

Instructions for using the logo **MANDARINA DUCK**

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The logo

MANDARINA  DUCK

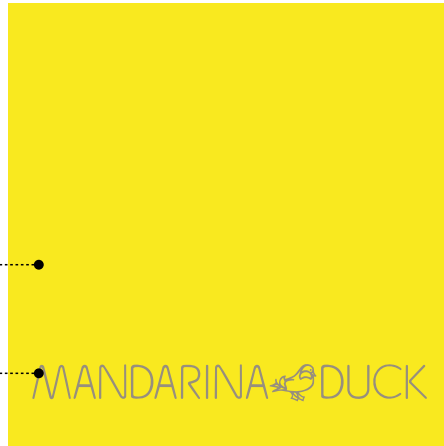
The logo on positive and negative background



Pantone 109



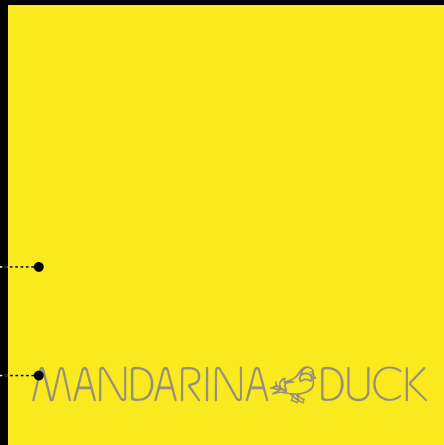
Pantone 404



Pantone 109

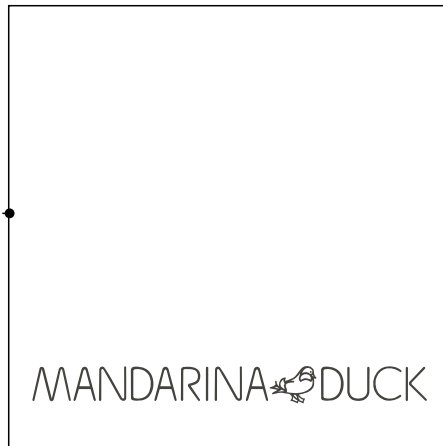


Pantone 404



The logo in black & white

Black outline
thickness mm. 0,2



Logo reductions

The logo “Mandarina Duck” can be reduced in printing up to 11 mm (base), while it can be raster scanned (72 dpi) up to 51 pixels. If a further reduction is required, it is advisable to use the **optional** logo made to support further reductions and keep the official logo recognizable and unaltered.

Print



mm. 11

mm. 10

Video & web



pixels 51

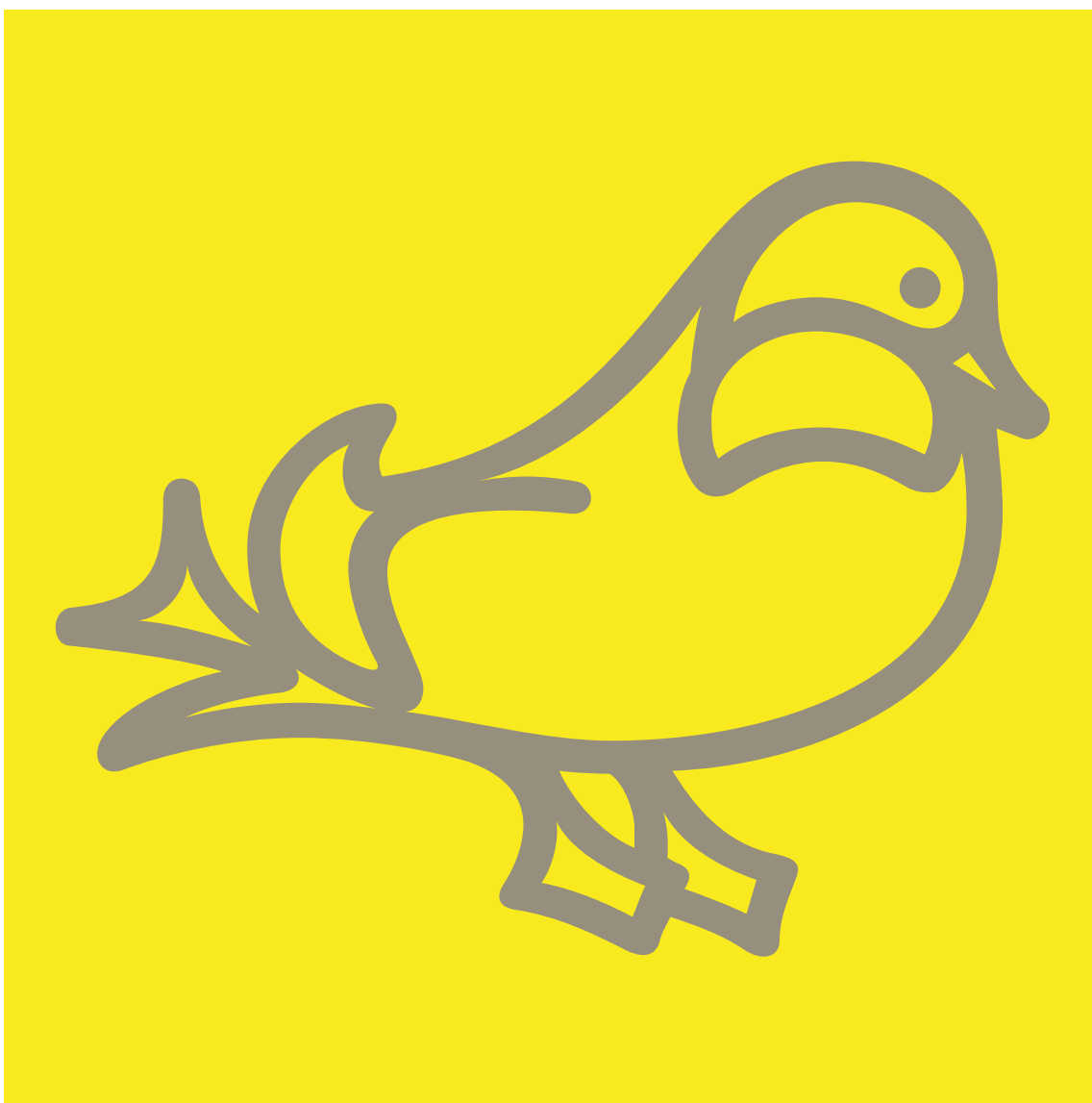
pixels 50

Optional logo

TO USE ONLY WHEN IT IS NECESSARY TO HAVE THE SMALLEST LOGO DIMENSIONS

› see “**Logo reductions**” section

Colours and impressions on coloured backgrounds are the same as for the official logo



Do not alter the logo

The logo cannot be changed.
Do not fall into the temptation of changing it anyway!



NO



NO



NO



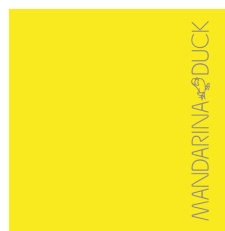
NO



NO



NO



NO



NO



NO



NO



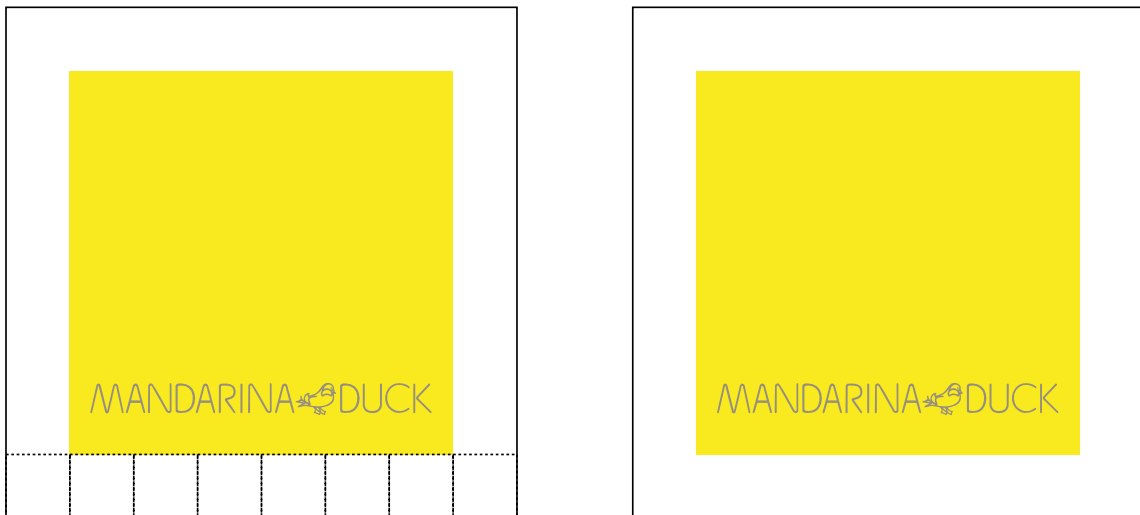
NO



NO

Logo spacing

It is advisable to keep a rather large spacing around the logo.
At any rate, it shall never be less than specified:



The perimeter margins are $1/6$ of the base length.

Do not make the logo coincide with the layout cutting line.

The logo can be positioned inside a photo without spacing limits provided that it is far from the edges.

Institutional colours



Process system	RGB system	HTML system	HTML secure system	Pantone system
- Cyan 9% Magenta 94% Yellow - Black	255 Red 232 Green 15 Blu	# FF E8 0F	# FF CC 00	109



Process system	RGB system	HTML system	HTML secure system	Pantone system
- Cyan 79% Magenta 94% Yellow - Black	203 Red 33 Green 37 Blu	# CB 21 25	# CC 33 33	1792



Process system	RGB system	HTML system	HTML secure system	Pantone system
100% Cyan 79% Magenta - Yellow - Black	13 Red 15 Green 132 Blu	# 0D 0F 84	# 00 00 99	2738



Process system	RGB system	HTML system	HTML secure system	Pantone system
100% Cyan - Magenta 91% Yellow 27% Black	13 Red 105 Green 40 Blu	# 0D 69 28	# 00 66 33	356



Process system	RGB system	HTML system	HTML secure system	Pantone system
- Cyan 8% Magenta 23% Yellow 56% Black	103 Red 95 Green 84 Blu	# 67 5F 54	# 66 66 66	404

Colours: layout proportions



No admitted coloured backgrounds

The institutional Mandarin Duck background is normally **white**.
Other colours may be used, excepting colours with a prevalence of yellow, particularly the shades below:

MANDARINA+DUCK

C 18 - M 3 - Y 100 - K 0
R 209 - G 229 - B 8

MANDARINA+DUCK

C 0 - M 3 - Y 100 - K 10
R 229 - G 222 - B 0

MANDARINA+DUCK

C 0 - M 16 - Y 100 - K 0
R 255 - G 214 - B 0

MANDARINA+DUCK

C 0 - M 3 - Y 100 - K 0
R 255 - G 247 - B 0

MANDARINA+DUCK

C 0 - M 3 - Y 100 - K 0
R 255 - G 247 - B 0

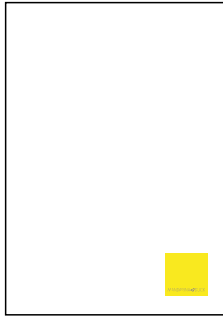
MANDARINA+DUCK

C 0 - M 3 - Y 100 - K 0
R 255 - G 247 - B 0

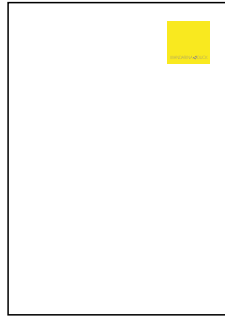
Layout

Positioning the logo in the layout

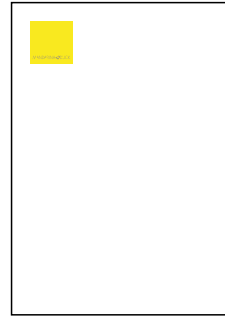
In order of preference:



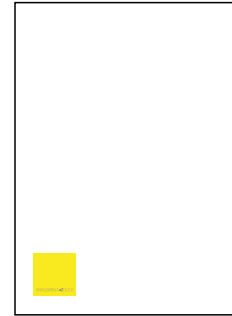
1



2



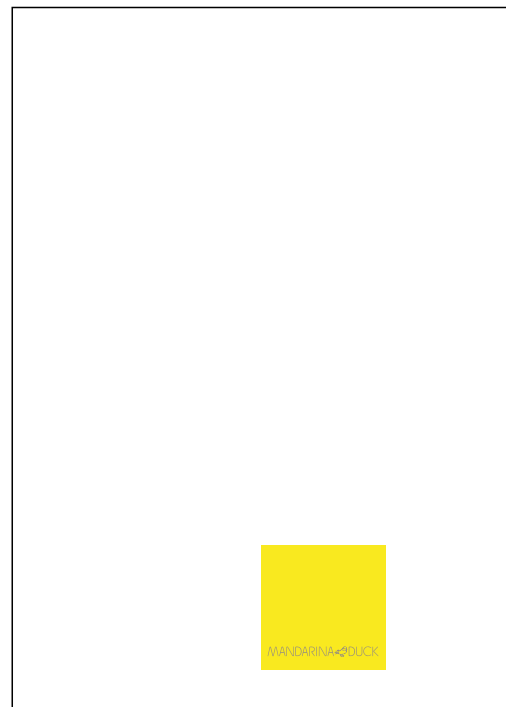
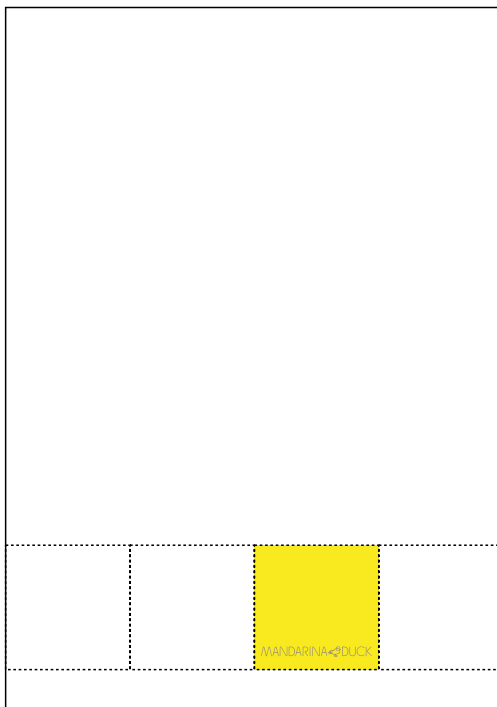
3



4

Dimensions of the logo in the format

UNI format: $\frac{1}{4}$ of the format shorter side is the maximum length of the logo base.
The minimum length is at the user's discretion.
Take into account that the logo lettering shall always be readable.
Should a considerable reduction be required, see the "Logo reductions" section.



Elongated format: the ratio logo/format is at the user's discretion.
Generally, when increasing one side compared to another, it is advisable to proportionally increase the logo dimension.

Layout

Fonts

The institutional Mandarin Duck typeface is “**FF Meta Plus**” published by FontShop International (www.fontfont.de).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234

Use this weight:

	Roman	Italic	Caps	Italic Caps
Meta Normal	Duck19	<i>Duck19</i>	DUCK19	<i>DUCK19</i>
Meta Bold	Duck19		DUCK19	
Meta Plus Black	Duck19			

It is advisable to use Meta Normal for body text.

As regards the text setting in numerical tables, use the “Caps” versions.

Avoid using the symbol (') for inches and minutes instead of (") and (') in the text.

Avoid using the symbol (") for seconds instead of (") and (") in the text.

To emphasize a phrase, do not use only the capital letters but also the small capitals called "Caps".

Example:

DO NOT JUSTIFY the text in a column
instead of
DO NOT JUSTIFY the text in a column

In cataloguing and in colophon telephone numbers, always try to space as follows:

Task Bag | 47 H 09 or tel. +39-02-58 10 11 57

Try to use ligatures characters as much as possible:

fi (mac= Option-Shift-s)
fl (mac=Option-Shift-d)
ffl (mac= Option-Shift-v)

At present the font family is not a web-font installed on every computer for web pages in html language, so the substitutive typeface for MAC is “Geneva”, while for WIN it is “Verdana”. The ideal body size is 10px.