

The institutional logo

A new identity doesn't necessarily mean a new logo. That's why the diadora logo of the future will be the diadora logo of the past: the original one, so called "cinquepalle" (5 circles).

It's a logo that represents the DNA of diadora, its very beginning and its very tomorrow, its founding values and mission.

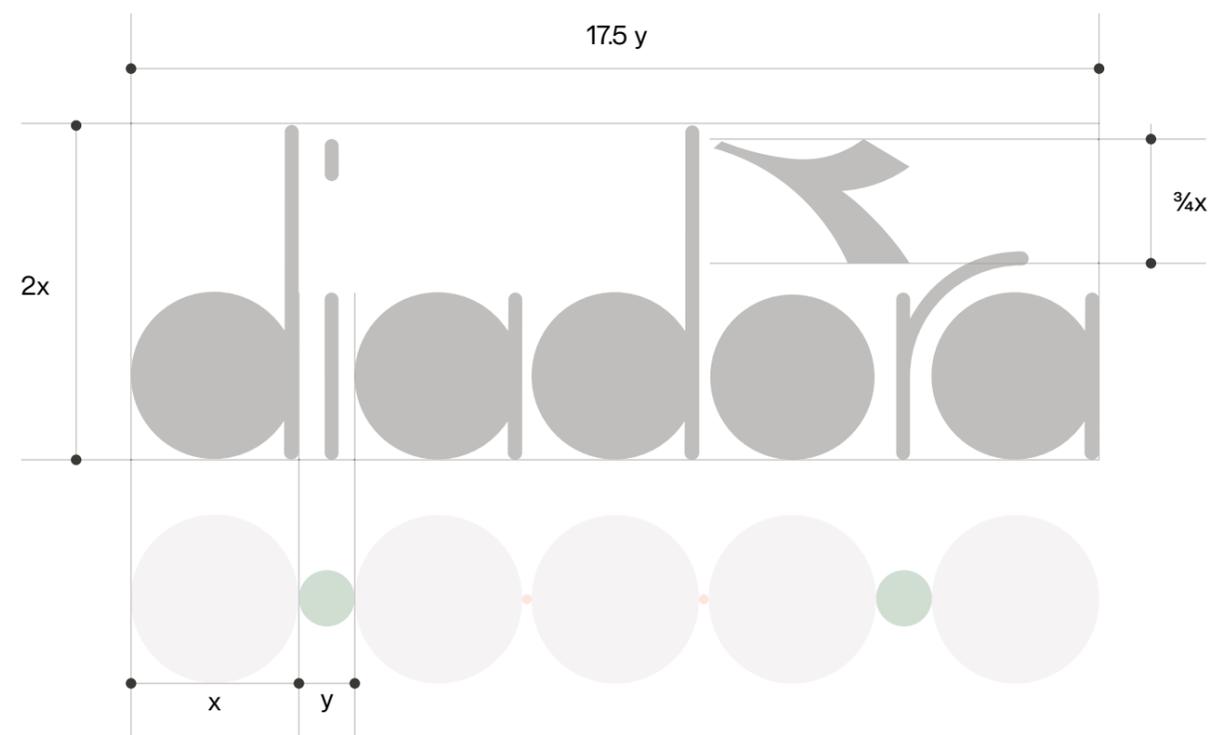
Compared to the original one, the logo has been revised in great detail, by using its essential unit – the circle – as the unit of measurement to redesign the Fregio and give a new harmonious proportion between all the elements of the logo.

From now on, it will have to be considered as the official diadora logo to be used in all the institutional occasions: from the official website to the products, from the PR materials to the signature of commercials.

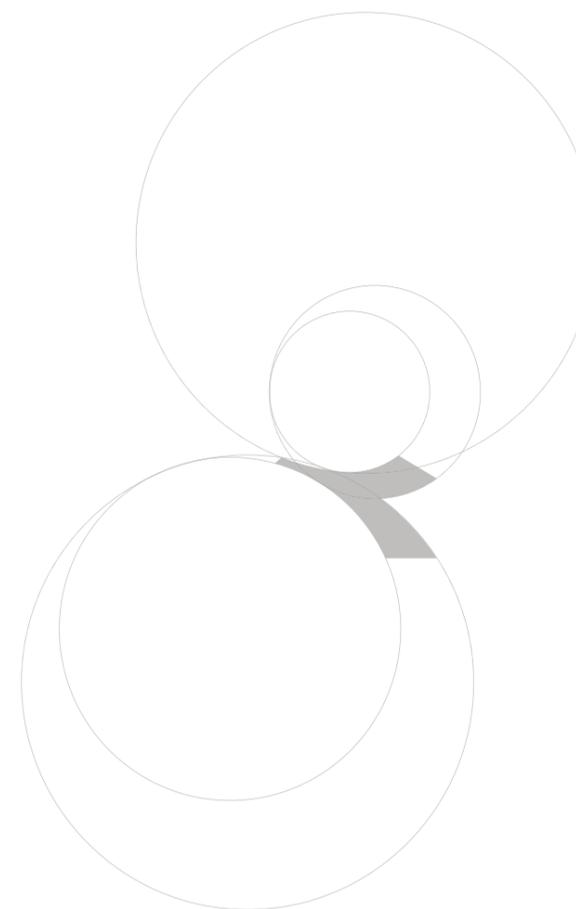
Proportions and design

The circle actually represents the basic unit of the brand and defines its true essence. Spaces, widths, heights and all the proportions of the logotype are calibrated according to this unit. So it is very important to take it as the reference point to respect the distances between each part of the logotype. When the brand appears inside a text, it should be written as a proper noun, but with the initial letter in lower case, namely: diadora. The Fregio (Fregio) has been redesigned within the intersection point of the 5 circles, so to appear more harmonious.

Logotype

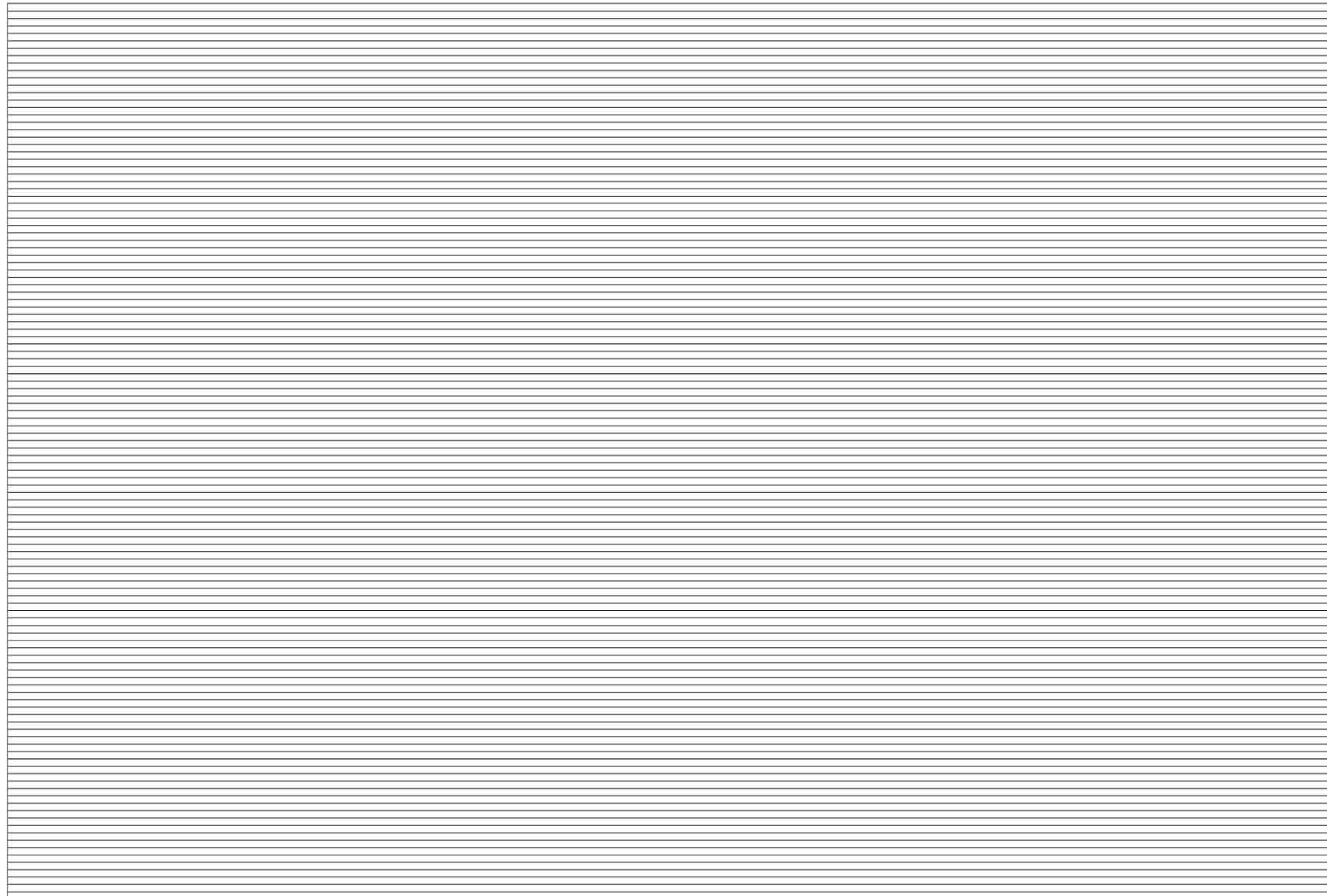


Fregio



Reduction

To keep it always clearly legible, the minimum size of the logo is determined by the width, which cannot be reduced more than 20 mm.



width: 20 mm



width: 40 mm



width: 60 mm



width: 70 mm



Exclusion zone

The exclusion zone, which represents the area that must be left free from any other graphic element or message, must be always respected. Especially when the logo has to be positioned onto materials or media which may contain other logotypes or graphics. Even in this case, the circle unit should be taken as the reference point.



Don'ts

To ensure a consistent and appropriate brand identity, a general set of guidelines for the logo usage is outlined as follows. No elements of the logo may be recreated, deleted, cropped or reconfigured. It is recommended to use the logo in its institutional version. Always comply with the guidelines avoiding the usages shown here below.

Usage of the logo without the Fregio.



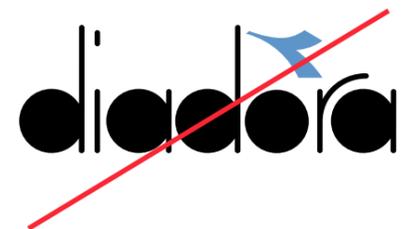
Change of the proportions.



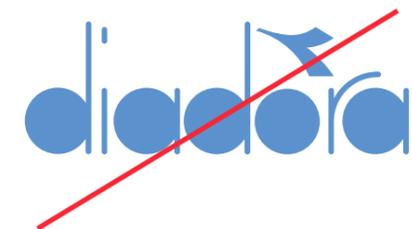
Change of the proportions between logotype and Fregio and their respectively positions.



Usage of two different colours for the logotype and the Fregio.



Usage of another colour.

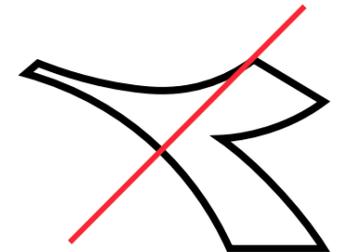
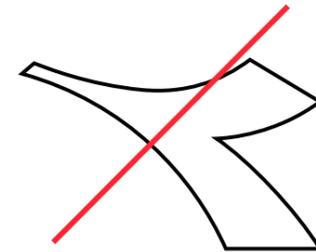
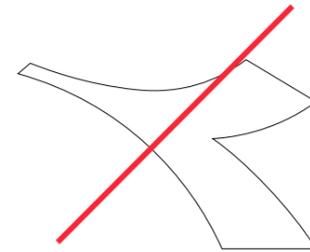


Fregio

Do's



Don'ts



Thank you

