



LOGO GUIDELINES

LOGO



BACKGROUND APPLICATIONS



The logo can be positioned on a background of any colour, including non-uniform and photographic backdrops, as long as the colours are not changed and every part is visibly distinct and readable. On every background, except for white background, the logo must have a white outline. The font used for “COMMERCIAL VEHICLES” is Gill Sans Bold.

LOGO • SOLID COLOR VERSION



BACKGROUND APPLICATIONS



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LOGO • GRAYSCALE VERSION



BACKGROUND APPLICATIONS



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LOGO • BLACK/WHITE VERSION • POSITIVE USAGE



K 100%

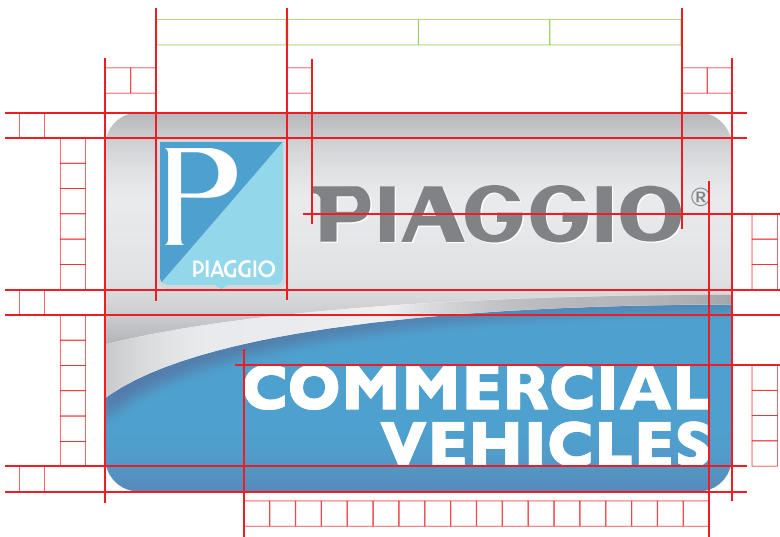


K 20%

In special cases the logo can be coloured with a grey tone or silver Pantone® as long as the readability is not affected.

BLACK/WHITE VERSION • NEGATIVE USAGE





All logo proportion must not be altered.

MINIMUM SPACE AROUND LOGO



The border margins are indicated in the diagram.
All forms of the logo can be positioned inside a photo without space limits as long as the distance from the edge of the layout, or any other element is as shown.

LOGO • MINIMUM REPRODUCTION SIZE



|--- 18mm ---|

|--- 18mm ---|

|--- 18mm ---|

|--- 18mm ---|

The logo can be reduced, proportionally, with a basewidth not to exceed 18 mm.

LOGO • COPYRIGHT



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COPYRIGHT • MINIMUM REDUCTION



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72mm



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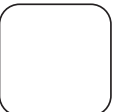


PIAGGIO & C.s.p.a.

72mm

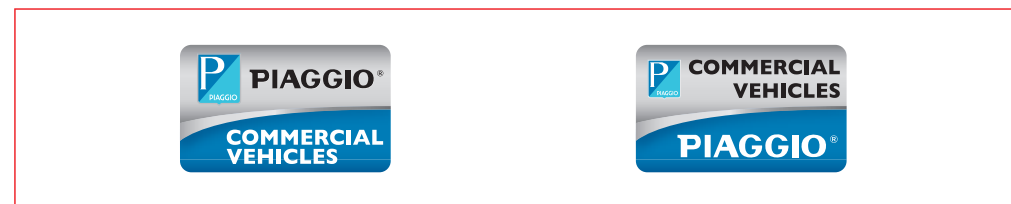
Minimum reduction allowed for reproduction.

LOGO • CORPORATE LOGO COLORS

PANTONE® 3015 C		C 100% - M 23% - Y 0% - K 18%
PANTONE® 311 C		C 65% - M 0% - Y 11% - K 0%
PANTONE® Process Black C		C 0% - M 0% - Y 0% - K 100%
PANTONE® Cool Gray 9 C		C 0% - M 0% - Y 0% - K 50%
PANTONE® Cool Gray 5 C		C 0% - M 0% - Y 0% - K 30%
White		C 0% - M 0% - Y 0% - K 0%

Only the colours indicated above and the characteristics described in this manual should be used for the logo.

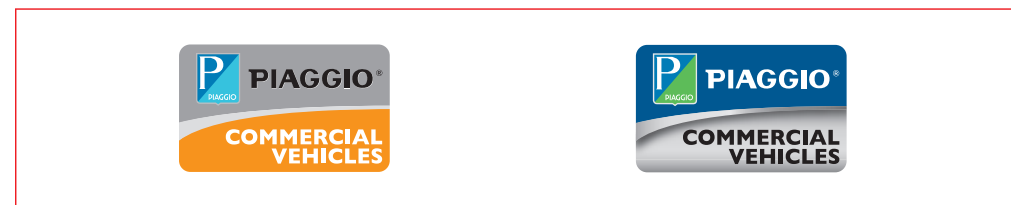
LOGO • INCORRECT USE



All the elements of the logo can't be modified in position and proportion.



The logo can't be twisted or rotated.



The logo colours can't be changed or modified.



PIAGGIO®

**COMMERCIAL
VEHICLES**