

CAVAGNA GROUP

CORPORATE IDENTITY GUIDELINES



CAVAGNA group

Wherever gas is used, we are there

We must protect our reputation and brand identity. So we ask that you follow these Corporate Identity Guidelines, which are intended to promote consistent use of our Intellectual Property Assets. This makes it easier to instantly recognize references to Cavagna Group and it allows to prevent consumer confusion.

The Cavagna Group Corporate Identity includes the words, phrases, symbols, designs and other distinctive brand features associated with Cavagna Group.

Before using any Cavagna Group's Intellectual Property, please be sure you have received, accepted and signed either the "*Authorization for Trademark and Images Use*" or the "*Designation of official representative and Authorization for Trademark and Images Use*". Please liaise with your Cavagna contact to coordinate third-parties permissions.



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THE CAVAGNA GROUP LOGO



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THE LOGO ELEMENTS

The complete CAVAGNA GROUP logo consists of 3 core elements:



SIZES

The size of the logo, payoff included, must not be smaller than the minimum size/dimension specified. There is no maximum limit.



Minimum

X width: 25 mm





COLOUR USAGE

CORPORATE COLOURS

These are the main colours for the logo, to be used wherever possible.

SPECIAL/SPOT

- PANTONE C299
- PANTONE Process Black C

4 COLOURS (CMYK)

- C85 - M19 - Y0 - K0
- C0 - M0 - Y0 - K100

3 COLOURS (RGB)

- R18 - G151 - B208
- R0 - G0 - B0

RAL 5015



GREYSCALE

A monotone version, only to be used in black, not as any other colour.



BLACK

A monotone version, only to be used in black, not as any other colour.



WHITEOUT

A solid whiteout version. Only to be used on a PANTONE C299, Black or CMYK version backgrounds.

This section displays three examples of the Cavagna Group logo in white. Each example consists of the stylized 'G' icon, the text 'CAVAGNA group', and the tagline 'Wherever gas is used, we are there'. The logos are set against different background colors: a solid blue background (top right), a solid grey background (bottom left), and a solid black background (bottom right).



EXCLUSION ZONES

The CAVAGNA GROUP logo must be used on a neutral background (without any images nor writings). Shown below is our scaling box, which ensures a correct location in space and the right proportion between the three elements of the logo.

These instructions must be respected on all corporate internal and promotional communication. Technical documents are subject to specific guidelines that may allow exceptions.

VERSION 1

A = Logotype depth





UNACCEPTABLE AND ACCEPTABLE USAGE

 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✘</p>	 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✔</p>
 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✘</p>	 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✔</p>
 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✘</p>	 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✔</p>
 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✘</p>	 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✔</p>
 <p>No other background colors</p> <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✘</p>	 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✔</p>
 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✘</p>	 <p>Wherever gas is used, we are there</p> <p style="text-align: right;">✔*</p>

*restricted version. Needs approval from the Marketing Department (trademarkprotection@ccavaganagroup.com)



AUTHORIZATIONS

AUTHORIZATION FOR TRADEMARK AND IMAGES USE

Any customer, supplier or consultant who wishes to use Cavagna Group's trademarks or other Cavagna Group's Intellectual Property (i.e. images of products excerpts from catalogues, etc...) needs to follow the instructions detailed in the Trademark Protection Section of the Cavagna Group Corporate website, in order to obtain the "Authorization for Trademark and Images Use".

DESIGNATION OF OFFICIAL CAVAGNA GROUP DISTRIBUTOR, DEALER AND PARTNER

THE USE OF ANY OF THE ABOVE-MENTIONED QUALIFICATIONS IS NOT ALLOWED, UNLESS YOU HAVE RECEIVED THE PROPER WRITTEN AUTHORIZATION FROM CAVAGNA GROUP ("Designation of Official Representative and Authorization for Trademark and Images Use").

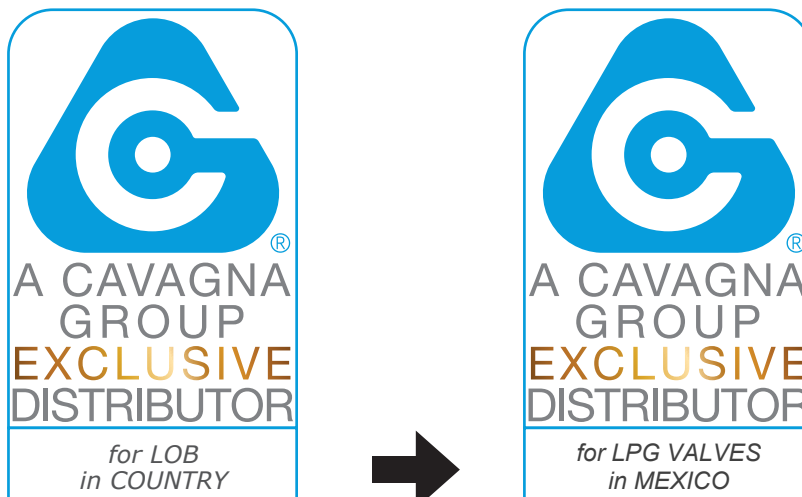
ENTITIES OR INDIVIDUALS THAT HAVE NOT RECEIVED SUCH AUTHORIZATION IN WRITING ARE STRICTLY FORBIDDEN TO IDENTIFY THEMSELVES IN SUCH OR SIMILAR MANNER.

These are the graphic rules to follow when defining yourself as a CAVAGNA GROUP (EXCLUSIVE) AUTHORIZED DEALER/DISTRIBUTOR or PARTNER for specific PRODUCTS in specific TERRITORIES (as indicated in the relevant authorization).

All the other conditions regarding the status of (Exclusive) Authorized Dealer/Distributor or Partner are detailed in the "Designation of Official Representative and Authorization for Trademark and Images Use".



Example





HOW TO GET THE DESIGNATION LABEL

Once the “Designation of Official Representative and Authorization for Trademark and Images Use” is signed, the CAVAGNA GROUP (EXCLUSIVE) AUTHORIZED DEALER/DISTRIBUTOR or PARTNER receives the corresponding designation label. Before using it, it is mandatory to fill in the blank space under the designation, specifying the Cavagna Group’s range of products and territories the dealer/distributor/partner has been designated for.

In case of need, the third party can contact the Cavagna Group’s Marketing Department by email at: trademarkprotection@cavagnagroup.com.

HOW TO USE THE DESIGNATION LABEL

The Cavagna Group designation label must be shown on the distributor/dealer/partner’s website and can additionally be placed in the letter head at the third party’s will, as follows.

WEBSITE

The designation label can be shown on the distributor/dealer/partner official website (for example, in the homepage, in the references page, in products sections, etc...) and it must always redirect to the Cavagna Group official website by a hyperlink.

The recommended minimum size is 53 x 91 px.

LETTER HEAD

The designation label can be placed in the header of the letter head, only in the size of 14 x 24 mm. The third party’s company logo must always be displayed in a primary and more prominent position.

 <p>COMPANY LOGO Program</p>	<h2>COMPANY NAME</h2> <hr/>	 <p>A CAVAGNA GROUP EXCLUSIVE DISTRIBUTOR *LPS VALDES *MEXICO</p>
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