IDNTT

MARTECH CONTENT FACTORY

SWITZERLAND | ITALY | SPAIN | ROMANIA

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IDNTT

BRAND GUIDELINES

This visual identity guide is the official paper that describes in details all the elements for the IDNTT brand. This guide is, therefore, the official source to identify all the criteria and rules for the correct use of the elements of visual identity.

All those who request the trademark and / or other elements of the visual identity, must observe all these rules for a correct application. It defines the institutional colors, the positioning of the brand and the right proportions for its reproduction and usage.

IDNTT

THE BRAND

A DISTINCTIVE PHONETICS

IDNTT

THE BRAND

A DISTINCTIVE PHONETICS

LOOKS DIFFERENT.
SOUNDS THE SAME.

To give a new meaning to a fundamental concept, it's not essential to add new information, but to eliminate unnecessary ones.

A new identity, THICK and EDGY, forged by playing with the phonetics and a meaningful add-on as the smallest part of a digital content: the PIXEL.

IDENTITY

IDENTITY

IDNTT

[ai] [di:] [en] [ti:] [ti:]

IDNTT

IDNTT

THE BRAND

THE SPACE IT DESERVES

1x	1x
1x	1x

IDNTT

The IDNTT brand must have a squared space equal

to 4x the PIXEL height, as minimum respect area,

around its own edge.

No texts or graphics must appear in this area.

IDNTT

THE BRAND

SMALL BUT STRONG

IDNTT

15mm - 130px

To ensure a correct readability, the IDNTT trademark cannot be reproduced in smaller dimension than 15mm wide (120px wide for digital applications) overall. As an alternative to the trademark, if there is not enough available space, it is possible to use only the watermark, reproducing it in the minimum size of 5 mm wide (16 px wide for digital applications). The watermark, for example used in social media channels, assumes great iconographic character and remains memorable.

IDNTT

THE BRAND

BLACK OR WHITE

If, for technical reasons, it is not possible to use the trademark in its primary color (black), it must be used in its secondary one (white) if it is used on coloured backgrounds or backgrounds that are too dark.

THE BRAND

EXCEPTION

IDNTT

TEXTURE ON LIGHT BACKGROUND

TEXTURE ON DARK BACKGROUND

On special occasions, such as the creation of textures, it is possible to use the IDNTT logo in its outline version.

IDNTT

THE BRAND

ROTATE COUNTERCLOCKWISE ONLY

CORRECT

CORRECT

INCORRECT

INCORRECT

The IDNTT brand must be used only in the horizontal way or in vertical way with the first letter at the bottom. The diagonal way or others angulated orientation are all incorrect.

THE PAYOFF

OUR UNIQUENESS

IDNTT

THE PAYOFF

OUR UNIQUENESS

MARTECH
CONTENT
FACTORY

X
½X
X
½X
X

The payoff perfectly describes our identity by specifying the plus. The font used is the **Inter Bold**. The composition of the payoff is based on the **forced justification** of the words that compose it. The three words must have a **line spacing equal to half of the height** of each word.

IDNTT

THE PAYOFF

OUR UNIQUENESS

The payoff must be **placed at the opposite side of the IDNTT brand**. In an horizontal layout, the IDNTT brand must be on the left side and the payoff on the right side.

The **height of the payoff must be equal to the height of the IDNTT brand letters** (except for the i's "pixel").

THE PAYOFF

OUR UNIQUENESS

MARTECH CONTENT FACTORY

IDNTT

The payoff must be **placed at the opposite side of the IDNTT brand**. In a vertical layout, the **IDNTT brand** should be on the **bottom-right side** and the **payoff** on the **top-right side**.

Otherwise, the **IDNTT brand** should be on the **top-right side** and the **payoff** on the **bottom-right side**.

Anyhow, the payoff must be **vertically centered** with **IDNTT brand letters** (except for the i's "pixel").

IDNTT

MARTECH CONTENT FACTORY

IDNTT

THE PAYOFF

OUR UNIQUENESS

IDNTT

**MARTECH
CONTENT
FACTORY**

The **only exception**, applicable in social network formats, is placing the **payoff vertically centered under the IDNTT brand**.

TYPOGRAPHY

THE BACKBONE
OF COMMUNICATION

IDNTT

TYPOGRAPHY

THE BACKBONE OF COMMUNICATION

Weights

Thin

ExtraLight

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Black

Glyphs

A B C Č Ć D E F G H I J K L M
N O P Q R S Š T U V W X Y Z Ž
a b c č ć d e f g h i j k l m n o p
q r s š t u v w x y z ž

1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%)
[#] { @ } / & \ < - + ÷ × = > ®
© $ € £ ¥ ¢ : ; , . *

The primary typeface is Inter. It's a variable font family carefully crafted & designed for computer screens.
A Google Font created by Rasmus Andersson, open source, readable, versatile and easily declinable on different media thanks to its 9 weights. Inter features a tall x-height to aid in readability of mixed-case and lower-case text

It can be downloaded here

TYPOGRAPHY

HIERARCHIES MATTER

Title in Black
Subtitle in Medium

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

CORRECT

Black & Regular in the **same title** or sentence.

CORRECT

Bad hierarchy in the use of weights

Text in Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

INCORRECT

Bad hierarchy in the use of dimensions

Text in Regular.
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed do
eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

INCORRECT

These are the correct and incorrect uses of the typographic hierarchy, useful for creating the right contrast, giving greater readability and keeping the layout tidy.

IDNTT

TYPOGRAPHY

TEXT & COLOURS

Title in Black
Subtitle in Medium

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

CORRECT

Title in Black
Subtitle in Medium

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

CORRECT

Title in Black
Subtitle in Medium

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

CORRECT

Title in Black
Subtitle in Medium

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
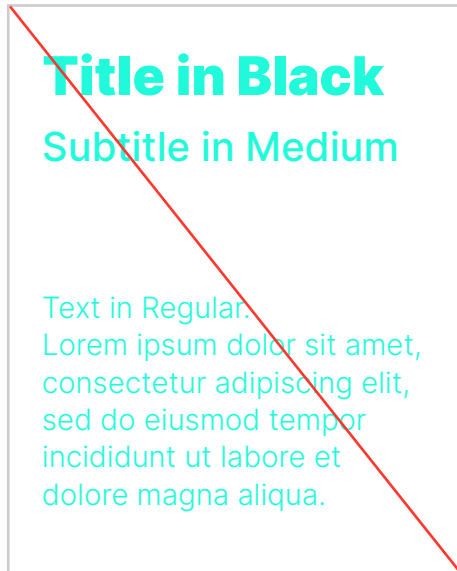incididunt ut labore et
dolore magna aliqua.

CORRECT

These are the **correct combinations** of font and background color.

On white backgrounds use black or grey coloured text. On black or dark bakgrounds use white or light coloured text. On coloured backgrounds use white or black text.

IDNTT

TYPOGRAPHY

FONTS & COLOURS

Title in Black

Subtitle in Medium

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

INCORRECT

Title in Black

Subtitle in Medium

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

INCORRECT

Title in Black

Subtitle in Medium

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

INCORRECT

Title in Black

Subtitle in Medium

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

INCORRECT

These are the **incorrect combinations** of font and background color.

On white backgrounds never use light coloured text. On black or dark bakgrounds never use dark coloured text. On coloured backgrounds never use light coloured text.
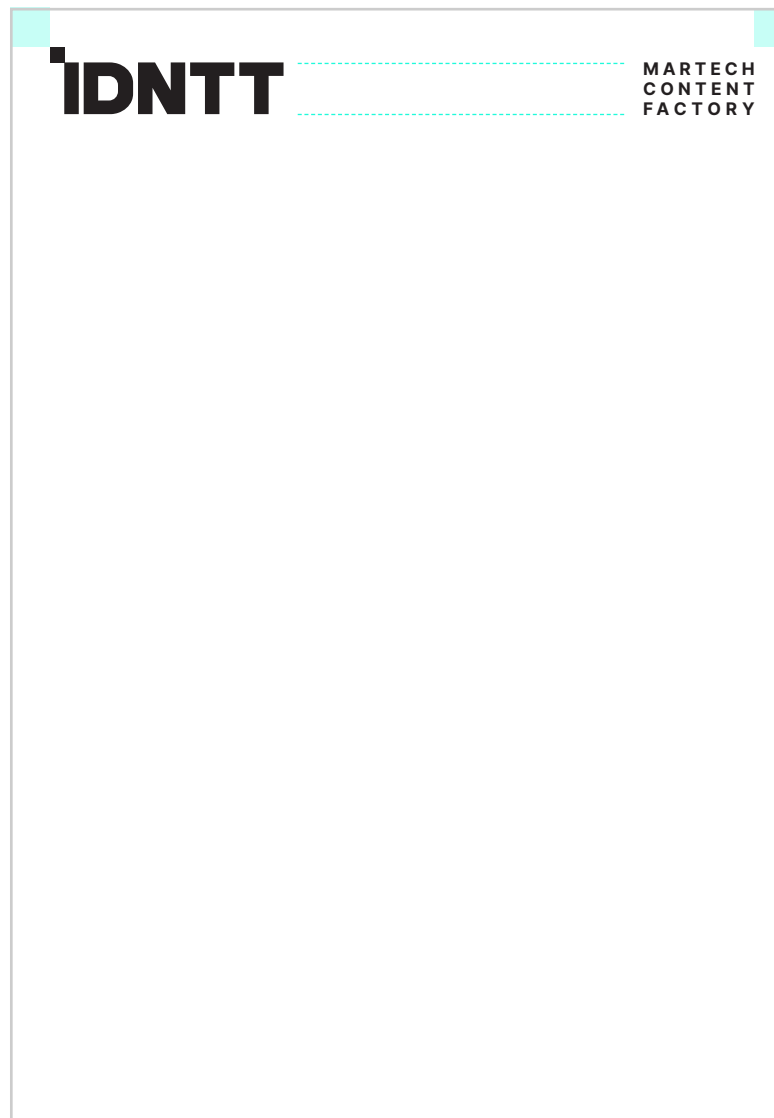
IDNTT

LAYOUT

ITS RIGHT PLACE

IDNTT

LAYOUT

ITS RIGHT PLACE

IDNTT

MARTECH
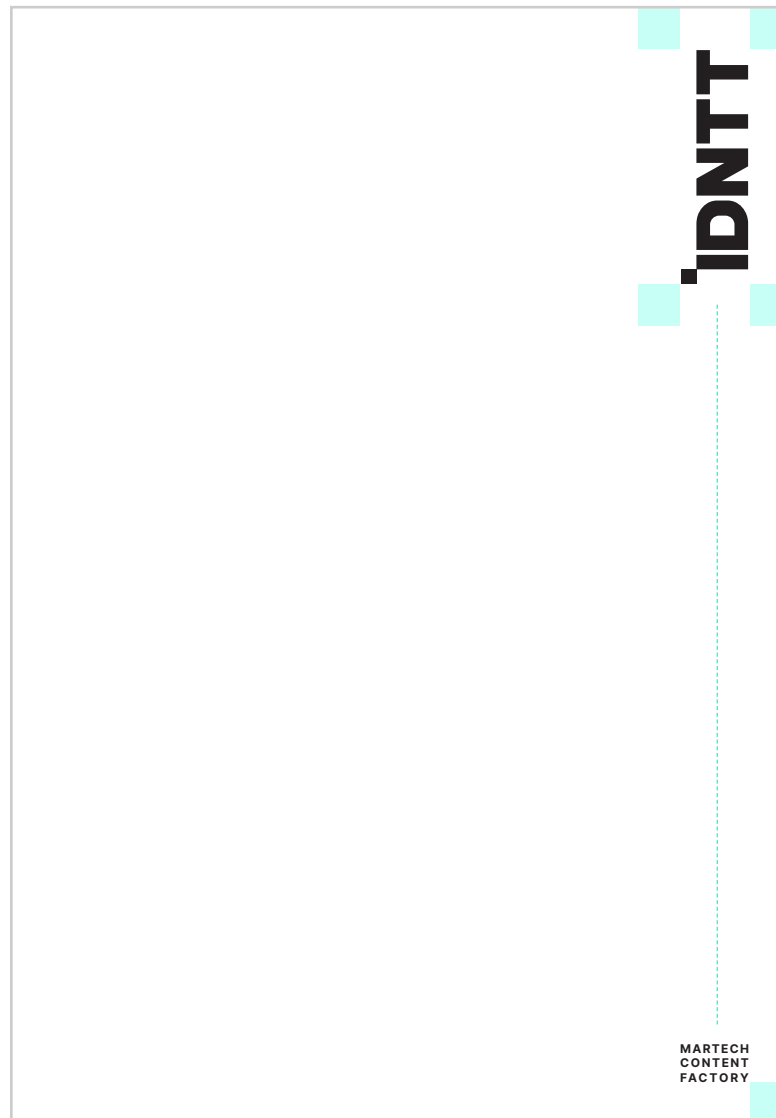CONTENT
FACTORY

A4

Following the **rules described on page 7**, the positioning of the IDNTT brand, on the A4 paper and digital documents, is possible in 3 variants. The first one is **horizontally oriented in top-left corner**.

LAYOUT

THE RIGHT ASPECT RATIO

IDNTT

MARTECH
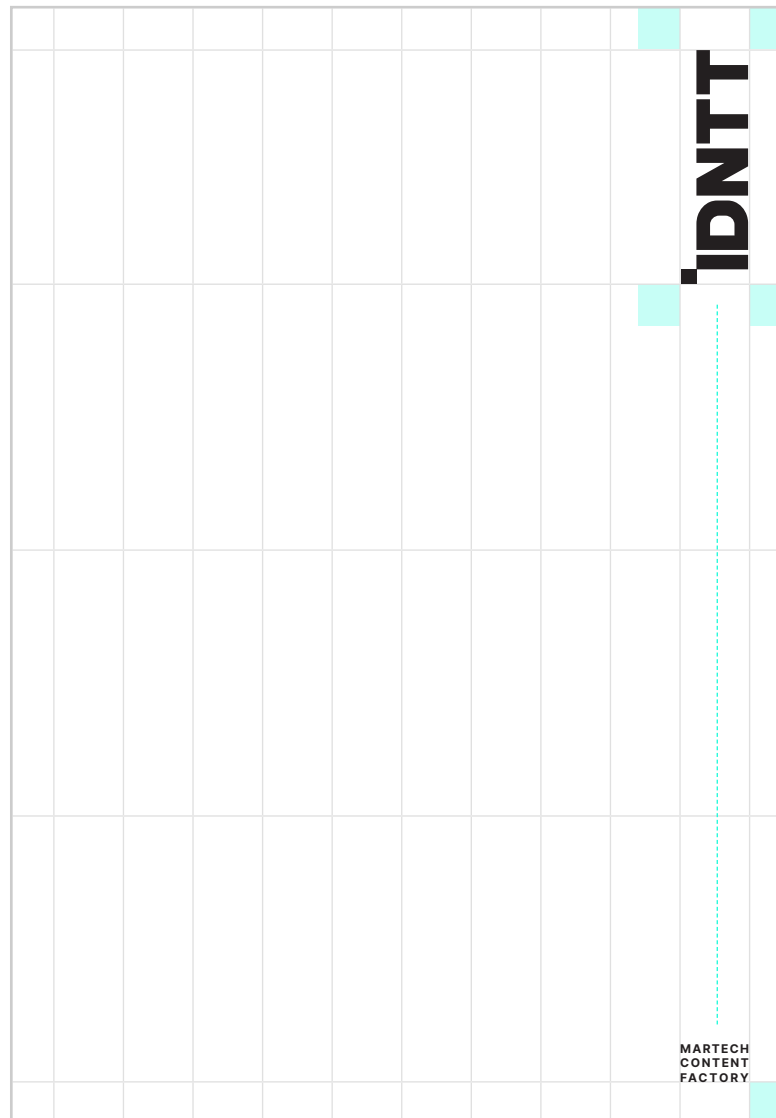CONTENT
FACTORY

A4

On the A4 paper and digital documents, **the IDNTT brand** must occupy maximum the **2% of the entire surface, except for the internal communications**.
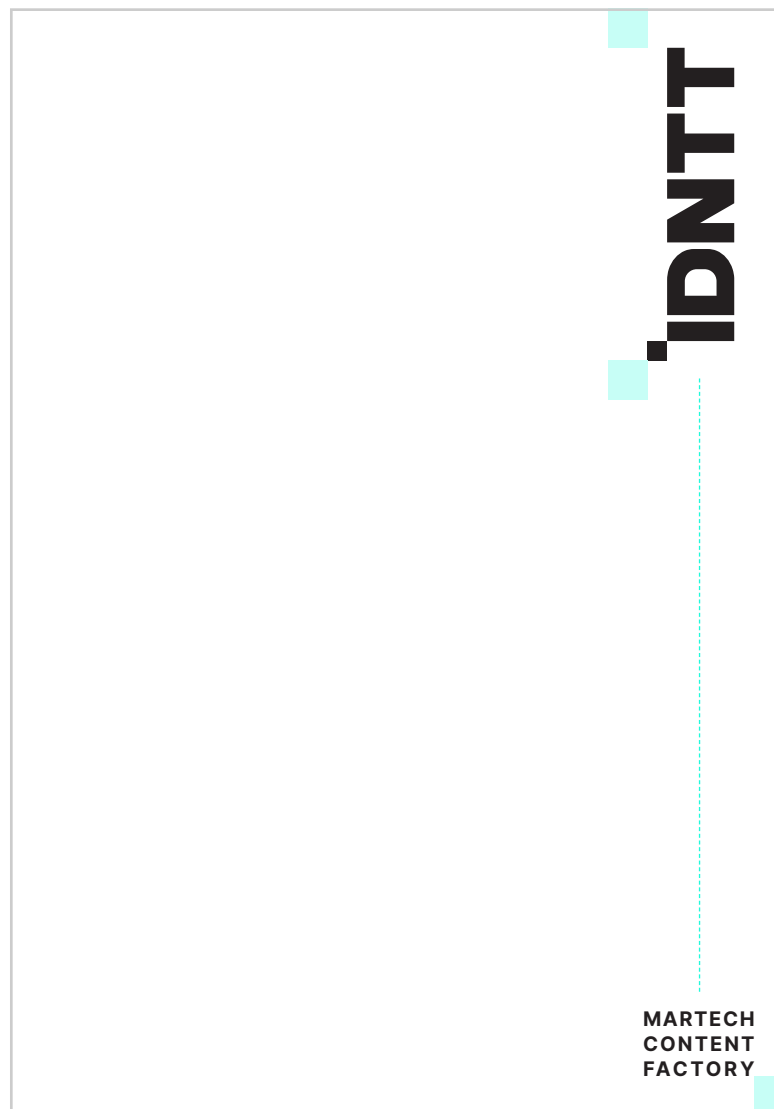
IDNTT

LAYOUT

THE RIGHT ASPECT RATIO

A4

Following the **rules described on page 7**, the positioning of the IDNTT brand, on the A4 paper and digital documents, is possible in 3 variants. The second one is **vertically oriented in the top-right corner**.
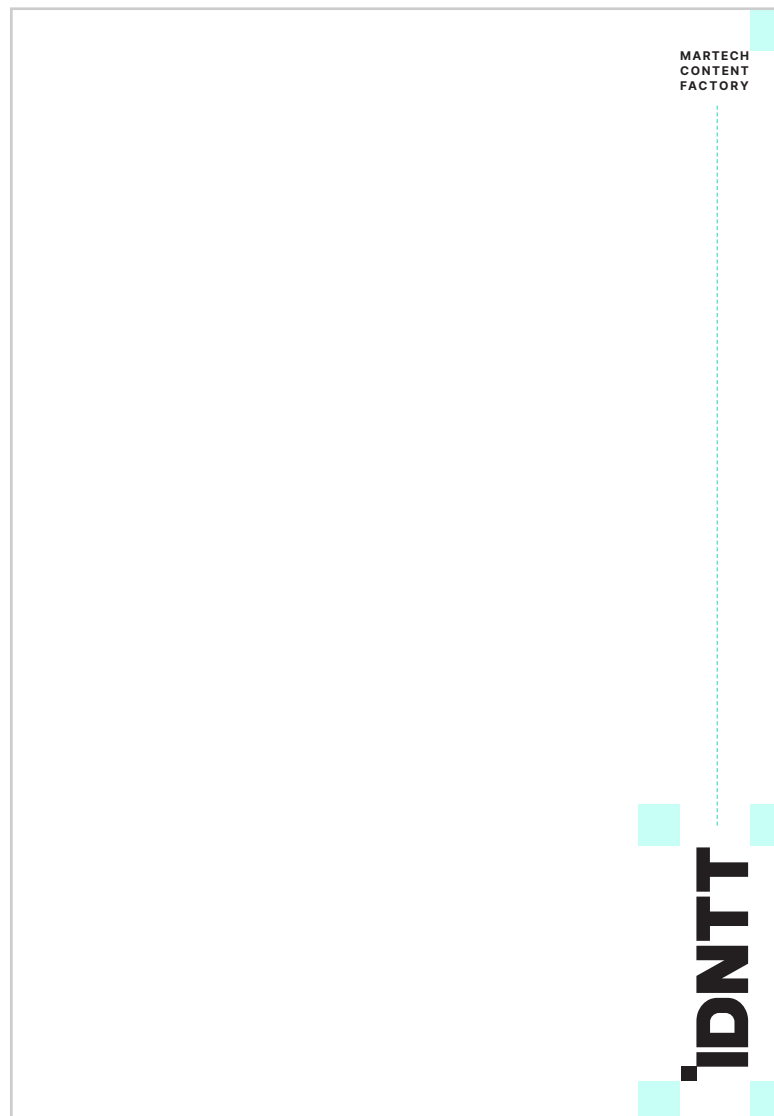
IDNTT

MARTECH
CONTENT
FACTORY

IDNTT

LAYOUT

THE RIGHT ASPECT RATIO

A4

On the A4 paper and digital documents, **the IDNTT brand** must occupy maximum the **2% of the entire surface, except for the internal communications**.

MARTECH
CONTENT
FACTORY

LAYOUT
ITS RIGHT PLACE

A4
Internal Communications

Following the **rules described on page 7**, the positioning of the IDNTT brand, on the A4 paper and digital documents, is possible in 3 variants. The second one is **vertically oriented in the top-right corner**.

IDNTT

MARTECH
CONTENT
FACTORY

IDNTT
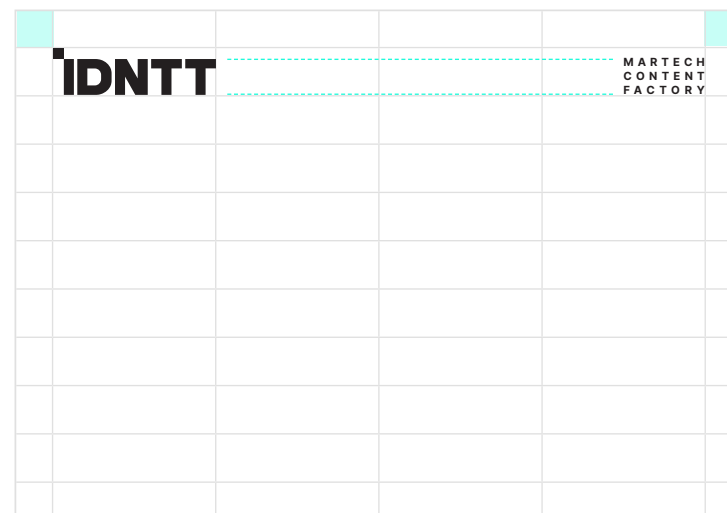
LAYOUT
ITS RIGHT PLACE

MARTECH CONTENT FACTORY

IDNTT

A4

Following the **rules described on page 7**, the positioning of the IDNTT brand, on the A4 paper and digital documents, is possible in 3 variants. The third one is **vertically oriented in the bottom-right corner**.

Never put the logo in the bottom-left corner.

IDNTT

LAYOUT

THE RIGHT ASPECT RATIO

A4

On the A4 paper and digital documents, **the IDNTT brand** must occupy maximum the **2% of the entire surface, except for the internal communications**.

MARTECH
CONTENT
FACTORY

IDNTT

IDNTT

LAYOUT

ITS RIGHT PLACE

THE RIGHT ASPECT RATIO

A5

Following the **rules described on page 7**, the positioning of the IDNTT brand, on the A5 paper and digital documents, is possible in 3 variants. The first one is **horizontally oriented in top-left corner**.
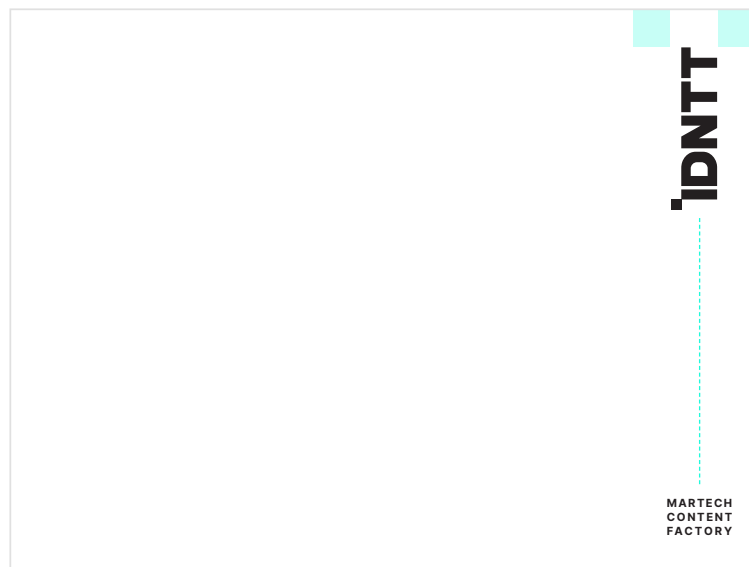
On the A5 paper and digital documents, **the IDNTT brand** must occupy maximum the **2,5% of the entire surface, except for the internal communications**.

LAYOUT

ITS RIGHT PLACE

THE RIGHT ASPECT RATIO

IDNTT

MARTECH
CONTENT
FACTORY

IDNTT

MARTECH
CONTENT
FACTORY

A5

Following the **rules described on page 7**, the positioning of the IDNTT brand, on the A5 paper and digital documents, is possible in 3 variants. The second one is **vertically oriented in top-right corner**.
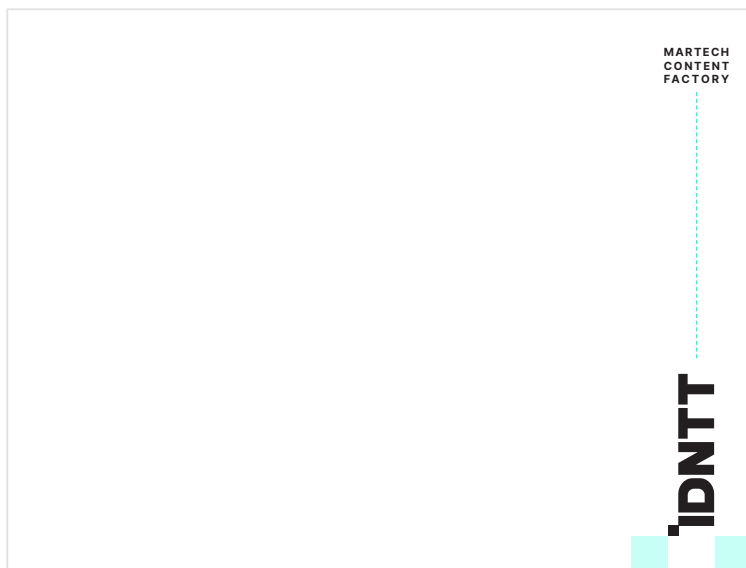
On the A5 paper and digital documents, **the IDNTT brand** must occupy maximum the **2,5% of the entire surface, except for the internal communications**.

IDNTT

LAYOUT

ITS RIGHT PLACE

MARTECH
CONTENT
FACTORY

IDNTT

THE RIGHT ASPECT RATIO

MARTECH
CONTENT
FACTORY

IDNTT

A5

Following the **rules described on page 7**, the positioning of the IDNTT brand, on the A5 paper and digital documents, is possible in 3 variants. The third one is **vertically oriented in bottom-right corner**.

On the A5 paper and digital documents, **the IDNTT brand** must occupy maximum the **2,5% of the entire surface, except for the internal communications**.
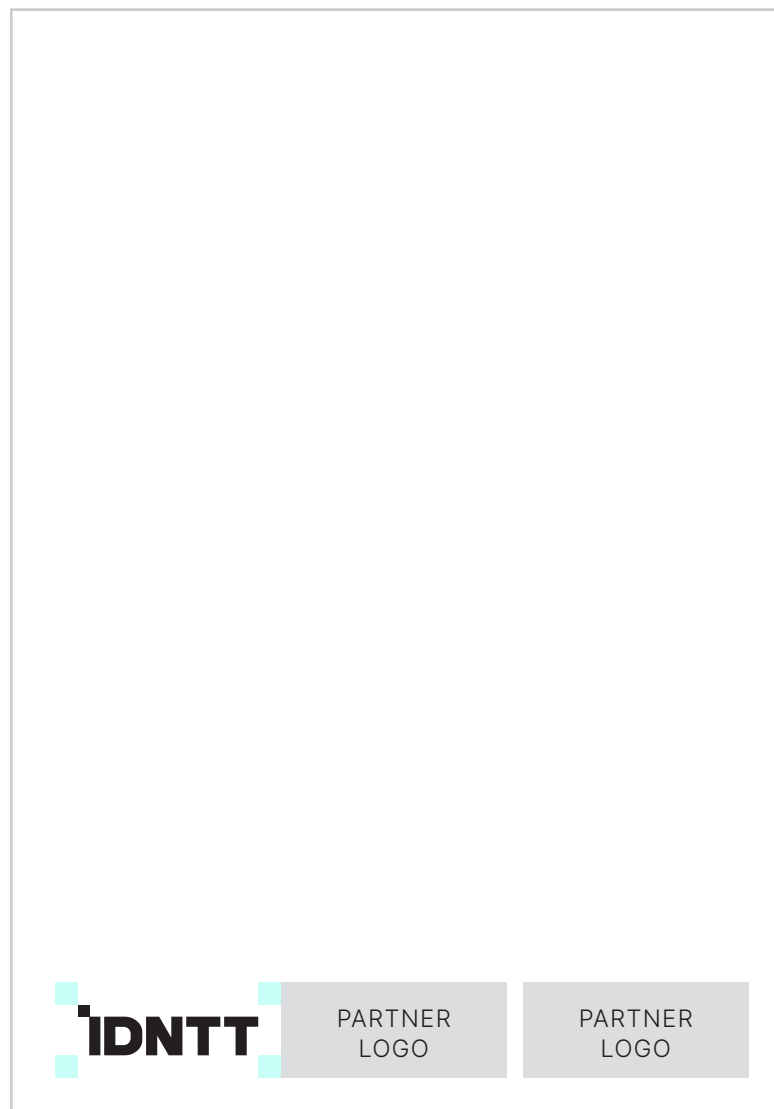
IDNTT

LAYOUT

ITS RIGHT PLACE

A3

Following the **rules described on page 7**, the positioning of the IDNTT brand close to other brand partners, on paper document, is possible in 2 variants. The first one is **horizontally oriented in the bottom of the page**.

The aspect ratio depends on the number of the other brands logos on the layout.
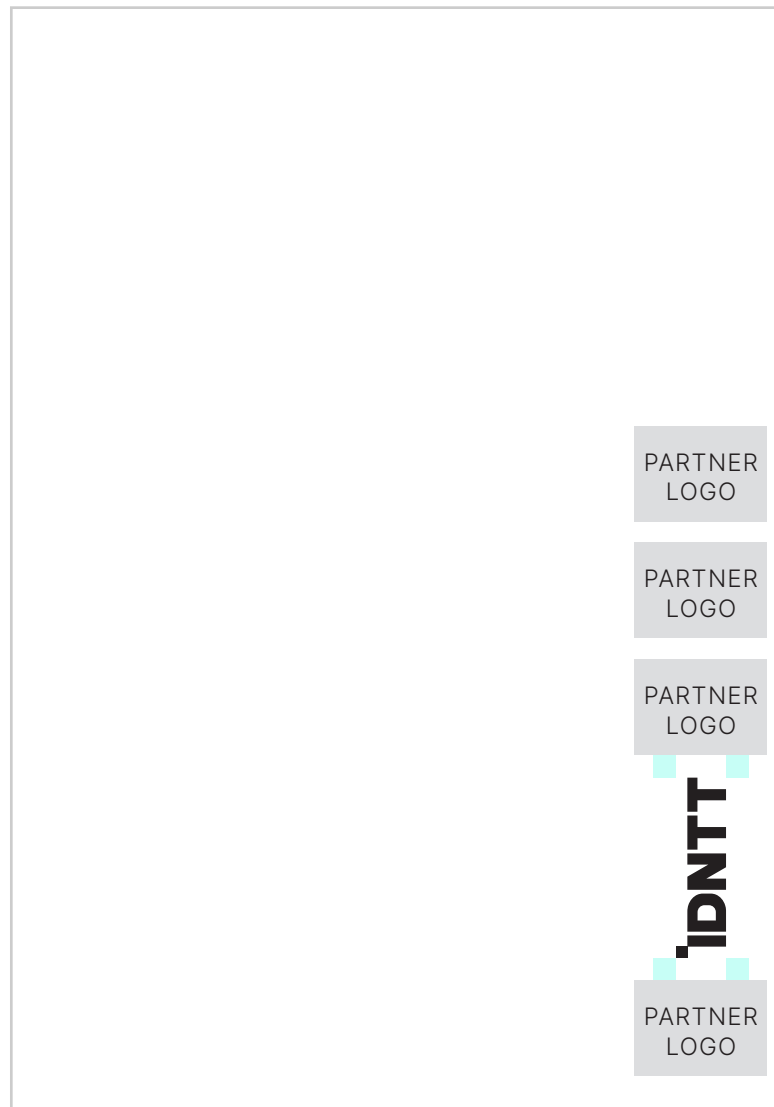
LAYOUT

ITS RIGHT PLACE

A3

Following the **rules described on page 7**, the positioning of the IDNTT brand close to other brand partners, on paper document, is possible in 2 variants. The second one is **vertically oriented in the right side of the page**.
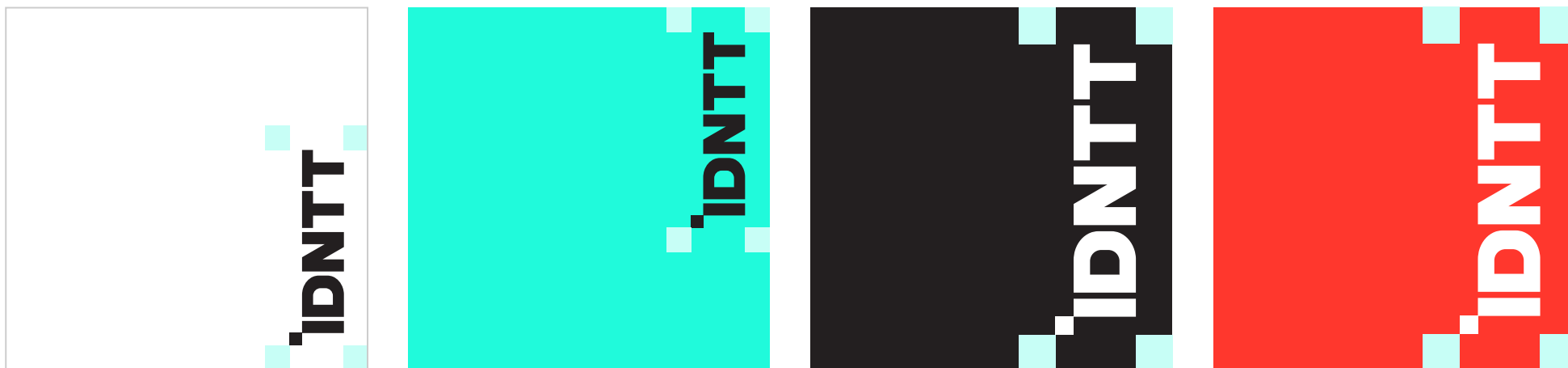
The aspect ratio depends on the number of the other brands logos on the layout.

PARTNER
LOGO

PARTNER
LOGO

PARTNER
LOGO

IDNTT

PARTNER
LOGO
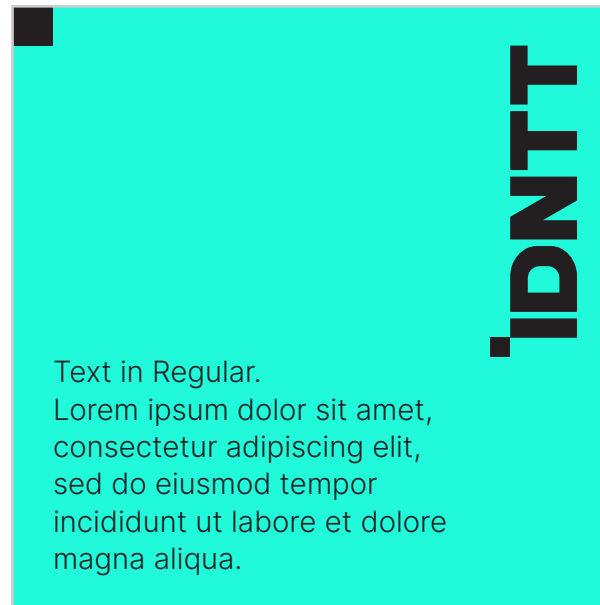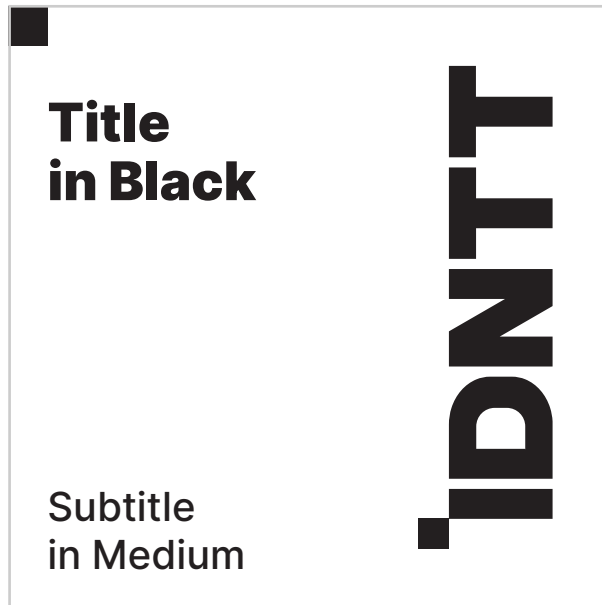
IDNTT

LAYOUT

ITS RIGHT PLACE

SQUARED POST

Following the **rules described on page 7**, the positioning of the IDNTT brand, on digital assets, is **vertically oriented in the right side of the asset**.

To put an image as a background, **use the flat background color as a filter** to change the image main color. The background **image should be in B/W** mode.

LAYOUT

ITS RIGHT PLACE

**Title
in Black**

Subtitle
in Medium

IDNTT

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua.

IDNTT

Text in Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua.

IDNTT

SQUARED POST

Following the **rules described on page 7**, the

positioning of the IDNTT brand, on digital assets, is

vertically oriented in the right side of the asset.
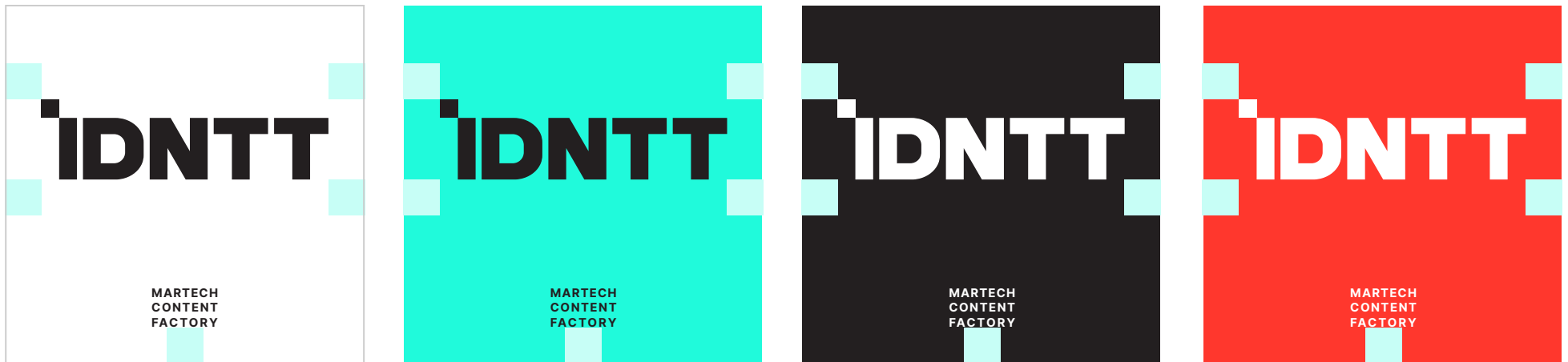
The font used for the texts are:

_ **Title**: Inter Black

_ **Subtitle**: Inter Medium

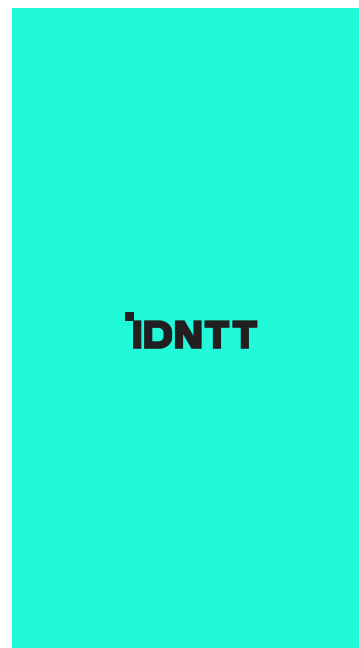_ **Body copy**: Inter Regular

IDNTT

LAYOUT

ITS RIGHT PLACE

Following the **rules described on page 17**, the placement of the IDNTT logo, on digital assets, is also possible **horizontally oriented in the middle of the stage** and **vertically centered with the payoff**.

LAYOUT

ITS RIGHT PLACE

VERTICAL POST

Following the **rules described on page 7**, the placement of the IDNTT logo, on digital assets, is also possible **horizontally oriented in the middle of the stage**.

IDNTT