

BRAND BOOK

E N G L I S H V E R S I O N



acquedotto
pugliese

l'acqua, bene comune



acquedotto pugliese

l'acqua, bene comune

01. LOGO

01.01 - Description & Concept

Introduced in 2005 with the aim of wanting to present the Company as a heritage of all Apulians, a mission that cannot stop behind the label of “integrated water service operator”.

Acquedotto Pugliese, for the very nature of the complex of its activities and of its reason for being, is a source of well-being, a factor of development, of economic and social growth for the entire territory and the Apulian community.

For the creation of the logo the inspiration started from a splendid wooden inlay made in the 1930s for Acquedotto Pugliese by Duilio Cambellotti, one of the greatest artists of the Italian and European twentieth century.

To the genius of this artist is owed the design of the Palazzo dell’Acqua and of all the eclectic works that decorate interiors and exteriors.

GRAPHIC ELEMENTS

The logo is composed of three elements: pictogram, textual element and payoff.

The **pictogram** depicts an olive tree, one of the most traditional symbols associated with the land and the economy of the Apulia Region. Its branches are reinterpreted as a double series of arches, while its canopy is represented by urban settlements.

These latter elements symbolize a territory in vigorous growth, made possible by the life-giving action of water. The double series of arches, typical of aqueduct bridges, recalls the essential role of the Aqueduct in the development of local communities.

The **textual element**, namely the logotype, displays the Company’s name on two levels: Acquedotto Pugliese, which for over one hundred years has been bringing water to the homes of Apulian communities.

The **payoff** “Water, a common good” underscores Acquedotto Pugliese’s mission: celebrating water as a shared, essential resource accessible to all citizens, while emphasizing the responsibility of those entrusted with its management.

The logo’s **color** is thoughtfully chosen to evoke the essence of water.



01. LOGO

01.02 - Logo variation

Vertical



Horizontal



To guarantee a greater versatility of use, a version with horizontal development is available to be used when, for particular graphic composition needs or for specific requests, it is not possible to use the vertical version.

Also for the variant with horizontal development the same rules described below apply regarding colors, the unalterability of its structure and the observance of a respect area.

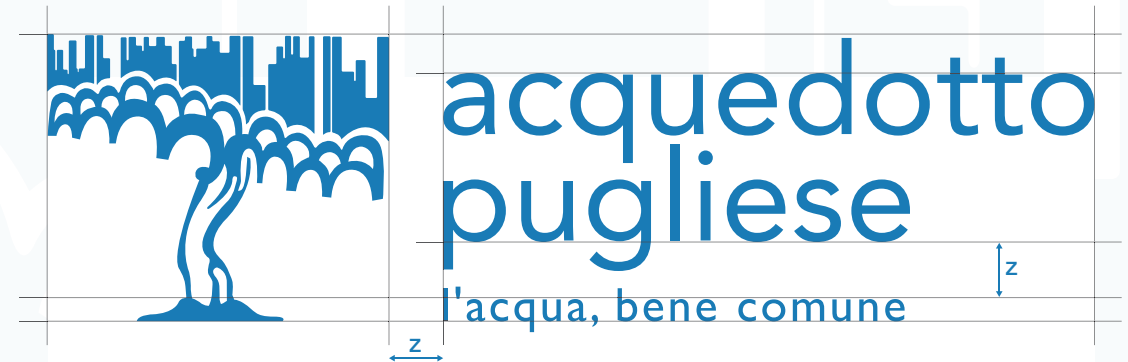
01. LOGO

01.03 - Logo proportions

VERTICAL LOGO



HORIZONTAL LOGO



In the vertical version x corresponds to the height of the lowercase letter "a" (mean eye) of the payoff.

The size of the distance between the baseline of the word "pugliese" and the upper margin of the mean body of "acquedotto" is seven times "x".

The distance of two times "x" is respected between the upper margin of the mean body of the logotype and the lower margin of the pictogram; between the upper margin of the mean body of the payoff and the baseline of the second line of the logotype (that is the word "pugliese").

The pictogram protrudes on the left four times "x" with respect to the payoff.

In the horizontal version the height of the pictogram corresponds to the distance between the base of the mean eye of the payoff and the upper margin of the mean eye of the first line of the logotype (word "acquedotto").

The pictogram is distant from the logotype as much as the mean body of the payoff distances itself from the baseline of the logotype (Z).

01. LOGO

01.04 - Typographic characteristics

Textual element

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Payoff

Gill Sans MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()



Avenir
Roman

Gill Sans MT
Regular

acquedotto
pugliese

l'acqua, bene comune

01. LOGO

01.05 - Corporate colors

COLOR

Positive



Negative



RGB (screen)
R36 G119 B180

CMYK (print)
C83 M46 Y8 K0

HEX
#2477B4

PANTONE
3015 C

B/W

Positive



Negative



RGB (screen)
R29 G29 B27

CMYK (print)
C0 M0 Y0 K100

HEX
#1D1D1B

PANTONE
Black C

01. LOGO

01.06 - Clear space

Vertical



Horizontal



In order to preserve the impact of the trademark and ensure maximum legibility, it is necessary to maintain the described respect area.

The respect area is determined by the module "a" taken from the same letter of the logotype, to be measured starting from the peripheral overall size of the trademark itself.

01.07 - Application methods - prohibited uses

REDUCTION

Vertical



30mm

minimum size
with original payoff



20mm

minimum size
with justified payoff

Horizontal



35mm

minimum size
with original payoff



25mm

minimum size
with justified payoff

In the case of significant logo reduction, the payoff may be justified to the width of the word "acquedotto". Below 20 mm, the requirement to include the payoff in the logo is waived.

UNAUTHORISED USES



DO NOT alter the positioning



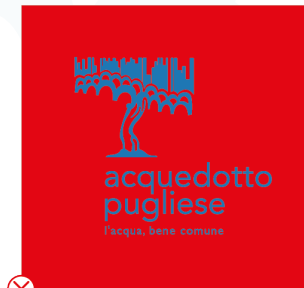
DO NOT alter the size
of the elements



DO NOT distort



DO NOT use unapproved
colours



DO NOT use backgrounds that
compromise legibility



DO NOT use photographic
backgrounds that compromise
legibility

01. LOGO

01.08 - Application methods - grayscale

White background



Gray background (less than 50% black)



Gray background (more than 50% black)



Black background



01.09 - Application methods - Colors

Light-colored background



Background with complementary color to blue



Background with dark colors



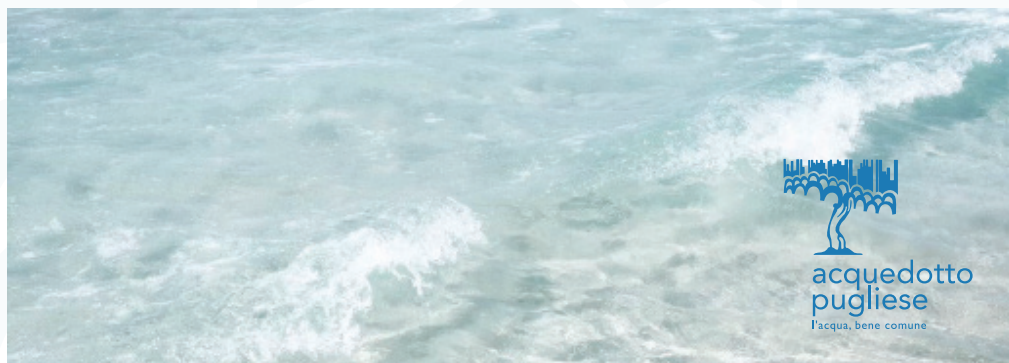
Background with gradients



01. LOGO

01.10 - Application methods - Images

Images with light backgrounds



Images with dark backgrounds



Images with light gradient backgrounds



Images with dark gradient backgrounds



02.01 - Logo indications: Formats - Dimensions - Colour coding methods

The Acquedotto Pugliese logo can be reproduced in various sizes, always maintaining perfect quality thanks to its vector format. To ensure clear readability and strong recognizability, the dimensions and related specifications are indicated below.

CHOICE OF VARIANT BASED ON REDUCED SIZE

Vertical format

$20 > X \geq 15$ mm: logo with justified payoff

$x < 15$ mm: logo without payoff

Horizontal format

$25 > X \geq 20$ mm: logo with justified payoff

$X < 20$ mm: logo without payoff

The vertical version of the logo is allowed for communication activities such as web, corporate materials in coordinated image, including posters, brochures, and roll-ups.

The correct use of colors, reproduction in positive or negative, and the clear space in all directions must always be respected, according to the guidelines described in the relevant chapters of this manual.

Reproducing the logo in vertical format on specific items with limited print area, such as pens or pencils, is not allowed.

COLOR CODING METHOD

The color coding format to be used for the logos is specified in this manual differently for print and web usage:

- CMYK for print
- RGB for web use

PRINT

The format to be used is vector-based, free of pixels, and resolution-independent.

Vector objects can be scaled infinitely and printed at any size without loss of quality or definition. It is recommended to use the logos in PDF format.

WEB

The format to be used is PNG with a transparent background.

02.02 - Rules for use in the presence of other logos external to the organization

For co-branding with logos of external organizations, it is necessary to ensure that all logos have the same height and are aligned horizontally.

The logo must be placed alongside those of the other organizers and must be the same size as the logos of the other organizations.

The protocol order of the logos should be decided on a case-by-case basis.

Examples of co-branding are shown on the side.





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