Logo book of standards

Benelli

simply perfect

The goal of brand standards

Who are we? What do we stand for? How do we communicate that? The brand standards book is a guide to the global look and feel of the Benelli brand and its message. The global use of the Benelli's logo and the message must be consistent in order to ensure a strong, recognizable and unified brand.

Logotype/Brand Mark

The Benelli logotype or brand mark is to be considered an uneditable vector art file. The Benelli logotype is available with or without a tag line (Simply Perfect- USA/Domestic or International tag line- Outside the USA). Never attempt to retype the name Benelli and/or the tag line (Simply Perfect/Domestic or International tag line) and use it as a logotype. The relationship between logotype and the tagline may not be altered and must also be considered vector art. The Benelli logo must always be shown with a registration mark "®" at the bottom right of the letter "i". The space between the trademark symbol is tight but never touching. In certain situations, it may be appropriate to use the Benelli red "box" icon as an accent.

Logotype as used in the U.S.A.

No type, photos or graphic elements should come closer to the logo than ½ of the x-height of the logo with or without the tag line. The x-height of the Benelli logo is based on the x-height of the Benelli box. The x-height changes with the scale of the logo.

Examples of logs too close to the Benelli logo

Logotype Size and Proportion

Always use the approved vector art file, supplied by the Benelli marketing department. The Benelli logo should always be kept within the original proportion. Never attempt to retype or scale in a single direction to fit. Always constrain proportions to ensure heigth and width are scaled together. The Benelli logo **without tag line** should never be used smaller than 1⅛ inches wide in any printed material or 16 pixel box height on screen for web. The Benelli logo **with tag line** should not be used smaller than 1¼ inches wide in printed material or 20 pixel box height on screen for web, so that the tag line will remain legible. In addition, jpeg compression should never be less than 50%. Logos should never be upscaled in Photoshop. Lastly, scaled smart objects in Photoshop will scale better than regular bitmap oblects.

logo with tag line for use in print

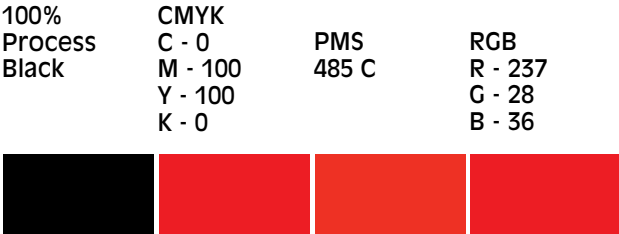logo with tag line for use in web
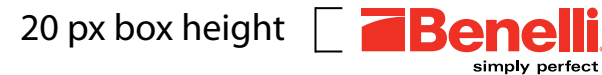
logo without tag line for use in print

logo without tag line for use in web

Logotype Color

The Official Benelli logo colors are PMS 485 C (red)and 100% black. The CMYK build is: C-0/M-100/Y-100/K-0. The RGB Buid is: R-237/G-28/B-36. The examples below illustrate backgound situations and which logos should be used in each situation. A designer should use his or her best judgement when determining which version is appropriate for the intended use. If there is uncertainty, always consult the marketing department at Benelli.
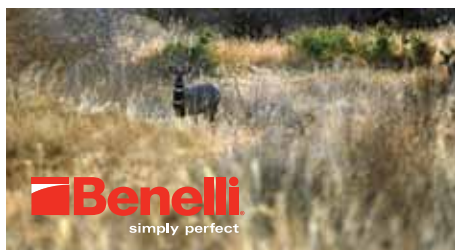
100% Process Black	CMYK C - 0 M - 100 Y - 100 K - 0	PMS 485 C	RGB R - 237 G - 28 B - 36

1 Benelli simply perfect

2 Benelli simply perfect — 30% background tint

3 Benelli simply perfect — 60% background tint

4 Benelli simply perfect — 100% background

5 Benelli simply perfect

6 Benelli simply perfect — 30% background tint

7 Benelli simply perfect — 100% background

8 Benelli simply perfect — 100% background

Logotype Usage Options

These are examples of varitions of background images and which Benelli logo is appropriate in each situation. It is important to be able to read the logo and the tagline clearly off of the background. In some cases, the tagline may not be able to be used due to the background values being too light or dark, immediately below the logo. Take care to choose an approved version of Benelli logo, that allows maximum visibility.

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sell sheets

magazine ads

movie poster

Logotype- Incorrect Usage/Guidelines

The following are examples of incorrect usage of the Benelli logo. Do not combine the logo with type to make a new logo. If you are unsure of, or have questions about which logo to use, please consult the marketing department at Benelli.

Do not use the red logo on a red background or a background darker than a 60% tint.

Do not use the black logo on a black background or a background darker than 60% tint

Do not obstruct the logo with any graphic or image.

Do not use the red logo on a red background or a background darker than a 60% tint.

Do not change the color of the logo to other colors than the approved logo colors.

Do not outline the logo or fill it in with a pattern.

Do not change the logo font or recreate the logo in any way.

Do not combine the logo with any other logos.

Do not scale the logo disproportionaltely.

Do not alter the position of elements in the logo.

Do not scale the logo disproportionaltely.