

Brand Guidelines

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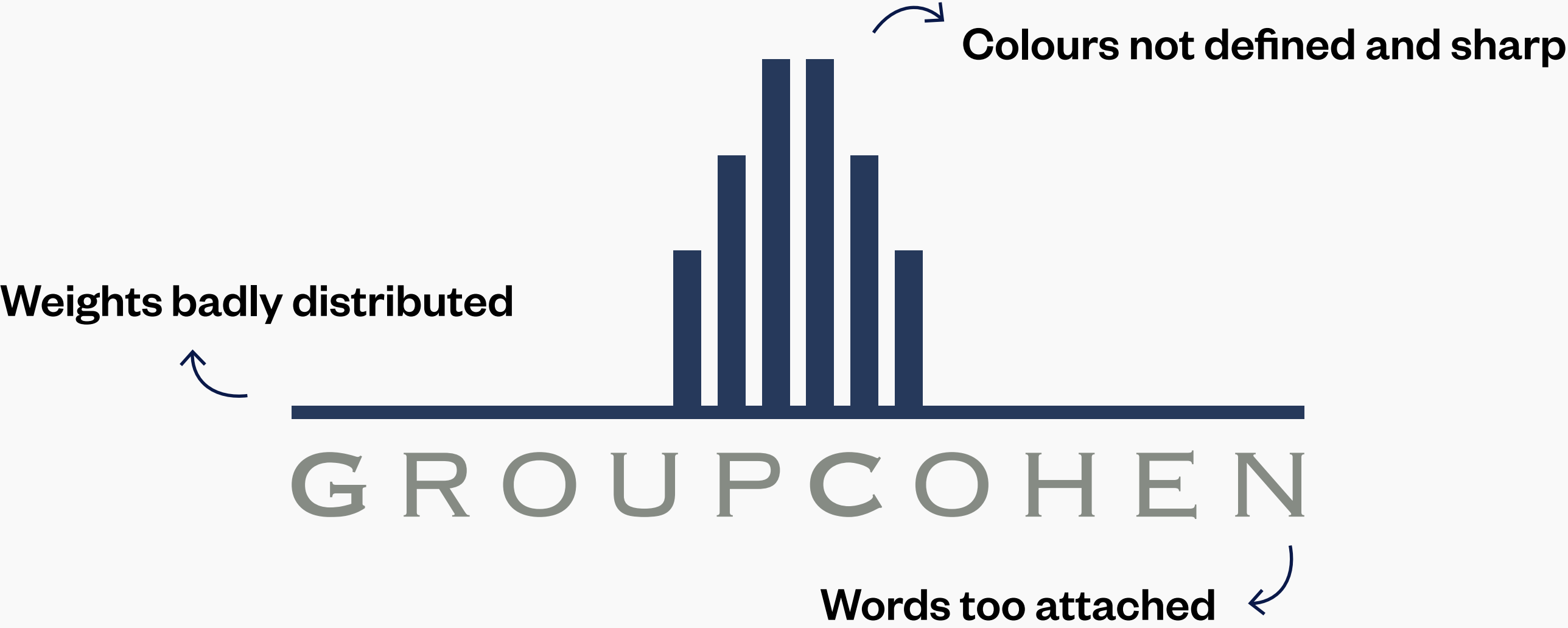
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loga

1.1 State of the art

State of the art serves as the foundation for collecting insights and potential sources of inspiration, forming the basis for reimagining the company’s logo and overall visual identity.



Logo

- State of the art
- Our logo
- Construction
- Meanings
- Versions
- Clear-space

1.2 Our logo

The new logo has been designed to enhance the brand's identity, featuring bolder colors and shapes. This approach gives the business greater significance and a stronger visual impact, effectively conveying solidity and stability.



Logo

- State of the art
- **Our logo**
- Construction
- Meanings
- Versions
- Clear-space

1.2 Our logo

The word “Holding” placed underneath highlights the company’s primary role, making its purpose clearer. The use of a different font helps to avoid overloading the overall logo design while adding a touch of elegance.

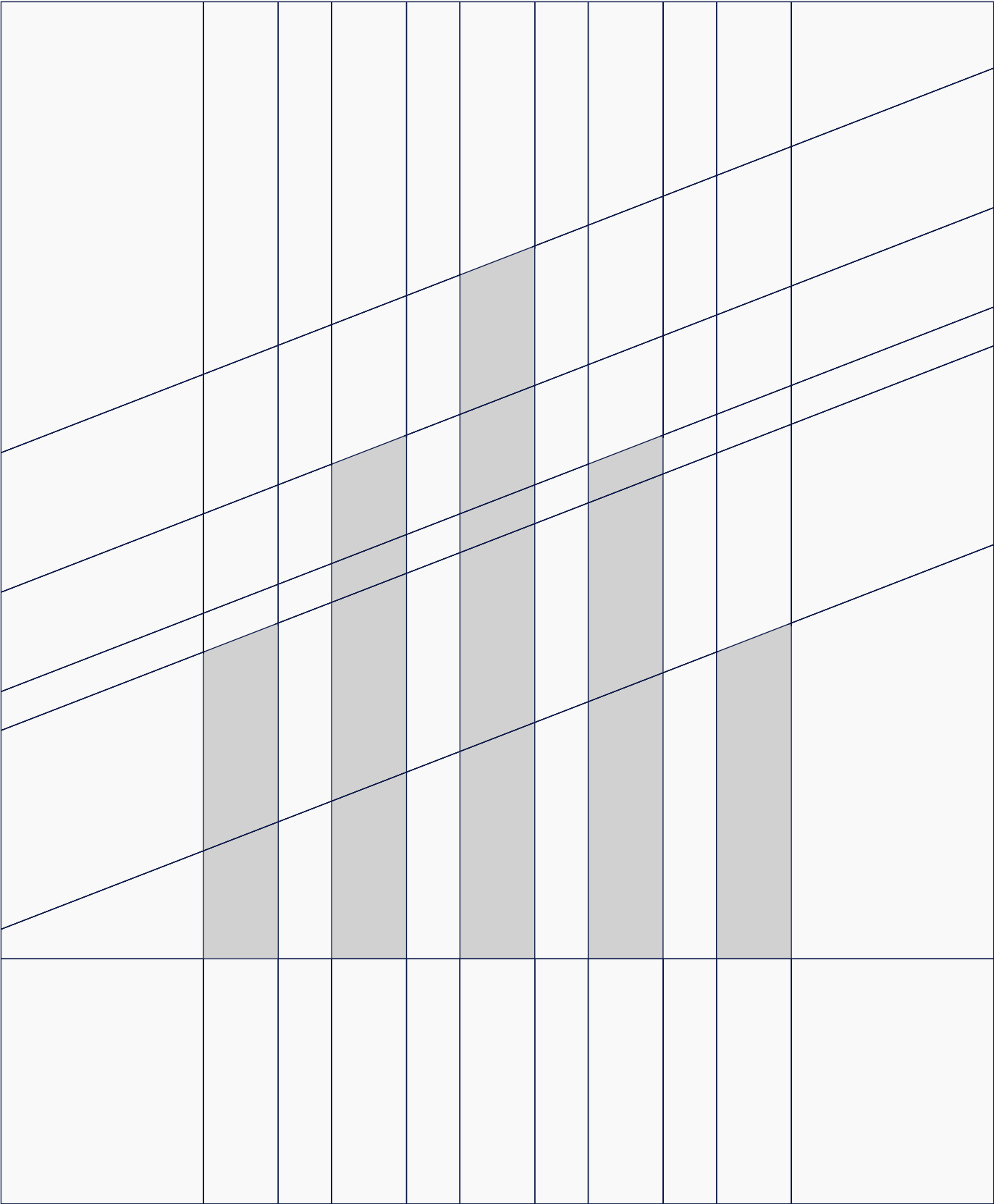


Logo

- State of the art
- **Our logo**
- Construction
- Meanings
- Versions
- Clear-space

1.3 Construction

The technical and geometric construction of the logo is designed to ensure accurate reproduction on a large scale and across various media. This approach highlights the proportions, distances, and measurements, ensuring consistency and adaptability in every application.

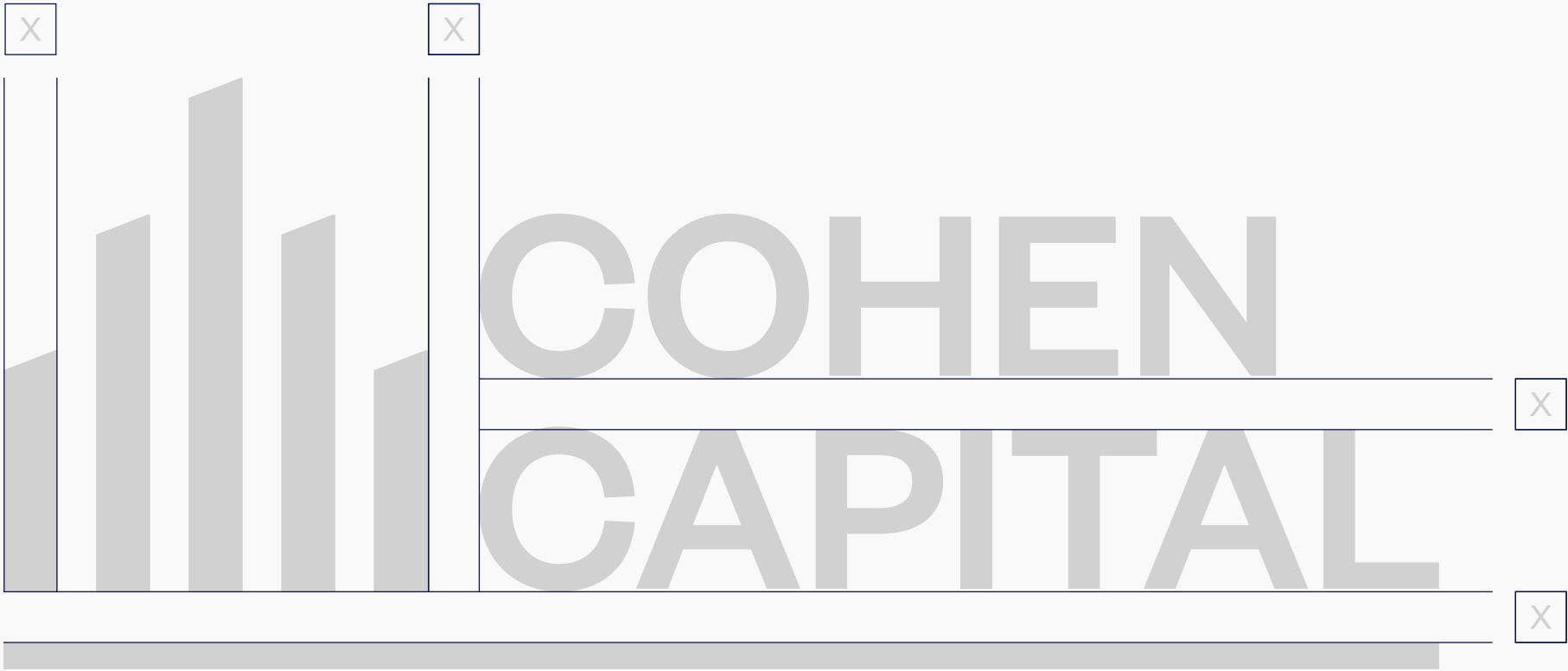


Logo

- State of the art
- Our logo
- **Construction**
- Meanings
- Versions
- Clear-space

1.3 Construction

The complete construction, including the logo and name, has been designed with careful attention to spacing and proportions. This ensures the right balance and visual harmony, resulting in a well-calibrated and cohesive design.



Logo

- State of the art
- Our logo
- **Construction**
- Meanings
- Versions
- Clear-space

1.3 Construction

The complete construction, consisting of the logo, name, and subtitle, has been carefully designed with precise spacing and visual weight distribution. This ensures a harmonious balance in the representation and highlights the relationships between the elements.



Logo

- State of the art
- Our logo
- **Construction**
- Meanings
- Versions
- Clear-space

1.4 Meanings

The logo representation highlights the various elements that compose it, with an explanation of the meaning behind each one. Every component is designed to convey specific concepts and values, reflecting the essence the logo aims to communicate.



Logo

- State of the art
- Our logo
- Construction
- **Meanings**
- Versions
- Clear-space

The main version of the logo represents the company’s primary visual identity, designed to be both recognizable and versatile across various applications.

Primary

Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.



Logo

- State of the art
- Our logo
- Construction
- Meanings
- **Versions**
- Clear-space

The logo version with the “Holding” subtitle includes an additional element that highlights the company’s core business. This subtitle is positioned in harmony with the rest of the composition, ensuring balance and visual clarity.

Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.

Primary Alternate



Logo

- State of the art
- Our logo
- Construction
- Meanings
- **Versions**
- Clear-space

The secondary version of the logo is a variant designed for applications where the primary version is not ideal, while maintaining the brand's visual identity.

Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.

Logo

- State of the art
- Our logo
- Construction
- Meanings
- **Versions**
- Clear-space

Secondary



The revised secondary version of the logo is an optimized version designed to fit different visual needs and smaller spaces.

Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.

Secondary Alternate



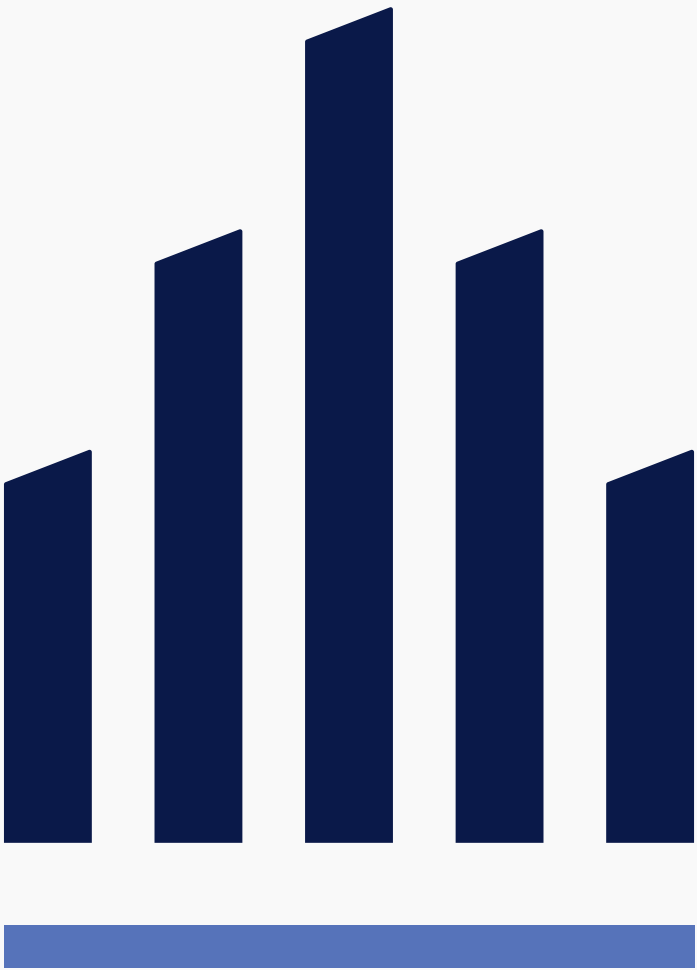
Logo

- State of the art
- Our logo
- Construction
- Meanings
- **Versions**
- Clear-space

The **brandmark** is the distinctive graphic element of the logo, representing the company’s visual identity in a concise and recognizable way, without the use of the name.

Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.

Brandmark



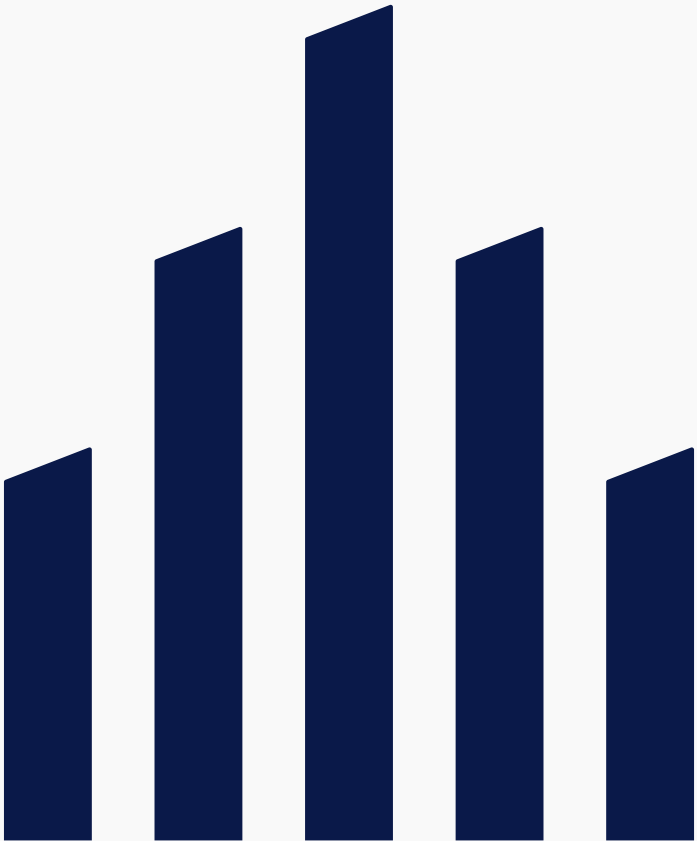
Logo

- State of the art
- Our logo
- Construction
- Meanings
- **Versions**
- Clear-space

The **brandmark** is the distinctive graphic element of the logo, representing the company’s visual identity in a concise and recognizable way, without the use of the name.

Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.

Brandmark Alternate



Logo

- State of the art
- Our logo
- Construction
- Meanings
- **Versions**
- Clear-space

1.6 Clear-space

The clear space of the logo is the area surrounding the logo that must remain free from other graphic elements or text. This space ensures that the logo remains visible and unique.



Logo

- State of the art
- Our logo
- Construction
- Meanings
- Versions
- Clear-space

1.6 Clear-space

The clear space of the logo is the area surrounding the logo that must remain free from other graphic elements or text. This space ensures that the logo remains visible and unique.

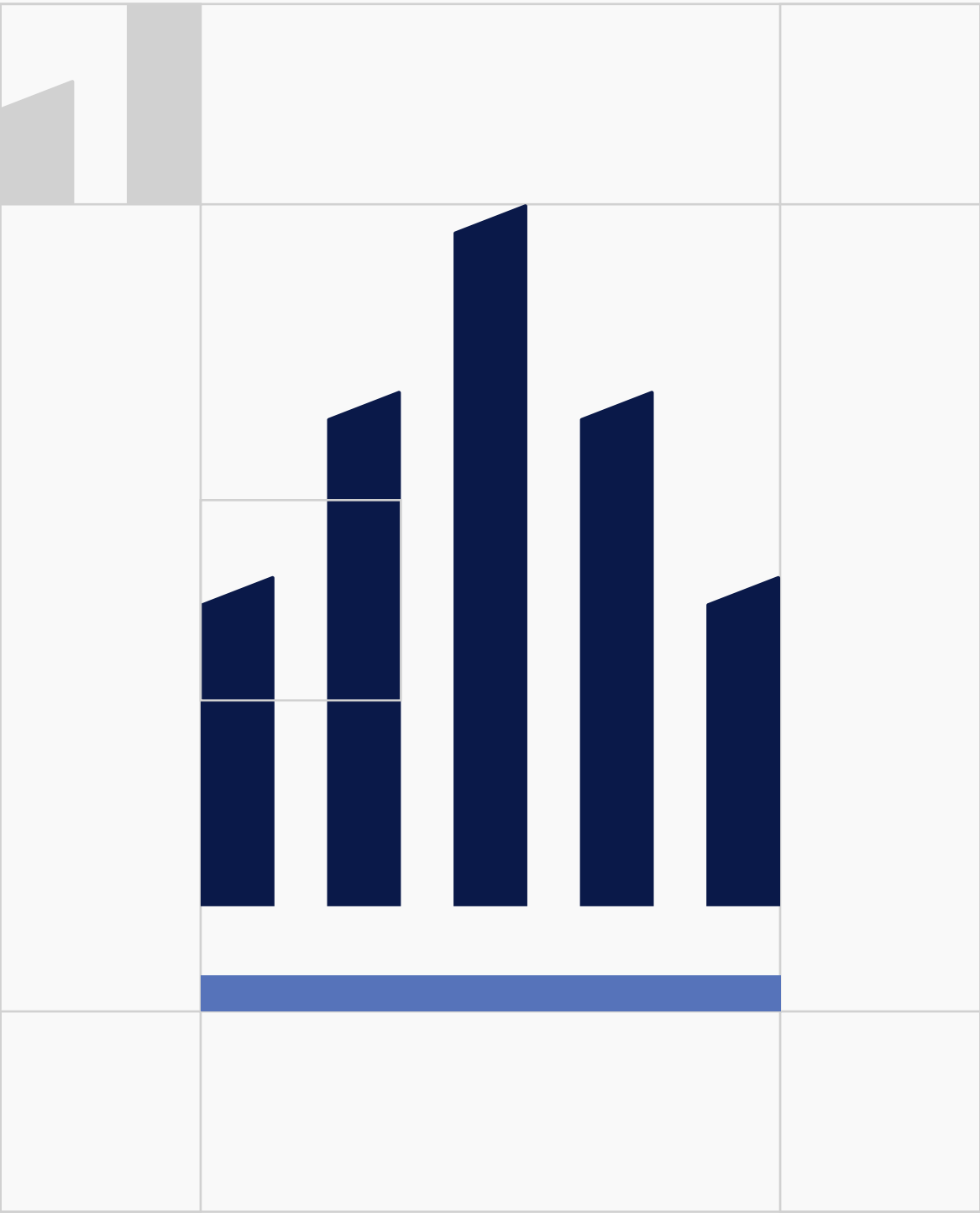


Logo

- State of the art
- Our logo
- Construction
- Meanings
- Versions
- Clear-space

1.6 Clear-space

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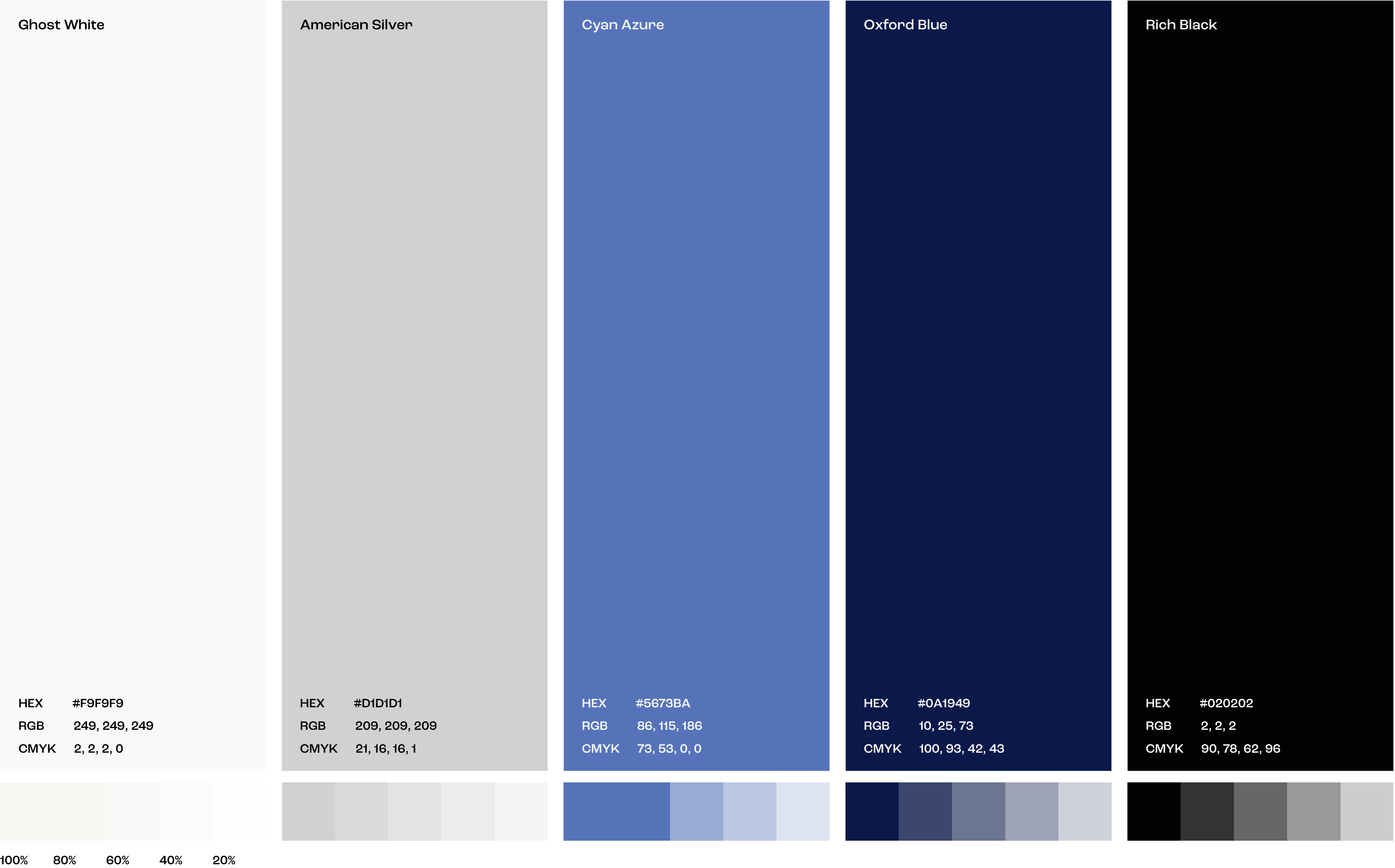
Logo

- State of the art
- Our logo
- Construction
- Meanings
- Versions
- **Clear-space**

colony

2.1 Color palette

The five color shades define the brand’s official palette, used in the logo and all applications to maintain visual consistency.



Colors

→ Color palette

Relevance

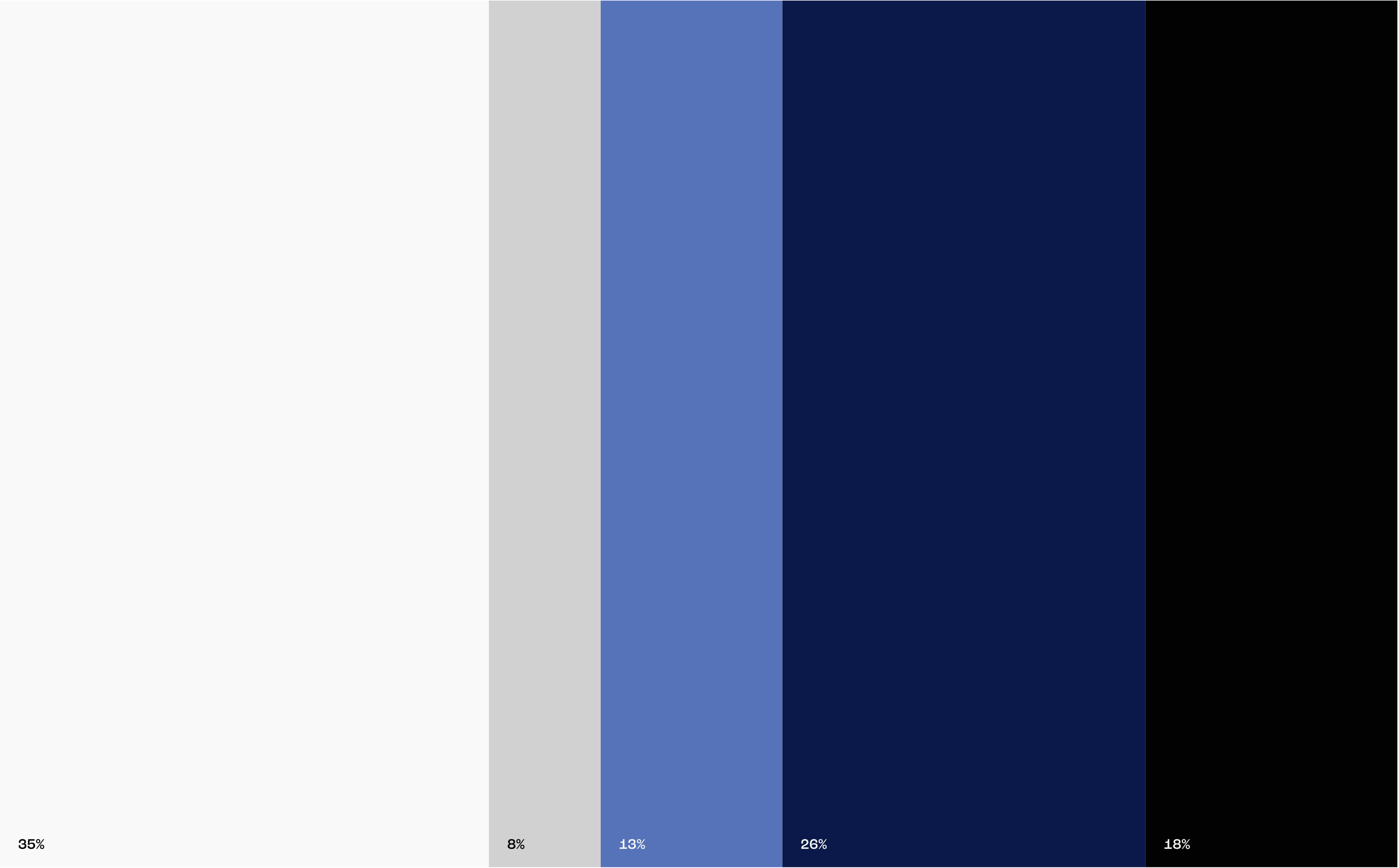
Logo and colors

2.2 Relevance

Each color shade carries a specific weight and importance in branding. The primary shades are the most important and represent the brand's distinctive character, while secondary shades support and complete the image, contributing to the overall visual harmony.

Colors

Color palette
→ **Relevance**
Logo and colors



2.3 Logo and colors

The logo should be applied across different colors to ensure clarity and visibility. Each application is designed to make the most of the contrast with the background, maintaining the brand's recognizability and identity in any situation and application.



Colors

Color palette

Relevance

→ Logo and colors

Typeface

3.1 Primary font

The chosen font is clear, bold, and highly legible, designed to ensure immediate and effortless reading in any context.

Founders
Grotesk

Typeface

→ Primary font
Support font

3.1 Primary font

The font weights are chosen according to the specific application, ensuring the right visual hierarchy. Lighter for supporting text or descriptions, bolder for titles and key elements.

Typeface

→ Primary font
Support font

Founders Grotesk Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#%*&+

Founders Grotesk Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#%*&+

Founders Grotesk Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#%*&+

Founders Grotesk Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#%*&+

Founders Grotesk Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#%*&+

Aa Bb Cc Dd Ee

Table of characters

Uppercase letters

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z				

Lowercase letters

a	b	c	d	e	f
g	h	i	j	k	l
m	n	o	p	q	r
s	t	u	v	w	x
y	z				

Numbers

1	2	3	4	5	6
7	8	9	0		

Symbols

@	#	&	%	€	!
?	+	=	*		

3.2 Support font

The secondary font is chosen to add a touch of elegance and lighten the overall design. It is primarily used for supporting text, subtitles, or quotes, creating a contrast that balances the content.

Adventures
Unlimited

Typeface

Primary font
→ Support font

stationery



Stationery

→ Business cards

Letterhead

Email signature

Brochure



Front



Back

- Stationery
- Business cards
 - Letterhead
 - Email signature
 - Brochure

4.2 Letterhead

Stationery

- Business cards
- Letterhead
- Email signature
- Brochure



Stationery

- Business cards
- Letterhead
- Email signature
- Brochure



Milano
12/04/2025

Dear Acme Corp.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Joseph Cohen

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COHENCAPITAL@PEC.IT

COHENCAPITAL.COM

4.3 Email signature

New Message

Recipients

Subject

Hey Ryan,

can you reply back to this email with a quick “yay” or “nay” on moving forward with this?

Either is great, just wanted to be sure!

David

COHEN
CAPITAL

David Perez

ACQUISITION MANAGER

+39 347 8956332

[www.cohencapital.com](#)

Send

















Stationery

Business cards
Letterhead
→ **Email signature**
Brochure

4.4 Brochure



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- Letterhead
- Email signature
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