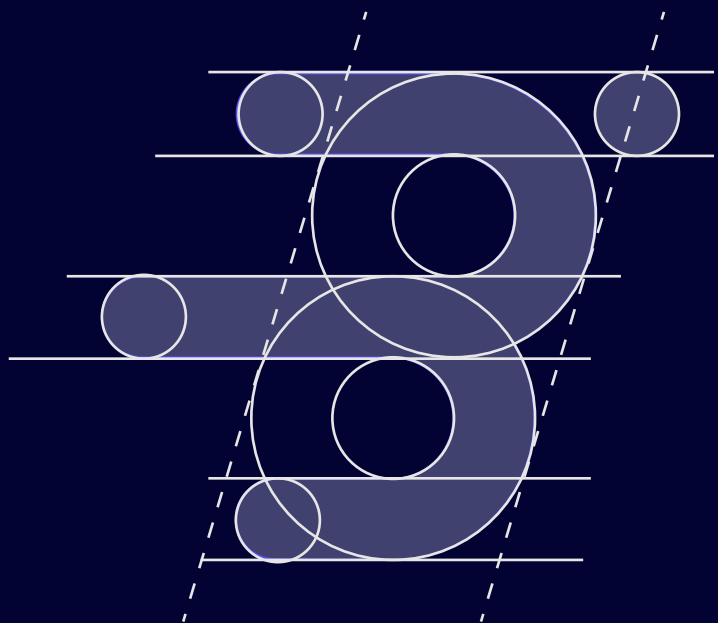
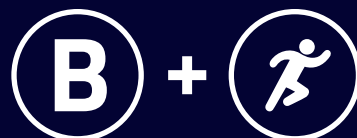


LOGO BLITZ

MANUALE DI IDENTITA' VISIVA

Progetto:  Creativeidea

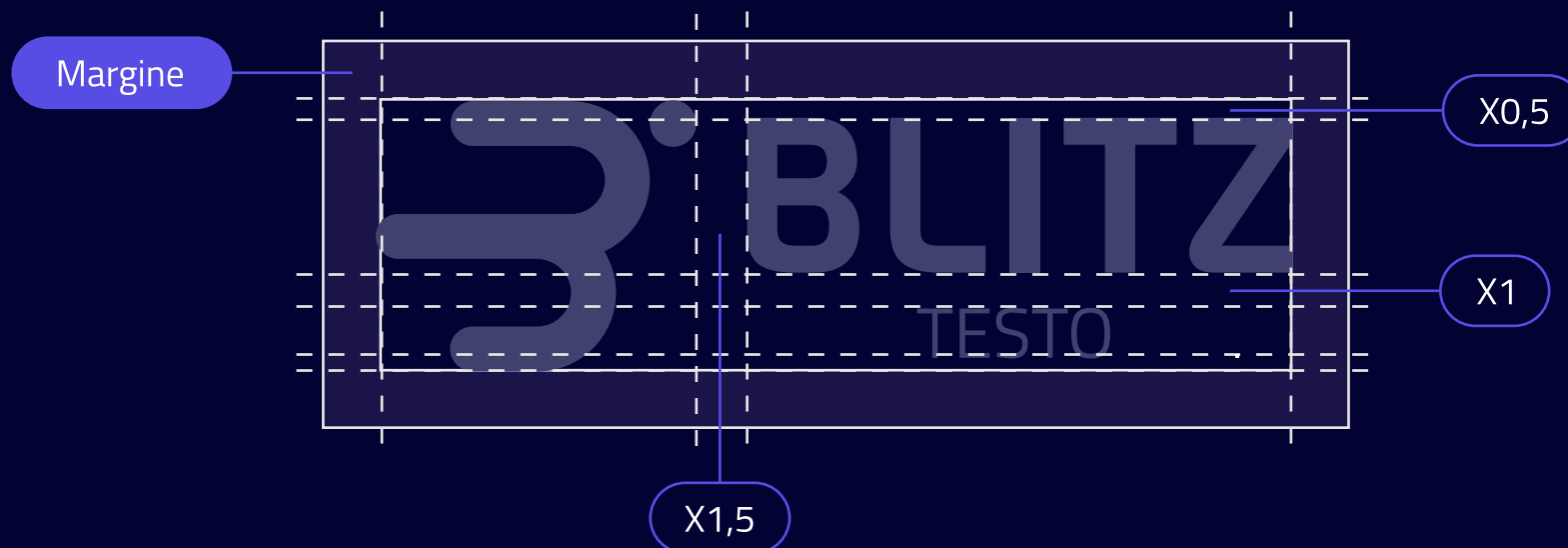


L'idea grafica dell'emblema si concretizza nella simbiosi della "B" di Blitz e la silhouette di un runner in piena attività podistica.

L'effetto che ne scaturisce è una B stilizzata a forma di corridore.



Il marchio si presenta nella variante "Performance" e "Sport",
con ognuno con una distintiva identità cromatica



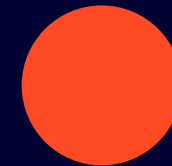


A **Viga** / Regular
 qwertyuiopasdfghjkl
 zxcvbnm1234567890

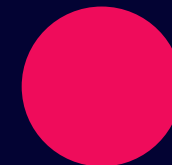


B **Cairo** / Regular
 qwertyuiopasdfghjkl
 zxcvbnm1234567890





#FF4A24
R255 G74 B36
C0 M81 Y83 K0

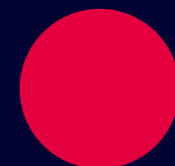


#EF0C5B
R239 G12 B91
C0 M96 Y41 K0



#030333
R3 G3 B51
C100 M94 Y44 K65





PANTONE P 57-8 U



PANTONE P 101-16 U

Logotipo su fondo scuro



Logo a tinte piatte su fondo scuro



Logo a 1 colore bianco



Logotipo su fondo chiaro



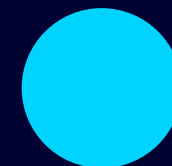
Logo a tinte piatte su fondo chiaro



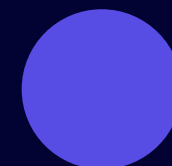
Logo a 1 colore nero



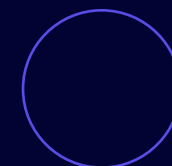




#00D4FE
R0 G212 B254
C63 M0 Y4 K0

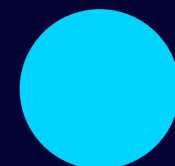


#574CE3
R87 G76 B227
C81 M9672 Y0 K0



#030333
R3 G3 B51
C100 M94 Y44 K65





PANTONE P 115-6 U



PANTONE P 101-16 U

Logotipo su fondo scuro



Logo a tinte piatte su fondo scuro



Logo a 1 colore bianco



Logotipo su fondo chiaro



Logo a tinte piatte su fondo chiaro



Logo a 1 colore nero

