



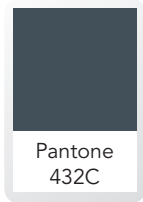
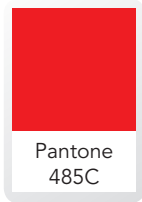
Manuale di applicazione del logo

Proel logo application manual

01 | Il nuovo logo / The logo

I colori istituzionali / Institutional - corporate colours

COLORI ISTITUZIONALI



C 0
M 100
Y 100
K 0

C 20
M 0
Y 0
K 80

R 212
G 46
B 18

R 46
G 53
B 56

PROEL 

02 | Font utilizzata Used font

Il carattere del logo PROEL è stato completamente ridisegnato durante la progettazione del brand.

This Proel font is original and created ad hoc for the brand.

PROEL

03 | Versione negativa del logo
Negative version of the logo

PROEL 



04

Versione monocromatica del logo

Monochrome version of the log

Versione monocromatica negativa del logo

Negative monochrome version of the logo

PROEL 



05 | Dimensioni minime del logo Minimum size of the logo

Per mantenere leggibilità e lettura, il logo Proel non può essere rimpicciolito oltre gli 11 mm.

To maintain legibility and reading, the Proel logo cannot be made smaller than 11 mm.



Caratteri da utilizzare nei documenti esterni Proel

Fonts to use in external documents Proel.

La family font da utilizzare è il Myriad Pro nelle sue possibili declinazioni, come illustrato qui a fianco.

The family is the font to use Myriad Pro in its possible variations, as shown at left.

Myriad Pro Light Condensed

Myriad Pro Light Condensed Italic

Myriad Pro Condensed

Myriad Pro Condensed Italic

Myriad Pro Semibold Condensed

Myriad Pro Semibold Condensed Italic

Myriad Pro Black Bold Condensed

Myriad Pro Bold Condensed Italic

Myriad Pro Black Condensed

Myriad Pro Black Condensed Italic

Myriad Pro Light

Myriad Pro Light Italic

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Myriad Pro Black

Myriad Pro Black Italic

Myriad Pro Light SemiExtended

Myriad Pro Light SemiExtended Italic

Myriad Pro SemiExtended

Myriad Pro SemiExtended Italic

Myriad Pro Semibold SemiExtended

Myriad Pro Semibold SemiExtended Italic

Myriad Pro Bold SemiExtended

Myriad Pro Bold SemiExtended Italic

Myriad Pro Black SemiExtended

Myriad Pro Black SemiExtended Italic

www.proel.com