

## Marchio Registrato

### Guida all'utilizzo del Marchio

GlobalTrust Italia S.p.a., con sede in Terni, Piazza San Pietro 2, rende noto che le denominazioni:

- GlobalTrust**
- GlobalTrust Italia**
- GlobalTrust SpA**
- GlobalTrust Italia SpA**
- GlobalTrust Securing the Globe**

costituiscono marchi d'impresa regolarmente depositati da GlobalTrust stessa, che ne detiene il diritto d'uso esclusivo, per contraddistinguere beni e servizi di propria produzione. Pertanto ogni iniziativa posta in essere da soggetti terzi, volta ad utilizzare tali marchi o diciture analoghe, in qualsivoglia contesto e per qualsiasi finalità, integra a tutti gli effetti la fattispecie della contraffazione di marchio.

Allo stesso modo, **GlobalTrust Italia S.p.a.** rende noto che tutti i prodotti contenuti nel sito **globaltrust.it** e in tutti i siti del Gruppo sono state elaborate da **GlobalTrust** medesima in modo originale e sono perciò da considerarsi opere dell'ingegno di carattere creativo, come specificamente protette. L'utilizzo da parte di soggetti terzi, senza specifica richiesta e approvazione a **GlobalTrust** costituisce una violazione delle norme poste a tutela del diritto d'autore, di cui alla [Legge 22/4/1941, n. 633](#), oltre ad integrare una fattispecie di reato ai sensi della Legge medesima.

Visualizza domanda di registrazione presso l'[OAMI – Ufficio dell'Unione Europea Marchi Disegni e Modelli](#).

La restante parte in lingua inglese



## Trademark Colors

You may use the Trademark in one of the following ways:

The Trademark has been designed using one PMS (Pantone Matching System) and black. The mark “**GlobalTrust**” is PMS 485 and the word “**Securing the Globe**” is PMS Process Back C.

### Primary Color: Red



#### Print Media

**PMS** 485 Coated

**RGB** 255, 0, 0

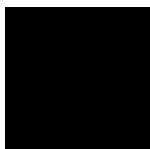
**CMYK** 0,100, 91, 0



#### Digital Media

**RGB** 254, 0, 12

### Primary Color: Black

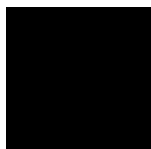


#### Print Media

**PMS** Process Back C

**RGB** 0, 0, 0

**CMYK** 75,68,67, 90



#### Digital Media

**RGB** 0, 0, 0

The Trademark when re-produced is to always be PMS, CMYK or RGB as stated above. When re-produced in B&W the designation must always be solid black - never grayscale.

# Standards Guide Corporate Identity

## Corporate Logo Guidelines

### Building a Consistent Brand Image

The GlobalTrust trademark is one of the company's most valuable assets. It is the fundamental style, quality, character, and personality that distinguishes our company from all others. It is a unique mark that visually represents GlobalTrust - the people, the products and the philosophies. When we continue to use our corporate identity consistently our identity becomes stronger, more memorable and valuable. No GlobalTrust communication should appear without it.

The more frequently the corporate identity is used and used consistently - the typeface, the colors and tagline - the greater the recognition and the recall, thereby enhancing the perception in their market - with our investors, customers, prospects, media and analysts.

Managing and maintaining a consistent brand presence in the marketplace is essential to leveraging and building the GlobalTrust brand. This document provides guidelines to help you protect the GlobalTrust brand, and tools to promote it.

## Logo Typeface

The GlobalTrust logo has been designed using customized typefaces and for greatest visual impact each letter has been positioned in its relative relation to the adjacent letterforms. These are never to be altered, mimicked or re-created in any manner whatsoever.

The logo has been made available in various file formats for all applicable uses. These include:

Official and correct logo treatment:



EPS, a vector file format that can be increased or decreased in size without any loss of quality.

TIFF, a bitmap format in high-resolution (300dpi) suitable for high quality printing. Improper recreation of logo:

GIF, a format for web and digital applications where the output will not exceed 72dpi. Logos in GIF format should never be used for printing as the low resolution of the file format will result in "blurry" or "fuzzy" print output, which would degrade the brand image of GlobalTrust.

## Buffer Zone and Proximity to Other Logos

The buffer zone given to the GlobalTrust logo ensures the greatest visual impact that the logo will have.

A clear area around the GlobalTrust logo will ensure the maximum visibility and impact on every communication. Avoid crowding the signatures with other graphic elements such as typography and imagery. As illustrated, the height of the letter "n" (X) has been chosen as the standard unit of measurement for calculating the signature clear area.

The minimum amount of space to be given is measured from the logo and is to be equal to the X space of the letter "n". This is to the left, right, top and bottom of the logo.

### Electronic & Print Media

Keep the clear area to each side of the GlobalTrust logo equal to or greater than the height of the letter "n" (X). Follow this standard for all media except signs, banners, etc. (see below).



### Signs, Banners, Etc.

Reproducing the GlobalTrust logo in sign applications often requires more flexibility. For banners, building facades, directory signs, monument signs, etc., provide a clear area equal to or greater than half (.5X) the height of the "n" (X).



## Staging the Logo

While the GlobalTrust corporate identity system provides some flexibility, consistent placement of the logo will help to ensure brand recognition and a cohesive look across media.

Place the logo in a prominent position

The GlobalTrust logo should be placed in one of the four corners of any given application, at least one "n" space (X) away from the edges.



This example illustrates the proper clear area and placement for the GlobalTrust logo in a printed application. Although more space is preferred, the body copy must be at least one "n" space (X) away from the logo. These guidelines apply to all applications, excluding signs, posters, banners, etc.