



LOGO USER MANUAL

written by:





Welcome to the DIECI logo user manual.

This tool will help you follow all those image communication expedients, which will make DIECI a recognizable and respected brand.

The key elements shown and discussed in this manual will give shape and dimension to the brand and provide the designers with the flexibility to produce all those communications aimed at promoting DIECI's business, product, services.

The DIECI logo is a registered trademark. It is important to maintain its integrity, for this reason the guidelines for its use are binding.

The logo should only be used in the "official" colors listed in this manual.

Any resizing must maintain the proportions of the original logo.

Outside of the variations in this manual, the logo cannot be modified in any way.

No text or graphical element that may appear to be part of the logo itself may be added.



DESCRIPTION
OF THE LOGO

DIECI LOGO

NOTES

Trade mark application
number 302011902008906
submitted on 27/12/2011
(RE2011C000451)

"DIECI", figurative mark.
The mark consists of the word
"dieci" performed in a fancy capital
letters.

REGISTRATION CLASSES:
7
12



DIECI

DIECI LOGO
Institutional Colors

NOTES

The DIECI logo and brand identity have 3 institutional colors: yellow, red and black.
All shades of gray, ranging from black to white, are used for black.



DIECI LOGO

1 Color

NOTES

Version of the DIECI logo with 1 color: black on white (positive) and white on black (negative).

It is prohibited to use the gray scale logo on a black or white background.



IT IS PROHIBITED TO USE
THE GRAY SCALE LOGO
ON A WHITE
OR BLACK BACKGROUND

DIECI LOGO 2 Colors

NOTES

Version of the DIECI logo in 2 colors:
positive and negative.

It is forbidden to use the logo in
positive color version in which the
text is yellow and the dot of the "i" is
red.



IT IS PROHIBITED TO USE
THE POSITIVE LOGO
WITH THE COLORS YELLOW
AND RED

DIECI LOGO

3 Colors

NOTES

Version of the DIECI logo in 3 colors:
positive and negative.

In the negative logo version, it is
preferable to use the variant with
yellow text and red dot of the "i".



IT IS PREFERABLE TO USE
THE NEGATIVE VERSION
WITH THE YELLOW LOGO
AND RED DOT OF THE "i"

DIECI LOGO

On institutional colors

NOTES

If it is necessary to use the logo on spot colors, respecting the use of institutional colors, the variations of use shown aside are possible.



È VIETATO L'UTILIZZO
DEL LOGO POSITIVO
CON IL COLORE GIALLO O ROSSO

DIECI LOGO Social Profile

NOTES

When using the DIECI logo on social channels and applications where an image identifying its profile is required, the use of the logo is permitted as shown aside.





COLOR SPACE
DIMENSION RATIOS
TOLERANCE AREA
FONTS

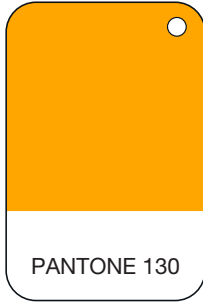
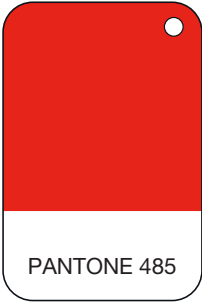
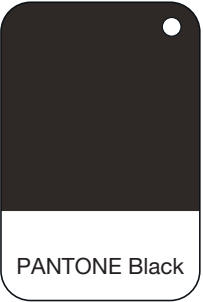
DIECI LOGO
Color space

NOTES

The primary colors of the DIECI logo are defined aside in the PANTONE, CMYK, RGB, HEX and RAL color scale.

It is forbidden to use other colors.

If it is necessary to apply the logo with another color scale, use a professional converter, starting from the Pantone color or CMYK space.



PANTONE



C 0 **R** 0
M 0 **G** 0
Y 0 **B** 0
K 100 **#** 000000

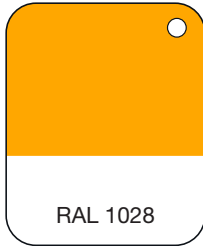
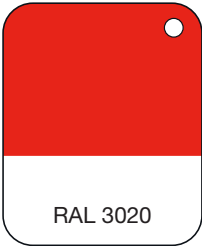


C 0 **R** 218
M 95 **G** 41
Y 100 **B** 28
K 0 **#** da291c



C 0 **R** 242
M 30 **G** 169
Y 100 **B** 0
K 0 **#** f2a900

CMYK \ RGB \ HEX



RAL

DIECI LOGO

Dimension ratios

NOTES

The construction of the DIECI logo uses a proprietary font. Some passages that have regulated the dimensional ratios are shown aside.



DIECI LOGO

Tolerance area

NOTES

The tolerance area is represented by the “empty” space, which must be present on the 4 sides of the logo. As shown aside, it is forbidden to insert any textual or graphical elements in this area.



DIECI LOGO Naming Font

NOTES

The DIECI brand communication involves the use of typefaces, which vary according to the specific uses.

NAMING FONT:

are all the texts that accompany the logo, for example:

- product names
- dealer countries
- business services
- signage
- etc.

With the text "Family" next to the font name, it is permitted to use all the classes in the font family.

FONT: Handel Gothic D Family

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

FONT: Eurostile Family

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

Sans-serif FONT EXAMPLE

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~



THE USE OF OTHER FONTS
WITH OR WITHOUT SERIF
IS PROHIBITED

DIECI LOGO BTL Font

NOTES

The DIECI brand communication involves the use of typefaces, which vary according to the specific uses.

BTL Font:
are all those texts that are used in Below The Line communication (of educational, informative and technical-commercial nature) such, as for example:

- brochures, leaflets, flyers
- commercial/technical documents
- multimedia presentations
- etc.

With the text "Family" next to the font name, it is permitted to use all the classes in the font family.

FONT: Helvetica Neue Family

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

FONT: Corbert Family

!"#\$%&'()*+,-./0123456789:;>=<?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

FONT: Myriad Pro

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

Sans-serif FONT (example: Calibri Family)

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

FONT con Grazie (esempio: New Times Roman Family)

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~



IF ONE OF THE FONTS INDICATED ABOVE
IS NOT AVAILABLE, IT IS POSSIBLE
TO USE OTHER FONTS WITHOUT SERIF



È VIETATO L'UTILIZZO
DI FONT CON GRAZIE

DIECI LOGO ATL Font

NOTES

The DIECI brand communication involves the use of typefaces, which vary according to the specific uses.

ATL Font:

are all those texts that are used in Above The Line communication (of advertising nature), for example:

- advertising pages
- POP communication
- Billboards and advertising panels
- audiovisual products
- etc.

With the text "Family" next to the font name, it is permitted to use all the classes in the font family.

In addition to the fonts shown aside, there is still great freedom for the graphic designers, who will interpret the message to be communicated according to their own creativity, with the only prohibition to use fonts with Serif

FONT: Handel Gothic D Family

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

FONT: Eurostile Family

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

FONT: Helvetica Neue Family

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

FONT: Corbert Family

!"#\$%&'()*+,-./0123456789:;>=<?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

FONT with Serif (example: New Times Roman Family)

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~



THE USE OF FONTS WITH SERIF
IS PROHIBITED

DIECI LOGO WEB Font

NOTES

The DIECI brand communication involves the use of typefaces, which vary according to the specific uses.

WEB Font:

are all those texts that are used on the Dieci website, on landing pages and within online activities (descriptive), which provide the possibility to choose a font.

Some examples:

- Dieci website
- landing page
- email marketing
- etc.

With the text "Family" next to the font name, it is permitted to use all the classes in the font family.

FONT: Montserrat Family

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

Sans-serif FONT (example: Open Sans Family)

!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~



IF ONE OF THE FONTS INDICATED
ABOVE IS NOT AVAILABLE,
IT IS POSSIBLE TO USE OTHER
FONTS WITHOUT SERIF



DIECI

DONT'S

DONT'S

Chromatic on logo
without color tolerance
area

NOTES

The Dieci logo may or may not be applied to colored surfaces.

Below there are some examples that relate the chromatic spectrum (in 3 different brightness levels) and the logo in its chromatic variants.

SPETTRO CROMATICO CHIARO



SPETTRO CROMATICO PIENO



SPETTRO CROMATICO SCURO



DONT'S

Chromatic on logo with color tolerance area

NOTES

The Dieci logo may or may not be applied to colored surfaces. In some circumstances, it may be useful and/or necessary to provide a base with institutional color, which coincides with the size of the tolerance area.

Below there are some examples that relate the chromatic spectrum (in 3 different brightness levels) and the logo in its chromatic variants.

SPETTRO CROMATICO CHIARO



SPETTRO CROMATICO PIENO



SPETTRO CROMATICO SCURO



DONT'S Dimensions

NOTES

It is absolutely forbidden to change the shape of the logo or distort its image.

Some explanatory examples, which represent the most common prohibited activities, are shown aside.

Any other changes, even minor ones, are also prohibited.

What is shown is valid for all the chromatic variants of the logo.

DIECI ✓

~~**DIECI**~~

~~**DIECI**~~

~~**DIECI**~~

~~**DIECI**~~

~~**DIECI**~~

~~**DIECI**~~

~~**DIECI**~~

~~**DIECI**~~

~~**DIECI**~~

~~**DIECI**~~



SERVICE AREA
DEALER AREA

INFO AREA
"Info" zone construction

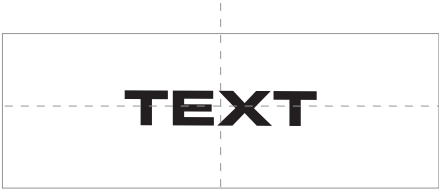
NOTES

The Dieci logo requires the use of a zone positioned at the bottom. It is useful for showing information such as: the Dealer's country or company services.

The positioning, graphic construction, font to be used and its inclination are shown aside.



FONT: Eurostile Bold Extended 2
!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~



ORIGINAL FONT



10° INCLINATION
VERSION TO USE

INFO AREA

Tolerance area with "info" zone

NOTES

The tolerance area is represented by the "empty" space, which must be present on the 4 sides of the logo. As shown aside, it is forbidden to insert any textual or graphical elements in this area.

The tolerance area with the "info" zone is recalculated according to the new dimension developed.



INFO AREA

Info zone: Institutional Services

NOTES

The color of the "info" zone varies according to the type of information contained.

Institutional services:
the color of the zone is institutional red and the font is white.



SOME EXAMPLES



FONT SIZE REDUCTION



FONT FLATTENING

INFO AREA

Info zone:

Dealer Country

NOTES

The color of the "info" zone varies according to the type of information contained.

Dealer Country:
the color of the zone is institutional yellow and the font is black.



SOME EXAMPLES



FONT SIZE REDUCTION



FONT FLATTENING

INFO AREA
Color Declinations
Dealer Country and
Institutional Services

NOTES

The chromatic use of the zone varies according to the background color.

Some binding examples are given aside.
For all other cases not shown, refer to the CHROMATIC DONT'S chapter.



INFO AREA

Social Profile Logo Dealer

NOTES

The DIECI logo with the Dealer specification has an exception for use on social profiles. Exclusively in this circumstance, the zone is "lost" and the Dealer's country is written in the middle under the logo.

Positioning:
Comply with the indications of the zone.

Font:
Comply with the indications of the zone. If the country and/or Dealer name is too long, start a new line.





PRODUCT NAME

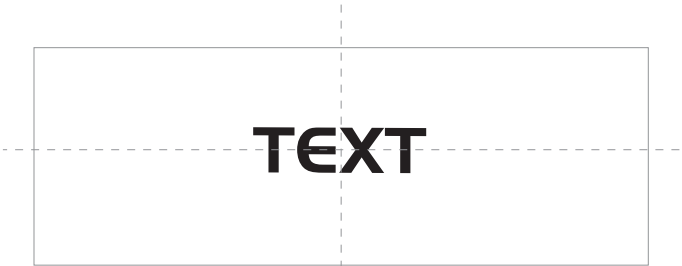
PRODUCT NAME
Structural Definition

NOTES

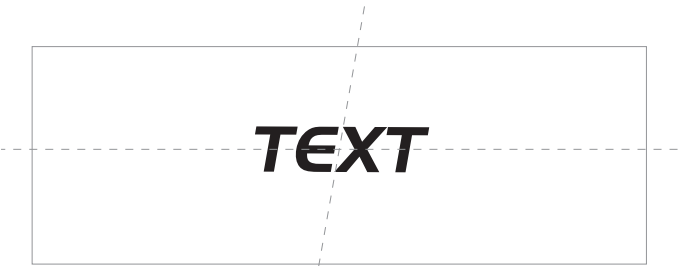
The vehicles produced by DIECI have a proper name, which uses the Handel Gothic D Bold font to be expressed.

The original font should always be tilted ten degrees.
In the application it can be rotated from a minimum of 5° to a maximum of 10°.

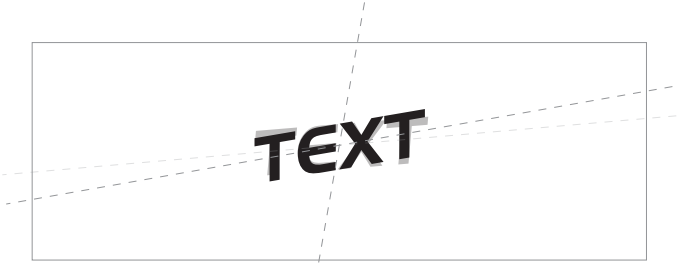
FONT: Handel Gothic D Bold
!"#\$%&'()*+,-./0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~



ORIGINAL FONT



10° INCLINATION



INCLINATION 10° + ROTATION MIN +5° MAX +10°

PRODUCT NAME

Tolerance area and color definition

NOTES

The product name also has a tolerance area within which no graphical or textual elements must be present.

For the chromatic aspects, it uses the institutional colors of the Dieci brand.



AGRI STAR 38.10 EVO2 GD

AGRI STAR 38.10 EVO2 GD

AGRI STAR 38.10 EVO2 GD

AGRI STAR 38.10 EVO2 GD

AGRI STAR 38.10 EVO2 GD

AGRI STAR 38.10 EVO2 GD

PRODUCT NAME Applications

NOTES

Some examples of product name application are shown aside.

Concerning the dimensions, they will be the object of the graphic designer's experience, who will balance, on the basis of his experience and the particular case, the relationship between available surface area, graphical elements, product name and presence of the logo.





OTHER DIECI'S LOGOS

OTHER DIECI'S LOGOS

Other Logos

NOTES

During the years of the company's life, other logos have been produced, which are still valid today.



OTHER DIECI'S LOGOS

Other Logos:
Product Name

NOTES

For some products the company Dieci has decided to add a suffix to make their characteristics explicit.

Unlike the product name, the suffix takes the form of a logo.

The "POWER X2" logo for the Agri Max product family is shown aside.



OTHER DIECI'S LOGOS

Other Logos:
Product Name

NOTES

For some products the company Dieci has decided to add a suffix to make their characteristics explicit.

Unlike the product name, the suffix takes the form of a logo.

The "SMART" logo for the Mini Agri 20.4 product is shown aside.



MINI AGRI 20.4 SMART



MINI AGRI 20.4 SMART



MINI AGRI 20.4 SMART





LOGO USER MANUAL

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