

Paul
CORTESE

Trademark user manual

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INTRODUCTION

This is the user manual of the Paul Cortese trademark for the correct reproduction of its visual identity.

This manual may only be used by parties that have a valid licence to use the trademark, issued by Paul Cortese. The said licensees shall respect the principles and use regulations contained herein, according to the different types of use authorised by the licence.

The pages below specify the principles and guidelines for the correct use of the Paul Cortese logotype.

The logo for Paul Cortese, featuring the name in a stylized script and serif font combination. The word "Paul" is written in a white, elegant script font, positioned above the word "CORTESE", which is written in a white, bold, uppercase serif font.

Colour



Pantone: 426C

C: 73
M: 66
Y: 62
K: 67

R: 38
G: 39
B: 41

#: 262729

Paul
CORTESE

25 mm

Paul
CORTESE

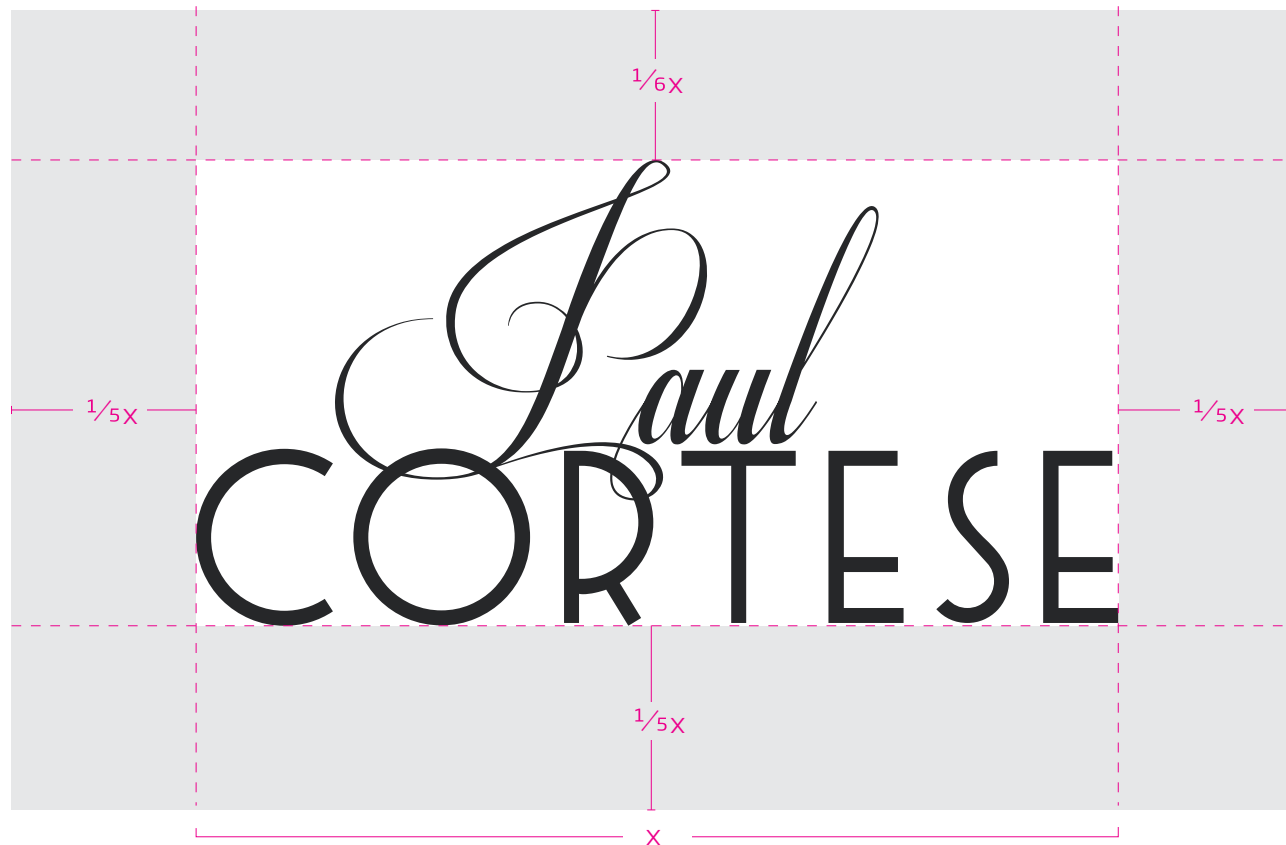
1:1 Scale example

COLOUR AND SIZE

The chromatic palette is made up of the colour: Pantone 426C.

To reproduce the Pantone in RGB or CMYK follow the specifications contained in this page.

The minimum size allowed must not be less than 25 mm long.



Primary logotype

Clear space

CLEAR SPACE

This version must be used as primary logo and must always be applied on a white background maintaining the clear space, i.e. the minimum distance from other elements.

The logo features the name 'Paul' in a black, elegant script font, followed by 'CORTESI' in a bold, black, uppercase sans-serif font. The two parts are joined together.

Mono colour secondary logotype - Corporate Pantone

SECONDARY LOGOTYPE (horizontal version)

The mono colour secondary logotype shown on this page is the version to be used when the space available for its application extends lengthways (for example the application of the logo on advertising barriers around sports fields).



Paul
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Mono colour primary logotype - Corporate Pantone



Extended area



Paul
CORTESE

White mono colour primary logotype

MONO COLOUR

This page shows the primary logotype in the mono colour corporate Pantone (Pantone 426C), in the negative and positive versions.

The primary logotype in the mono colour corporate Pantone must be used on white or light coloured backgrounds or on light coloured images and photographs.

The white mono colour primary logotype must be used on black or dark coloured backgrounds or on dark coloured images and photographs.

The logo consists of the word "Paul" in a black, elegant script font, positioned above the word "CORTESE" in a black, bold, uppercase sans-serif font.

Black mono colour primary logotype

BLACK AND WHITE

Both versions must be used when it is not possible to use the multi colour and mono colour corporate Pantone logotype.

This may occur due to the lack of colour of the file or if the overall chromatic layout requires the use of the black or white mono colour in order to conform with the other elements.



Extended area

The logo consists of the word "Paul" in a white, elegant script font, positioned above the word "CORTESE" in a white, bold, uppercase sans-serif font, all set against a solid black background.

White mono colour primary logotype



1) Do not distort the logotype.



2) Do not change the logotype colours.



3) Do not change the position of any logotype element.



4) Do not rotate the logotype.

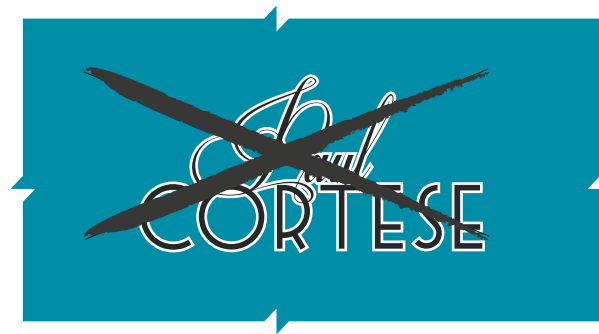
DON'TS

To guarantee the correct application of the logotype and to avoid making errors certain rules must be followed.

This page shows some incorrect uses of the logotype.



a.



d.



b.



e.

USE OF THE COLOUR. DON'TS

This page shows the incorrect use of the colour.

Do not use the colours arbitrarily.

Do not arbitrarily add any coloured contours or shading.
(figures d and f).



Extended area



c.



f.