User Manual

of the European Collective Trademark

ADRIATIC

SMALL-SCALE

FISHERIES

Marchio in positivo

1. **Symbol**

   Composed of two horizontal waves in blue chrome, surmounted on the left by a green crescent, with two underlying blue shapes recalling two fish of different sizes

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Marchio in negativo

2. **Logotype**

   Under the symbol we find the "Adriatic Small Scale Fisheries" logo on three lines, blue on a light background, and white on a dark background, and

   Helvetica Bold Helvetica Light font.

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Chromatisms

There are three chrome plating choices: green, blue, light blue
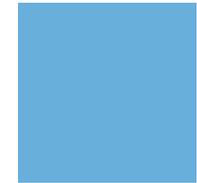
ADRIATIC
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Tinta piatta

Pantone 654 C	Pantone 376 C	Pantone 292 C

Quadricromia

C 100 M 60 Y 0 K 50	C 45 M 0 Y 90 K 0	C 65 M 15 Y 0 K 0

RAL

RAL 5013	RAL 6018	RAL 5012

RGB

R 0 G 56 B 107	R 163 G 197 B 53	R 80 G 174 B 222

Websafe

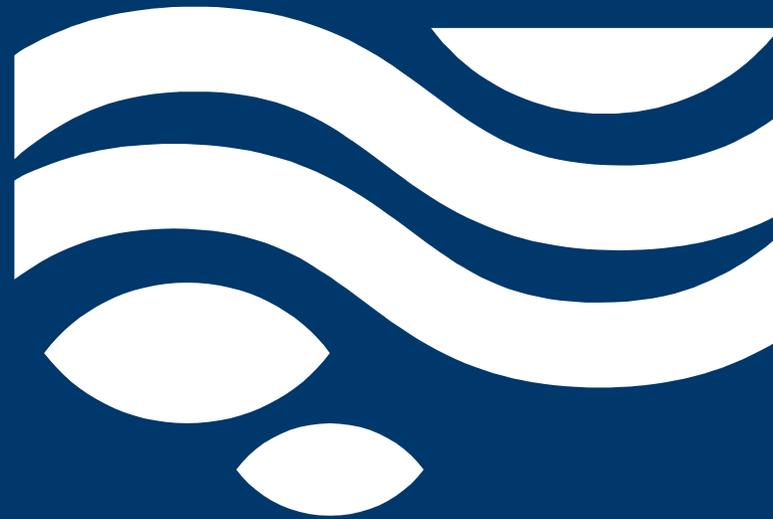|		
#00386B	#A3C535	#50AEDE

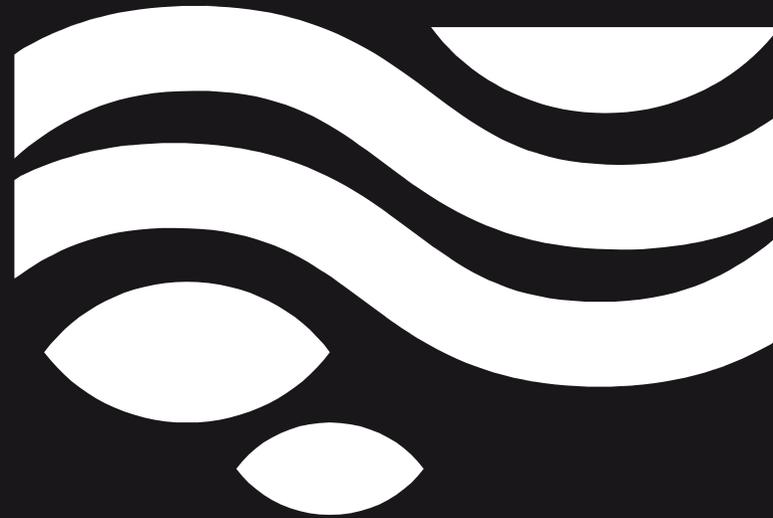**ADRIATIC**
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Monochromatic positive

For correct brand recognition also in the web context, the brand can be used for reductions up to the minimum size indicated (82 px wide).

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Scaling for printing

The size of the mark is an indispensable characteristic for the recognition of the brand. The mark can be used for reductions up to the minimum size indicated (12 mm wide).

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Dimensione minima leggibilità

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13,8 mm

12 mm

Scaling for the web

For correct brand recognition also in the web context, the mark can be used for reductions up to the minimum size indicated (82 px wide).

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Dimensione minima leggibilità

94 px

82 px