



Brand Identity Guidelines

Introduction

The Amplifon guidelines have been prepared to assist you in the creation of our brand communication materials.

The following pages illustrate the unique visual consumer and corporate identity of the brand, and show how its consistent use will help to build Amplifon equity.

The Amplifon identity system described in this manual will help to develop communication support materials which will be engaging and differentiating while remaining consistent with the values that the Amplifon brand represents.

The following example explains the structure of guidelines pages.

**Number and
Title Slide**

← Slide text content

Visual Area

Chapter
Number

Chapter 01

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amplifon

Disclaimer

Logo

The amplifon Logo guidelines have been designed to guarantee its correct use. The aim of this manual is to support the creation of a strong and consistent identity in all of its applications.

- 1.1 Logo version.
- 1.2 Exclusion zone.
- 1.3 Logo minimum size.
- 1.4 Colors.
- 1.5 Monochrome.
- 1.6 Monochrome version.
- 1.7 Color version.
- 1.8 Prohibitions regarding the logo's usage.
- 1.9 Frame logo animation negative / long.
- 1.10 Frame logo animation positive / long.
- 1.11 Frame logo animation negative / short.
- 1.12 Frame logo animation positive / short.

1.1 Logo version

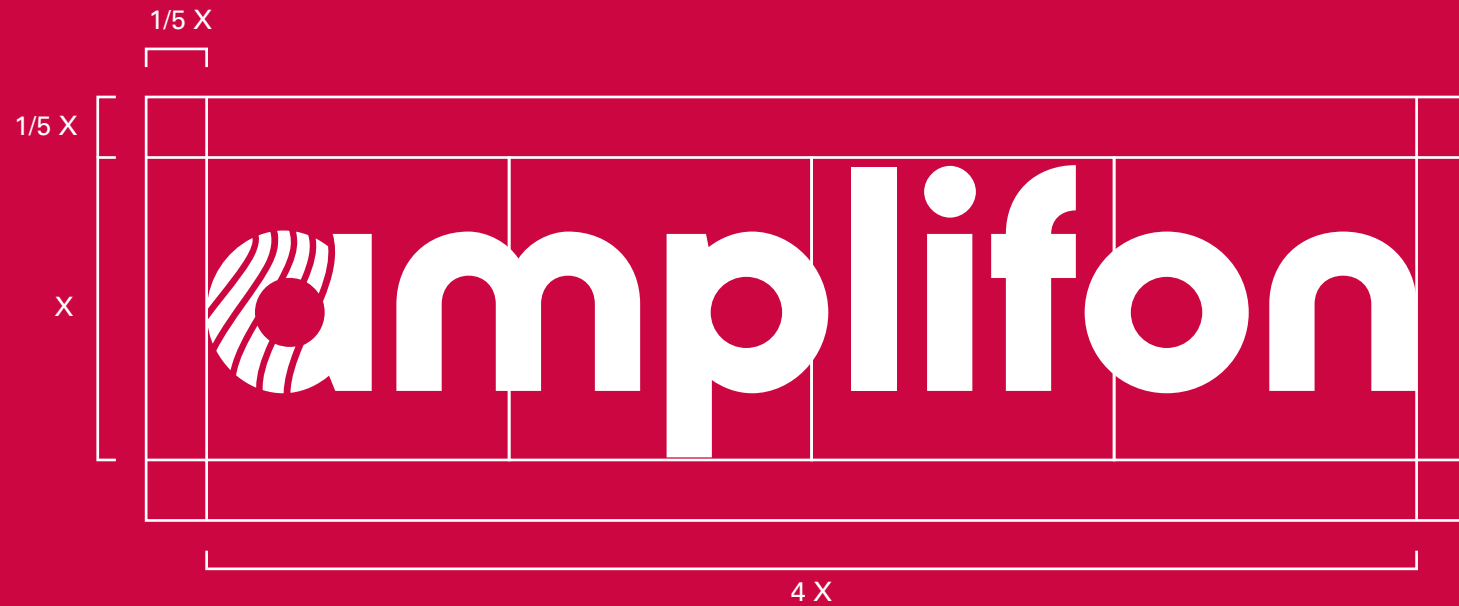
The logo is composed using the Amplifon logotype and is represented by the distinctive “A Seal”.

The relationship between the two is consistent and they should never live separate from one another.

The Amplifon logo is displayed in white on a red background. It features a stylized lowercase 'a' with a circular seal containing red and white diagonal stripes. This is followed by the word 'mplifon' in a bold, lowercase, sans-serif typeface.

1.2 Exclusion zone

The exclusion zone of the logo provides the space not affectable by graphics of any kind.



1.3 Logo minimum size

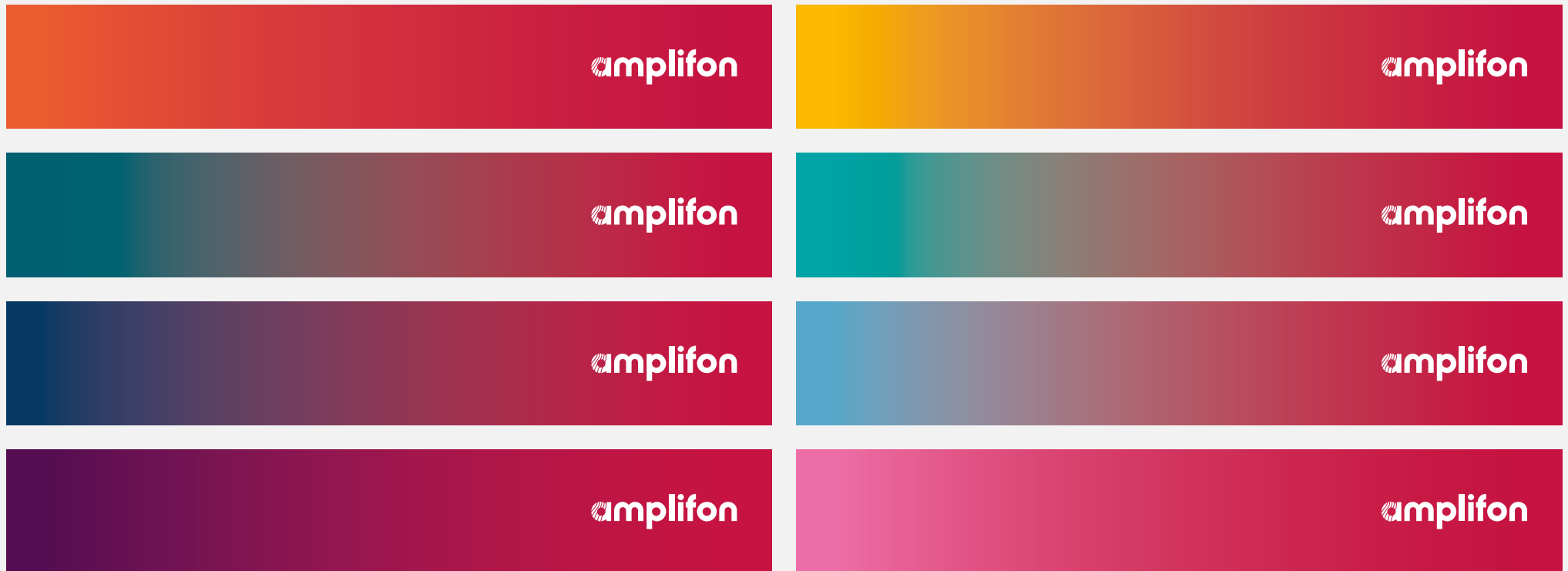
The minimum dimension calculated to guarantee proper legibility of all elements that make up the logo should be no smaller than 20 mm.

The Amplifon logo, consisting of a stylized 'a' inside a circle followed by the word 'amplifon' in a lowercase sans-serif font.

20 mm

1.4 Colors

When on a colored background, the logo must always be used accompanied by the amplifon "red".



1.5 Monochrome

Depending on the intensity of background color, always be sure to use a negative monochromatic version of the logo. The example below illustrates various versions of this logo application in context.

10% Grey		60% Grey	
20% Grey		70% Grey	
30% Grey		80% Grey	
40% Grey		90% Grey	
50% Grey		100% Grey	

1.6 Monochrome Version

A monochromatic version of the logo must always be used in all cases when the logo cannot be reproduced in color as well as in those particular cases when it must be used against dark

colored backgrounds. Both monochromatic as well as positive and negative versions of the logo have been created for use when the logo must live on full color solid backgrounds.

The image shows the Amplifon logo in white against a solid black background. The logo consists of a circular icon with diagonal lines on the left, followed by the word "amplifon" in a lowercase, sans-serif typeface.The image shows the Amplifon logo in black against a solid white background. The logo consists of a circular icon with diagonal lines on the left, followed by the word "amplifon" in a lowercase, sans-serif typeface.

1.7 Color Version

The red background is recommended when creating more commercial communications while the white

background should be used for those that are deemed more corporate in nature.

The Amplifon logo is centered on a solid red rectangular background. The logo consists of a stylized 'a' with a circular pattern of vertical lines inside, followed by the word 'mplifon' in a bold, lowercase, sans-serif font.The Amplifon logo is centered on a solid white rectangular background. The logo consists of a stylized 'a' with a circular pattern of vertical lines inside, followed by the word 'mplifon' in a bold, lowercase, sans-serif font.

**1.8 Prohibitions regarding
the logo's usage**

Any further application of the logo, not defined in the manual
must be considered improper: the resizing, distortion and

reinterpretation of the individual components
or any other alteration of the mark.

A 

B 

C 

D 


E 

F 

G 

H 

I 

J 

K 

L 

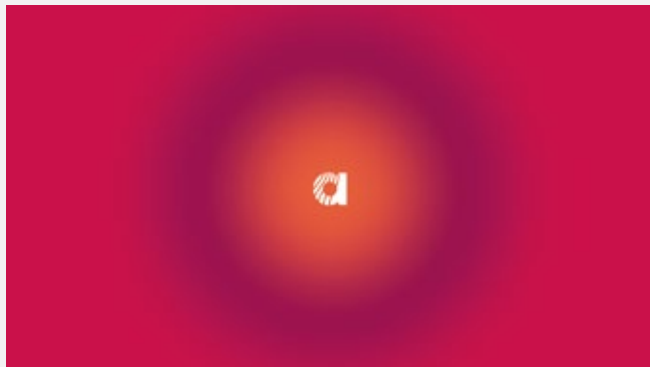
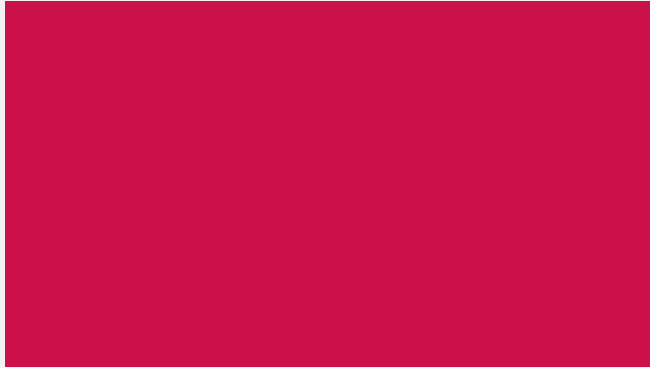
M 

N 

1.9 Frame logo animation
negative / long

We have created a motion graphic of the logo in both “short” and “long” main versions. This motion logo must always be used “as-is” and shown in its “full-version”

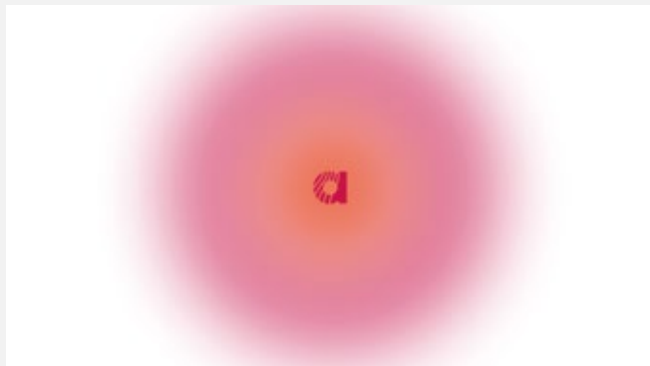
entirety each time. No modifications whatsoever to the graphics included here are permitted.



1.10 Frame logo animation
positive / long

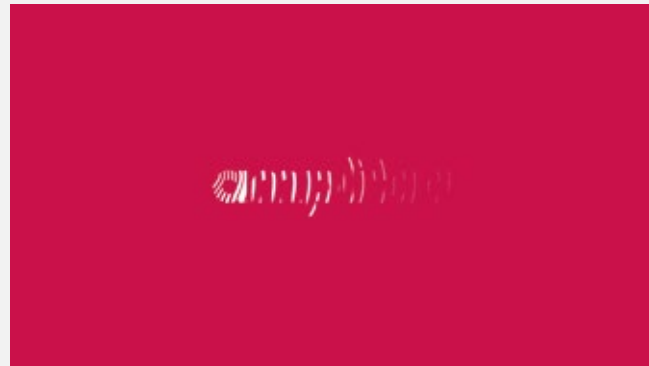
We have created a motion graphic of the logo in both “short” and “long” main versions. This motion logo must always be used “as-is” and shown in its “full-version”

entirety each time. No modifications whatsoever to the graphics included here are permitted.



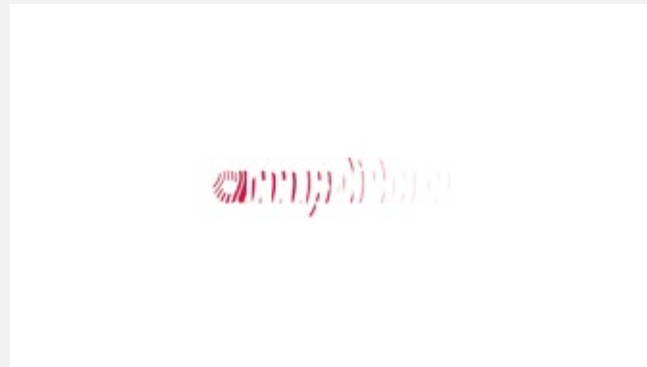
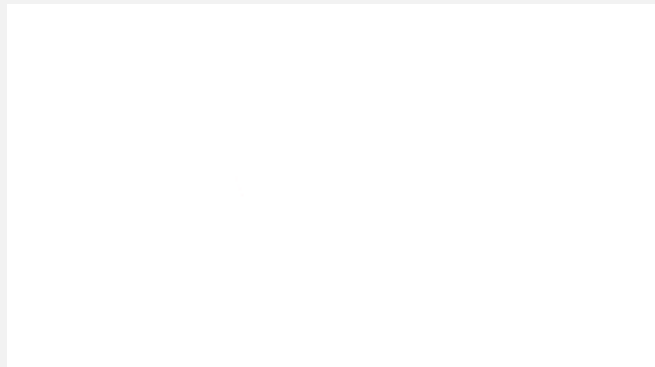
1.11 Frame logo animation
negative / short

This motion logo must always be used “as-is” and shown in its “full-version” entirety each time. No modifications whatsoever to the graphics included here are permitted.



1.12 Frame logo animation
positive / short

This motion logo must always be used “as-is” and shown in its “full-version” entirety each time. No modifications whatsoever to the graphics included here are permitted.



Look&Feel Principles

The creation of a coherent and recognizable identity across all applications is not only created by a logo. In this part of the manual regarding the Look&Feel, all the elements that combine to create a unique and iconic brand identity, have been identified and explained to encourage proper use across all communications tools.

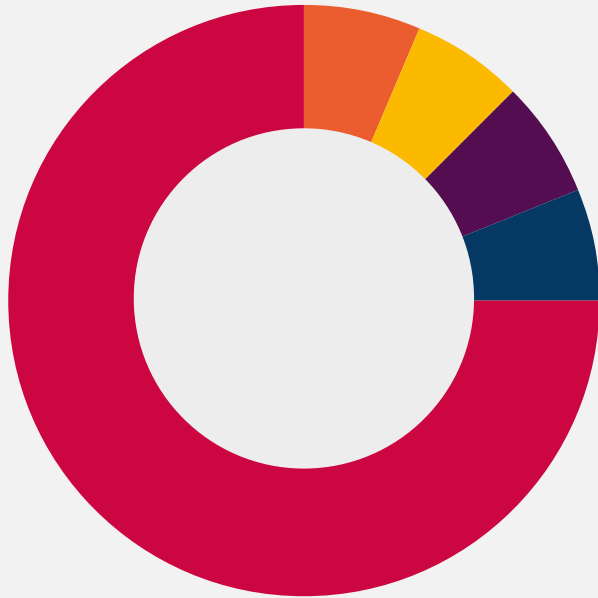
- | | | | |
|------|---------------------------|------|-------------------------|
| 2.1 | Concept cluster target. | 2.12 | Gradient. |
| 2.2 | Colors. | 2.13 | Stripes texture. |
| 2.3 | Colors. | 2.14 | Particle texture. |
| 2.4 | Colors. | 2.15 | Toolbox. |
| 2.5 | Typography / Primary. | 2.16 | Device rules. |
| 2.6 | Typography / Secondary. | 2.17 | Device rules. |
| 2.7 | Grid System / Vertical. | 2.18 | Typography key visual. |
| 2.8 | Grid System / Horizontal. | 2.19 | Typography key visual. |
| 2.9 | Logotype position. | 2.20 | Chart and graphic data. |
| 2.10 | "A" Seal. | 2.21 | Photographic Style. |
| 2.11 | "A" Seal key visual. | 2.22 | Photographic style. |

2.1 Concept cluster target

The look & feel was created using a modular framework in an effort to provide optimal communications support across all target cluster audiences.

Consumer target

The primary version of the look&feel is created for the consumer target audience and is therefore reliant on a color palette that is primarily red.



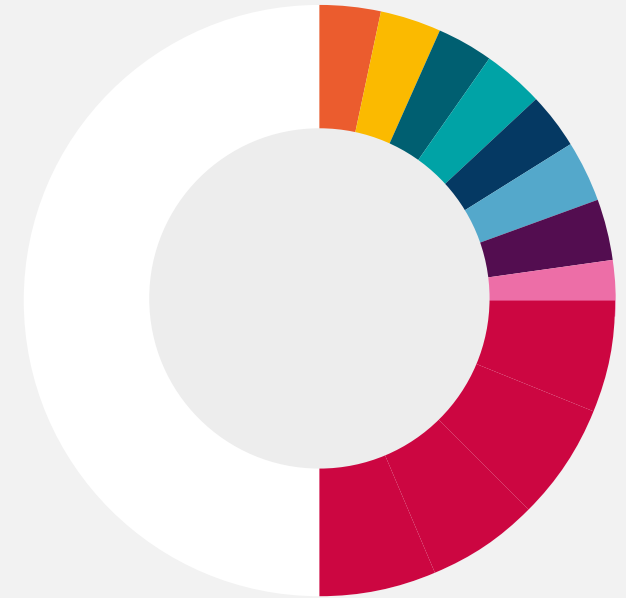
Influencer target

A more "pioneering" version of the look&feel has been created to target a younger/influencers audience and therefore the palette for this segment offers more color variety.



Medical and finance target

A third version is dedicated to corporate audiences. The color palette, in this case, is based on a white background.



Amplifon Red

Pantone®

CMYK

RGB

1935 C

3 - 100 - 59 - 12

197 - 0 - 62

2.3 Colors



2.4 Colors



The primary typography used is Value and it should be used in the creation of headlines, titles and short messages of great importance.

Primary typeface

Value designed by

Colophon foundry

Value Sans is a sans-serif typeface released by Colophon Foundry in 2013. The design was inspired by Elegant Grotesk, a geometric sans-serif from 1928 and Granby, a Johnston-inspired humanist face from 1930.

VALUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()?.,-!/£@

VALUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()?.,-!/£@

The secondary typography is Univers. It should be used to compose current text and all other functional types of text creation: Current text, information, dida and graphics, etc.

This font offers an extended family of weights and widths in order to cover a wide range of communications needs.

Secondary typeface

Univers designed by

Linotype foundry

The typeface Univers is one of the greatest typographic achievements of the second half of the 20th century. The typeface has the advantage of having a variety of weights which even combined give an impression of steadiness and homogeneity. The clear, objective forms of Univers make this a legible font suitable for almost any typographic need.

UNIVERS LT 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? , - ! / £ @

UNIVERS LT 55 OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? , - ! / £ @

UNIVERS LT 65 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? , - ! / £ @

UNIVERS LT 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? , - ! / £ @

UNIVERS LT 57 CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? , - ! / £ @

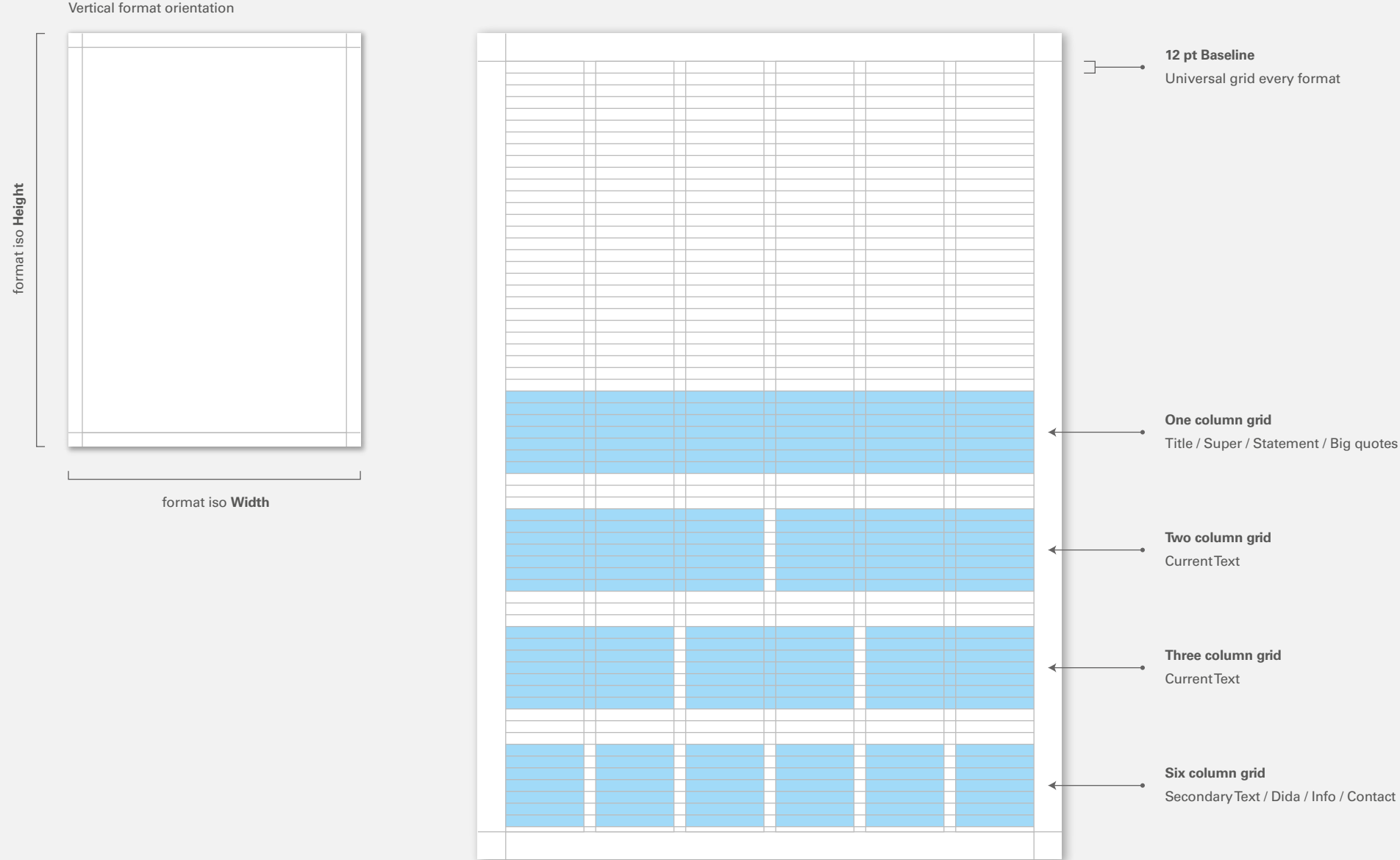
UNIVERS LT 57 CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? , - ! / £ @

2.7 Grid System / Vertical

We defined a universal layout grid. This will guarantee consistency and flexibility in designing and managing different types of outputs, from corporate applications

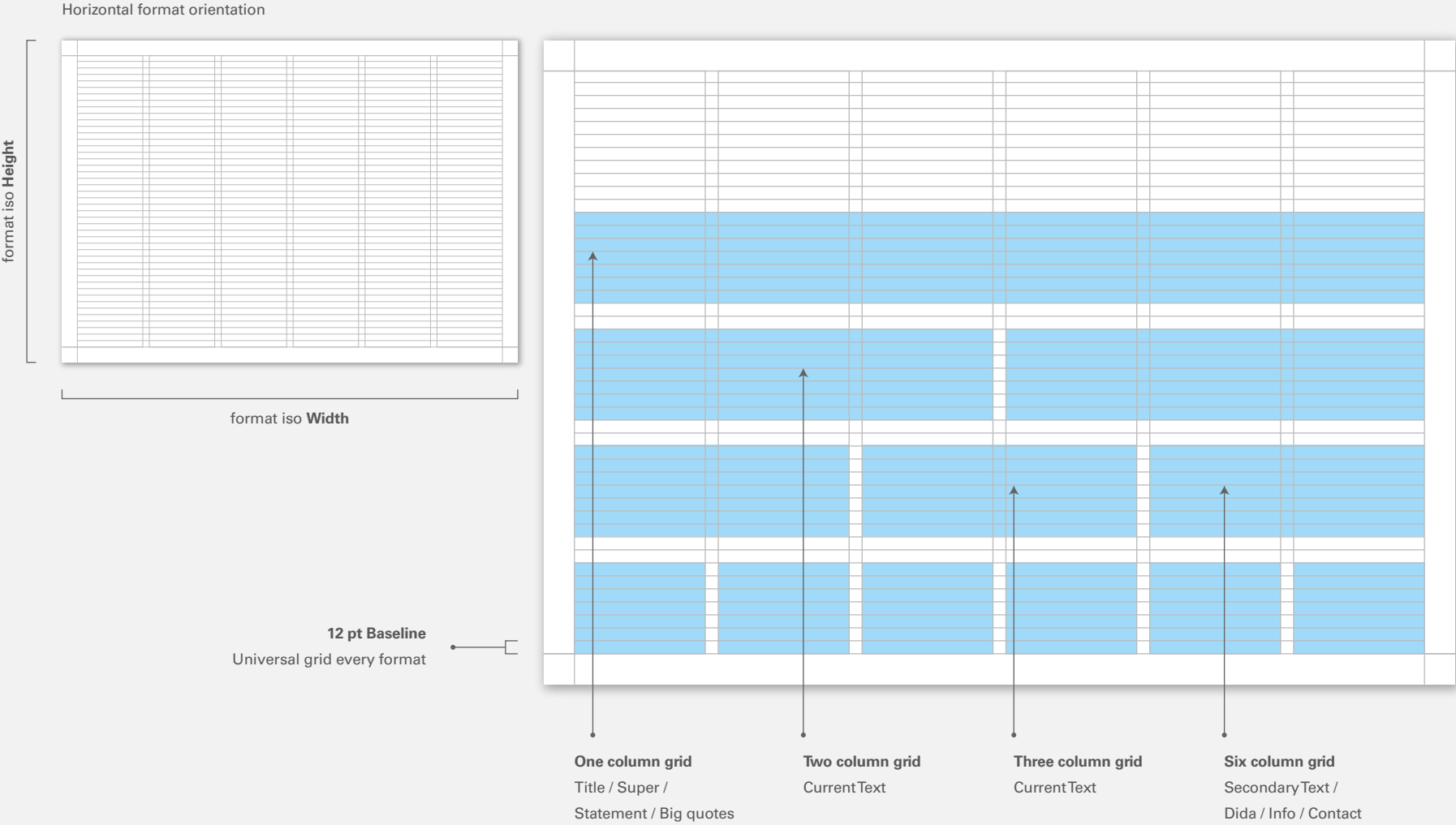
(reports, balance sheets and so on) to more dynamic commercial or promotional materials.



2.8 Grid System / Horizontal

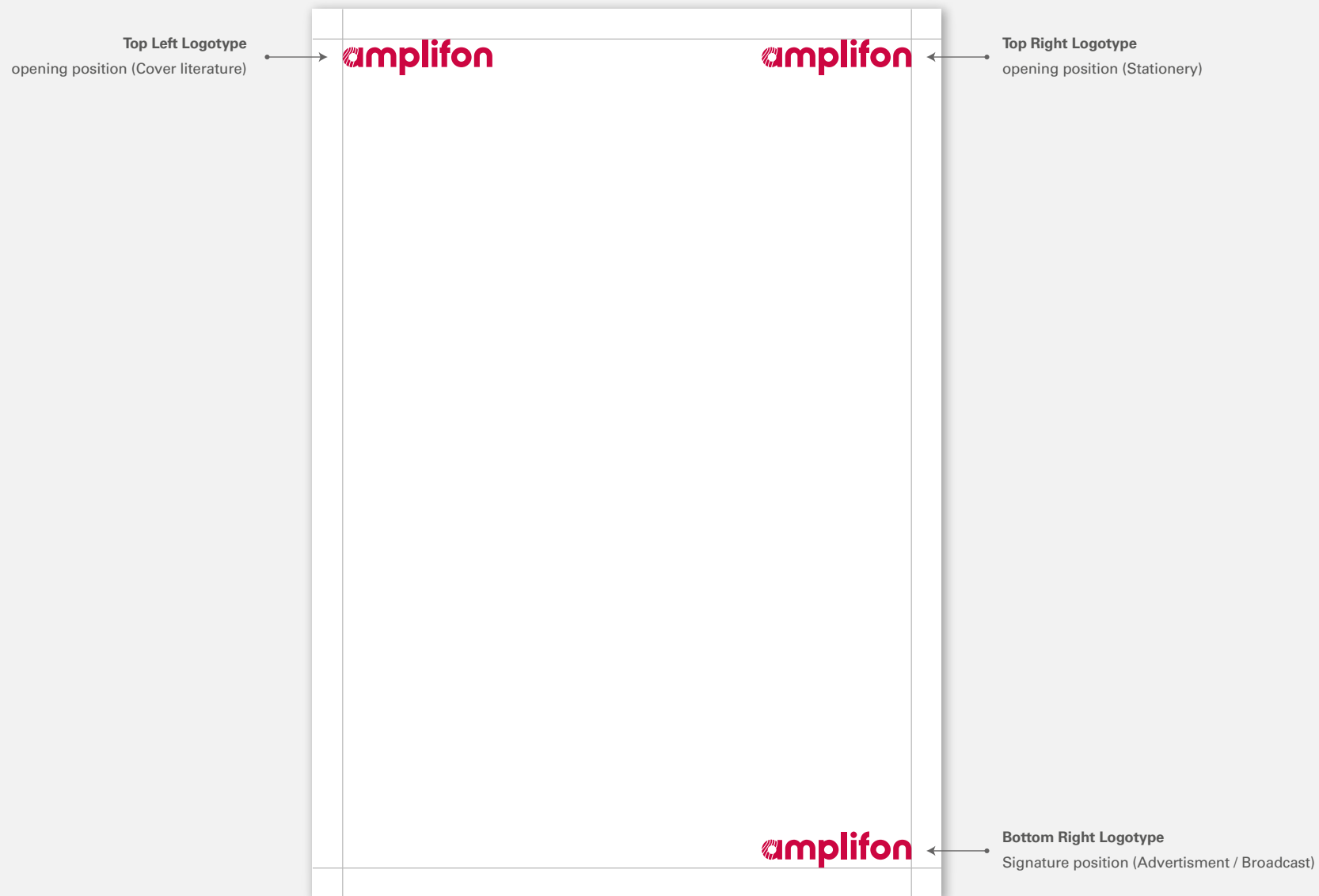
We defined a universal layout grid. This will guarantee consistency and flexibility in designing and managing different types of outputs, from corporate applications

(reports, balance sheets and so on) to more dynamic commercial or promotional materials.



2.9 Logotype position

The logo can live in 3 of 4 corners on a page depending on the communications type as illustrated in the example below.



2.10 A Seal

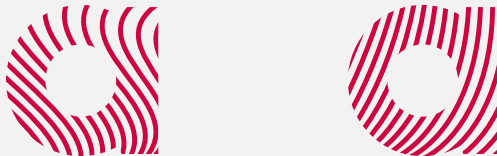
The "A Seal" is a container shape. While the outline must be always the same, different permutations in terms of stripes design and patterns are allowed.

A series of initial executions of the "A" Seal permissible for use are referenced below.

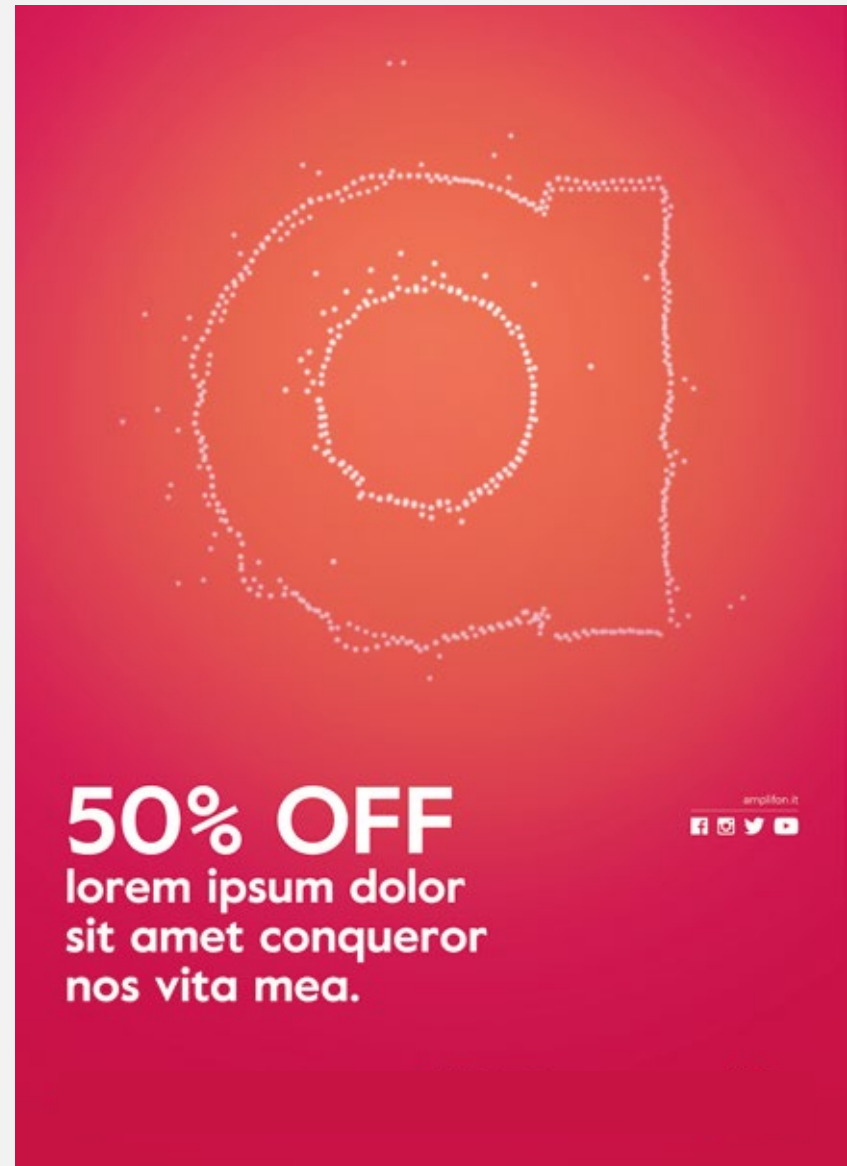
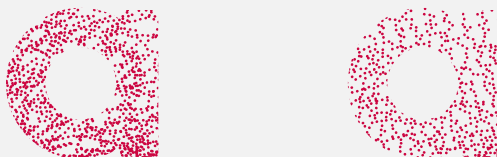
Classic "A Seal"



Permutations "A Seal" Stripes



Permutations "A Seal" Particles



2.11 A Seal

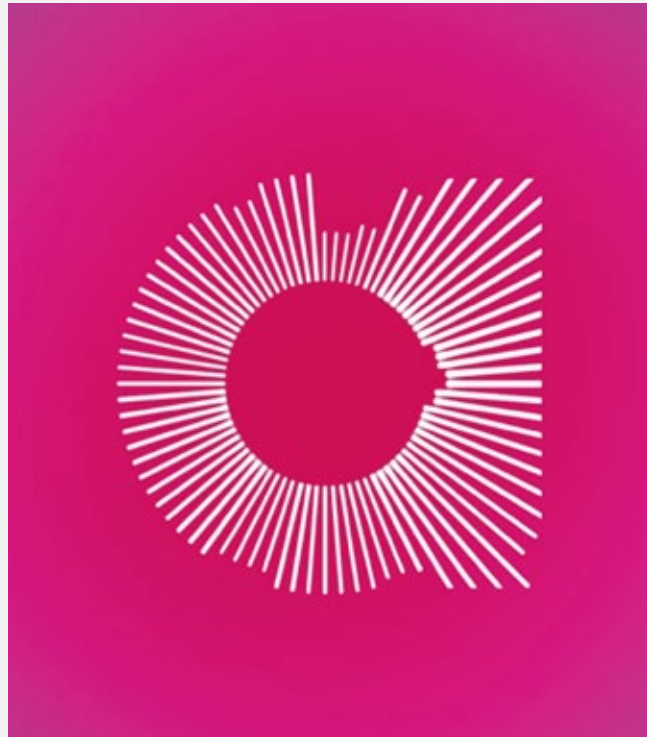
Permutations of the design can help to diversify the graphic language of the Brand, making it dynamic and surprising.

Permutation elements will be treated as key visuals to create consistency across many types of communications materials.

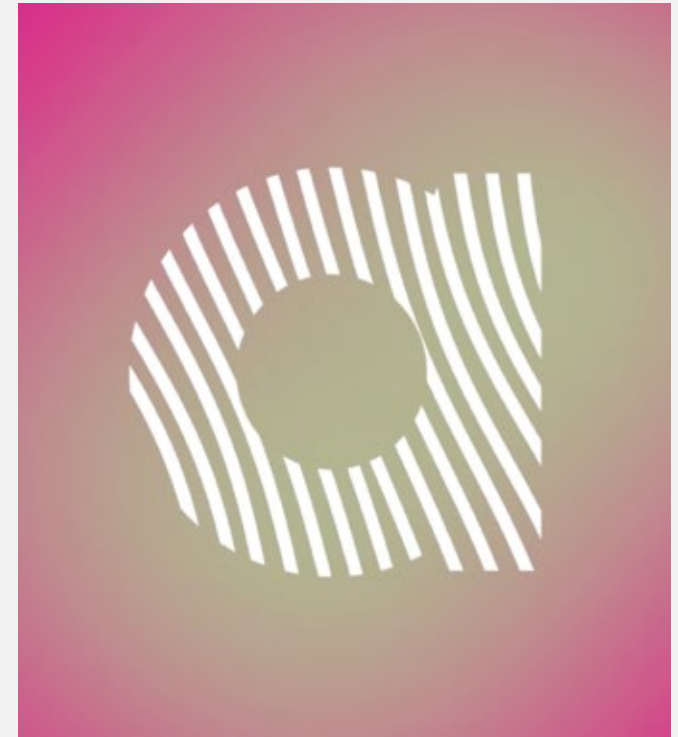
Key visual - Particle example



Key visual - Soundwave example



Key visual - Stripes example



2.12 Gradient

Regardless of the proportions, the support and type of gradient must be applied in alignment with the rules as laid out below.

Gradient model

Start → End



Orange Amplifon Red



Yellow Amplifon Red



Purple Amplifon Red



Light green Amplifon Red



Dark green Amplifon Red



Cyan Amplifon Red



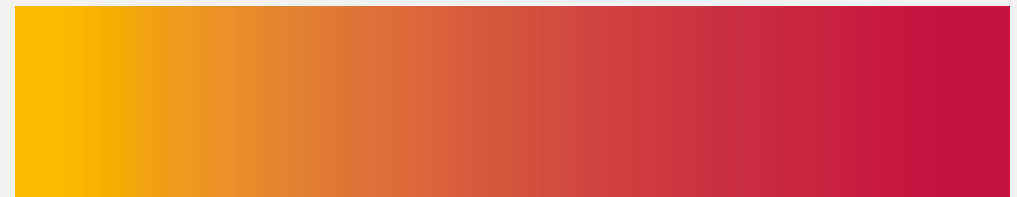
Blue Amplifon Red



Pink Amplifon Red

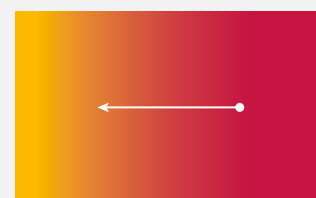
Gradient orientation rules

Regardless proportions of the support and the type of gradient must follow the rules below spelled



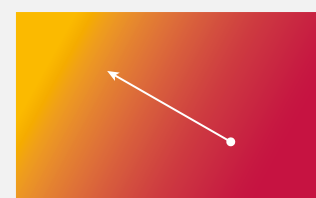
Vertical orientation

-
Amplifon Red
on Bottom



Horizontal orientation

-
Amplifon Red
on left side



Diagonal orientation

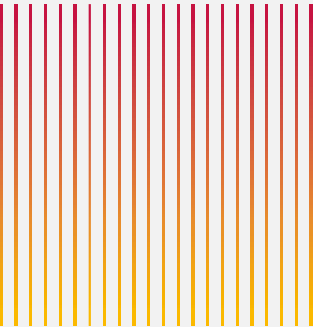
-
Amplifon Red
on bottom left side



Amplifon logotype must be placed on the Red area of gradient

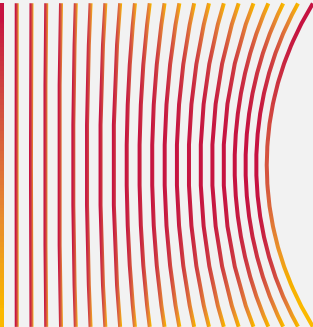
Basics

Stripes Blend



Example of distortion stripes

Stripes Blend + Wapr Bulge



Stripes Blend + Warp Wave



Stripes Blend + Warp Arc

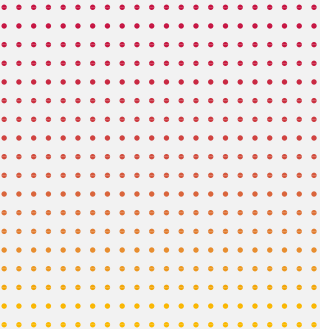


Stripes Blend + Warp Flag

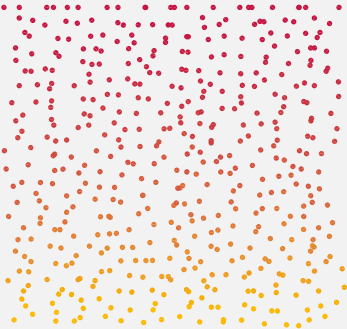


Basics

Stripes blend + Dash Line

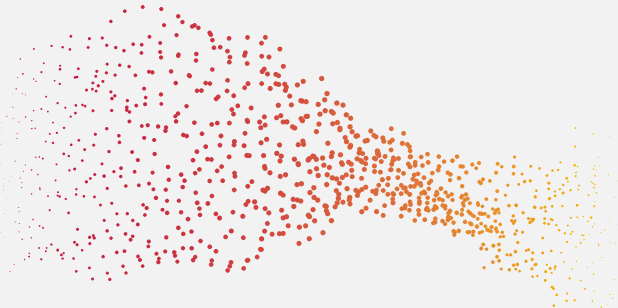


Stripes Blend Dash Line +
Distort Roughen

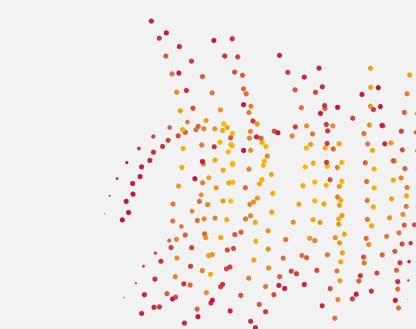


Example of distortion stripes

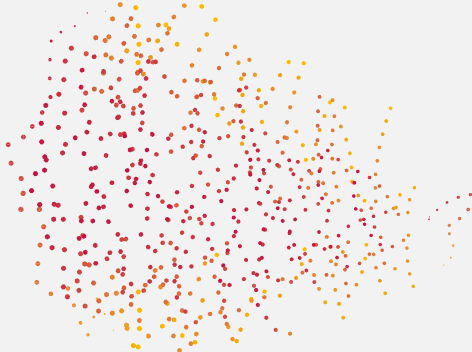
01



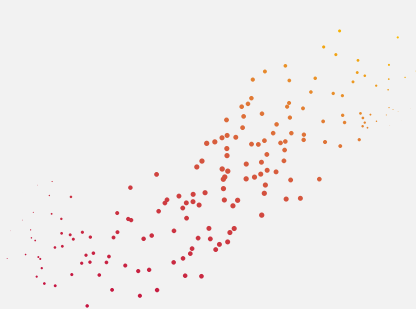
02



03



04

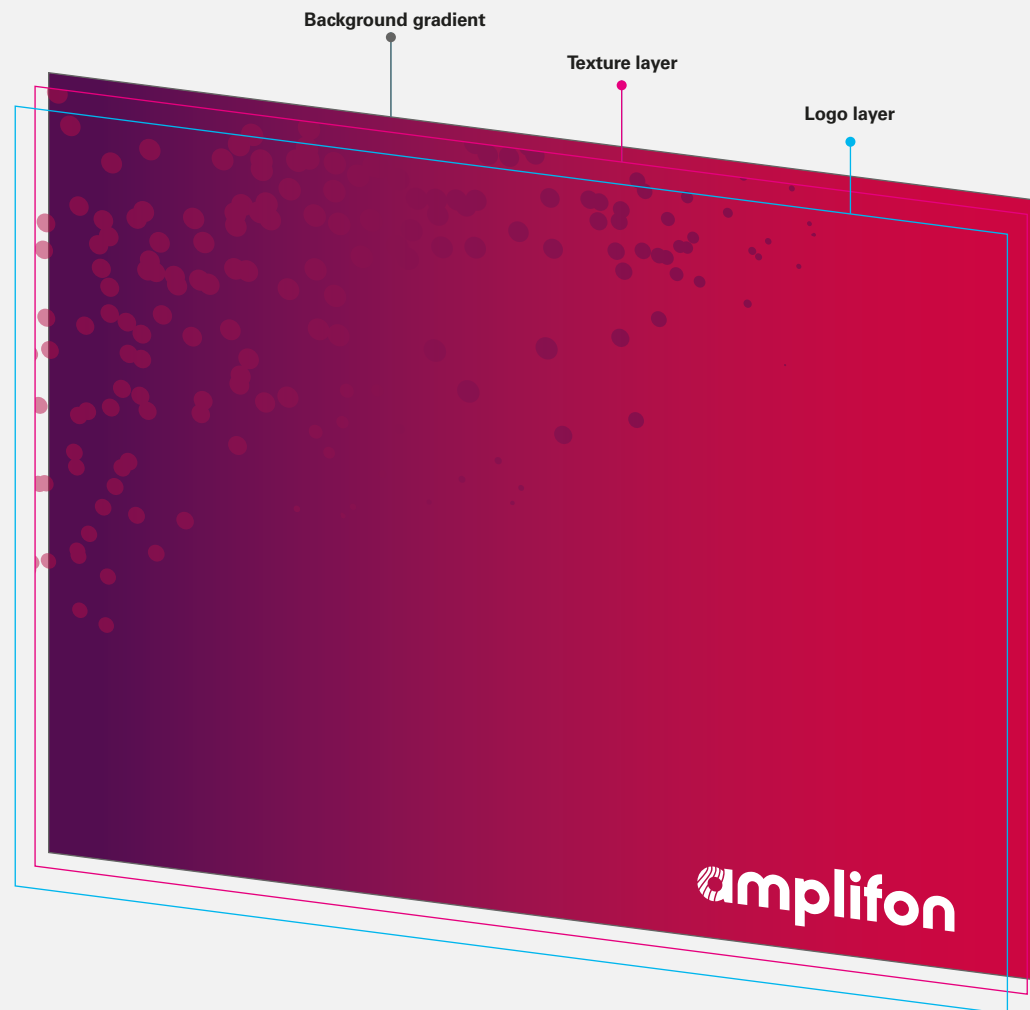


2.15 Toolbox

Building the layouts, it will be possible to combine several layers, in order to guarantee recognisability and impact.

Below you will find an initial toolbox of different elements to be combined through layers.

Toolbox composition



* Amplifon logo can't live on texture and stripes, but must be always positioned on red area of gradient.

Toolbox example

Example 01
Gradient: Purple / Red
Texture: Particle



Example 02
Gradient: Purple / Red
Texture: Particle



Example 03
Gradient: Orange / Red
Texture: Particle



Example 04
Gradient: Blue / Red
Texture: Stripes

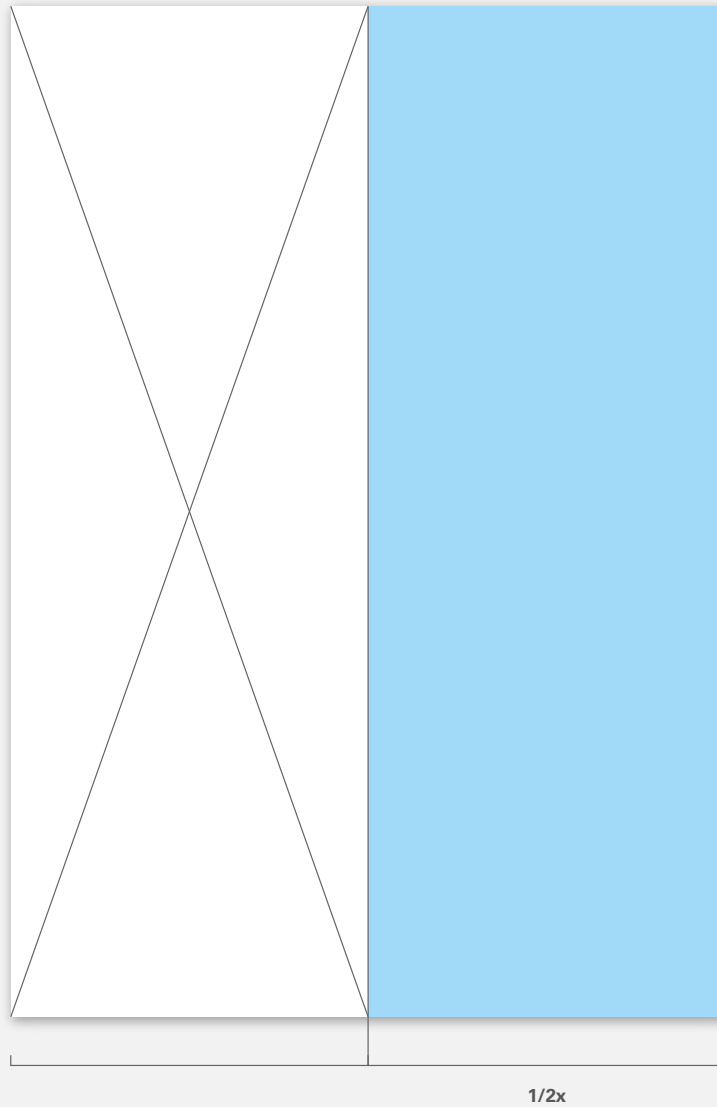


2.16 Device rules

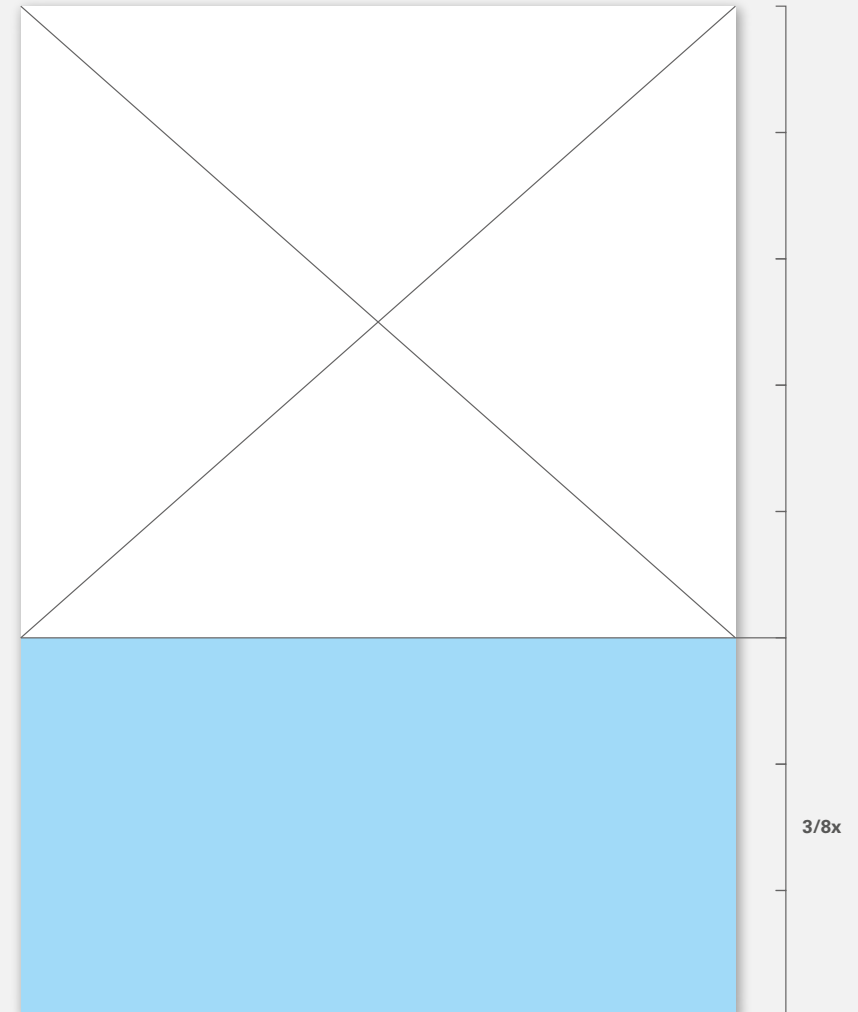
Dimension can be different depending on supports.
In vertical formats, the area to be fulfilled with different layers

is half of the support.
In horizontal formats, it should be 3/8 of the support.

Vertical device container - Single page



Horizontal device container - Single page



2.17 Device rules

Dimension can be different depending on supports.
On double page format, it's 1/8 of the support.

Vertical device container - Double page



Particle Typography Style



Use this style to make impactful key visuals for cover and campaign.

Stripes Typography Style

Hearing
Experience

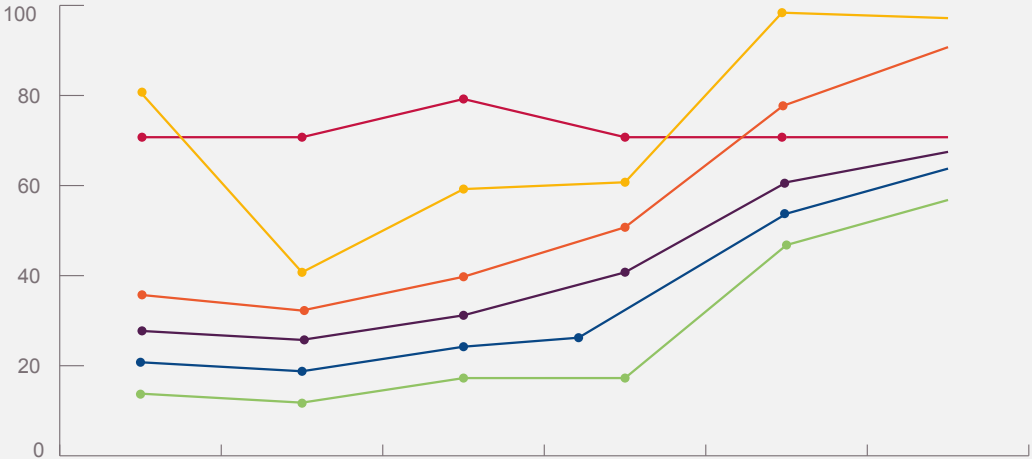
Use this style to make impactful key visuals for cover and campaign.

2.20 Chart and graphic data

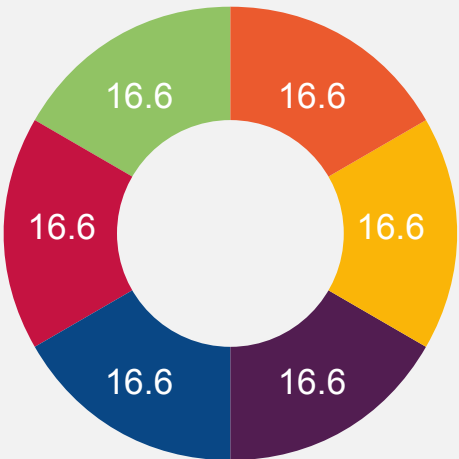
The graph's design has been developed to allow coexistence with the rest of the elements of the visual identity.

They can be generated using a series of digital files offered as a compendium to this guidelines document.

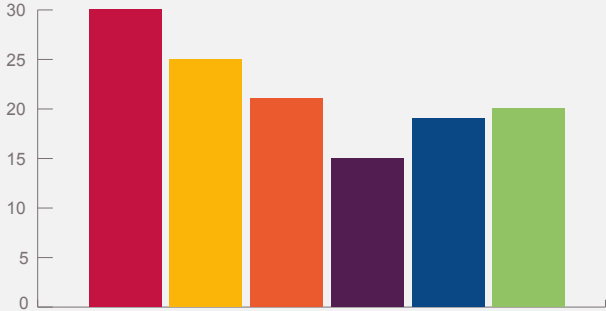
Line graph style



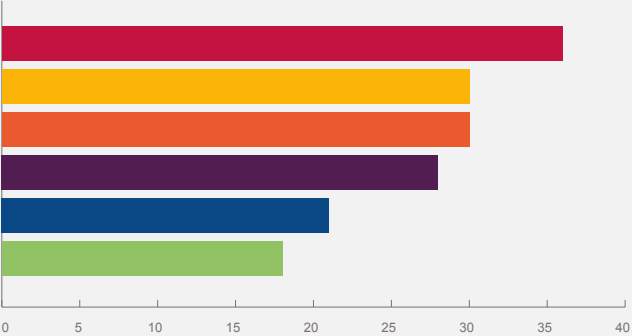
Pie chart style



Column graph style



Bar graph style



The aim

Our focus is to project a regained harmony, in both one's personal and social life.

The imagery proposed must reference real life, using a positive and constructive approach.

A luminous daily life that projects the carefree easiness and small pleasures arising from relationships with peers, events and the surrounding environment.

Never posed or planned, but spontaneous.

Never impersonal, but always with a recognizable point of view.

Consumer target

Selective focus to create wings between subjects and backdrops, to give depth to the image and highlight details that may help in the story telling.



Points of view

A close-up on a subject or an action can support emotional engagement.



Color

One or two chromatic dominants can make imagery impactful. The use of color is never through a filter, but always a focus on a real element.



Interaction

Audience should be emphatically involved, and to project this exhibit people interacting in their everyday lives.

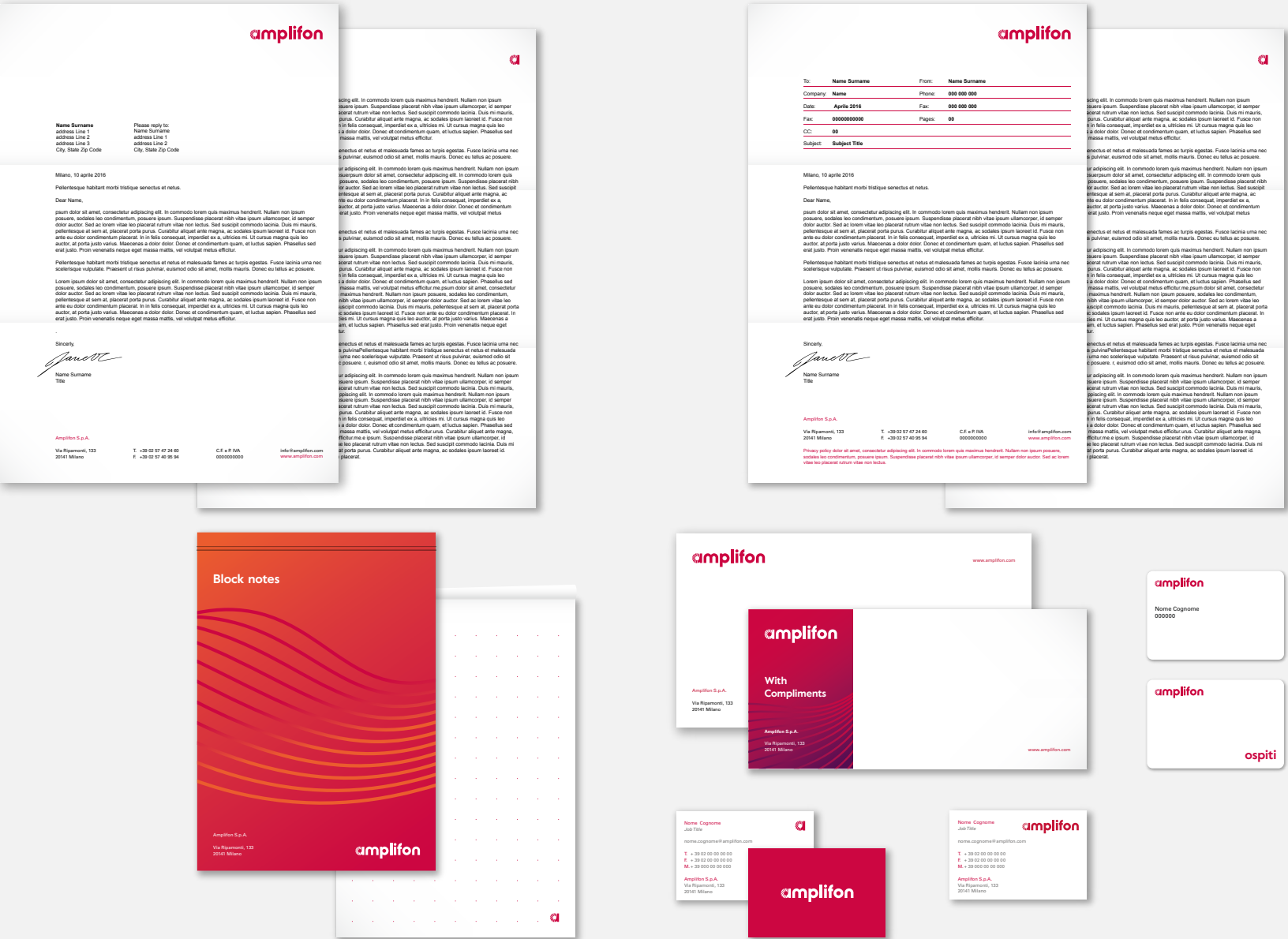


A stationery format has been designed. The following illustrate required layouts and the printing instructions for each item.

- | | | | |
|-----|---------------------------|------|----------------------|
| 3.1 | Overview stationery size. | 3.8 | Envelope. |
| 3.2 | Letterhead / 1st sheet. | 3.9 | Block notes. |
| 3.3 | Letterhead / 2nd sheet. | 3.10 | Slide structure. |
| 3.4 | Fax. | 3.11 | Slide example. |
| 3.5 | Business cards. | 3.12 | Slide example. |
| 3.6 | With compliments. | 3.12 | Slide graph example. |
| 3.7 | Badge. | | |

3.1 Overview stationery size

Here are examples of the proper proportions and correct alignment for the Amplifon logo when applied to a stationary system.



3.2 Letterhead / 1st sheet (210x297 mm)

	<p>Name Surname address Line 1 address Line 2 address Line 3 City, State Zip Code</p>		<p>Please reply to: Name Surname address Line 1 address Line 2 City, State Zip Code</p>			
<p>Milano, 10 aprile 2016</p>						
<p>Pellentesque habitant morbi tristique senectus et netus.</p>						
<p>Dear Name,</p>						
<p>psum dolor sit amet, consectetur adipiscing elit. In commodo lorem quis maximus hendrerit. Nullam non ipsum posuere, sodales leo condimentum, posuere ipsum. Suspendisse placerat nibh vitae ipsum ullamcorper, id semper dolor auctor. Sed ac lorem vitae leo placerat rutrum vitae non lectus. Sed suscipit commodo lacinia. Duis mi mauris, pellentesque at sem at, placerat porta purus. Curabitur aliquet ante magna, ac sodales ipsum laoreet id. Fusce non ante eu dolor condimentum placerat. In in felis consequat, imperdiet ex a, ultricies mi. Ut cursus magna quis leo auctor, at porta justo varius. Maecenas a dolor dolor. Donec et condimentum quam, et luctus sapien. Phasellus sed erat justo. Proin venenatis neque eget massa mattis, vel volutpat metus efficitur.</p>						
<p>Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Fusce lacinia urna nec scelerisque vulputate. Praesent ut risus pulvinar, euismod odio sit amet, mollis mauris. Donec eu tellus ac posuere.</p>						
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. In commodo lorem quis maximus hendrerit. Nullam non ipsum posuere, sodales leo condimentum, posuere ipsum. Suspendisse placerat nibh vitae ipsum ullamcorper, id semper dolor auctor. Sed ac lorem vitae leo placerat rutrum vitae non lectus. Sed suscipit commodo lacinia. Duis mi mauris, pellentesque at sem at, placerat porta purus. Curabitur aliquet ante magna, ac sodales ipsum laoreet id. Fusce non ante eu dolor condimentum placerat. In in felis consequat, imperdiet ex a, ultricies mi. Ut cursus magna quis leo auctor, at porta justo varius. Maecenas a dolor dolor. Donec et condimentum quam, et luctus sapien. Phasellus sed erat justo. Proin venenatis neque eget massa mattis, vel volutpat metus efficitur.</p>						
<p>Sincerely,</p>						
						
<p>Name Surname Title</p>						
<p>Amplifon S.p.A. Via Ripamonti, 133 20141 Milano</p>			<p>T. +39 02 57 47 24 80 F. +39 02 57 40 95 94</p>		<p>C.E. e P. IVA 000000000</p>	<p>info@amplifon.com www.amplifon.com</p>



3.4 Fax

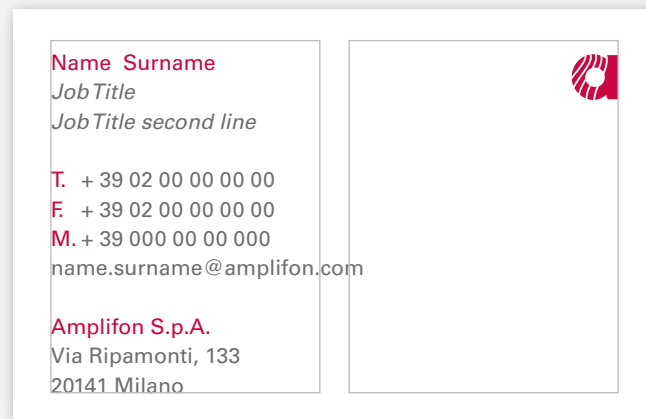
(210x297 mm)

To:	Name Surname	From:	Name Surname					
Company:	Name	Phone:	000 000 000					
Date:	Aprile 2016	Fax:	000 000 000					
Fax:	0000000000	Pages:	00					
CC:	00							
Subject:	Subject Title							
Milano, 10 aprile 2016								
Peilentesque habitant morbi tristique senectus et netus.								
Dear Name,								
psum dolor sit amet, consectetur adipiscing elit. In commodo lorem quis maximus hendrerit. Nullam non ipsum posuere, sodales leo condimentum, posuere ipsum. Suspendisse placerat nibh vitae ipsum ullamcorper, id semper dolor auctor. Sed ac lorem vitae leo placerat rutrum vitae non lectus. Sed suscipit commodo lacinia. Duis mi mauris, pellentesque sit amet at, placerat porta purus. Curabitur aliquet ante magna, ac sodales ipsum laoreet id. Fusce non ante eu dolor condimentum placerat. In in felis consequat, imperdiet ex a, ultricies mi. Ut cursus magna quis leo auctor, at porta justo varius. Maecenas a dolor dolor. Donec et condimentum quam, et luctus sapien. Phasellus sed erat justo. Proin venenatis neque eget massa mattis, vel volutpat metus efficitur.								
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Sincerely, Name Surname Title								
Amplifon S.p.A. Via Ripamonti, 133 20141 Milano T. +39 02 57 47 24 60 F. +39 02 57 40 95 94 C.F. e P.IVA 0000000000 info@amplifon.com www.amplifon.com								
Privacy policy dolor sit amet, consectetur adipiscing elit. In commodo lorem quis maximus hendrerit. Nullam non ipsum posuere, sodales leo condimentum, posuere ipsum. Suspendisse placerat nibh vitae ipsum ullamcorper, id semper dolor auctor. Sed ac lorem vitae leo placerat rutrum vitae non lectus.								

3.5 Business cards (85x55 mm)

Primary business card

Front



Secondary business card

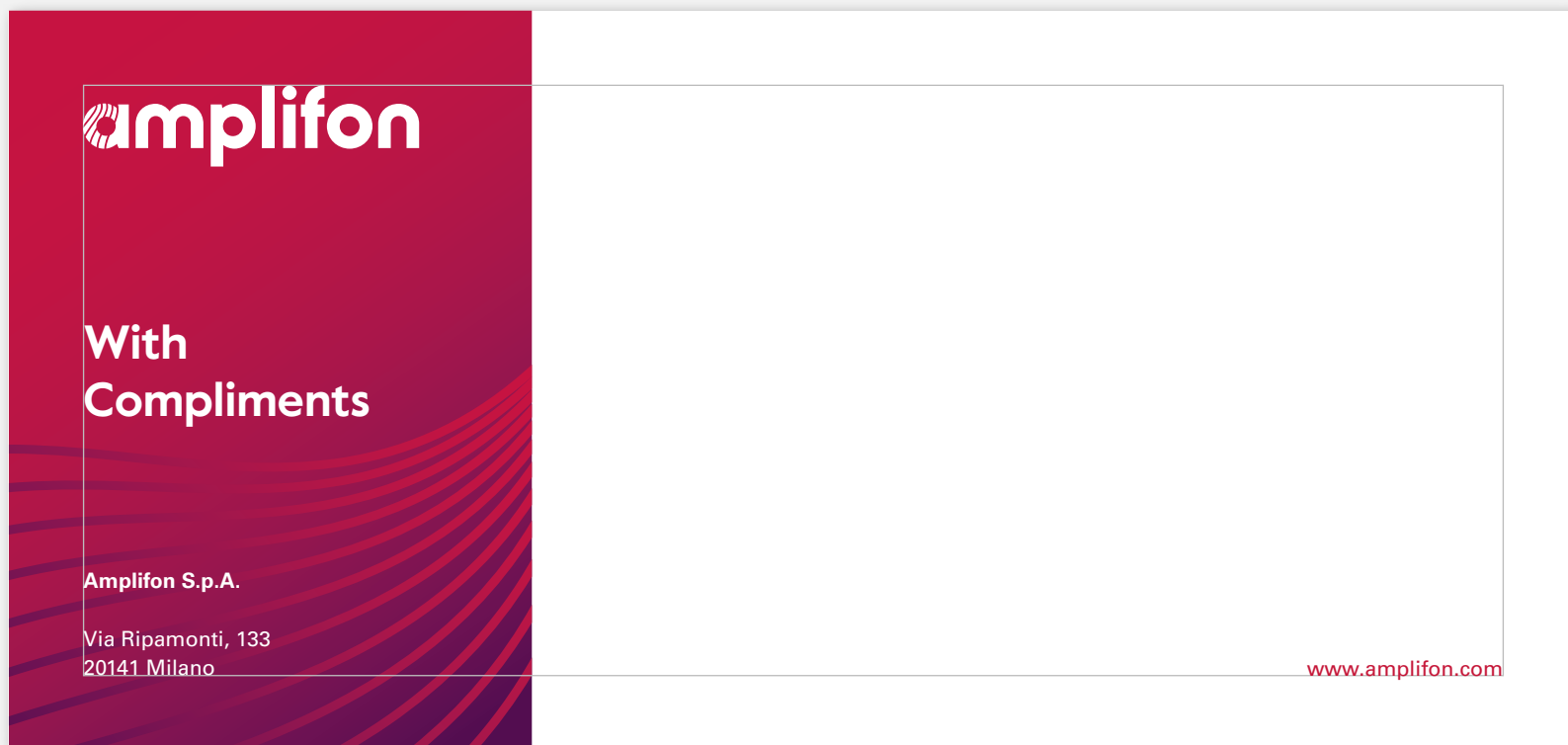
Front



[Back](#)



3.6 With compliments
(210x99 mm)



3.7 Badge
(85x55 mm)

Badge
Company



Badge
Guest



3.8 Envelope
(220x110 mm)

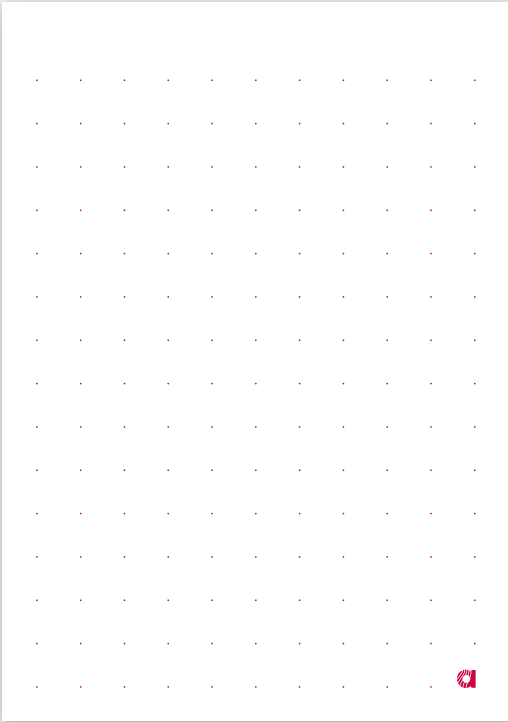
The Amplifon logo, featuring a stylized circular icon composed of horizontal lines to the left of the word "amplifon" in a bold, lowercase, sans-serif font.

www.amplifon.com

Amplifon S.p.A.

Via Ripamonti, 133
20141 Milano

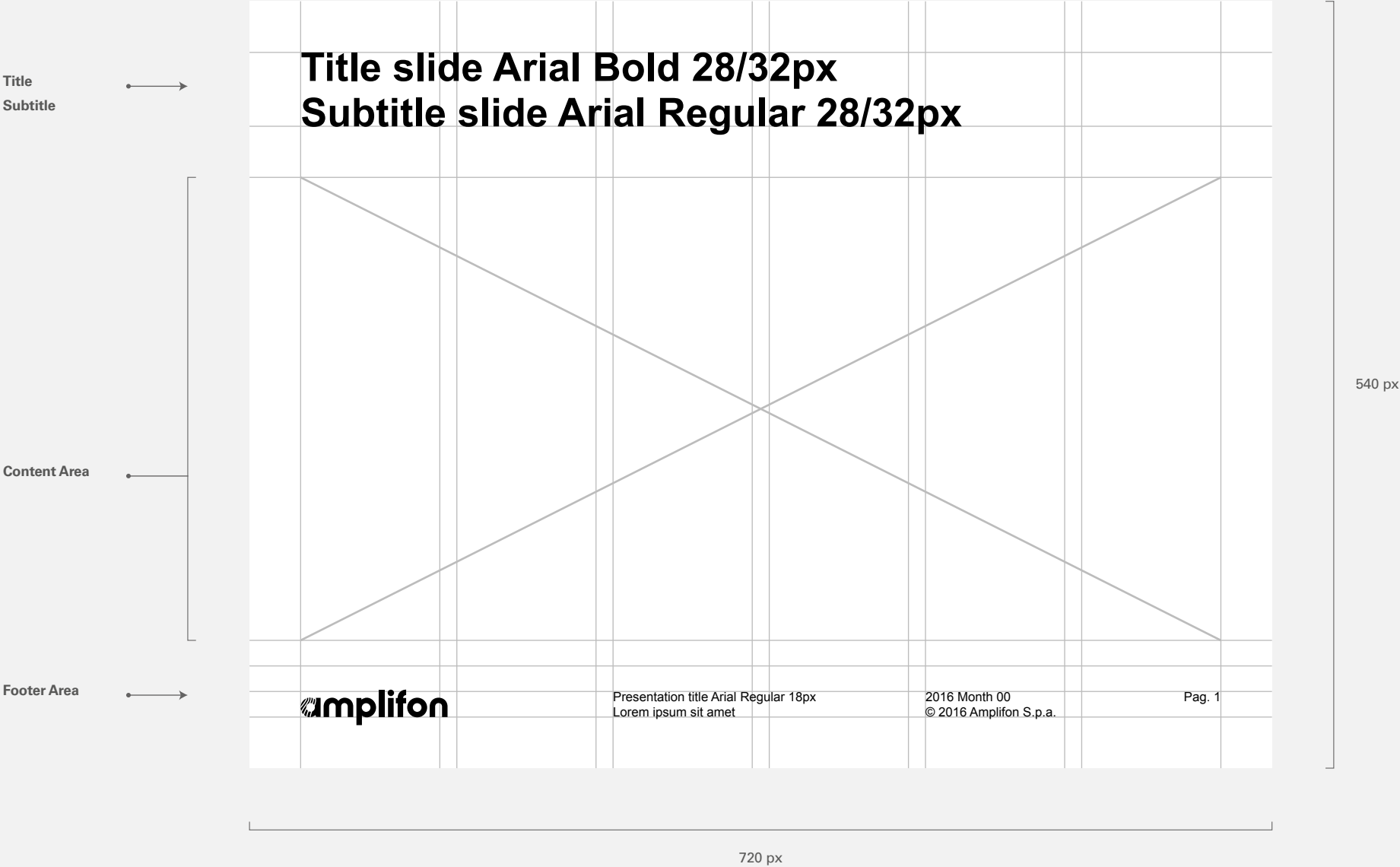
3.9 Block notes
(148x210 mm)



3.10 Slide structure


The following is an example of how the content must be structured in a PowerPoint slide.

The indicated areas can be used, but they must not be modified.
The content related areas can be changed.




3.11 Slide example

The following are some examples of how the content has to be structured in the slides.
Please refer to these when structuring your presentation.

Title slide Arial Bold 28/32px			
Subtitle slide Arial Regular 28/32px			
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.			
Title paragraph Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.			
			
<small>Presentation title Arial Regular 18px Lorem ipsum sit amet</small>		<small>2016 Month 00 © 2016 Amplifon S.p.A</small>	
<small>Pag. 1</small>			

Content Box
One Column

Title slide Arial Bold 28/32px			
Subtitle slide Arial Regular 28/32px			
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.		Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.	
Title secondary text layer Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip commodo.		Title secondary text layer Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip commodo.	
			
<small>Presentation title Arial Regular 18px Lorem ipsum sit amet</small>		<small>2016 Month 00 © 2016 Amplifon S.p.A</small>	
<small>Pag. 1</small>			

Content Box
Two Columns

3.12 Slide example

The following are some examples of how the content has to be structured in the slides.
Please refer to these when structuring your presentation.

Title slide Arial Bold 28/32px
Subtitle slide Arial Regular 28/32px

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.

amplifon

Presentation title Arial Regular 18px
Lorem ipsum sit amet

2016 Month 00
© 2016 Amplifon S.p.a

Pag. 1

Content Box

Two Columns

Title slide Arial Bold 28/32px
Subtitle slide Arial Regular 28/32px

Title secondary text layer
Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip commodo.

Title secondary text layer
Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip commodo.

Title secondary text layer
Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip commodo.

amplifon

Presentation title Arial Regular 18px
Lorem ipsum sit amet

2016 Month 00
© 2016 Amplifon S.p.a

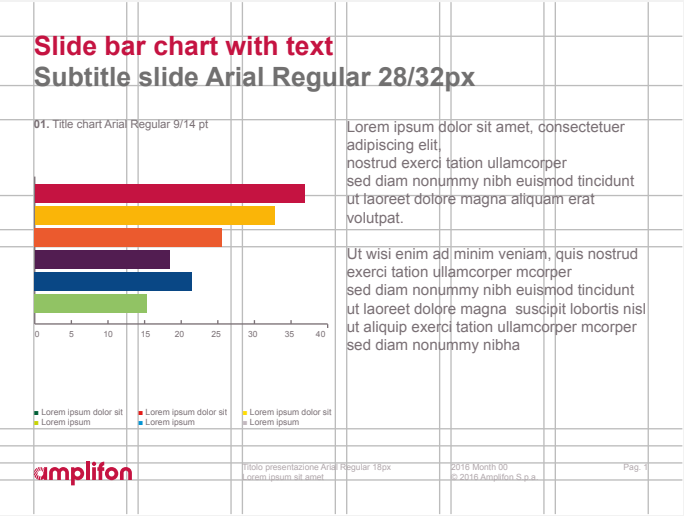
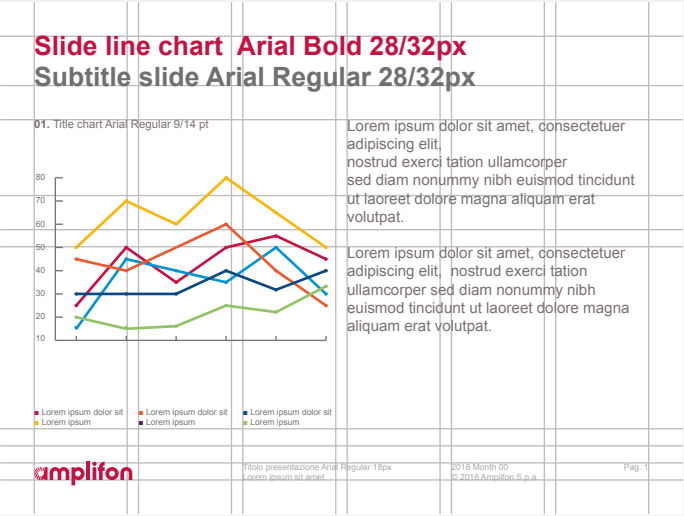
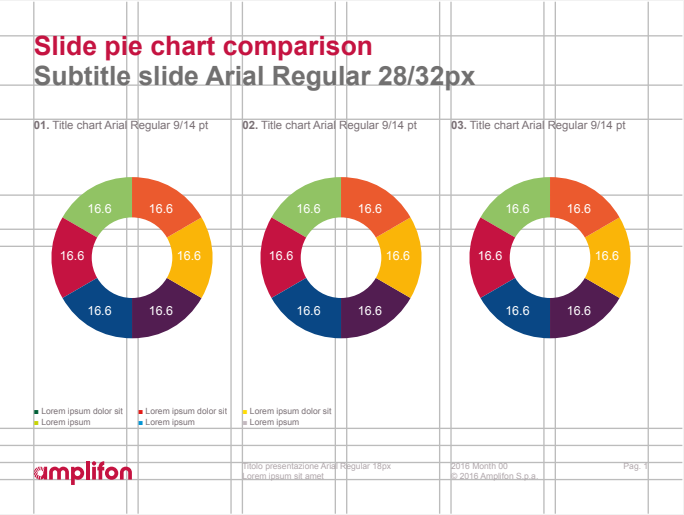
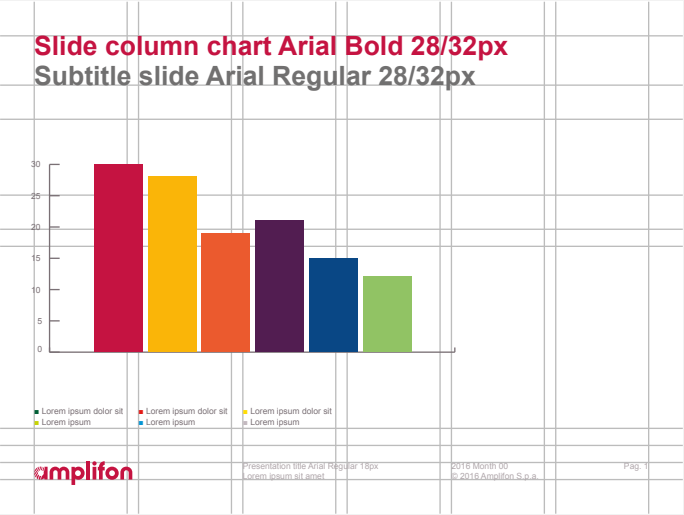
Pag. 1

Content Box

Three Columns

3.13 Slide graph example

The following are some examples of how the content has to be structured in the slides.
Please refer to these when structuring your presentation.



Advertising (Print and retail)

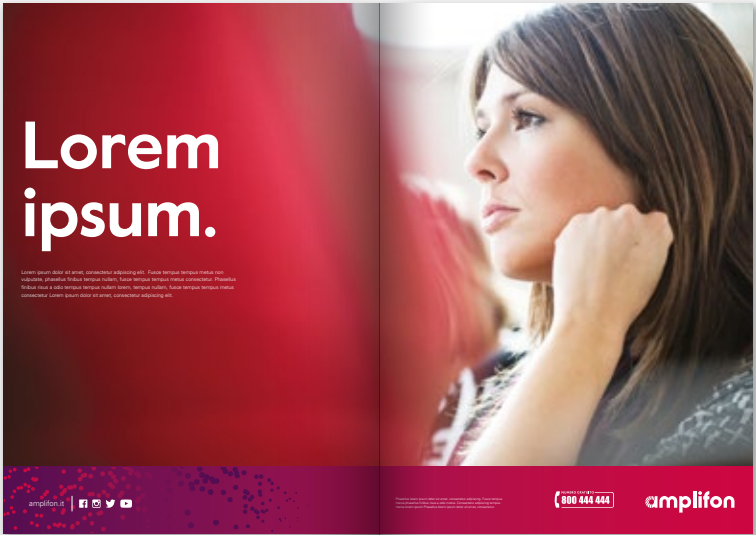
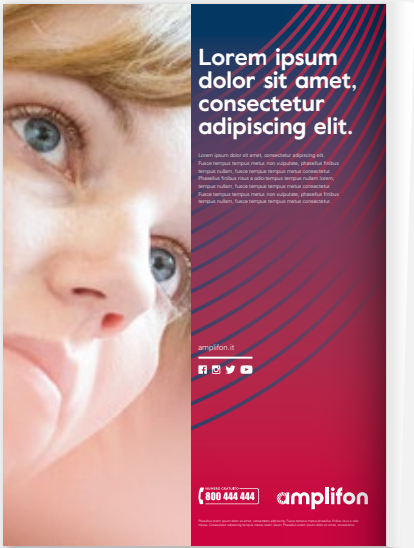
Following is the new advertising format developed for the amplifon look & feel.

- | | | | |
|-----|---|------|--|
| 4.1 | Overview Adv size. | 4.10 | Adv (double page). |
| 4.2 | Adv format Structure. | 4.11 | Overview Adv landscape size. |
| 4.3 | Adv structure (A4 size / Horizontal). | 4.12 | Landscape photographic format
Grid structure. |
| 4.4 | Adv (A4 size / Horizontal). | 4.13 | Landscape photographic format. |
| 4.5 | Adv structure (A4 size / Vertical). | 4.14 | Landscape toolbox format
Grid structure. |
| 4.6 | Adv (A4 size / Vertical). | 4.15 | Landscape toolbox format |
| 4.7 | Adv structure (Poster size / 50x70 cm). | 4.16 | Landscape toolbox format
Grid structure. |
| 4.8 | Adv (Poster size / 50x70 cm). | 4.17 | Landscape toolbox format. |
| 4.9 | Adv structure (double page). | | |

4.1 Overview Adv size

Examples of advertising application formats in the toolbox illustrating the relationship between typographic layout

hierarchies for each size type.



The logo is always inscribed in the toolbox device, on the right of the format. Proportions of other elements are

based on the logo size. The body of the text is set to multiples of 4, except for those below 8 pt.

Headline

Bodycopy

Legal text

amplifon.it

f i g t y o

amplifon

1/2 X

NUMERO GRATUITO

800 444 444

amplifon

amplifon

X

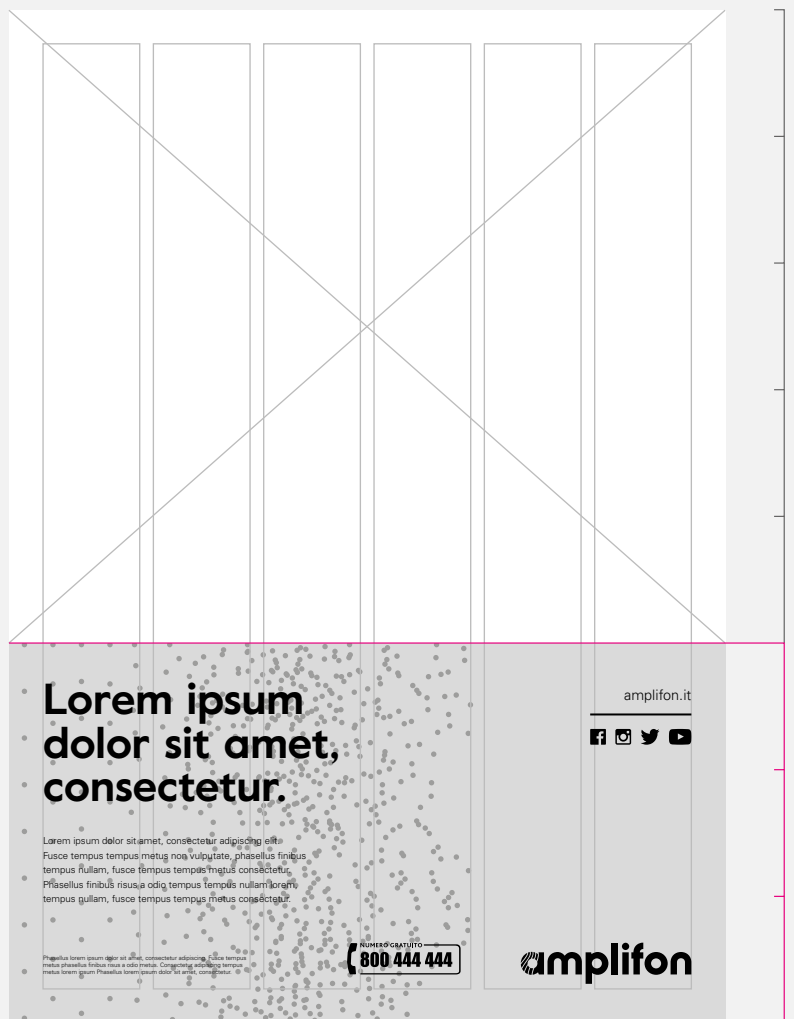
4.3 Adv structure (A4 size / horizontal)

Example of how all information elements must live within the format structure. The toolbox position is set and not to be modified. The height of the toolbox device is 3/8 of the support.

Headline
Value Bold
36 pt

Bodycopy
Univers LT Std
45 light 8 pt

Legal text
Univers LT Std
45 Light 5 pt



Website
Univers LT Std
45 light 8 pt

3/8 X

4.4 Adv

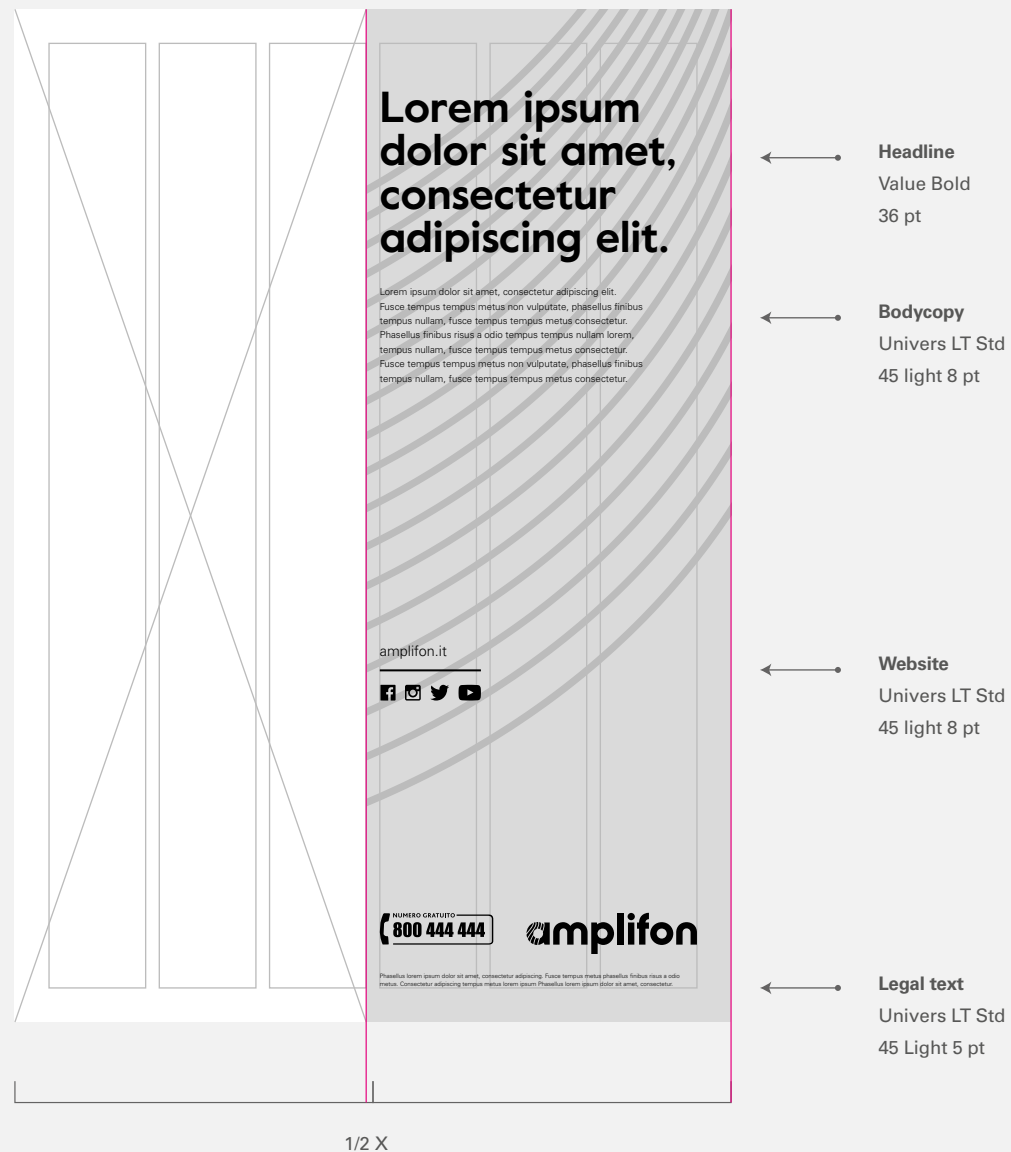
(A4 size / horizontal)



4.5 Adv structure (A4 size / vertical)

Example of how all information elements must live within the format structure. The toolbox position is set and not to be modified. On A4 size vertical formats, the position of the

toolbox device is not to be modified. This device is 1/2 of the support wide and is hooked to the column located nearer to half of the support to order to respect the layout grid.





Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Fusce tempus tempus metus non vulputate, phasellus finibus tempus nullam, fusce tempus tempus metus consectetur, phasellus finibus risus a odio tempus tempus nullam lorem, tempus nullam, fusce tempus tempus metus consectetur, Fusce tempus tempus metus non vulputate, phasellus finibus tempus nullam, fusce tempus tempus metus consectetur.

amplifon.it

NUMERO GRATUITO
800 444 444



Phasellus lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tempus metus phasellus finibus risus a odio metus. Consectetur adipiscing tempus metus lorem ipsum Phasellus lorem ipsum dolor sit amet, consectetur

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.

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Donec sodales sagittis magna. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh.

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4.7 Adv structure

(Poster size / 50x70 cm)

Example of how all information elements must live within the format structure.

The toolbox position is set and not to be modified, while headline positions are variable.



4.8 Adv
(Poster size / 50x70 cm)



4.9 Adv structure
(double page)

The double page has its own format for internal personalisation
of printed materials. This layout simplifies reading.

Headline
Value Bold
from 36 pt
to 104 pt

Bodycopy
Univers LT Std
45 light 8 pt

Website
Univers LT Std
45 light 8 pt

Lorem ipsum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tempus tempus metus non vulputate, phasellus finibus tempus nullam, fusce tempus tempus metus consectetur. Phasellus finibus risus a odio tempus tempus nullam lorem, tempus nullam, fusce tempus tempus metus consectetur Lorem ipsum dolor sit amet, consectetur adipiscing elit.


[amplifon.it](#)



Phasellus lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tempus tempus metus phasellus finibus risus a odio tempus. Consectetur adipiscing tempus metus lorem ipsum Phasellus lorem ipsum dolor sit amet, consectetur.

NUMERO GRATUITO

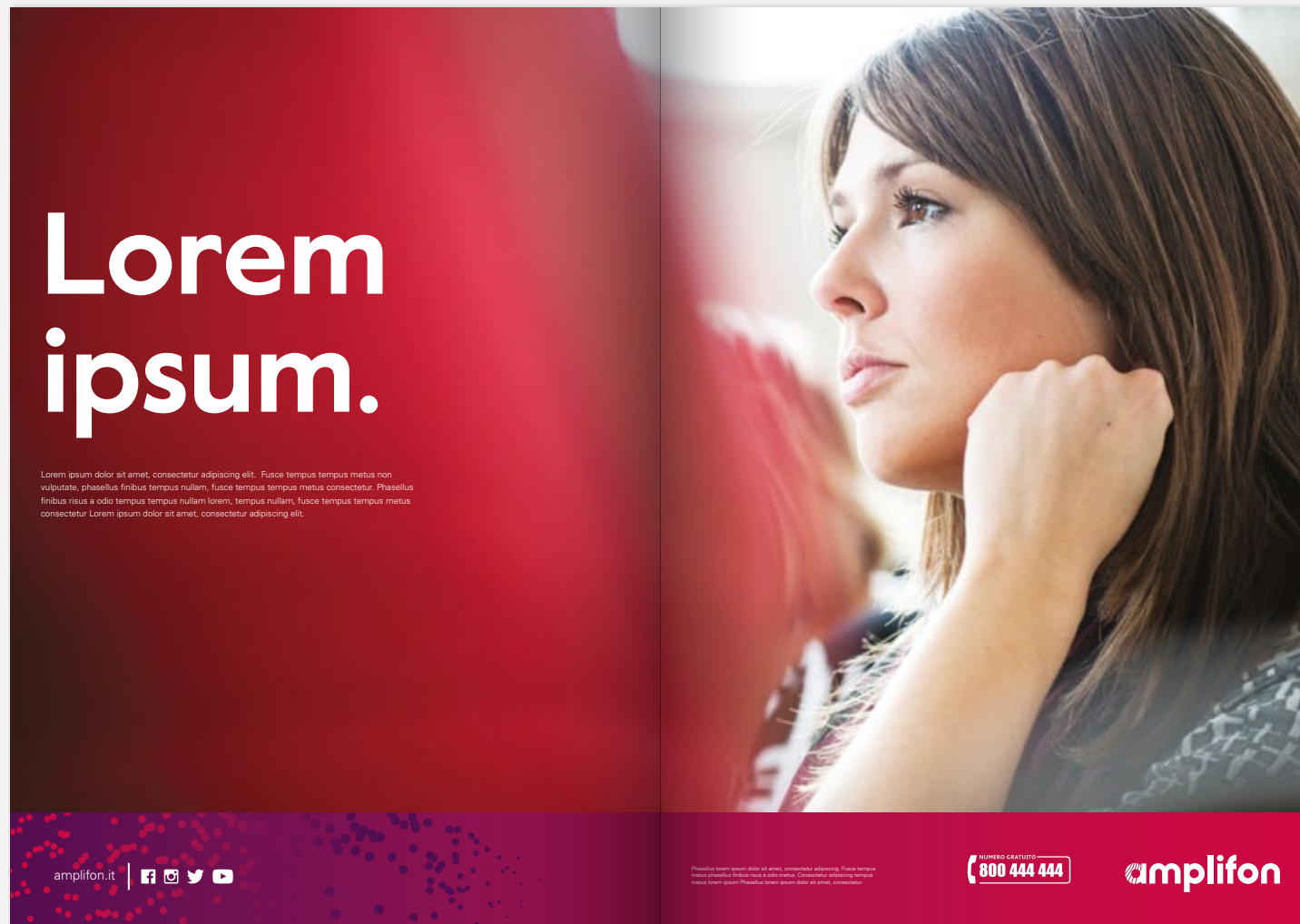
800 444 444



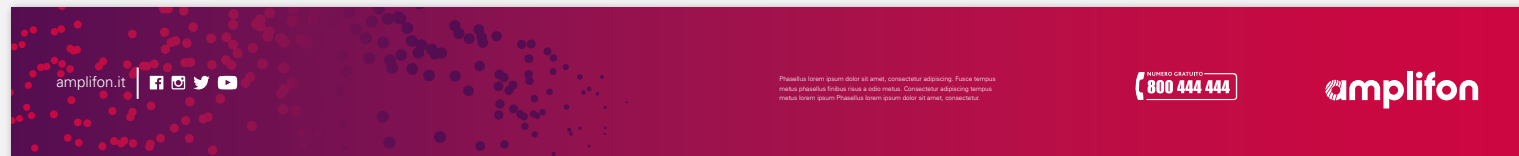
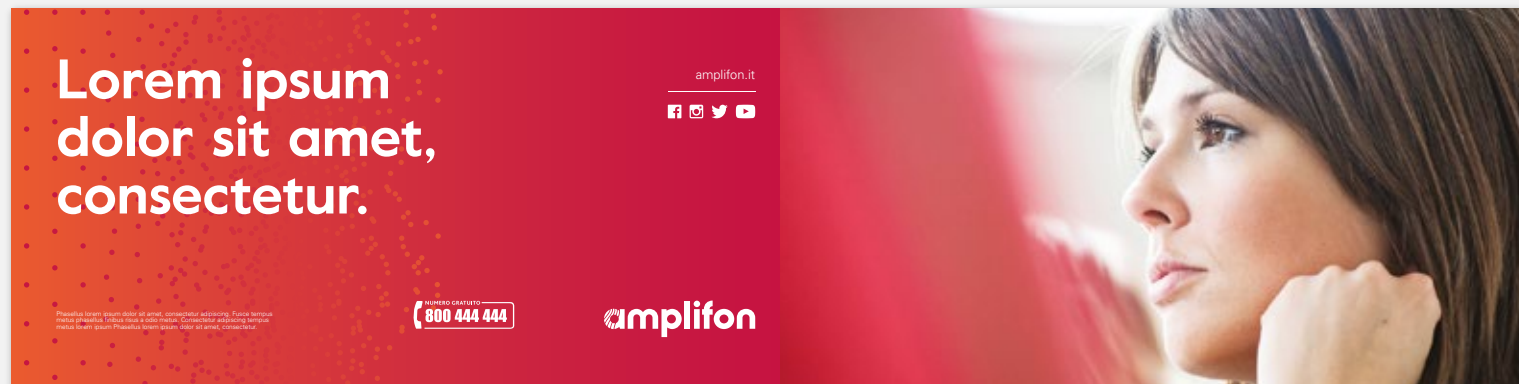
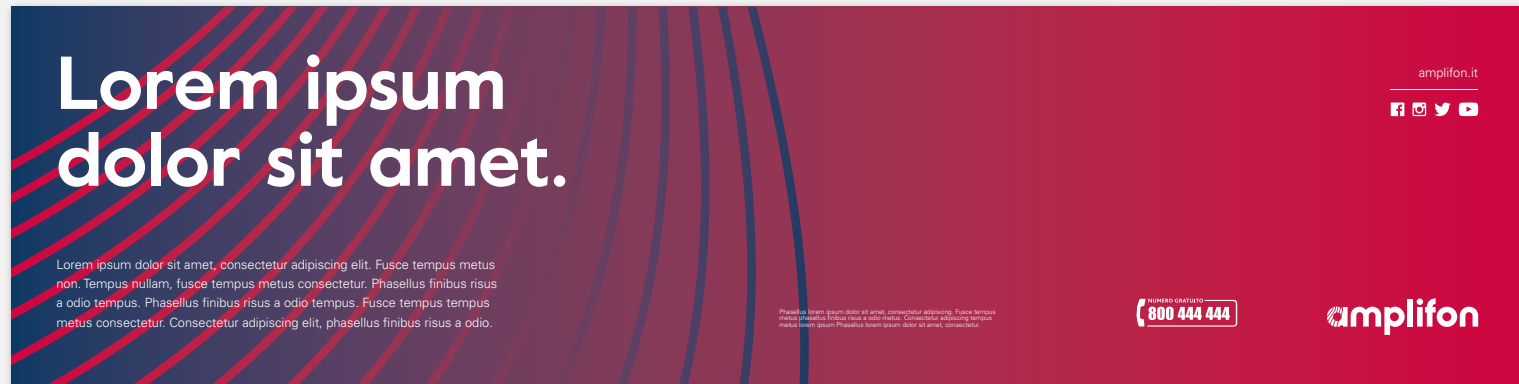
1/8 X

Legal text
Univers LT Std
45 light 5 pt

4.10 Adv
(double page)

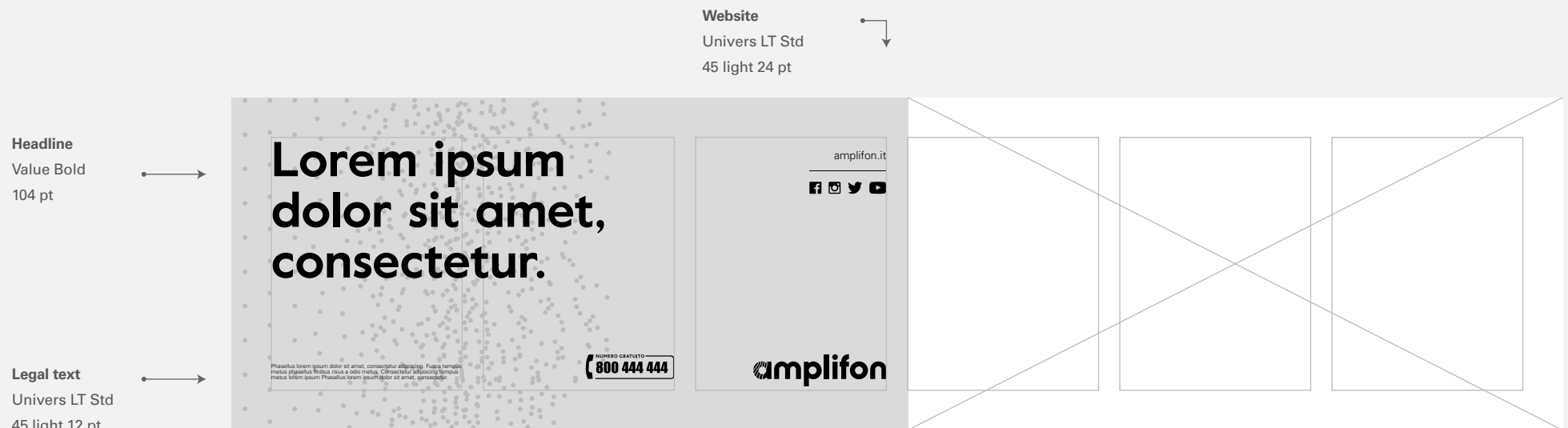


4.11 Overview Adv landscape size

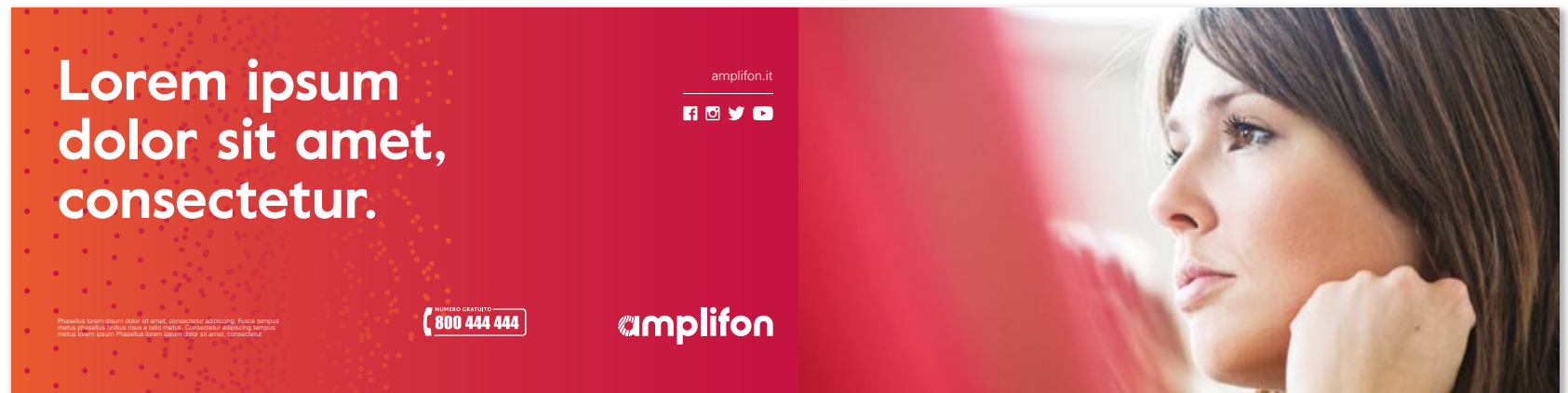


4.12 Landscape photographic format Grid structure

Example of how all the elements must be combined
in the format. The toolbox position is set and un-modifiable.



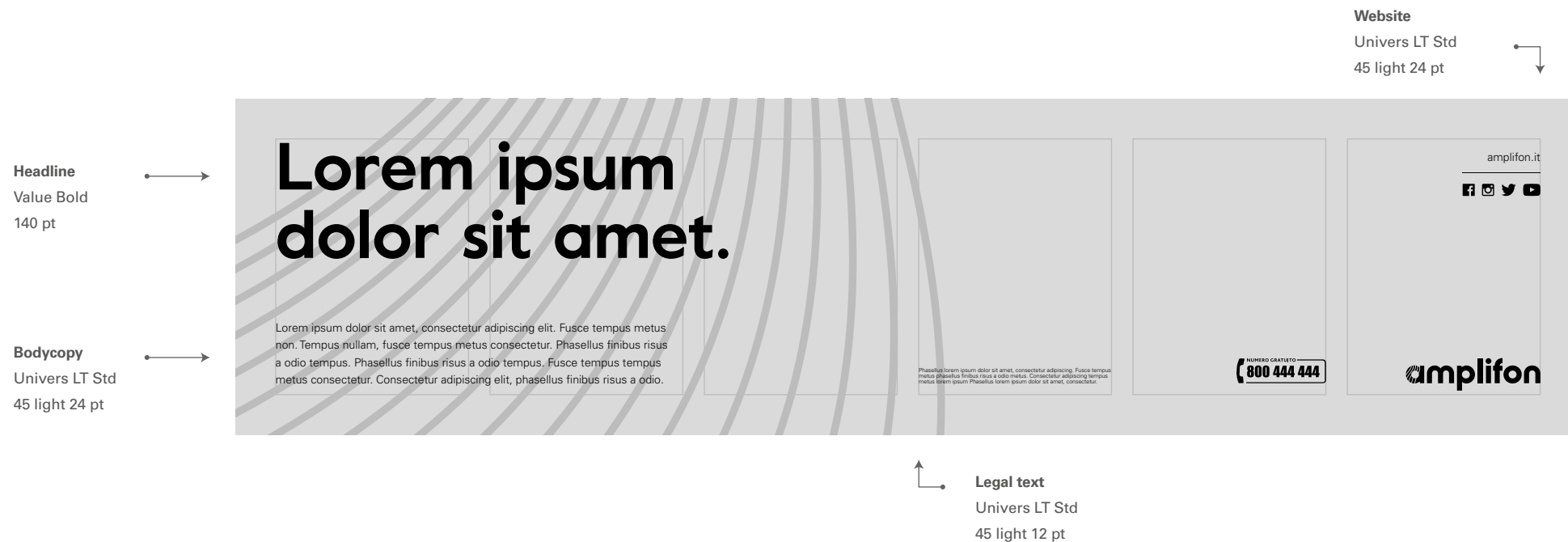
4.13 Landscape
photographic format

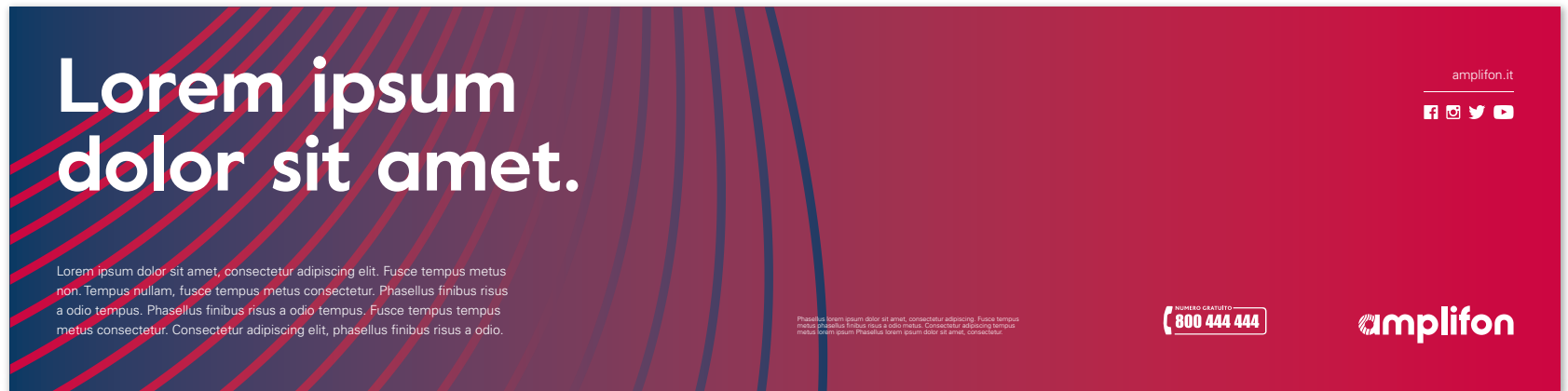


4.14 Landscape toolbox format

Grid structure

Example of how all information elements must live within the format structure. The toolbox position is set and not to be modified.

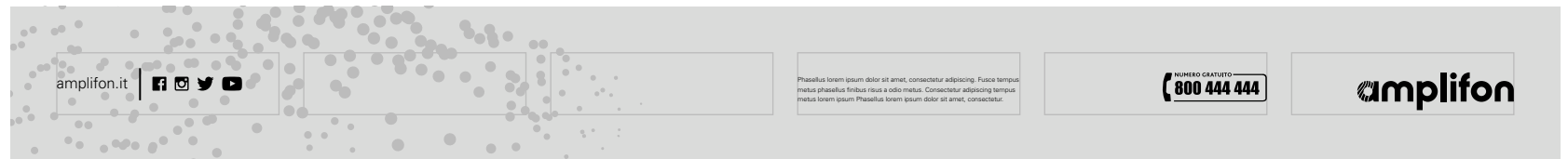




4.16 Landscape toolbox format

Grid structure

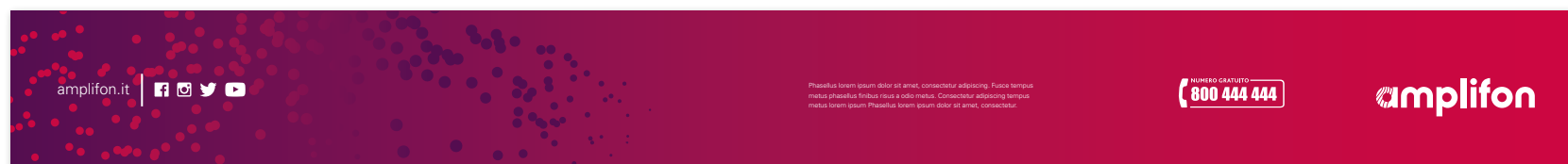
Example of how all information elements must live within the format structure. The toolbox position is set and not to be modified.



↑
Legal text
Univers LT Std
45 light 28 pt

↑
Legal text
Univers LT Std
45 light 12 pt

4.17 Landscape toolbox format



Literature system

The main ingredients necessary to create a consistent corporate literature system are illustrated in the following section of the brand manual. Various examples of spreads are also shown for future reference.

5.1 Grid system structure.

5.2 Cover system Grid.

5.3 Column Grid.

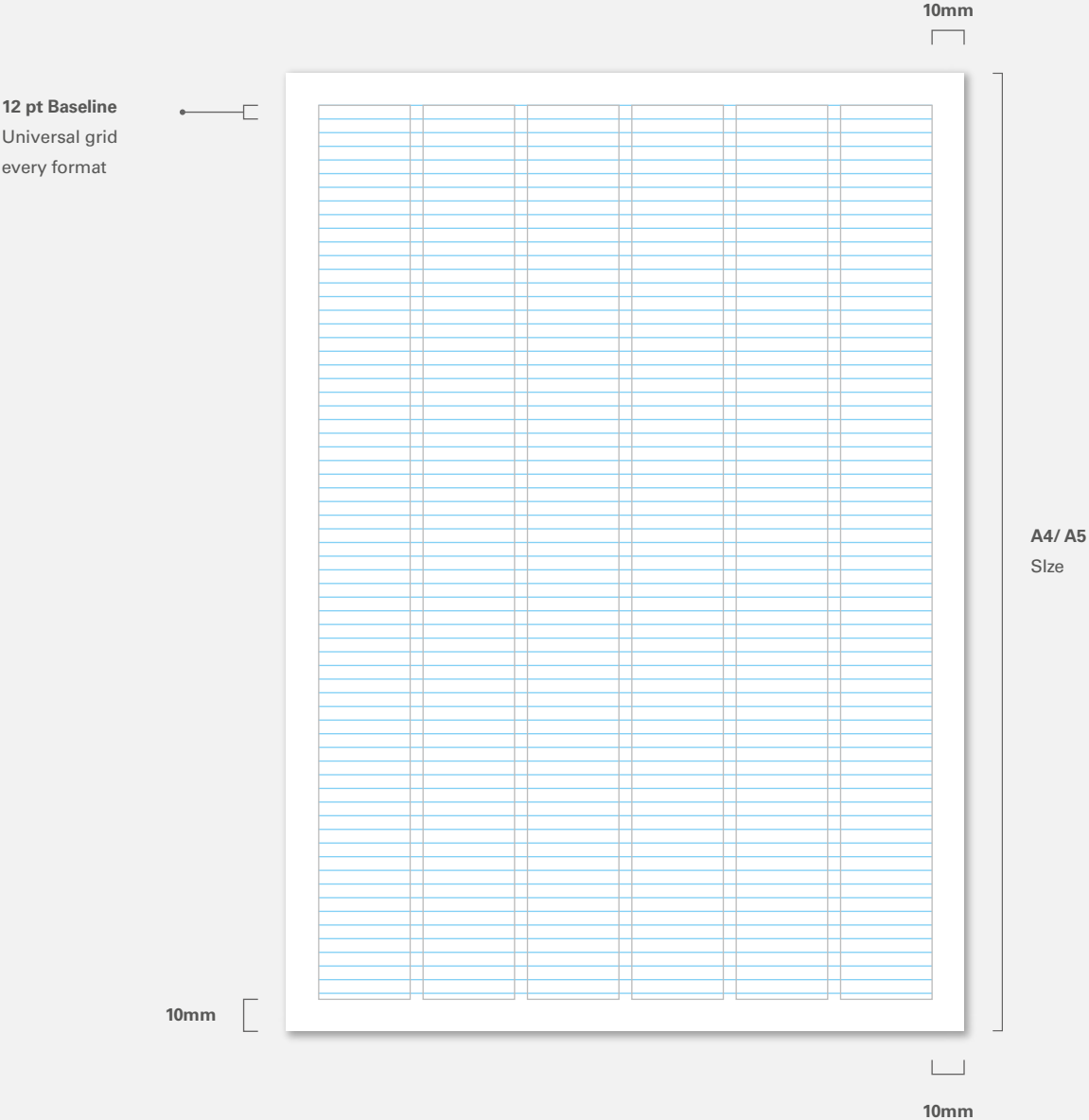
5.4 Layout examples.

5.5 Layout examples / Consumer.

5.6 Layout examples / Medical.

5.1 Grid system structure

To regulate the whole identity system, a basic grid has been defined in terms of baseline, to include proportions between the margins and columns.

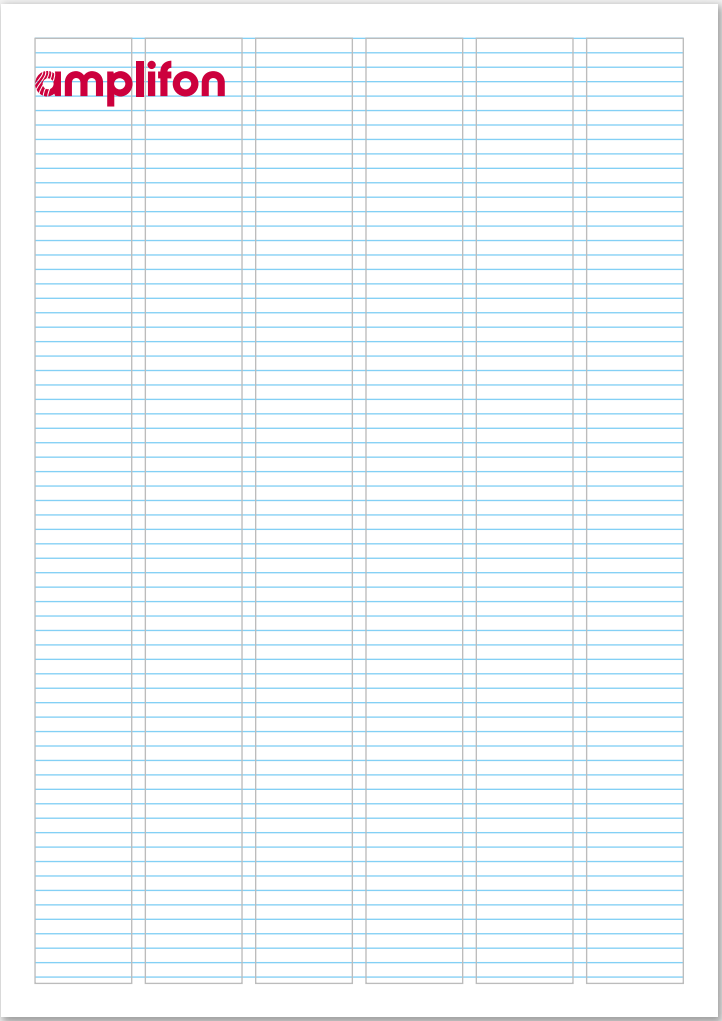


5.2 Cover system Grid

Logo position

Visual

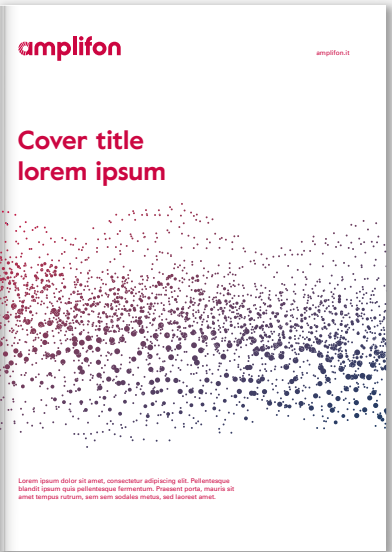
Logo position



Consumer
target



Medical
target



5.3 Column Grid

The layout grid is based on a 6 column structure in order to simplify the combinations of different text blocks in order to infuse printed materials with a sense of dynamism.

One column grid
Title / Super /
Statement / Big quotes



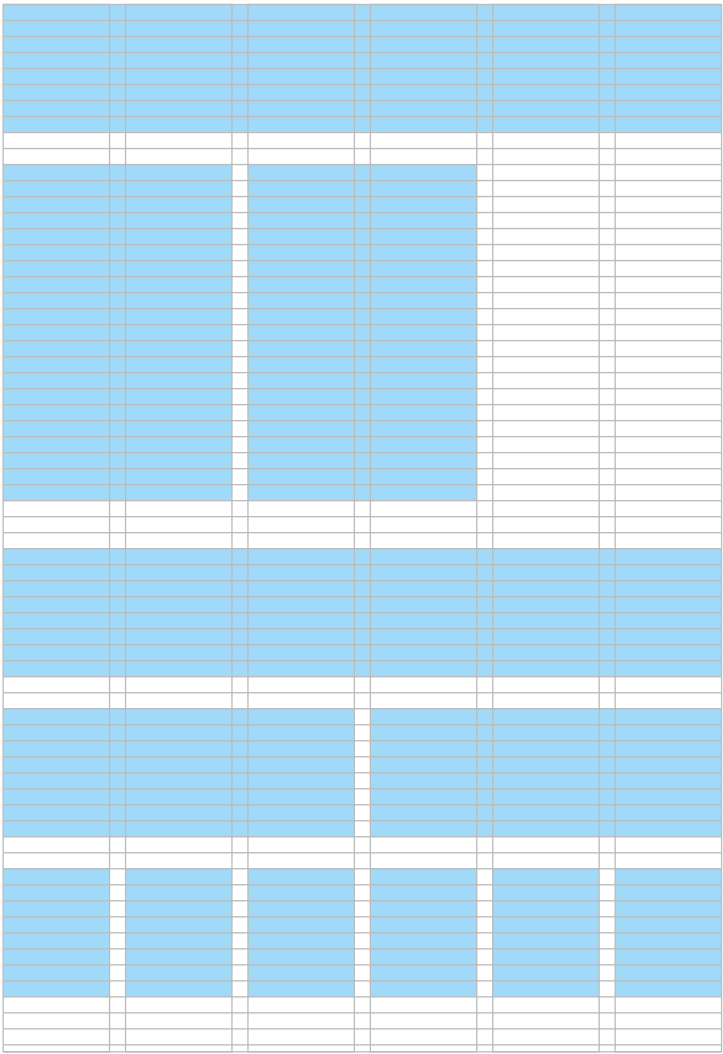
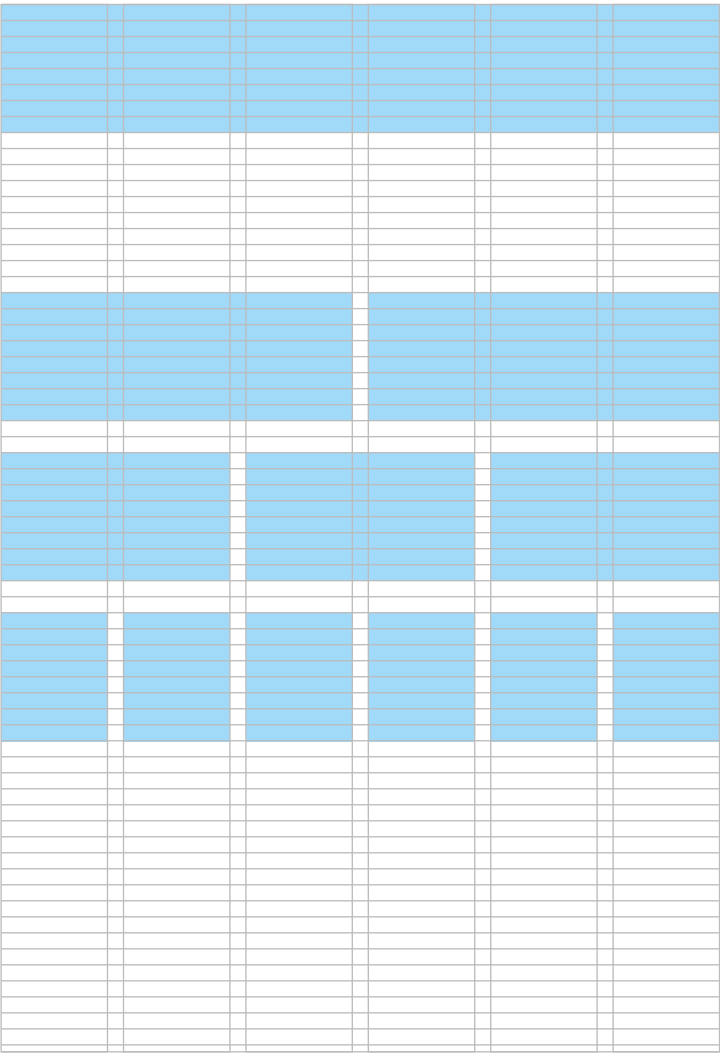
Two column grid
CurrentText



Three column grid
CurrentText

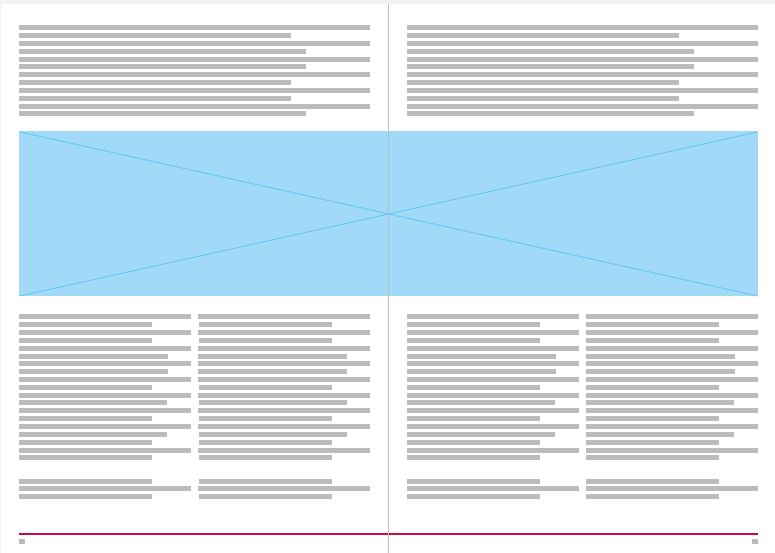
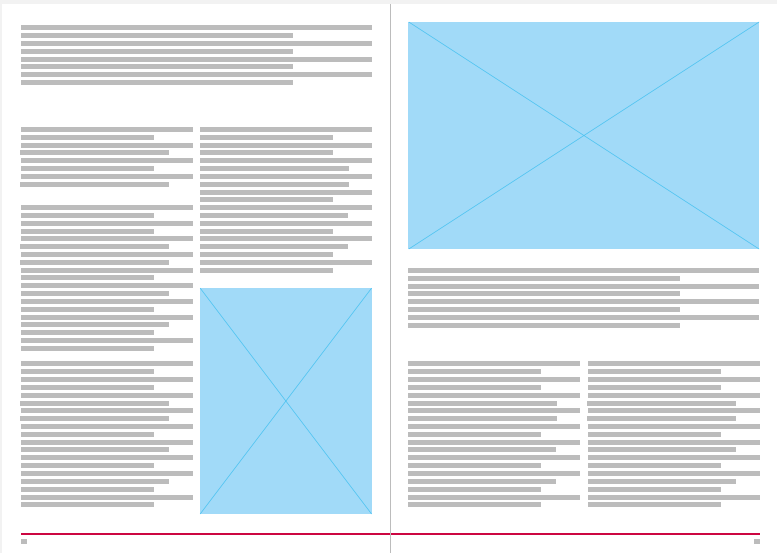
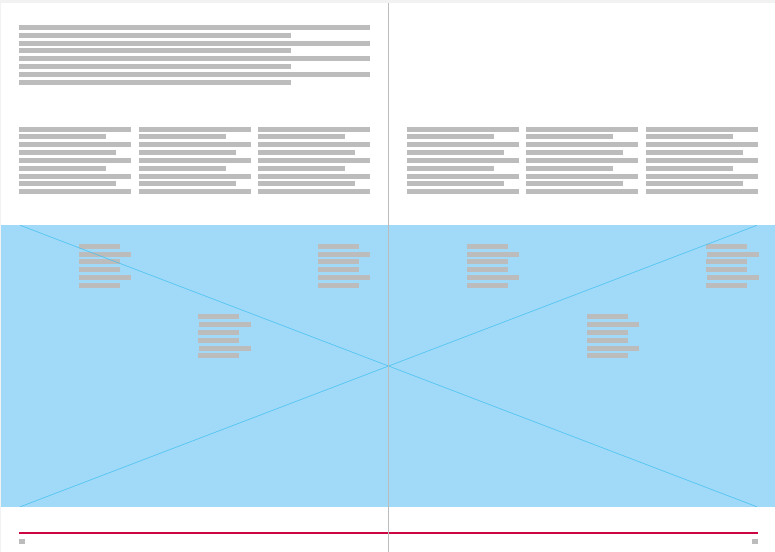
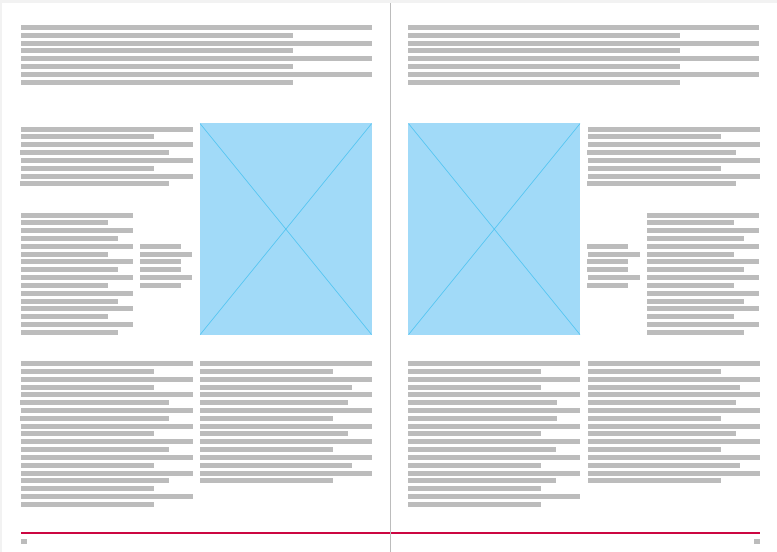


Six column grid
SecondaryText / Dida /
Info / Contact



5.4 Layout examples

Examples of interior layout, use of titles and typographic hierarchy.



Lorem ipsum

Aperumquae la dolorum quidlo voluptus re nobit
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archillant. coreis derchitaur aut quodid inum

anīs molorit atūtem eaq̄ue venīperum quā
volō es malōse quūnt, consequēd quē prā dolore
assīta volēst est hīl molor rē lītate vīd quē nobītatū
quāe nūc alīcī volōrerum enēm.

Malōsequo quē et estrum voluptatē susām voluptatē.
Nīhīlat autēmporū expereferē magnīmp
voluptatū excerrū pīcīendī lōrtem fugīassīme
parchīe lēndant plabī jūm faciēnīm.

Lorem
 ipsum dolor
 sit amet.

anīs molorit atument eaque
venimperum quam volo es malonse
quant, consequid que pra dolore
assilla volest est hil molor re litate
vid que nobitatur quae nus allisci
volonerum enem.
Malonsequo que et estrum voluptae
susam voluptat.Nihilat autemporum
experere magnino voluptatum
exceru piclendi loritem fuglassime
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optaturam, cullimus neque
dolori tam quales bonum
unt rehendingenit modo.
ita di dem tam neque
nequeque detonareque
dolor eorum des dolupte

liquidum auctorio. Ue,
ter archi rest, qui site
doluptem ut idie eat acid
eum fugitat empone,
ulientet od quae doles ad
iument mod modis am
laborio iuxa vent ammodite



Ut ipsum et voluptatem
optaturam, cullimus neque
dolori tam quales bonum
unt rehendingenit modo.
Ita di dem tam neque
nequeque detonareque
dolor eorum des dolupte

Ati rancoribus, facidulentis
blaboreperum voluptatur?
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Following is the new advertising format developed for the amplifon look & feel.

- 6.1 Banner typology.
- 6.2 Overview of banner sizes.
- 6.3 Banner overview (Logo position).
- 6.4 Banner overview (Call to action size).
- 6.5 Animation frame toolbox.
- 6.6 Typography system.
- 6.7 Animation frame typography.
- 6.8 Images Crop.
- 6.9 Don'ts.
- 6.10 Banner toolbox overview.
- 6.11 Skin construction.
- 6.12 Skin.
- 6.13 DEM format.

6.1 Banner typology

There are two different banner formats: static and dynamic.
The use of each format depends on the specific area to be covered and on the communication goal.
Dynamic banners are animated in three steps:

Step 1: Visual / Brand

Step 2: Visual / Headline / Brand

Step 3: Call to action + Brand

Static



Dynamic



Step 1



Step 2

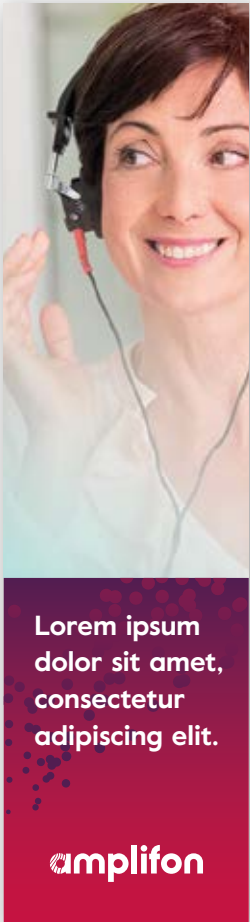


Step 3

6.2 Overview of banner sizes

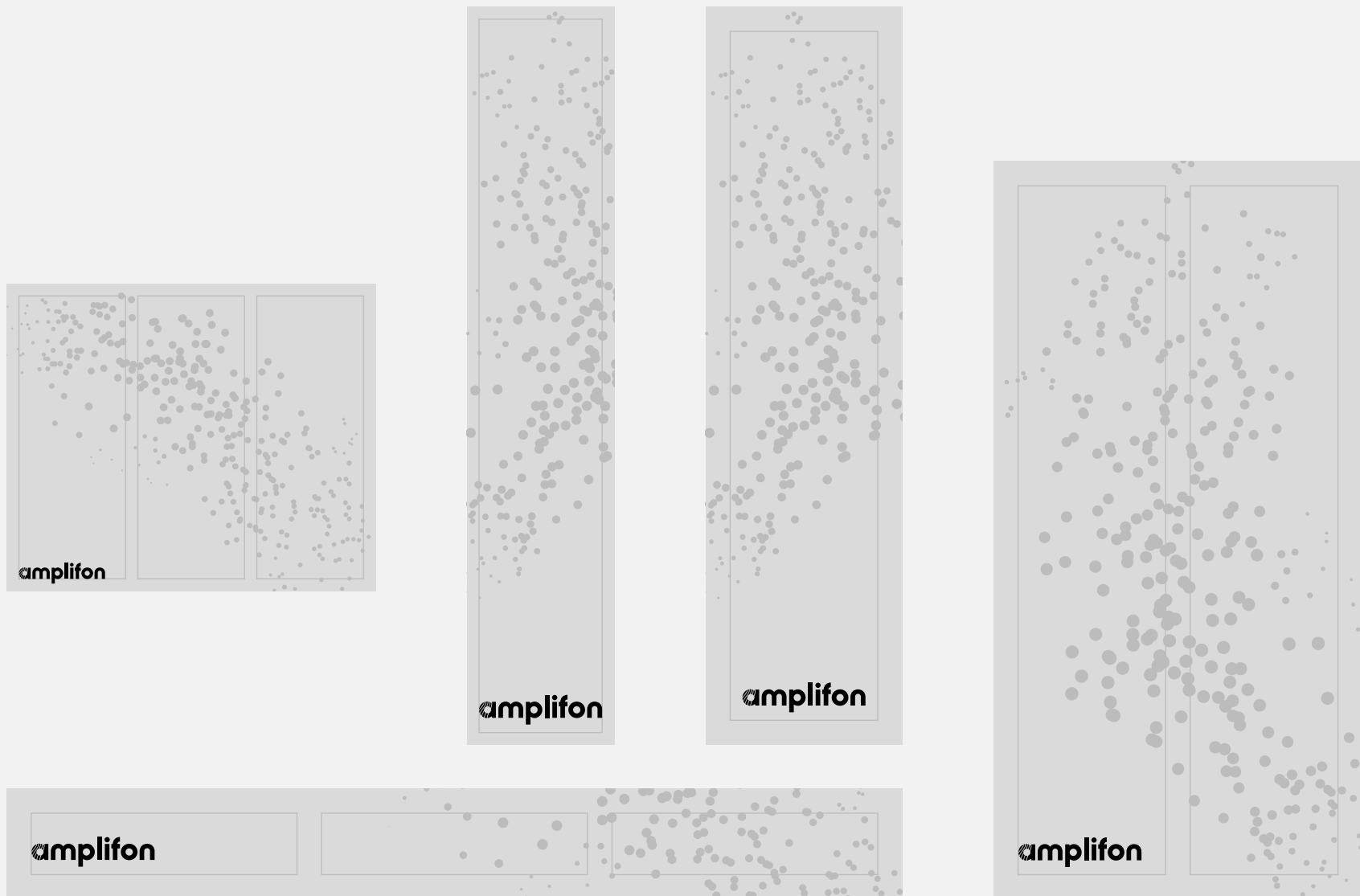
Different sizes can cover specific communication issues arising from Digital marketing activities. For all the sizes, you can use both dynamic or static formats. The use of Landscape formats -

horizontal or vertical - is thought to express only headlines or call to actions. In this case, infact, the use of cropped images would result too extreme and not impactful.



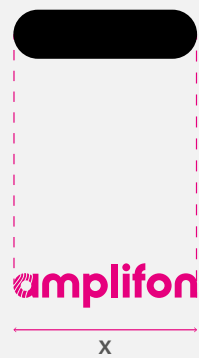
6.3 Banner overview (Logo position)

Overview on logo positioning across different formats.



6.4 Banner overview
(Call to action size)

Call to action button positioning schematic across different banner formats.



6.5 Animation frame toolbox

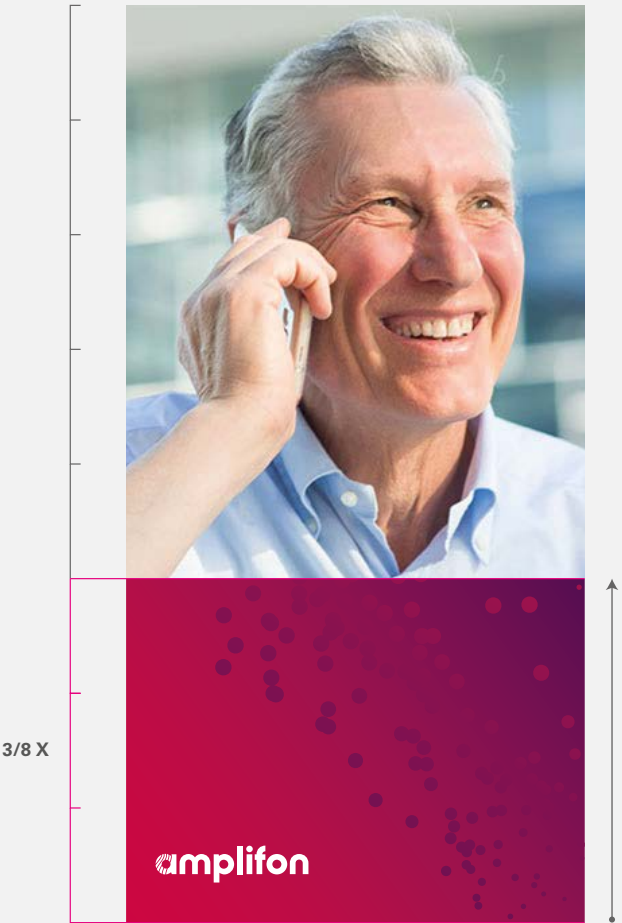
For dynamic banners, the animation is built in a schematic based on the graphic toolbox elements (gradient+texture

particles). The animation scheme works on contraction vs expansion.

Frame 1

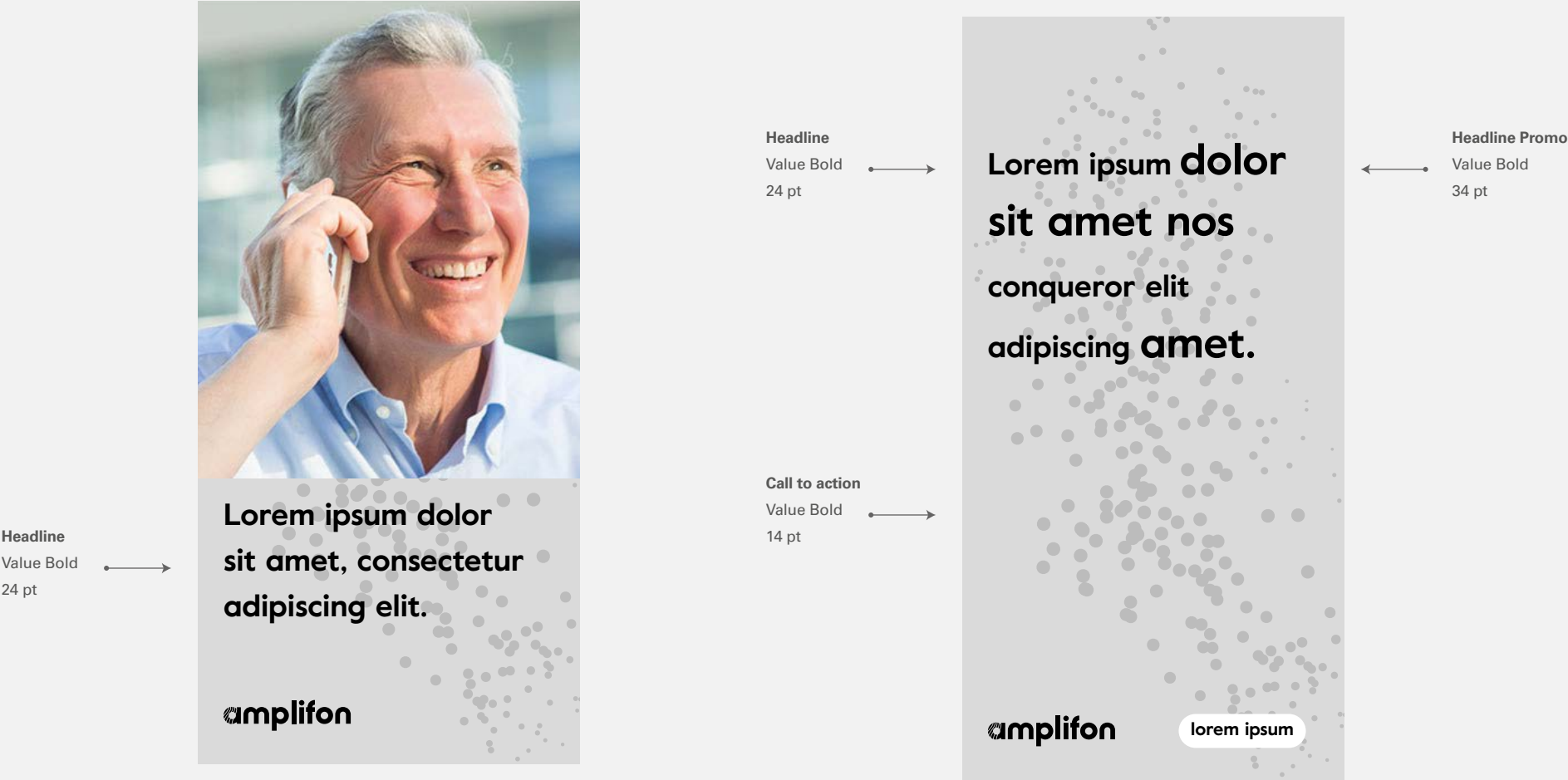


Frame 2



Frame 3





6.7 Animation frame typography

Typography hierarchy animation principles are similar to the ones defined for the visual toolbox elements. Unmasking of

typograpy elements follows a vertical axis, with a bottom-up and top-down direction.

Frame 2



Frame 2.5



6.8 Images crop

Images can be cropped or zoomed, but always maintaining focus on subjects or situations.

Square crop



Vertical format extreme crop



Vertical format crop



6.9 Don'ts

Examples of not applicable declinations of visual elements on banners.

a

Don't rotate images.



b

Don't crop images in a way that takes the focus away from the action of the scene.



c

Don't use graphic elements out of guidelines.



d

Don't use alignments not included in the guidelines.



d

Don't use chromatic combinations not included in the guidelines.



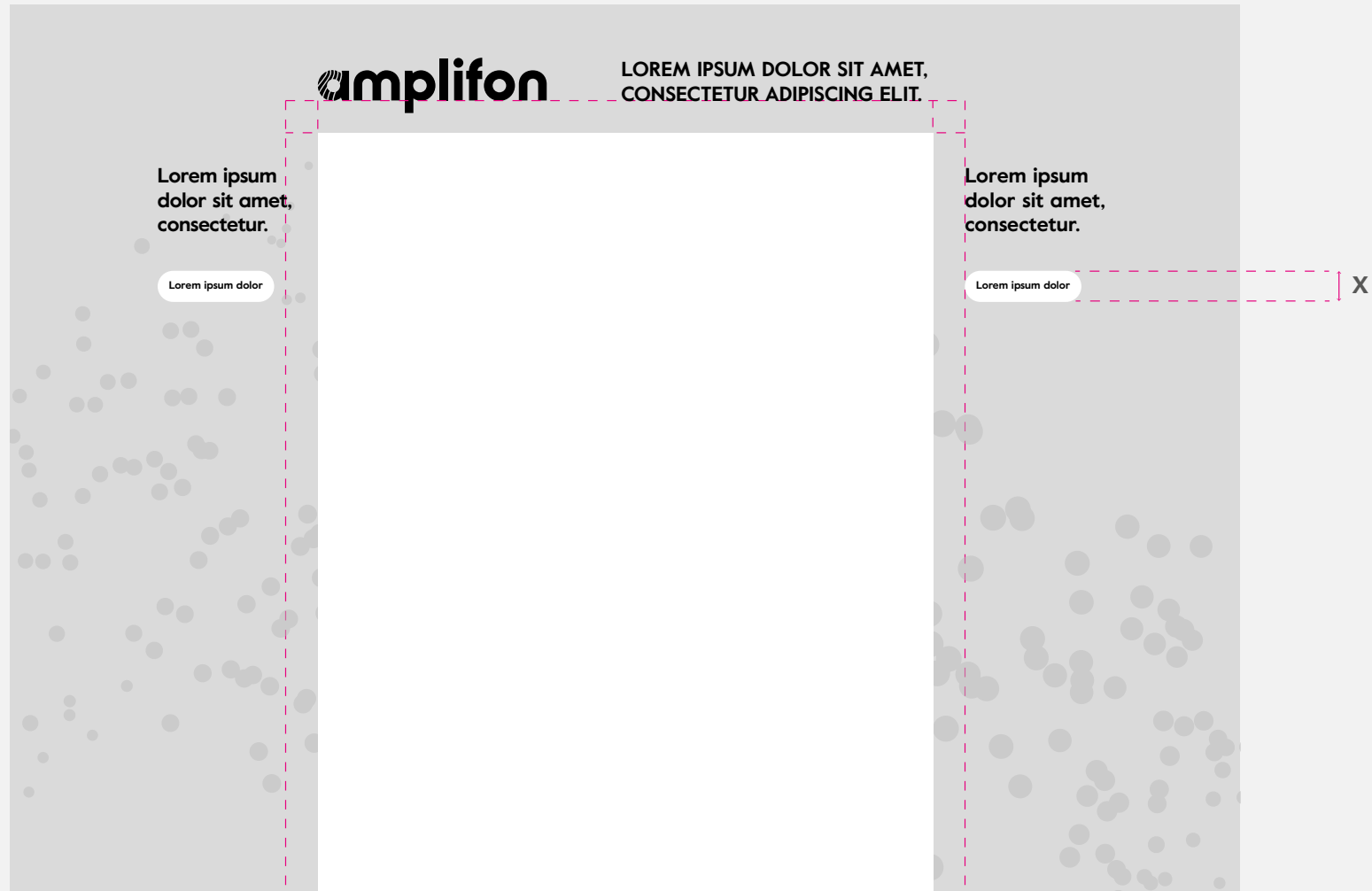
c

Don't change the proportion of the logo.

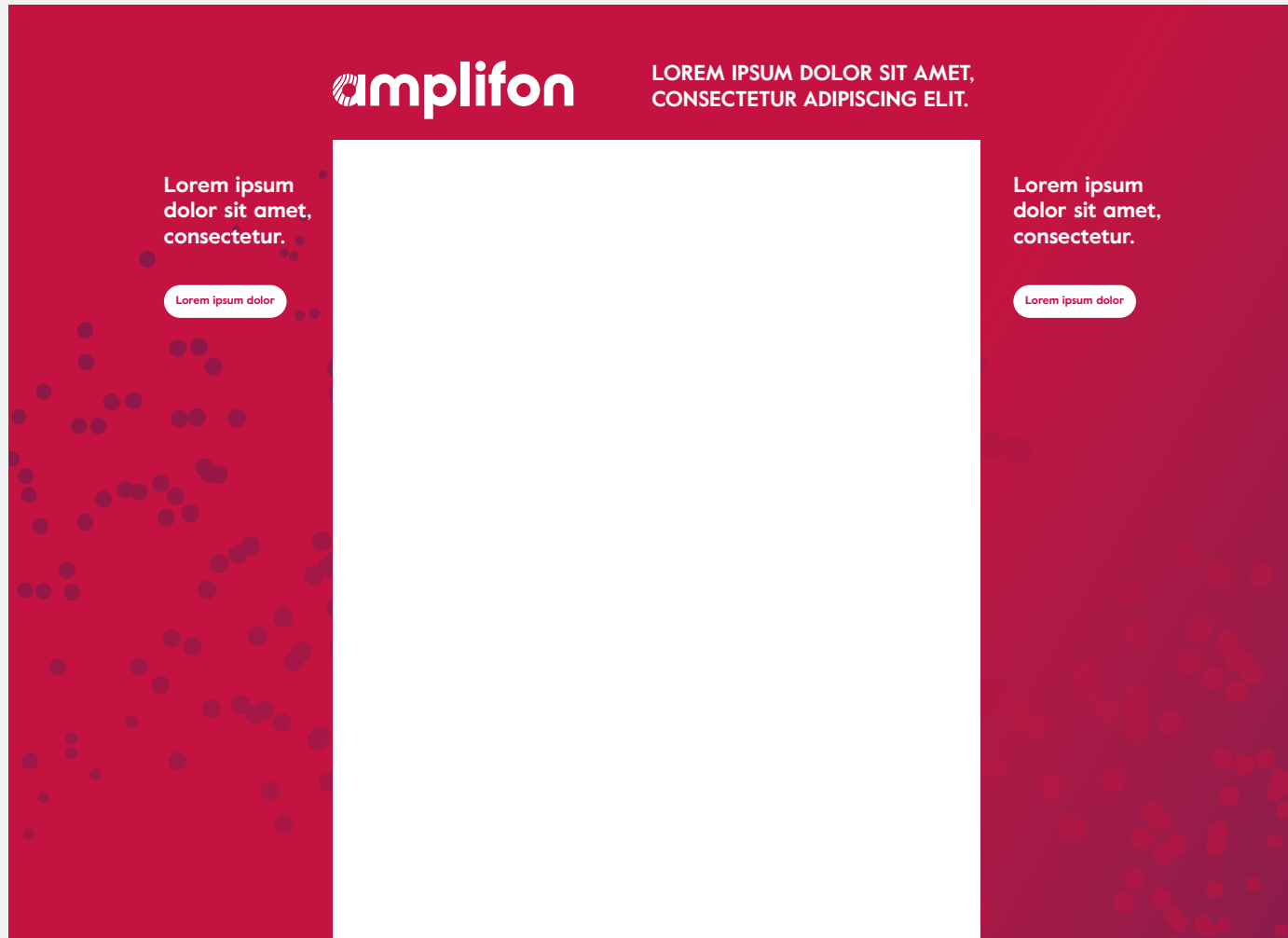




amplifon X



The Skin format can be both static or animated in the gradient element.



DEM building block composition.

