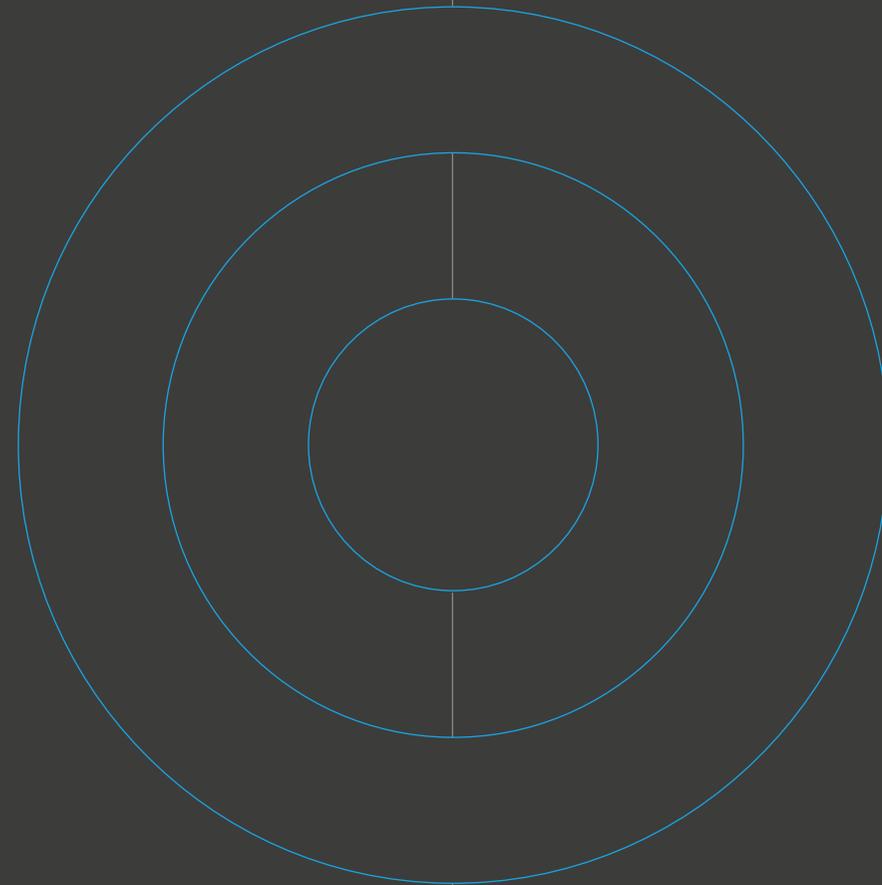




VISUAL BRAND IDENTITY GUIDELINES

2023



Guidelines for the use of visual
brand identity.



Visual Brand Identity Guidelines 2023

Address

Rome

Sante Bargellini 62,
00157 Rome (RM)
Italy

Milan

Viale Piemonte 37,
20093 Cologno Monzese (MI)
Italy

Dubai

Office n. 124, Bldg 8,
Dubai Media City,
UAE

London

Great Portland Street 85,
London W1W 7LT
UK

How to contact us

innovation@overttechnologies.com

Where to find us

overttechnologies.com

Index

01

INTRODUCTION 04

02

TRADEMARK 05

Pictogram	06
Logo Mark	06
Structure	07
Respect area	08
Size and legibility	09
Examples of mark usage	10

03

PAYOFF 12

Structure	13
Respect area	13

04

COLOURS 14

Colour version	14
Monochrome version	15
Negative version	15

05

FONT 16

Barlow family	17
---------------	----

06

CORPORATE IDENTITY 18

Letterhead	18
Business cards	20
Folder	24
Background	28

07

RESOURCES 30



01

Introduction

The [Manual](#) guides the applications for the correct and unambiguous use of the OVER trademark.

The division into sections with interactive hyperlinks makes it a dynamic, efficient and user-friendly tool for the practical use of the trademark.

The [Manual](#) represents the development of a communication project that OVER has undertaken, in constant evolution. The aim is to align and improve the application of the brand through the correct use of the criteria and guidelines contained in this [Manual](#).

The first part of the [Manual](#) illustrates the brand by explaining its concept and analyzing its compositional elements and possible variations. Likewise, this section also explores the graphic detail designed for the corporate **Payoff**. In the second part of the [Manual](#), on the other hand, the correct application of the trademark is indicated with examples of correct or incorrect use and with examples of applications within the various corporate documents.

Along with the trademark use manual, there is a package with usable logos and constantly updated marketing materials. Although the manual sets out the specific guidelines for the correct use of the trademark, there may be some cases in which application in a manner not indicated would be appropriate. In these particular cases, approval should be sought from the Innovation team before proceeding via innovation@overttechnologies.com.



02

Trademark

The following pages outline the principles and guidelines governing the proper use of the OVER trademark. This chapter discusses the genesis of the trademark, its composition, area of respect, and minimum reproduction size.

The OVER trademark is composed of two elements:

- Pictogram
- Logotype

The two elements are combined following a precise structure that cannot be changed, the only possible variation being that proposed for the secondary version of the mark (more information in the dedicated chapters).

The logotype decomposed into its elements is analyzed below.



02

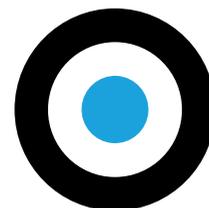
Trademark

Pictogram
Logotype

PICTOGRAM

The pictogram, an integral part of the brand, wants to immediately recall the concept of our target: energy. It is essential, not only from a financial point of view for our customers but also in terms of sustainability, which is becoming increasingly important in society. Thanks to the analysis and study of energy consumption, we can reduce consumption and, therefore, costs for our customers, identify anomalies, minimise the possibility of accidents and, above all, comply with the law, internal policies and the environment.

The colour that has been selected for the logo leads back to the concept of electricity, but at the same time to a clear sky, a direct result of an optimisation of consumption thanks to OVER.



LOGOTYPE

The name decision was born from the determination and perseverance that has always characterized the OVER team in overcoming obstacles and difficulties of all types. Thus, managing to go “beyond” the present boundaries is the direction to maintain and a feature of all experts within OVER.

To be able to highlight the chosen naming, eliminating any disturbance, we opted for a legible, clear and simple font, in line with all OVER products. Indeed, simplifying extremely complicated concepts is one of the key points that led OVER to success.

The OVER logo uses the Montserrat Bold font.

More details for using fonts in the dedicated chapter.

OVER



02

Trademark

Structure

Therefore, the structure of the brand, the distance between the various elements, follows a geometry that ensures compositional consistency.

Respect for this geometry and the distance between the design and the text is an integral part of the logo and cannot be changed.

If, for space or alignment with other graphic elements, an appropriate layout or size of the primary mark is not possible, use the secondary version of the mark (also known as the vertical version).

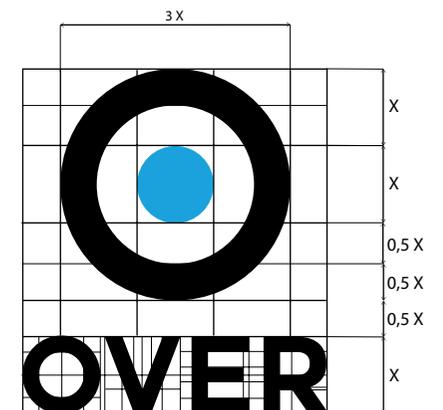
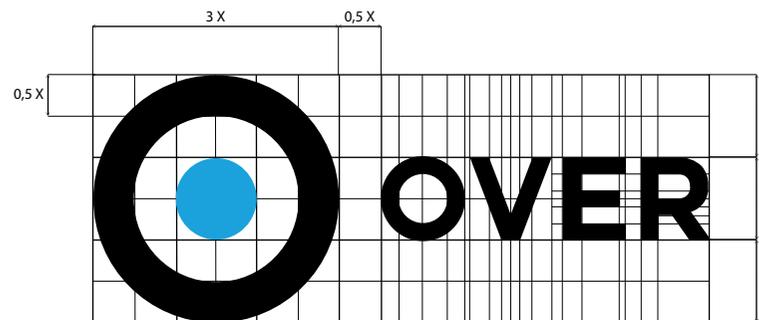
The secondary mark's structure follows the horizontal version's proportional ratio.

The pictogram is placed above the logo and centred on it.

The distance between the pictogram and the logo is the same as between the two elements in the horizontal version.

To ensure the correct size ratio between the various elements, the height of the OVER logo is taken as the unit of measurement.

Below are the construction lines for the leading trademark.



02

Trademark

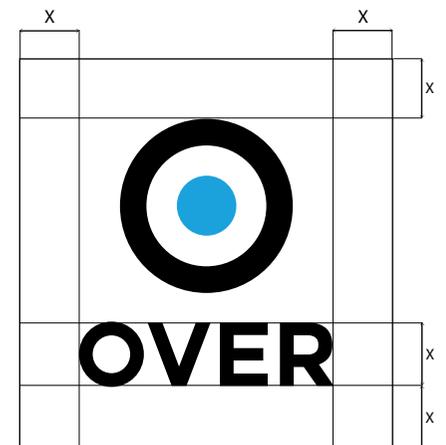
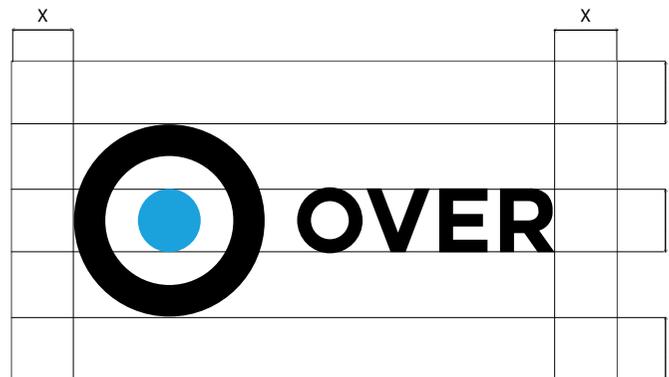
Respect area

As stated in the previous chapters, the mark should not change the proportions between the pictogram and the logotype, even when scaling down.

The minimum reproduction size of the mark should be at most 30 mm in width to ensure the readability of the mark itself.

Constantly evaluate according to the document being processed, which is the correct reproduction scale to ensure proper mark visibility.

Below are some reproduction examples at different scales, up to the minimum allowed.



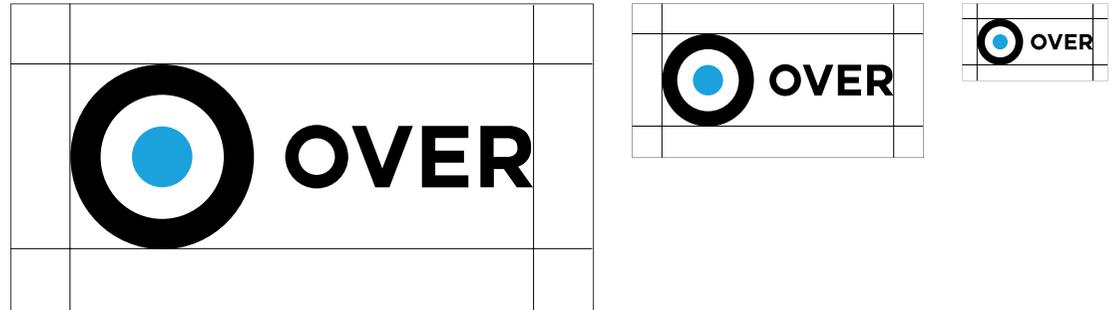
02

Trademark Size and legibility

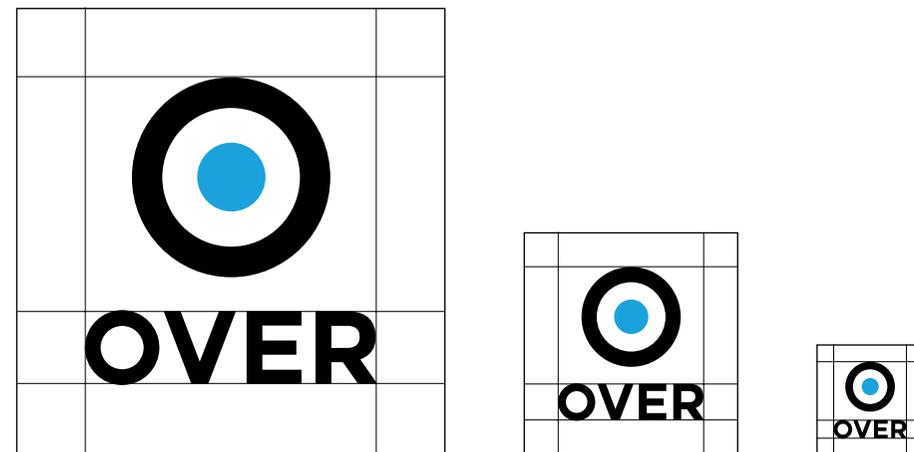
The secondary version of the mark has a different minimum reproducibility measure than the main version.

Again, the width of the mark, including the buffer area, is considered, and its minimum size will be 20 mm.

Horizontal version



Vertical version



02

Trademark

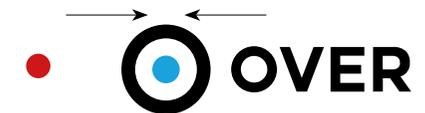
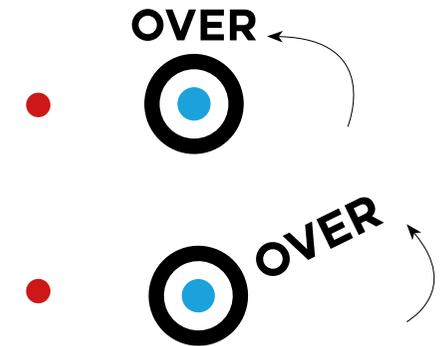
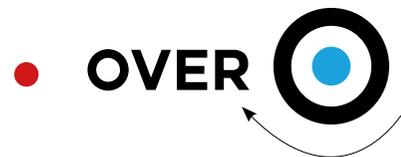
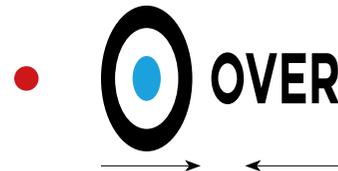
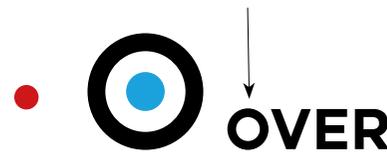
Examples of mark usage

Examples of **correct use** of the mark



Examples of **misuse** of the mark

The logo must be placed without inserting other graphic elements within the respect area. The parts that make up the mark cannot be arbitrarily moved, rotated, resized or deformed.



Rimozione della lettera O

02

Trademark

Examples of mark usage

Examples of **correct use** of the mark

- 
- 
- 

Examples of **misuse** of the mark

- 
- 
- 
- 
- 
- 
- 



03

Payoff

The Payoff is that verbal element that accompanies a company's logo and has the task of summarizing in a simple sentence the essence of the company, leaving a positive feeling in the audience.

The company **Payoff** consists of the English phrase "The leading technology for a sustainable tomorrow".

The font used is Barlow Bold, and the colour used is black, except for the two keywords "sustainable" and "tomorrow", in line with the Pantone chosen for the brand (Pantone 299 C) to highlight the core business.

It is preferable to keep the structure and layout of the words shown below, respecting the presence, the arrangement and the proportion concerning the decorative element (the rectangle with the company colours).

	THE LEADING TECHNOLOGY FOR A SUSTAINABLE TOMORROW	



03

Payoff

Structure and respect area

The sentence is balanced by pacing the text according to a crescendo. All the focus is on the last two words, "sustainable tomorrow", which must always stay on the same line.

As for the respect area for the Payoff version, the unit of measurement chosen remains the same as for the horizontal logo (the height of the body of the text).

Again, the files provided by the Innovation team include the buffer area for ease of use. The respect area will follow the following proportions.



04

Colours

Depending on the context of use, you can choose the main colour version of the mark, its monochrome version or the negative version to ensure the best possible legibility. Read more about the choice of use in the chapter on examples of trademark use.

The colour used within the mark are:

- **Pantone Black C**
- **Pantone 299 C**

Pantone colour 299 C can be considered the main colour used within the mark and in the texts aligned with the corporate visual identity.



Pantone Black C

R 0
G 0
B 0

000000

C 0
M 0
Y 0
K 100



Pantone 299 C

R 0
G 163
B 224

00A3E0

C 79
M 7
Y 0
K 0



NEGATIVE VERSION



**THE LEADING
TECHNOLOGY FOR A
SUSTAINABLE TOMORROW**

MONOCHROME VERSION



**THE LEADING
TECHNOLOGY FOR A
SUSTAINABLE TOMORROW**

05

Font

Barlow Font Family

Font description

Modern font sans serif

Barlow is a family of slightly rounded, low-contrast fonts. The speciality of these fonts is their minimal and highly functional form, designed primarily to create a comfortable and stress-free reading experience. It can be applied anywhere and used both for reading via the device and working on printed paper.

BARLOW

05

Font

Barlow family

Barlow Light

Barlow Light 10pt
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Barlow Medium

Barlow Medium 10pt
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Barlow Bold

Barlow Medium 10pt
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Barlow Light

Barlow Light 20pt
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Barlow Medium

Barlow Medium 20pt
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Barlow Bold

Barlow Medium 20pt
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



06

Corporate Identity

Letterhead

Letterhead structure

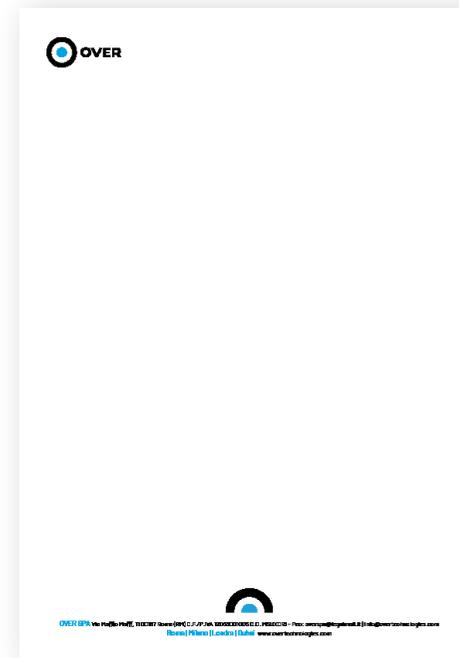
In corporate forms, the brand name will always be positioned at the top left of the sheet and accompanied by the graphic element in the figure. All versions provide the same structure:

OVER SPA
Via Maffio Maffii, 11
00157 Rome (RM)
C.F./P.IVA 12065001005
info@overttechnologies.com
Operational Locations
Milan Rome Dubai London
www.overttechnologies.com

Letterhead size is Uni A4 (210x297 mm), hand-use type paper, white, weighing 100g per sqm.

On letterhead, all graphics are concentrated centrally at the bottom of the sheet, with the logo trimmed over the text.

To facilitate letterhead use and ensure uniformity in internal and external communications, the Innovation team provides preset Word format documents with the margins and text styles already established and not editable.





OVER SPA Via Maffio Maffi, 11 00157 Roma (RM) C.F./P.IVA 1208501005 C.D. MSUXR1 - Pec: overspa@legalmail.it | info@overttechnologies.com
[Roma](#) | [Milano](#) | [Londra](#) | [Dubai](#) | www.overttechnologies.com



06

Corporate Identity

Business card

FRONT



BACK



The format of the OVER business card presents a size of 85x55 mm, hand-use type paper, white, weighing 300g per sqm. The business card has personal information on the right and reference location information on the left. An example of a front and back card is shown below.



06

Corporate Identity

Business card



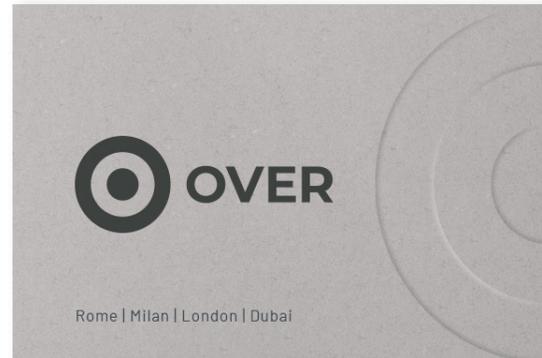
06

Corporate Identity

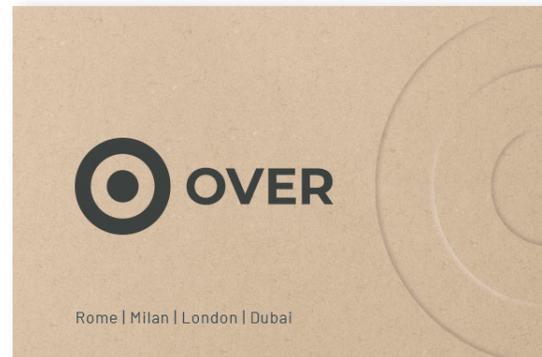
Business card
ECO version

Version made on recycled kraft or natural grey 350gr paper with monochrome printing and embossed logo on front and back side

FRONT



BACK



06

Corporate Identity

Business card



06

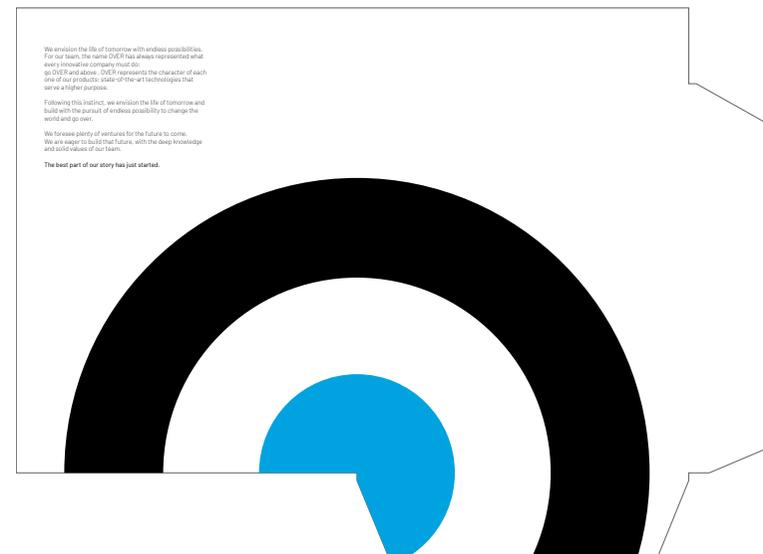
Corporate Identity

Folder

The business folder is intended for the collection of informational and business materials. The folder format allows the collection of material up to A4 size. The folder is printed on white paper weighing 300g/sqm and die-cut following the shape in the example figures for the front (outside) and back (inside).



EXTERNAL



INTERNAL





06

Corporate Identity

ECO "sack" version folder, kraft or natural grey paper



Version 1



Version 2

The version made on recycled kraft or natural grey 350gr paper





The leading technology
for a sustainable tomorrow

In the last 10 years, we have gone OVER and above, placing innovation as the steering vision guiding our actions since the very beginning of our journey. We shape the next generation of state-of-the-art technologies designed to decrease energy consumption and create healthier indoor environments. On a continuous path of growth with this distinct mindset impressed in our pioneering minds, we strive to change the future in a sustainable way.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.



OVER SPA Via Marfili, 14/15, 11055 Poma (PR) C.F. 03403000300 C.D. 19420281 P.01: www.overgroup.it info@overgroup.it
Roma | Milano | Londra | Dubai | www.overgroup.com



The leading technology
for a sustainable tomorrow

In the last 10 years, we have gone OVER and above, placing innovation as the steering vision guiding our actions since the very beginning of our journey. We shape the next generation of state-of-the-art technologies designed to decrease energy consumption and create healthier indoor environments. On a continuous path of growth with this distinct mindset impressed in our pioneering minds, we strive to change the future in a sustainable way.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.



OVER SPA Via Marfili, 14/15, 11055 Poma (PR) C.F. 03403000300 C.D. 19420281 P.01: www.overgroup.it info@overgroup.it
Roma | Milano | Londra | Dubai | www.overgroup.com

06

Corporate Identity

Background

The backgrounds used result from combining the elements presented in the previous paragraphs. Graphic elements can be repositioned according to format and communication needs. The following is an example of the corporate desktop/tablet background.

BACKGROUND LAPTOP



TABLET BACKGROUND





THE LEADING TECHNOLOGIES FOR
A SUSTAINABLE TOMORROW

THE LEADING TECHNOLOGIES
FOR A SUSTAINABLE
TOMORROW



OVER



THE LEADING TECHNOLOGIES FOR
A SUSTAINABLE TOMORROW

07

Resources

Below are some direct links to the Corporate page on our website, where you can download the information and technical materials.

Logos OVER:

<https://www.overttechnologies.com/download/over-logo-in-vari-formati/>

Logo Barlow family:

www.overttechnologies.com/download/over-fonts/

Letterhead:

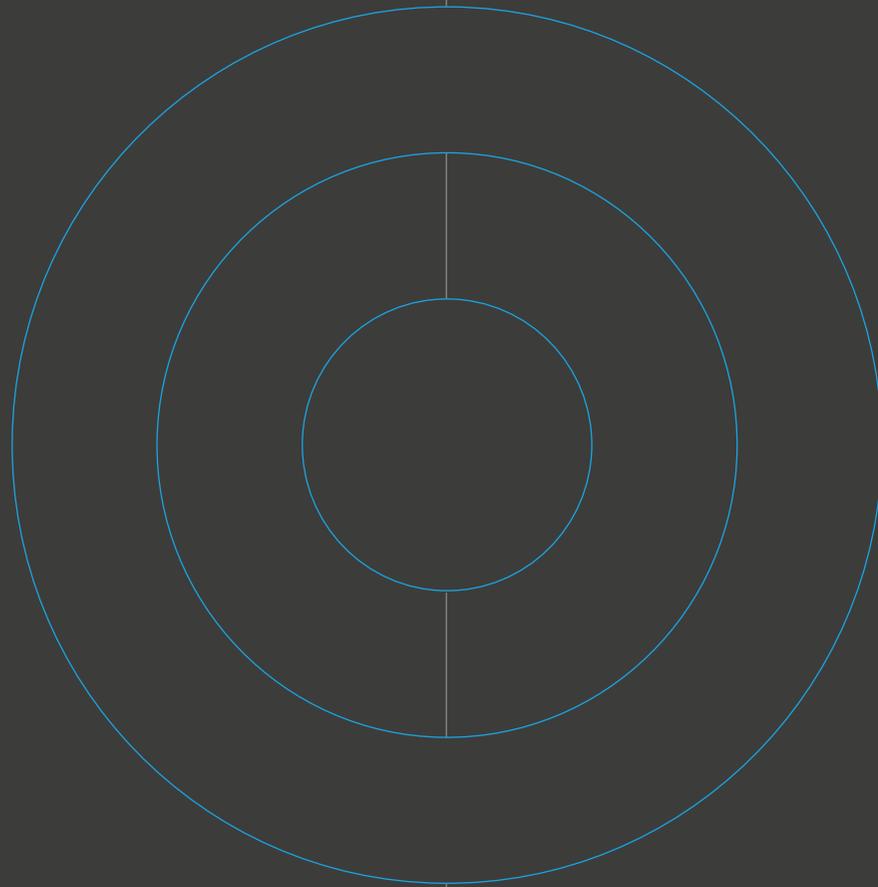
www.overttechnologies.com/download/over-letterhead/



Visit the **Corporate page** to download more materials.







Rome Milan Dubai London

www.overttechnologies.com