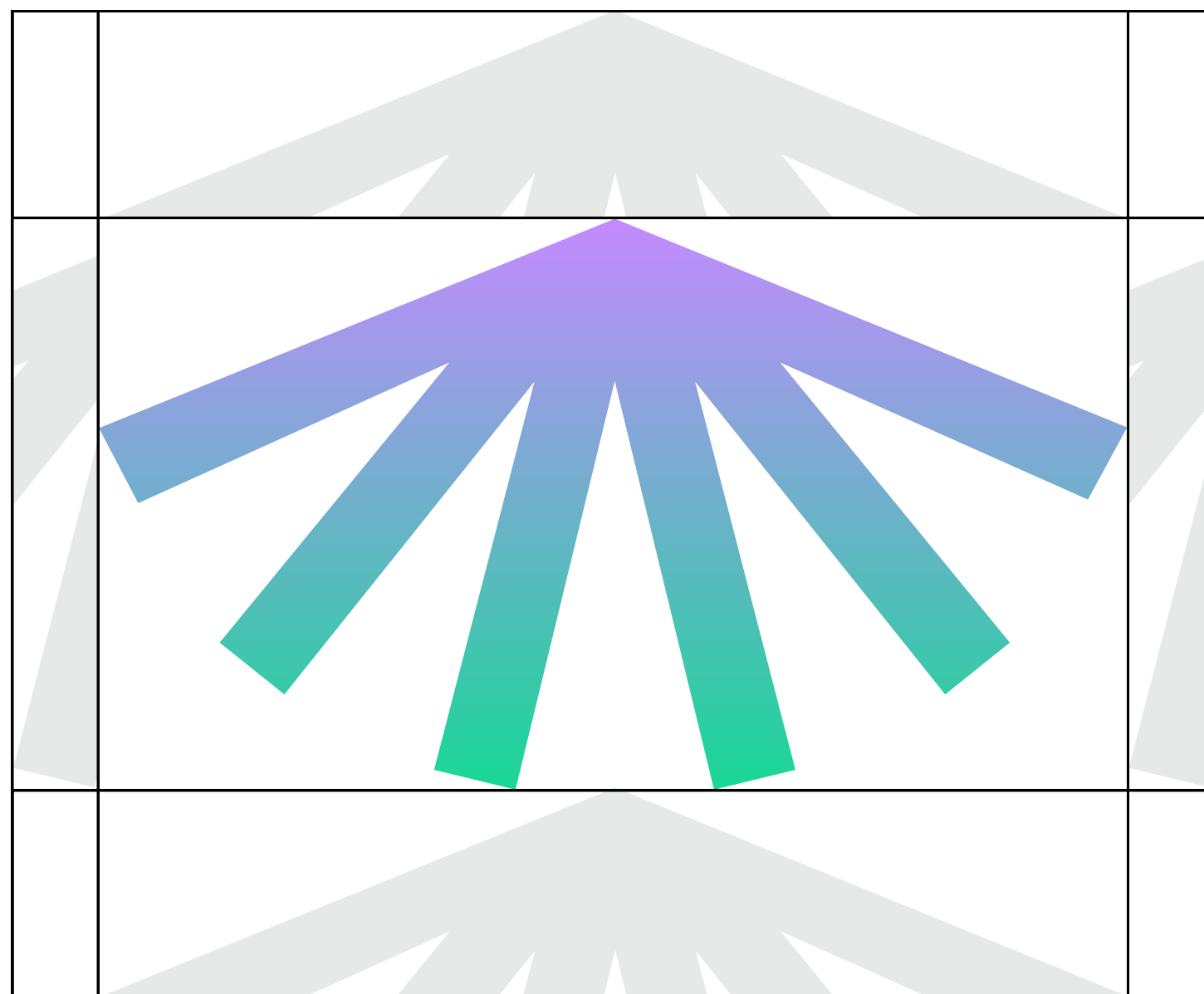
Il logo





Auctory





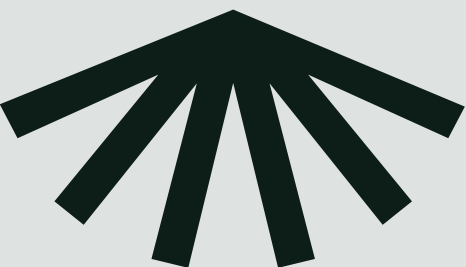
I posizionamenti
sono relativi a parti del
logo, quindi scalano con
le dimensioni

Posizioni e rapporti non corretti

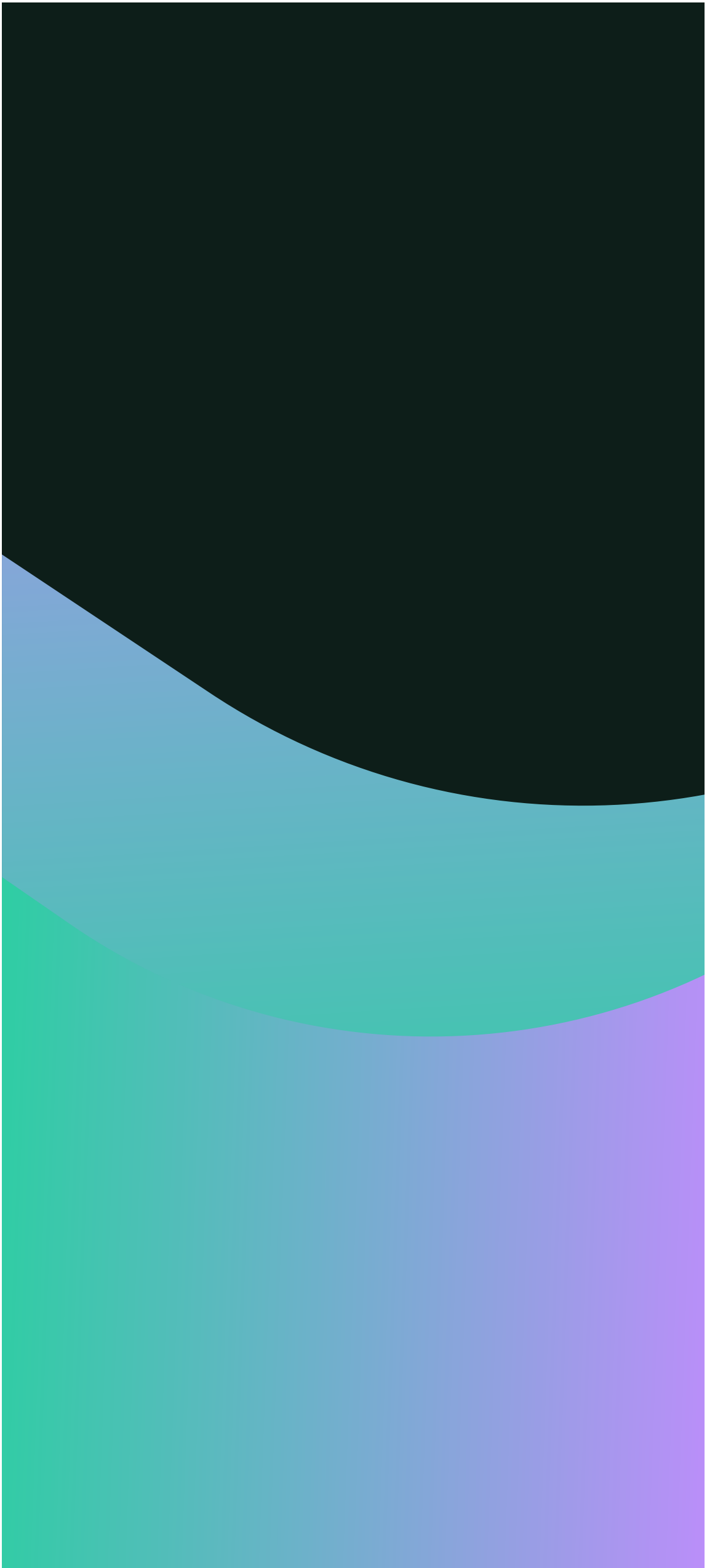
L'uso dell'icona da sola è consentito, a esempio per favicons o per applicazioni mobile, ma la scritta Auctory va sempre accompagnata dall'icona.

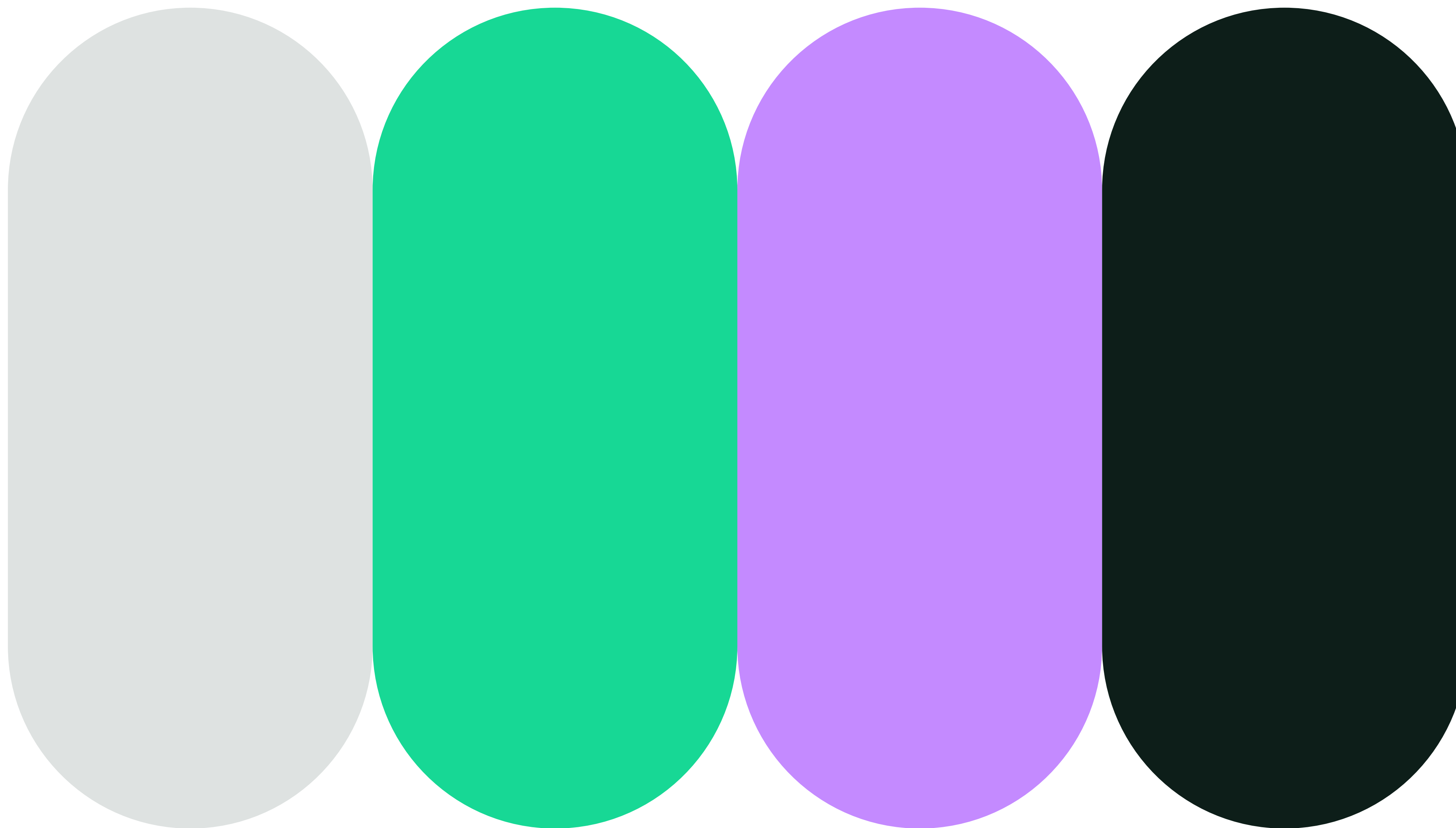


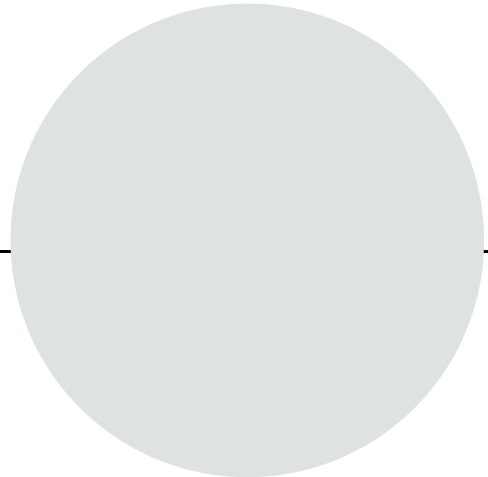
I colori



Auctory





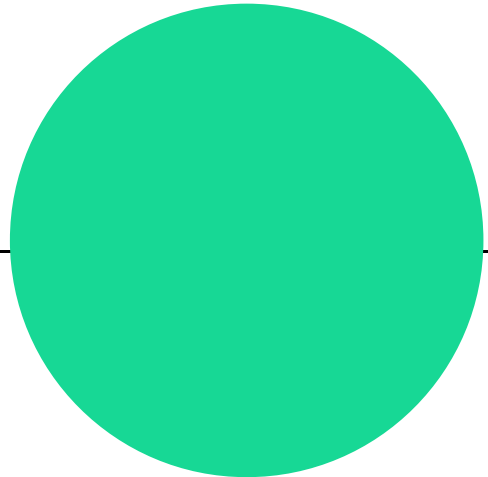


Grigio Platino

HEX
#DDEE2E1

RGB
222 226 225

CMYK
2 0 0 11

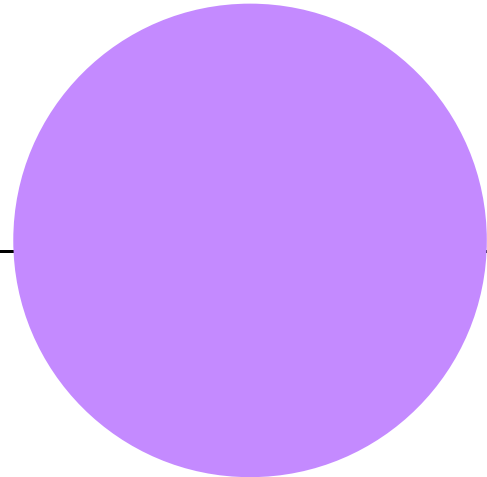


Mar dei Caraibi

HEX
#17D895

RGB
23 216 149

CMYK
89 0 31 15

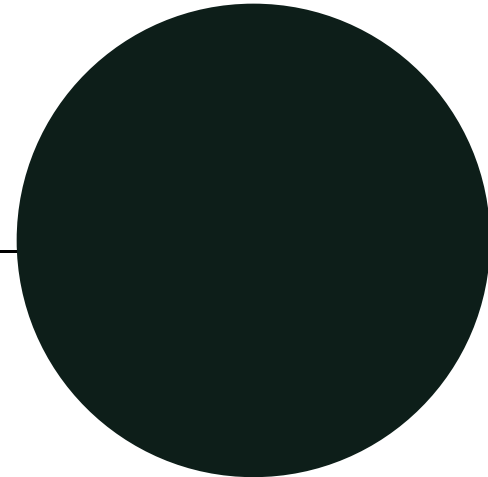


Space Violet

HEX
#C48AFF

RGB
196 138 255

CMYK
23 46 0 0

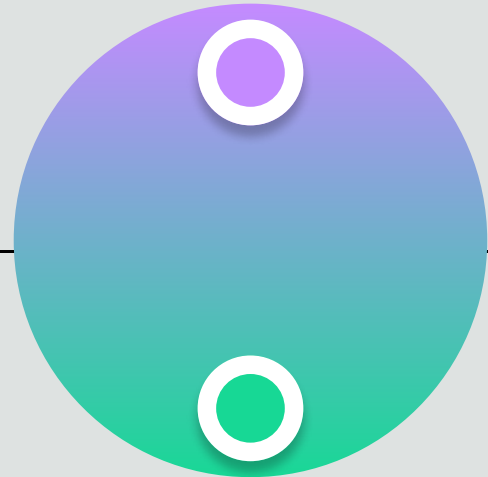


Giungla Fitta

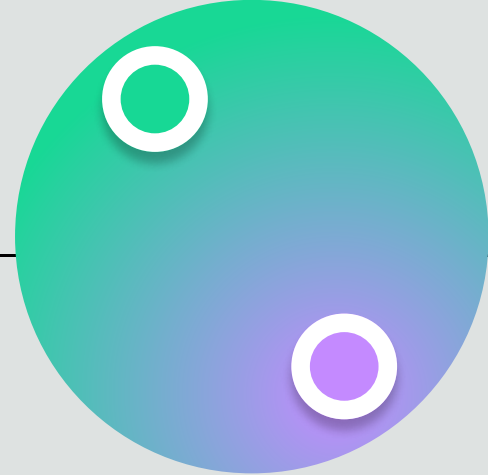
HEX
#0D1E19

RGB
13 30 25

CMYK
57 0 17 88

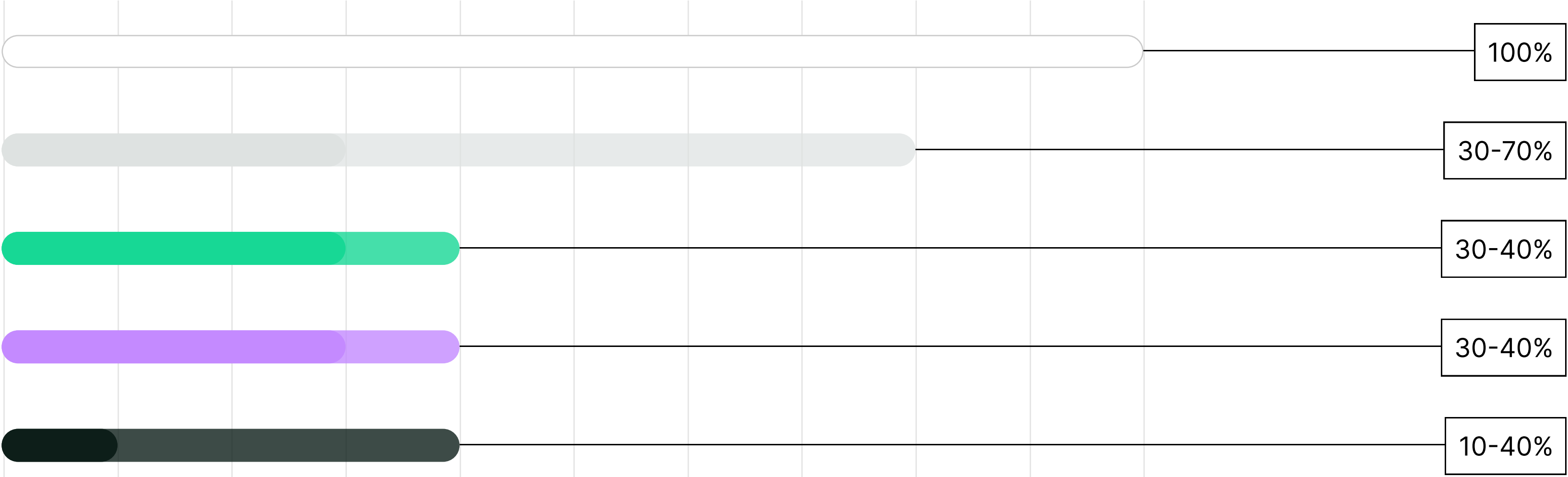


Gradiante lineare

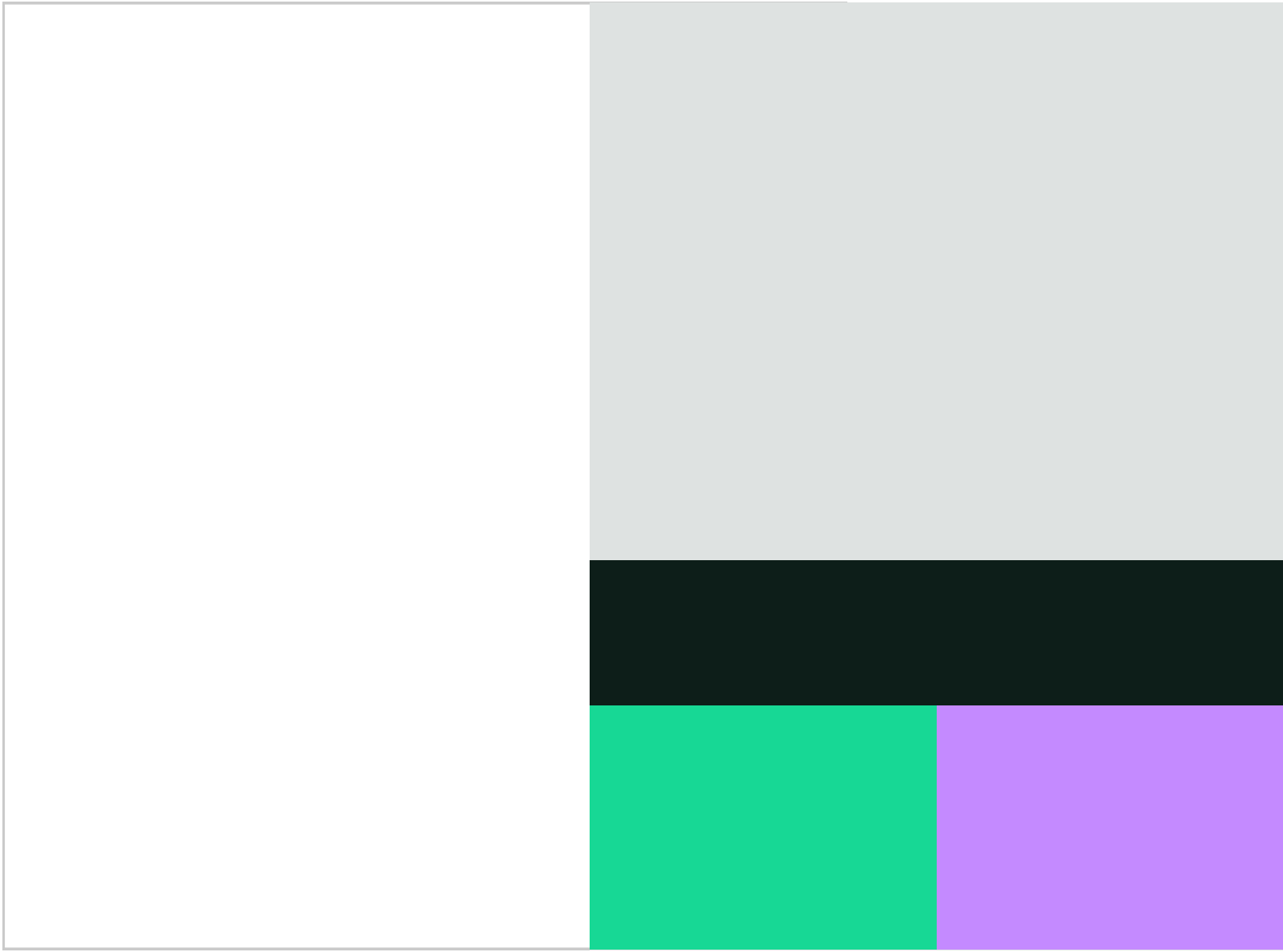


Gradiante radiale

Bilanciamento rispetto al bianco



Esempio Corretto



Esempi Incorretti



Combinazioni di colore e contrasti

Esempi Corretti



Esempi Incorretti



La tipografia

[illegible]

Inter

2.5k+

Glifi

18

Pesi

100+

Lingue supportate
(Greche, latine, Cirilliche)

33

Dotazioni extra OpenType

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz () & ?! @
1234567890 .,:; /→



ABCDEFGG
HIJKLMNOR
QRSTUVWXYZ
YZ1234567
890aåbcde
fghijklmnop
qrstuvwxyz

The method by means of which the musical signals may be sent simultaneously in both directions along the same circuit is shown in our next illustration, figures 8, 9, and 10. The arrangement is similar to that shown in figures 3, 4, and 5, excepting that the intermittent current from the transmitting instruments is passed through the primary wires of an induction coil, and the receiving instruments are placed in circuit with the secondary wire. In this way free earth communication is secured at either end of the circuit, and the musical signals produced by the manipulation of any key are received at all the stations upon the line.

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It is a strange fact that important inventions are often made almost simultaneously by different persons in different parts of the world, and the idea of multiple telegraphy as developed in the preceding diagrams seems to have occurred independently to no less than four other inventors in America and Europe.

Esempi di linea grafica

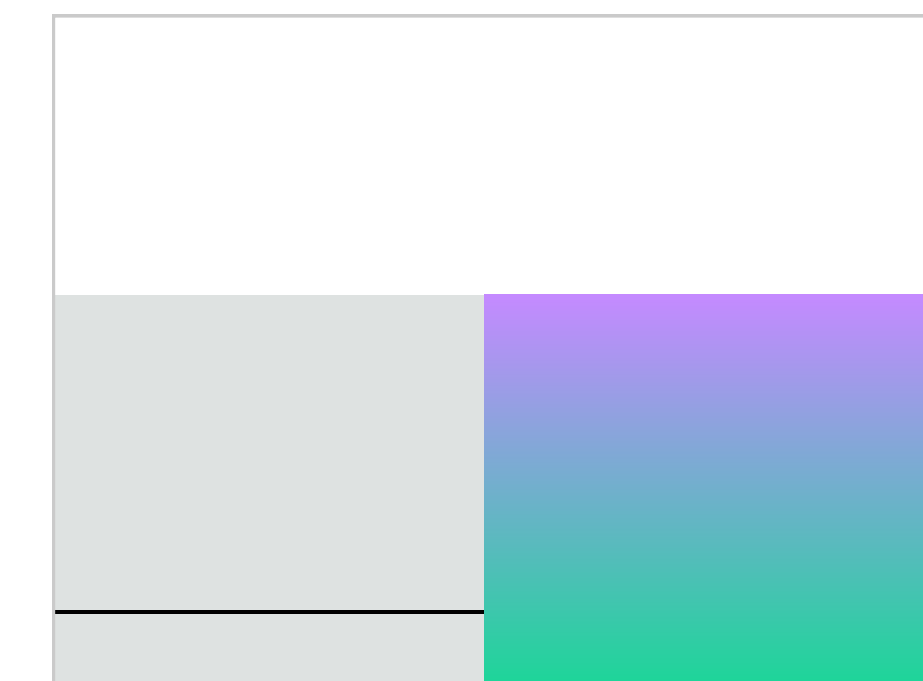
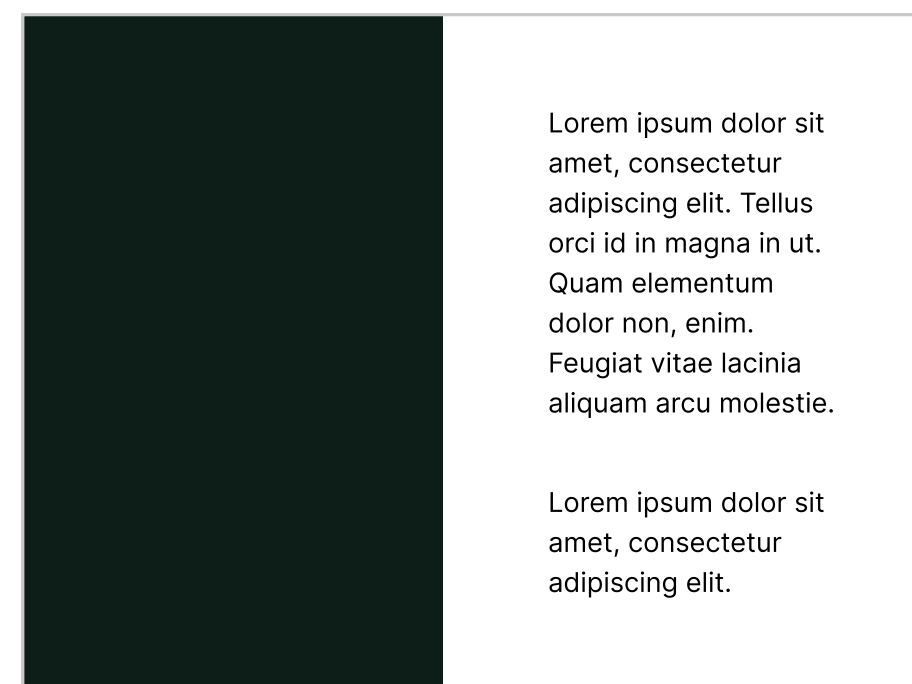
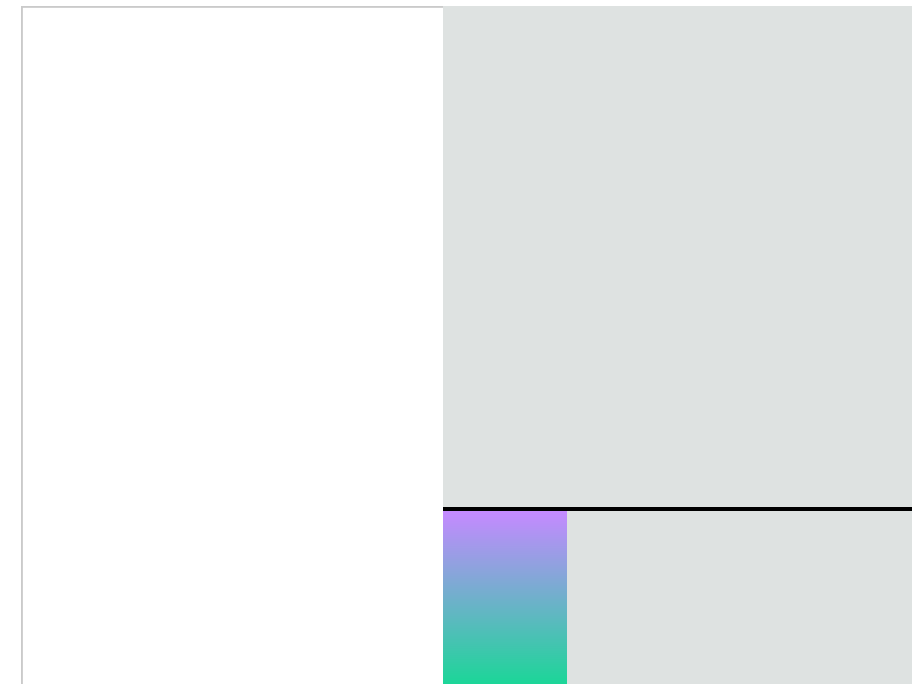


I layout partono da griglie di suddivisione standard e geometriche, che suddividono gli spazi in riquadri e aree.

La suddivisione avviene grazie ai colori o all'uso di linee sottili.

Alcuni elementi possono uscire dalla griglia per creare dinamismo, pur mantenendo l'ortogonalità.

L'obiettivo è rendere le griglie di layout meno statiche ma pur sempre professionali e concrete.

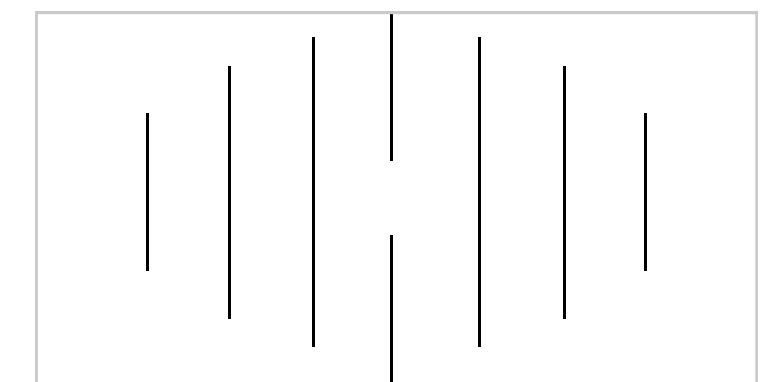
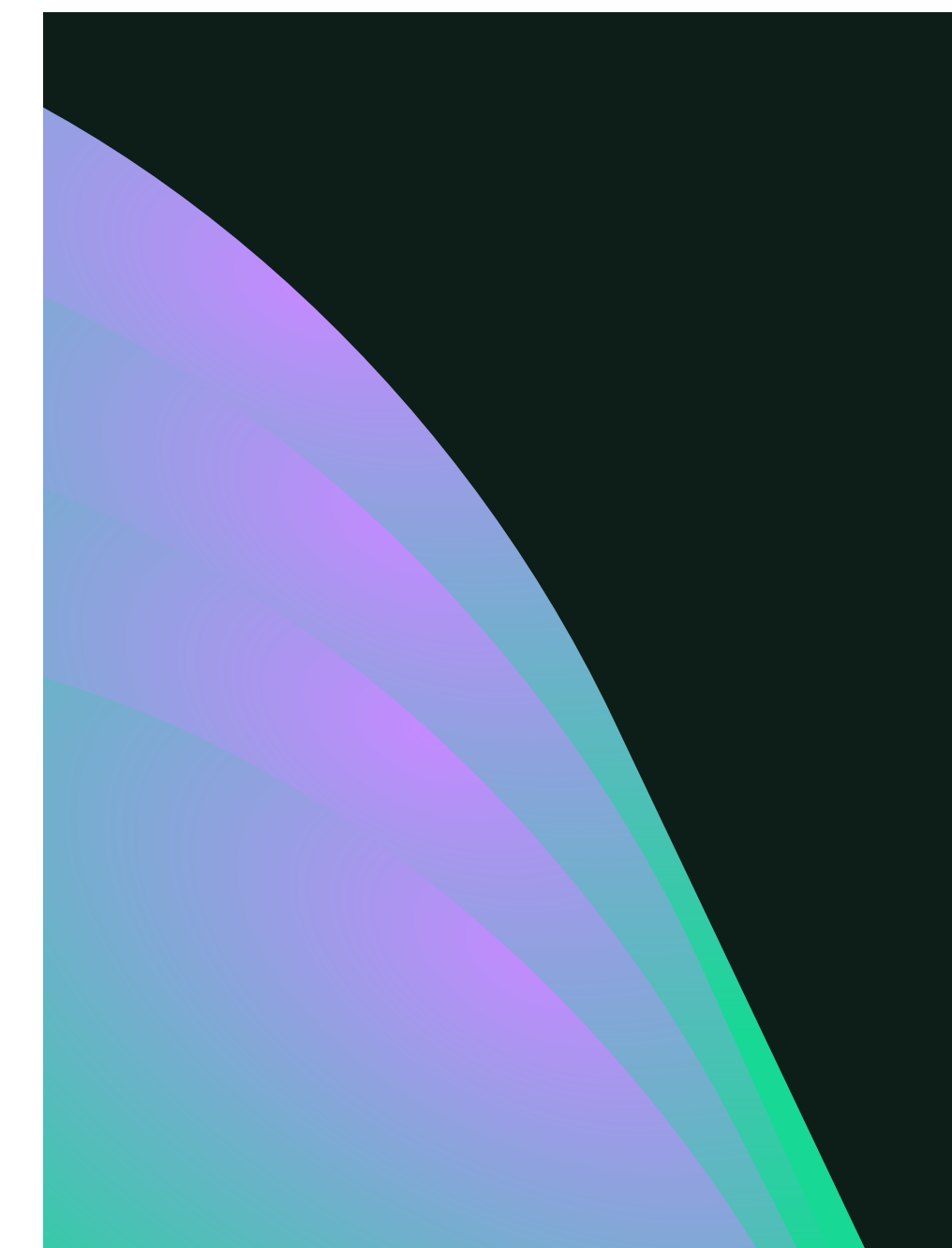
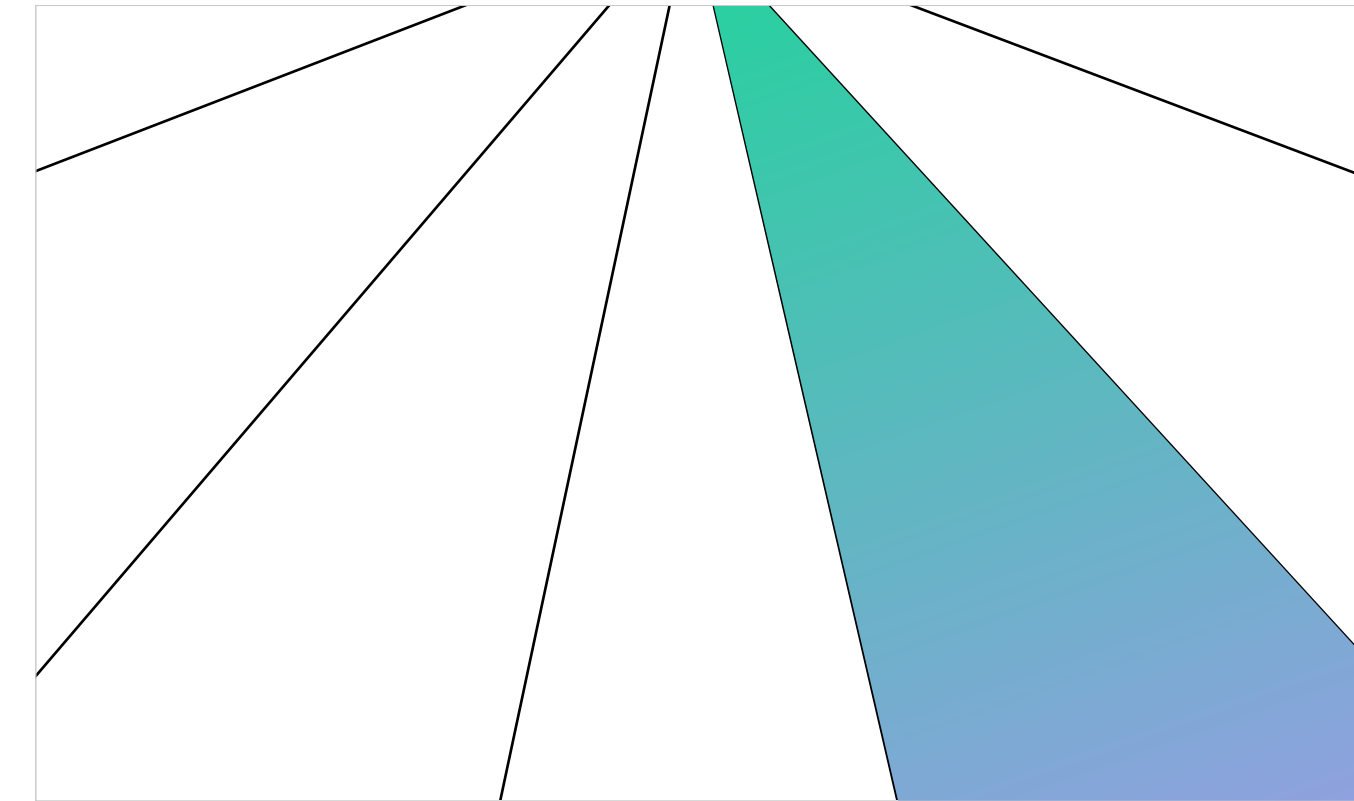
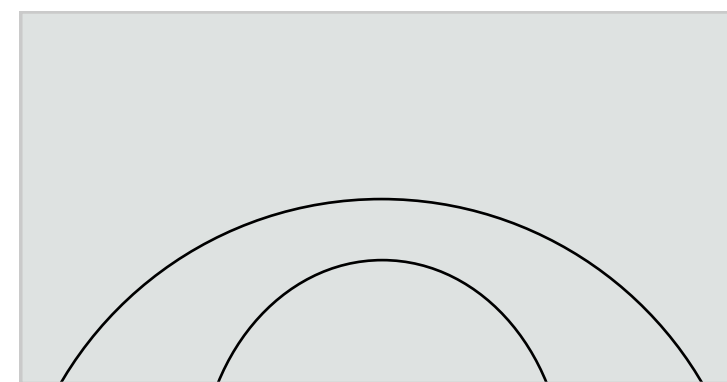
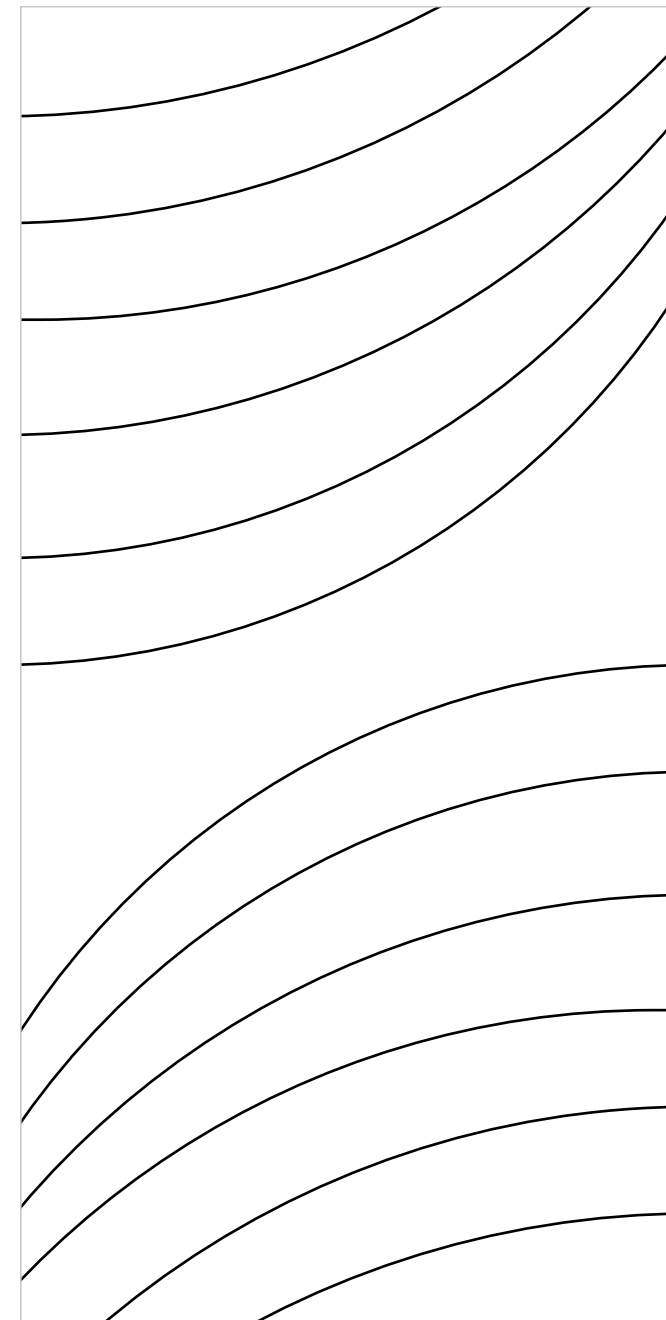


Gli elementi grafici riempiono gli spazi bianchi, aggiungendo il carattere senza eccedere.

Alcuni elementi grafici iniziali riprendono le linee a raggi dell'icona e le linee di confluenza curve.

Gli elementi grafici possono essere usati in formato lineare oppure come forme piene con i gradienti.

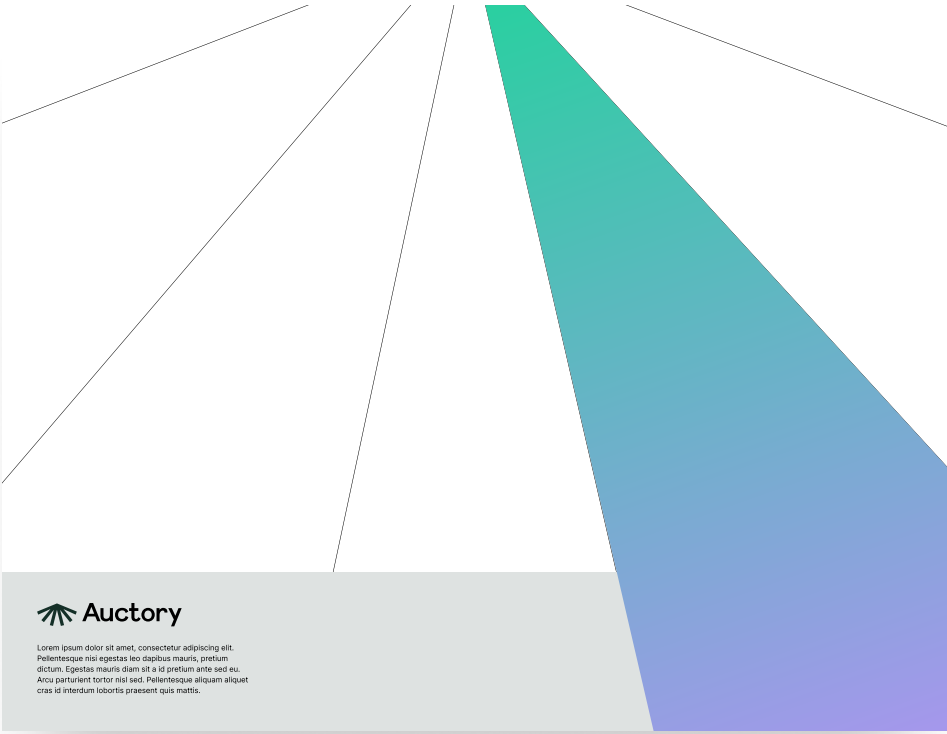
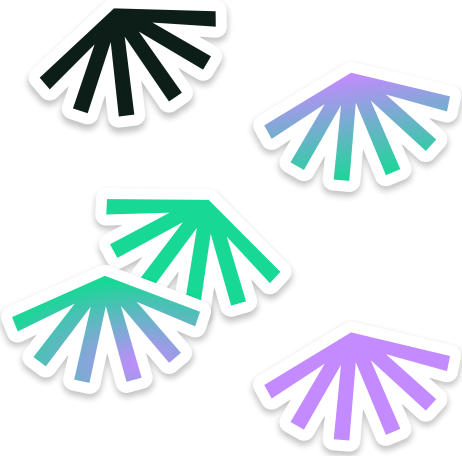
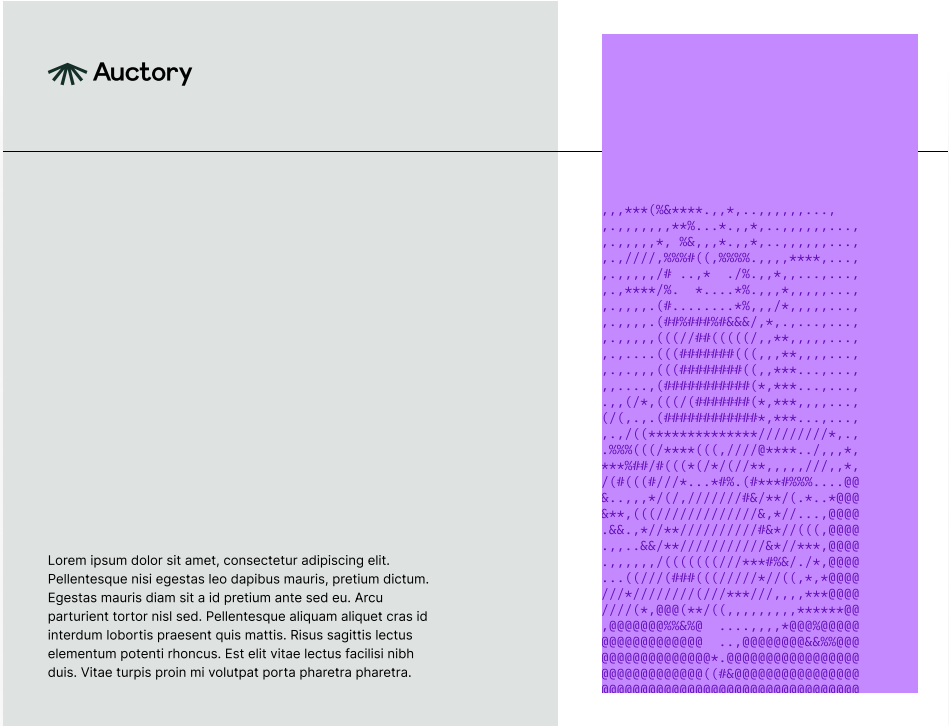
L'obiettivo è aggiungere carattere quando il testo, i colori e i layout non riescono.





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>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed fei, fames tortor ipsum, faucibus tristique. Tellus velit odio pharetra aliquet semper odio Nunc.



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