



The Logo

The Vernites logo consists of a stylized fox, full-bodied, characterized by the curves that define its shape and position, and the company name. The font remains the same as in the previous version, with a color division that highlights the core business and references the family name. Chemical Group accompanies Vernites, evoking the industrial and research environment.

Pictogram



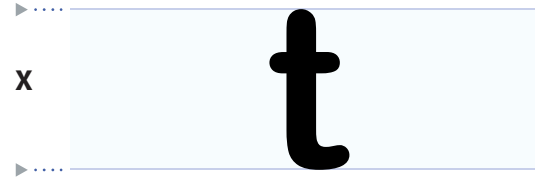
Logo

Logotype



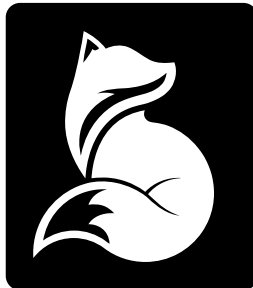
Compliance area

To ensure that the logo is fully readable, a clearance area must be maintained in which no other elements may be placed. This space is defined on the sides by the height of the letter “t” in the logo.



Monochromatic version

The logo variants in monochromatic black and white versions.



Minimum dimensions

To ensure that the logo is fully readable, the minimum dimensions should be observed when used on printed material and on the web. The logo should never be used in dimensions smaller than those indicated.



Minimum reduction on digital media and the web



Minimum reduction on printed media

Incorrect uses of the logo

The logo must always be used in its original form, without distortion, graphic additions, or changes in color or proportions.



Do not alter the proportions



Do not distort the logo.



Do not use the outline



Do not change the position of any element



Do not rotate the logo



Do not add color outlines or shadows

Use on photographic background

The two versions of the logo shown on this page may be used on a photographic background provided that the images have a uniform background that ensures good legibility.



Color palette

The logo variants in monochrome black and white.

MAIN PALETTE

ESX: F97036 RGB: 249.112.54
CMYK: 0,00 - 0,75 - 0.93 - 0,00

ESX: F9E2D8 RGB: 249.226.216
CMYK: 0,00 - 0,13 - 0,11 - 0,00



ESX: FFFFFFFF RGB: 255.255.255
CMYK: 0,00 - 0,00 - 0,00 - 0,00

ESX: 242424 RGB: 36.36.36
CMYK: 0,71 - 0,64 - 0,65 - 0,71



ESX: 557DBB RGB: 85.125.187
CMYK: 0,76 - 0,46 - 0,00 - 0,00

ESX: 519D79 RGB: 81.157.121
CMYK: 0,79 - 0,14 - 0,69 - 0.01



ESX: 435B84 RGB: 67.91.132
CMYK: 0,85 - 0,66 - 0,25 - 0.07

ESX: 382873 RGB: 56.40.115
CMYK: 0,95 - 1.00 - 0.19 - 0.07

SECONDARY PALETTE

Typography

The brand's main typography involves the use of the INTER font in the variations shown on this page and their respective italic versions. The use of styles and weights will be determined based on layout requirements.

The font license is free of charge and can be downloaded directly from the following link:

<https://fonts.google.com/specimen/Inter>

NUMBERS

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

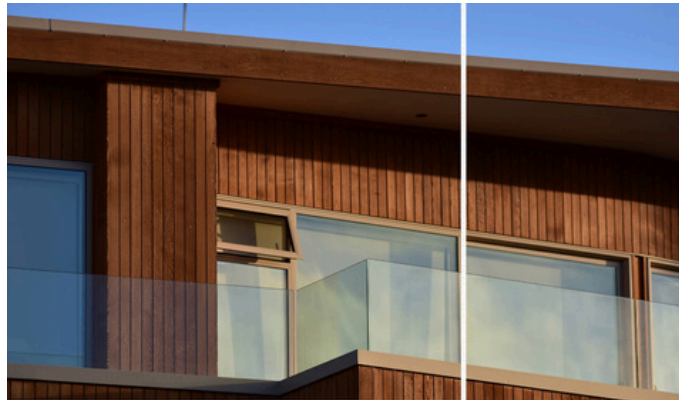
Informative content

Product carousels, customer instructions, newsletters.



Background

The decision to use a textured background is supported by the desire to make digital content tangible. Touch is fundamental to the product experience, which is why a surface that can be “visually touched” is reproduced.



Photographic processing

The geometric design aims to highlight the area treated with Vernites products and guide the observer's attention through the dynamic nature of the image.



IMPREGNANTI PER ESTERNO ED OLI

EXTERIOR IMPREGNANTS AND OILS

Text integration

Available in two languages, the weight may vary depending on the target audience. The text needs white space around it to be legible, especially as the number of characters increases.

Exemples



 **IMPREGNANTI PER ESTERNO ED OLI**
EXTERIOR IMPREGNANTS AND OILS

ESTETICA E PROTEZIONE PER IL LEGNO

Gli impregnanti all'acqua e gli oli per esterno Vernites uniscono l'estetica alla protezione, grazie a resine speciali che penetrano nelle fibre del legno.

*AESTHETIC AND PROTECTION FOR YOUR WOOD
Vernites water-based impregnating agents and outdoor oils combine aesthetics with protection, thanks to special resins that penetrate wood fibers.*



DIFESA COMPLETA

Contengono sostanze che proteggono la lignina e le fibre del legno dall'attacco di funghi, muffe, batteri e animali xilofagi.

*COMPREHENSIVE WOOD DEFENSE
They contain substances that protect lignin and wood fibers from fungi, molds, bacteria, and wood-eating insects.*



PROTEZIONE DAI RAGGI SOLARI

Colorati con pigmenti resistenti alla luce, riflettono le radiazioni solari per proteggere il legno all'esterno.

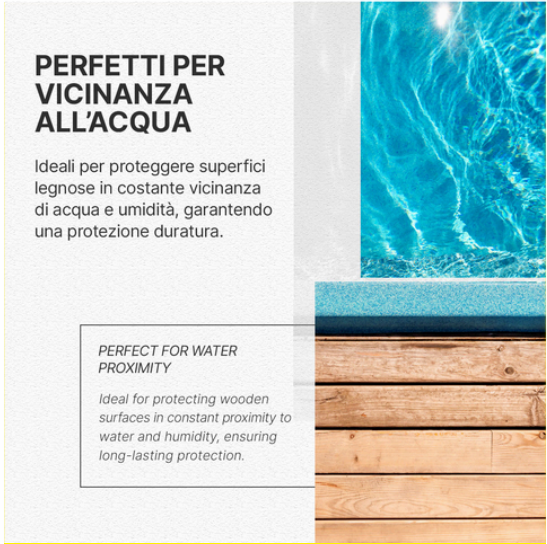
*PROTECTION FROM SUN RAYS
Colored with light-resistant pigments, they reflect solar rays to protect outdoor wood.*



PERFETTI PER VICINANZA ALL'ACQUA

Ideali per proteggere superfici legnose in costante vicinanza di acqua e umidità, garantendo una protezione duratura.

*PERFECT FOR WATER PROXIMITY
Ideal for protecting wooden surfaces in constant proximity to water and humidity, ensuring long-lasting protection.*



Scopri tutti i prodotti **Vernites** per il legno, sia per ambienti interni che esterni.

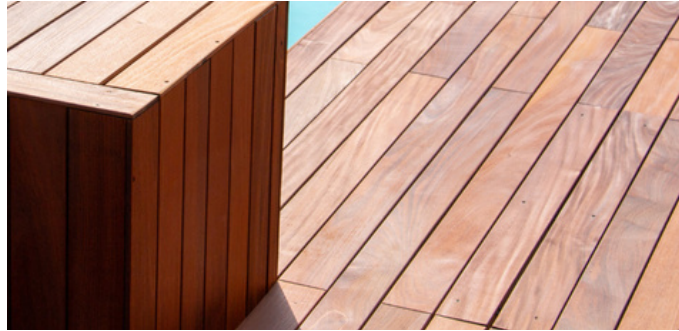
vernites.it

Discover all Vernites products for wood, both for indoor and outdoor environments.

 **vernites**
CHEMICAL GROUP

Emotional content

Single or double-card posts, aspirational.



Background

The photographic component becomes the basis of the content, onto which copy describing the added value of the product or company is graphically inserted.



Photo selection

Depending on the product being described, it is necessary to choose a photograph that is functional to the storytelling. Premium environments are preferable.

Text integration

The copy is in one language per card, so that the message is well integrated with the visual. If necessary, a second card in Italian or English is provided.

Exemple



International Days

Vernites creates colors, and these colors are everywhere. The idea is to use color palettes to describe what surrounds us every day.



Format

We sample the colors of images that describe international days, bringing our mission to exciting themes.



Color palette

Selection of colors from the image, considering more than one image per content. The goal is to communicate a wide availability of products, describing them with the reference code.

Text integration

In this case, the text does not integrate with the image, but rather with the color palette.

Exemples

INTERNATIONAL DOG DAY - AUG 26

vernites

CARESS CREAM
S2010-Y90R

SOFT BEIGE
S3020-Y60R

CARAMEL GAZE
S5020-Y80R

CHESTNUT BROWN
S7502-G



INTERNATIONAL DOG DAY - AUG 26

vernites

WHISPER CREAM
S2030-Y50R

GOLDEN PAW
S2040-Y50R

HONEY GLEAM
S6030-Y50R

AUTUMN BARK
S8005-Y20R



INTERNATIONAL DOG DAY - AUG 26

vernites

IVORY CLOUD
S0520-Y70R

PETAL HAZE
S0530-Y60R

ASHEN GLANCE
S3020-Y50R

CHARCOAL COAT
S3030-Y50R



INTERNATIONAL DOG DAY - AUG 26

vernites

DUNE GLOW
S0520-Y70R

CINNAMON PLAY
S0530-Y60R

OUTBACK HAZEL
S3020-Y50R

SLATE SHADE
S3030-Y50R



INTERNATIONAL DOG DAY - AUG 26

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BURROW BEIGE
S0520-Y70R

GOLDEN COAT
S0530-Y60R

SHADOWY COPPER
S3020-Y50R

MIDNIGHT SNOOT
S3030-Y50R



AUGUST 26TH

International
DOG DAY

A caress to those who
color our lives, every day.

vernites

