

sebastian
LANZETTI



BRAND IDENTITY MANUAL
Version 1. July 2014

Logo

Full colour logo (for printing & digital purposes)



One colour logo (for embroidery & vinyl purposes)

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Where the logo needs to be used on a coloured background other than black, it must always be used in either white or black - whichever reads best on the colour



Badge device

2 colour badge



Where the badge needs to be used on a coloured background other than black, it must always be used in full with only the web address type in either white or black - whichever reads best on the colour

Fonts & Colours

The main font used is **MOONHOUSE**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The secondary / subheading font used is **Futura Medium Condensed**

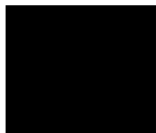
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The typesetting/digital font used is **Calibri**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



White



Black



Dayglo Green

Digital (RGB): R 8
G 251
B 65

Digital (Web): #08FB41

Business card



Standard: 90 x 50

Business card to be printed on 300gsm stock,
with Gloss Varnish/Laminate on front

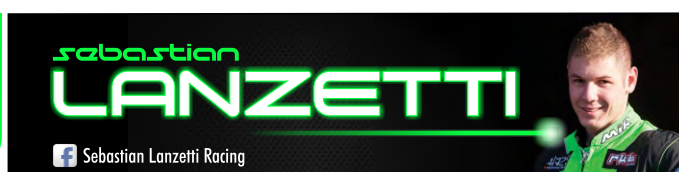
Depending on the print provider, the rounded edges
are available in standard 90 x 50 size or credit card
size 86 x 55.



Credit card size: 86 x 55

Email signature

Sebastian Lanzetti | +27 72 417 2223



CD Cover



+27 72 417 2223

✉ sebastian@lanzetti.co.za

📘 Sebastian Lanzetti Racing

www.lanzetti.co.za

Pull-up Banner: 1



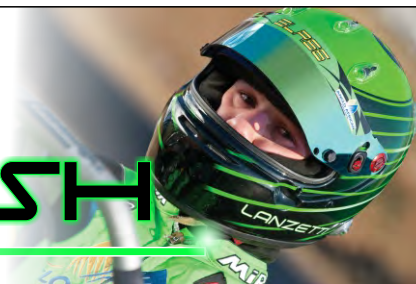
Pull-up Banner: 2



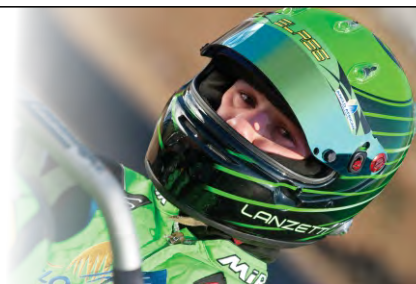
Press Release template



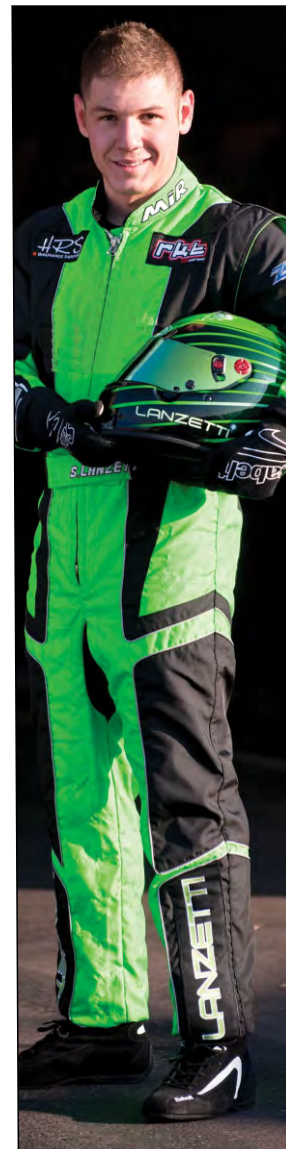
NEWS
FLASH



General page header



Letterhead template



Continuation page



Vehicle Branding



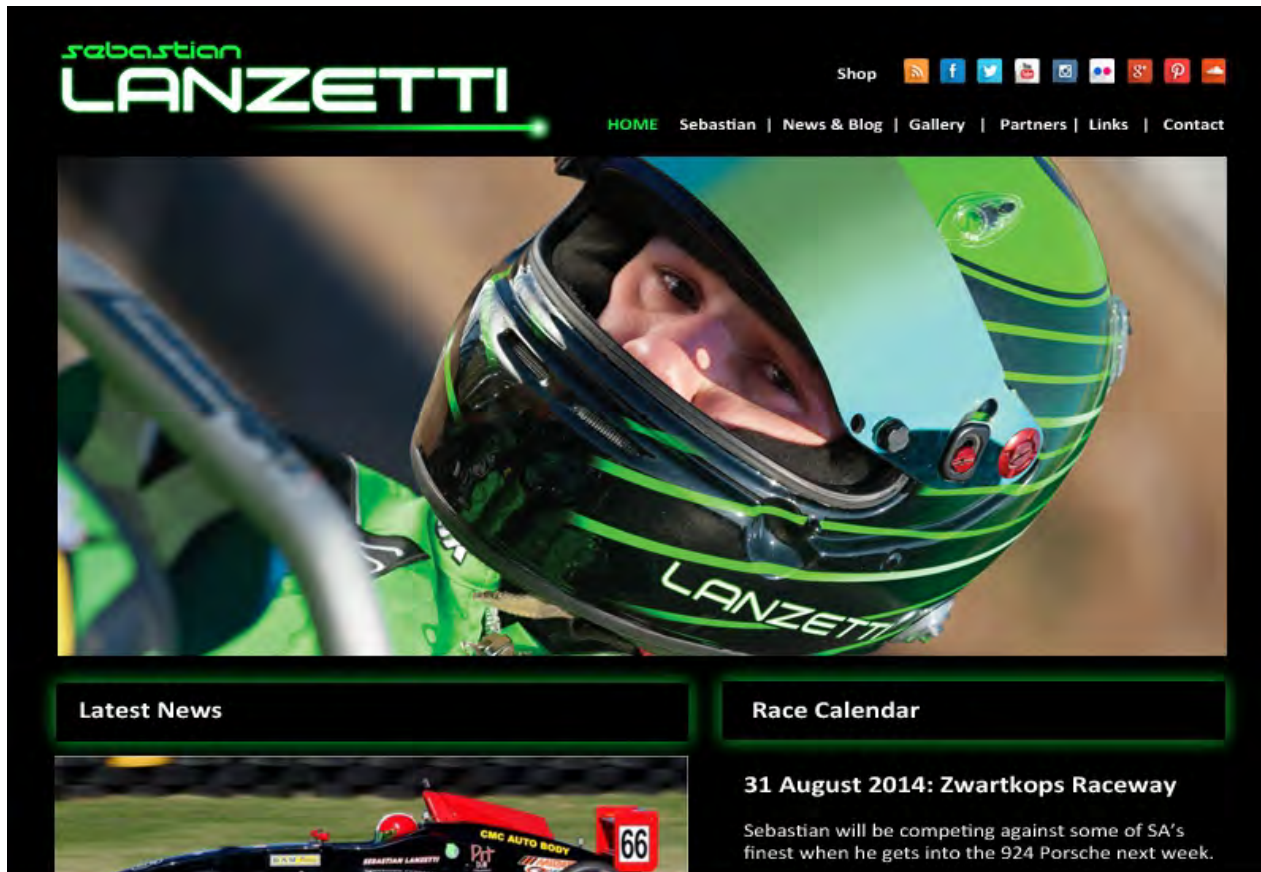
Front showing badge overlaid on existing green stripe.

Recommendation is to replace green stripe throughout with black and use either badge or full logo as shown on the two options created for the back.

Recommended side treatment shown below.



Website styling



The actual content will drive the number of buttons/tabs and this will affect the styling of the top banner area. The above is a suggestion of colouring and button style (with lazer backlit effect) to tie up with the rest of the CI.