

**RESISTO®**

**RESISTO**®



OFFICIAL LOGO IN POSITIVE

**RESISTO**®



OFFICIAL LOGO IN NEGATIVE

**RESISTO**®



SECONDARY COLOUR VERSION

**RESISTO**®



BLACK ON WHITE VERSION

**RESISTO**®



WHITE ON BLACK VERSION



PROTECTION SPACE

**RESISTO**®

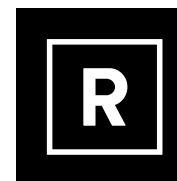
1.25 in



MINIMUM SIZE



SECONDARY LOGO/  
MAIN COLOUR



SECONDARY LOGO/  
BLACK AND WHITE



SECONDARY LOGO/  
SECONDARY COLOUR

**MONOGRAM VERSION**

It is possible to use the drop cap when the main logo has already been presented to the user and that the recognition of the RESISTO brand is undeniable. The drop cap underlines the spirit of the brand while creating a lighter and more diverse visual effect.

DON'TS

**RESISTO**®



CHANGING THE FONT

**RESISTO**®



ADDING OR REMOVING GRAPHICAL ELEMENTS

**RES  
ISTO**®



MOVING LOGO ELEMENTS

**RESISTO**®



DEFORMING THE LOGO

**RESISTO**®



PLACING THE LOGO ON A BACKGROUND THAT MAKES THE COLOURS VIBRATE

**RESISTO**®



PLACING THE LOGO ON A BACKGROUND OF A SIMILAR COLOUR

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CHANGING THE COLOURS OF THE LOGO

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PUTTING IN ITALIC

**RESISTO**®



PLACING THE LOGO ON A BACKGROUND WITH TOO MUCH TEXTURE

**RESISTO**



DO NOT USE WITHOUT THE ACRONYM REGISTERED (®)

Here are some examples of don'ts when using the official logo.

**PMS 485**

**CMJN**

**0 - 95 - 100 - 0**

**RVB**

**218 - 41 - 28**

**HEX/HTML**

**DA291C**

**PMS 2336**

**CMJN**

**76 - 69 - 68 - 33**

**RVB**

**78 - 75 - 72**

**HEX/HTML**

**4E4B48**