ILVE

Brand manual

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01 Logo and Payoff

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01.
Logo and Payoff

Brand + Logotype

The free space of the logo is given by the height of the ILVE brand (hexagon).

Use the free space in a way that the logo does not get squeezed from other graphic elements, consequently being incorrectly represented.

File
CMYK (vectorial)
CMYK (bitmap)
RGB (vectorial)
RGB (bitmap)

01.
Logo and Payoff

Brand + logotype + payoff single line version

The free space of the logo is given by the height of the ILVE brand (hexagon).

Use the free space in a way that the logo does not get squeezed from other graphic elements, consequently being incorrectly represented.

File
CMYK (vectorial)
CMYK (bitmap)
RGB (vectorial)
RGB (bitmap)

01.
Logo and Payoff

Brand + logotype + payoff double line version

The free space of the logo is given by the height of the ILVE brand (hexagon).

Use the free space in a way that the logo does not get squeezed from other graphic elements, consequently being incorrectly represented.

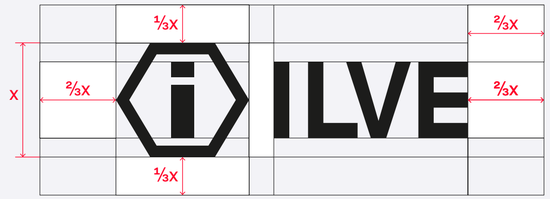
File
CMYK (vectorial)
CMYK (bitmap)
RGB (vectorial)
RGB (bitmap)

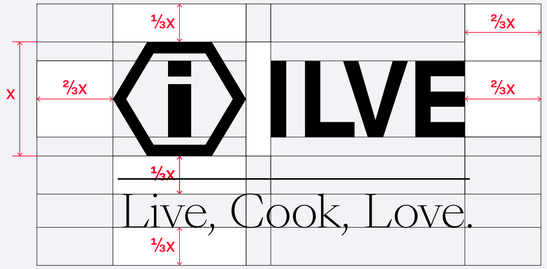
01.
Logo and Payoff

Logo free space

The free space of the logo is given by the height of the ILVE brand (hexagon).

Use the free space in a way that the logo does not get squeezed from other graphic elements, consequently being incorrectly represented.





01.
Logo and Payoff

Incorrect use

01 - Do not change the colour of the brand or any of its elements
02 - Do not insert the logo in a box or in any shape
03 - Do not fill the logo or any of its elements
04 - Do not change or alter the logotype
05 - Do not add any effects to the logo
06 - Do not rotate the logo
07 - Do not tip the logo or alter its proportions
08 - Do not position the logo against low contrasting backgrounds
09 - Do not position the brand against complex/patterned backgrounds
10 - Do not add graphic elements to the logo

01

02

03

04

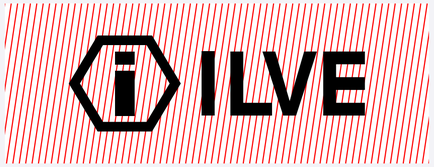
05

06

07

08

09



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02 Brand colours

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02.
Brand colours

Main palette

The two main colours, white and black, make reference to the classic elegance.

Red is used for underlining or highlights of content, not to be used as a full colour background.

Light grey is used for backgrounds that give brightness and visual impact to the products.

File
Adobe swatch

White

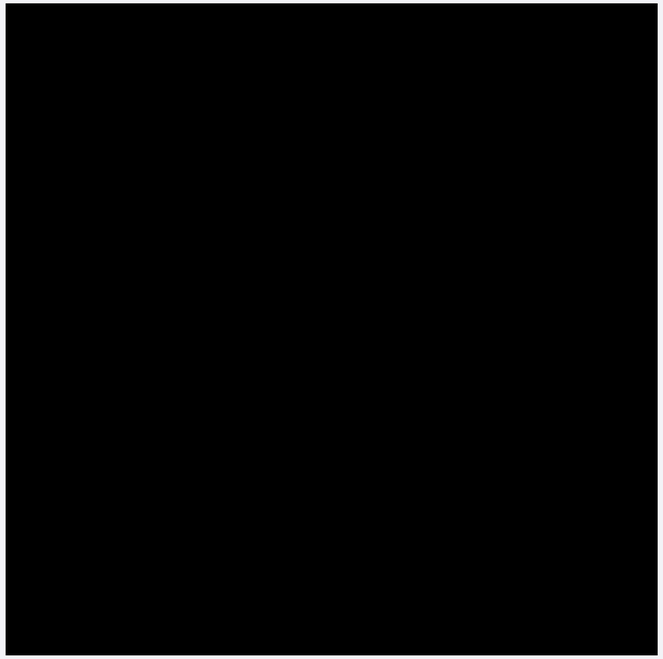
RGB
255.255.255

CMYK
0.0.0.0

Black

RGB
0.0.0

CMYK
0.0.0.100



Light grey

RGB
248.247.252

CMYK
3.3.0.0

Red

RGB
228.0.43

CMYK
0.93.79.0

PANTONE
185C

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03 Typography

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03.
Typography

San Bleu Kingdom

Used for titles, emotional texts and notices.

San Bleu Kingdom – Light

0123456789
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

03.
Typography

Fakt

Used for texts, chats, technical features.

Fakt – Light

0123456789
ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijklm-
nopqrstuvwxyz

Fakt – Normal

0123456789
ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijklm-
nopqrstuvwxyz

04 Pictures

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04.
Pictures

Still life on neutral background

Frontal view and light shadow on the grond. On grey or white background, to create a slihgt contrast and detachment from the color of the support.

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04.
Pictures

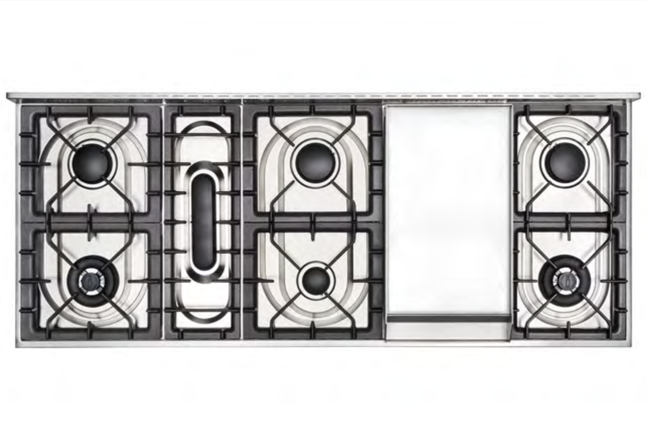
Still life on neutral background

Frontal view and light shadow on the grond. On grey or white background, to create a slihgt contrast and detachment from the color of the support.

04.
Pictures

Details

Ortogonal framings or simple perspectives with a single vanishing point are to be preferred. Vertical framings should be parallel.



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04.
Pictures

Set photos
– General

Products must be placed in elegant and refined environments, with a special attention to the international design trends, through a careful choice of the finishes, of the furniture and of the accessories.

The framings must prefer central perspectives, ortogonal views that enhance the product.

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04.
Pictures

Set photos
– Details and views

Products must be placed in elegant and refined environments, with a special attention to the international design trends, through a careful choice of the finishes, of the furniture and of the accessories.

The framings must prefer central perspectives, ortogonal views that enhance the product.

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Live, Cook, Love.