

SIGEP
WORLD

BRAND BOOK

The World
Expo for
Foodservice
Excellence

1

THE LOGO

POSITIVE



SIGEP
WORLD

The SIGEP World logo can be used both in positive and negative.

NEGATIVE



SIGEP
WORLD

1 THE LOGO - GREYSCALE

POSITIVE

The logo is displayed in black on a white background. The word "SIGEP" is rendered in a large, bold, sans-serif font with a double-line outline. Below it, the word "WORLD" is written in a smaller, bold, sans-serif font, preceded by two horizontal parallel lines of the same length as the word.

The SIGEP World logo can be used both in positive and negative.

NEGATIVE

The logo is displayed in white on a black background. The word "SIGEP" is rendered in a large, bold, sans-serif font with a double-line outline. Below it, the word "WORLD" is written in a smaller, bold, sans-serif font, preceded by two horizontal parallel lines of the same length as the word.

DOS



The logo cannot be in any way altered:

DONT'S

Do not distort



Do not rotate



Do not change color



Do not modify the BASIC ELEMENTS



Do not move the WORLD element



Do not add BASIC ELEMENTS or charts



3

AREA OF RESPECT

To preserve its integrity and readability no graphic elements, sign or text can be juxtaposed to the Logo. The only cases allowed are those described within this manual. The area of respect of the Logo is that portion of space around it within which no element can be inserted. On this page the rules for calculating the compliance area of the Logo are defined and explained.



4 MINIMUM DIMENSIONS

The Logo must always be big enough to ensure a good readability. Its size will vary depending on the use and application, but must never be less than a height of 13 mm. Always make sure to check that the minimum recommended size for the type of application required guarantees the legibility of the Logo.



5

LOGO ON COLOR

The Institutional Logo in its positive version, can be reproduced on light-colored or dark backgrounds as long as the harmony of colors and readability of any part of it are preserved.



6

LOGO OVER IMAGES

When the Logo has to be reproduced over photographic backgrounds, it is important to choose its best version in order to guarantee a perfect legibility and recognition. As a rule, it is recommended to use the positive version of the Logo on light images; while the use of the white logo is indicated overlapping dark images.



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