CONTENTS

THE CAVAGNA GROUP LOGO
Logo elements 4
Colour usage 5
Exclusion zones 6
Sizes 7
Unacceptable usage 8

COLOUR PALETTE
Corporate colours 9

TYPOGRAPHY
The Corporate Typeface 11
Advertising typefaces 11

COMMUNICATION MATERIAL
Business Card templates 12
Letter heads layout 13
Powerpoint templates 14
Digital signature layout 15
Catalogs layout 16
THE CAVAGNA GROUP LOGO

Wherever gas is used, we are there
THE LOGO ELEMENTS

The complete CAVAGNA GROUP logo consists of 3 core elements:

- **Logotype**
- **Payoff**
- **Registration**

Wherever gas is used, we are there

Before using any Cavagna Group’s logo, trademark, tradename and/or brand, please be sure you have received, accepted and signed our Authorization for Trademark Use (“Authorization”). Please liaise with your Cavagna contact to coordinate third-parties trademark permissions.

Any utilization of Cavagna Group’s logo, trademark, tradename and/or brand must be made accordingly to these Corporate Identity Guidelines and to the terms and conditions set forth in the Authorization.

In accordance with the Authorization, you must coordinate the use of Cavagna’s logo, trademark, tradename and/or brand with Cavagna Group Marketing Department. Please send your utilization proposal to miriamcavagna@cavagnagroup.com
COLOUR USAGE

CORPORATE COLOURS
this is the main colour for the logo, to be used wherever possible.

SPECIAL/SPOT
• PANTONE C299
• PANTONE Process Black C

4 COLOUR (CMYK)
• C85 - M19 - Y0 - K0
• C0 - M0 - Y0 - K100

RAL 5015

GREYSCALE
A monotone version, only to be used in black, not as any other colour.

BLACK
A monotone version, only to be used in black, not as any other colour.

WHITEOUT
A solid whiteout version. Only to be used on a PANTONE C299, Black or CMYK version backgrounds.
EXCLUSION ZONES

The CAVAGNA GROUP logo must be used on a neutral background (without any images nor writings). Shown below is our scaling box, which ensures a correct location in space and the right proportion between the three elements of the logo. These instructions must be respected on all corporate internal and promotional communication. Technical are subject to a specific guideline document that may allow exceptions.

VERSION 1

\( A = \) Logotype depth

Wherever gas is used, we are there
SIZES

The size of the logo, payoff included, must not be smaller than the minimum size/dimension specified. There is no maximum limit.

Minimum

X width: 25 mm
UNACCEPTABLE AND ACCEPTABLE USAGE

Wherever gas is used, we are there

*restricted version. Needs approval from the marketing department.
THE COLOUR PALETTE

CORPORATE COLOURS
There is a primary colour used for all of the applications of the CAVAGNA GROUP logo.

<table>
<thead>
<tr>
<th>COLOUR NAME</th>
<th>PANTONE®</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAVAGNA GROUP Blue</td>
<td>C299</td>
<td>85 c</td>
<td>19 m</td>
</tr>
<tr>
<td>CAVAGNA GROUP White</td>
<td>0 c</td>
<td>0 m</td>
<td>0 y</td>
</tr>
<tr>
<td>CAVAGNA GROUP Grey</td>
<td>0 c</td>
<td>0 m</td>
<td>(10-100) k</td>
</tr>
</tbody>
</table>

CAVAGNA GROUP Blue

CAVAGNA GROUP White

CAVAGNA GROUP Grey