

Brand Identity  
Manual



**ECODYGER<sup>®</sup>**  
GREEN REGENERATION



# INTRODUCTION

This manual aims to maximize the **ECODYGER** logo with well organised and logical usage guidelines as well as to provide precise indications about its application in every situation.

Understanding and sharing the contents of this manual requires the commitment of all involved parties and it's a fundamental tool for creating a solid and successfull identity.

The rules in this manual are not intended to be mandatory, but rather the basis on which building together **ECODYGER** brand.

---

# INDEX

## A

The brand

1. The colours
  2. Backgrounds
  3. Grey colours
  4. Grey colours background
  5. Design exemple
  6. Dimension & Proportion
- 

## B

Image

1. Business card
  2. Letterheads
  3. Commercial communications
  4. Block notes
- 

## C

Model

1. Mini version
  2. Professional version
-

A

The brand

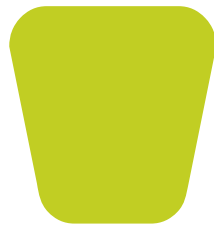


# A

## 1. The colours

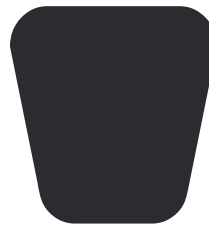
---

**ECODYGER<sup>®</sup>**  
**GREEN REGENERATION**



pantone  
390 C

C	22
M	0
Y	100
K	8



pantone  
Black 7

C	73
M	66
Y	59
K	62

Color background



Dark background

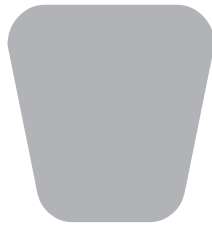


A

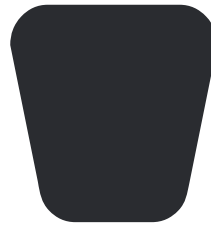
3. Grey colour

---

ECODYGER®  
GREEN REGENERATION



C	0
M	0
Y	0
K	35



C	0
M	0
Y	0
K	93



Negative background



ECODYGER®  
GREEN REGENERATION



ECODYGER®  
GREEN REGENERATION

[www.ecodyger.com](http://www.ecodyger.com)

# A

5. E.mail application

---

**ECODYGER®**  
GREEN REGENERATION

[www.ecodyger.com](http://www.ecodyger.com)

**ECODYGER®**  
GREEN REGENERATION

[www.ecodyger.com](http://www.ecodyger.com)



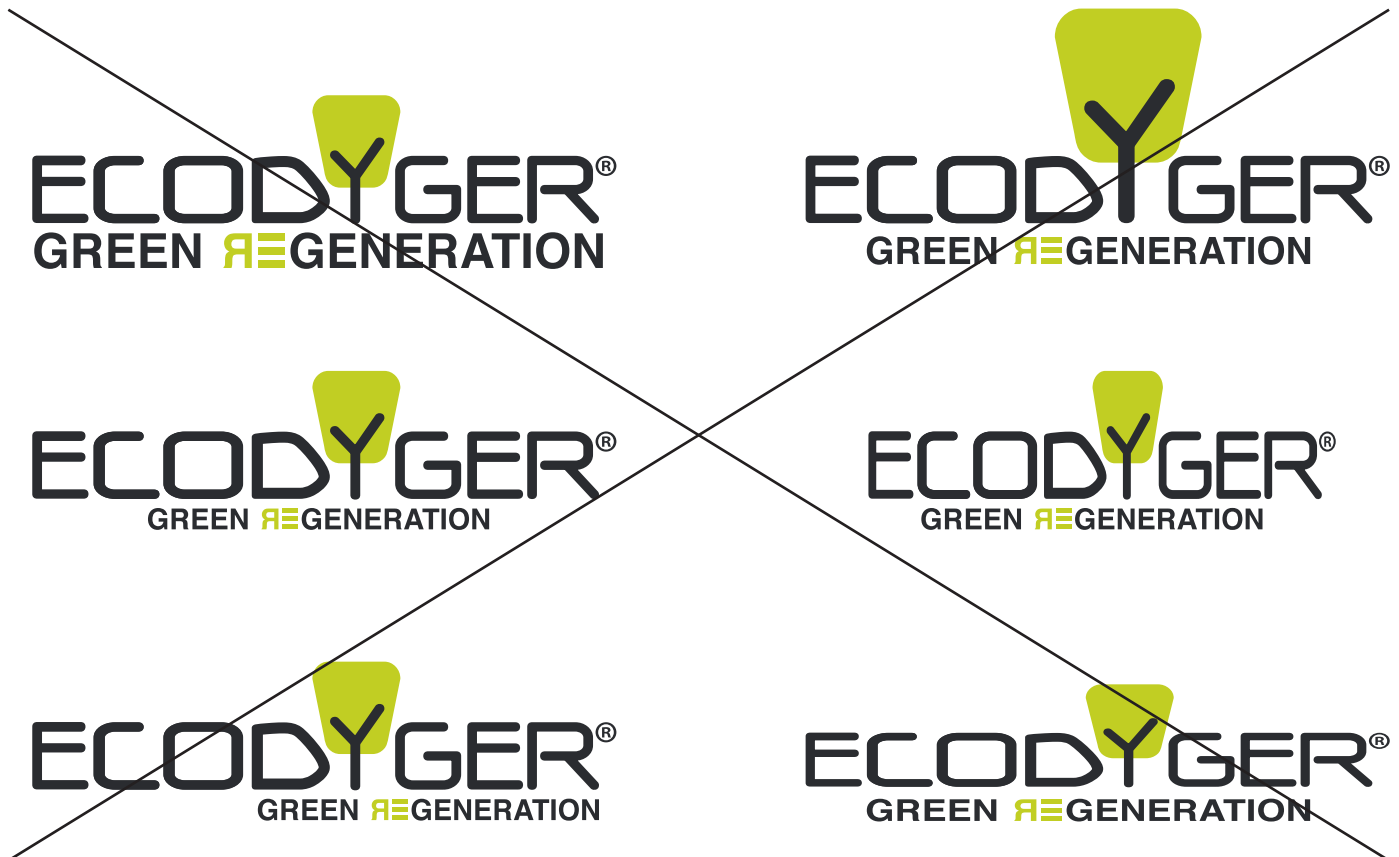
# A

## 5. Dimension & Proportion

---



You can not make any type of distortion



**B**  
Image



# B

## 1. Business card





# B

## 3. Commercial communication

---

**ECODYGER**<sup>®</sup>  
GREEN GENERATION

Humidea srl  
Via Circonvallazione 7/9 28060 Comignago NO - Italy  
Office +39.0322.50083 Fax +39.0322.50222  
www.ecodyger.com info@ecodyger.com  
p.iva 00000000000







A large rectangular area containing 25 horizontal dotted lines, intended for taking notes.



# B

## 3. Business card

---



Humidea srl  
Via Circonvallazione 7/9  
28060 Comignago NO - Italy  
[www.ecodyger.com](http://www.ecodyger.com)  
[info@ecodyger.com](mailto:info@ecodyger.com)



# C Model



# C

1. Mini version A

---





