

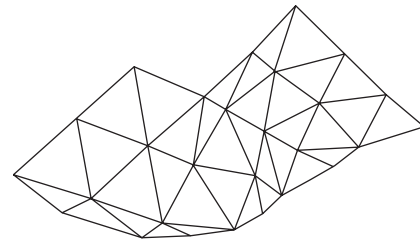
WOOD-SKIN

CORPORATE IDENTITY

LOGO

- POSITIVE VERSION -

This version is for white and really light colours backgrounds but also bright images.



SUGGESTED VERSION

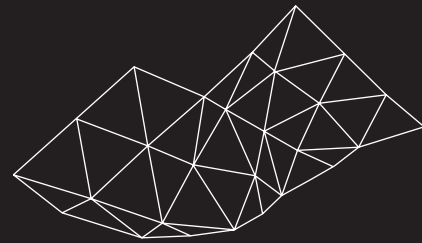
WOOD-SKIN

WOOD-SKIN

LOGO

- NEGATIVE VERSION -

This version is for black and really dark colours backgrounds but also dark images.



SUGGESTED VERSION

WOOD-SKIN

WOOD-SKIN

LOGO

- MINIMUM DIMENSIONS



WEB VERSION



PRINT VERSION



LOGO

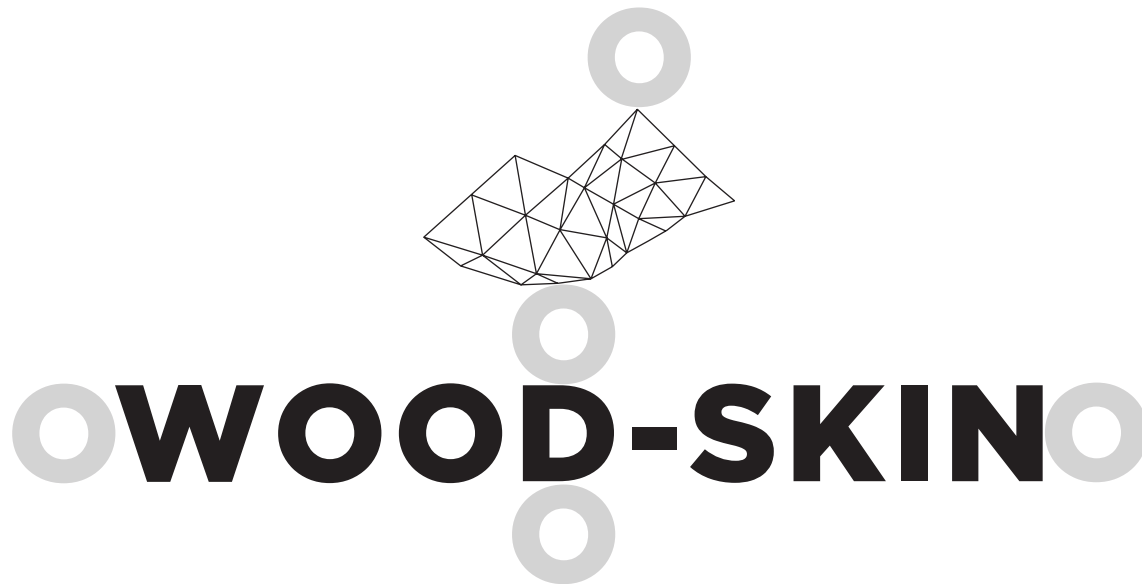
- EMPTY SPACE AND MARGINS

For an optimal visual impact of the logo, there must be enough empty space around it: this minimal space is defined with the "O" of WOOD-SKIN regardless the size of the logo.



VERSION WITHOUT GRAPHIC

VERSION WITH GRAPHIC



LOGO

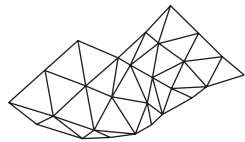
- COLOURS

Allowed colours are black and white



CMYK 75 68 67 90
RGB 0 0 0
#000000

WOOD-SKIN



WOOD-SKIN



CMYK 0 0 0 0
RGB 255 255 255
#FFFFFF

WOOD-SKIN



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TYPOGRAPHY

The main font is Gotham family

Gotham Book

Aa Bb Cc Dd Ee Ff G g Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Gotham Black

Aa Bb Cc Dd Ee Ff G g Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Gotham Light

Aa Bb Cc Dd Ee Ff G g Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

LOGO

Non authorized use

Do not change the colors or create strokes

~~WOOD-SKIN~~

~~WOOD-SKIN~~

~~WOOD-SKIN~~

Do not put the logo in vertical, diagonal or upside down

~~WOOD-SKIN~~

~~WOOD-SKIN~~

~~WOOD-SKIN~~

Do not put the logo on a background that could compromise the visibility



PUBLICATIONS

- SOCIAL NETWORKS, TAG AND CAPTIONS

It is really important to us to be mentioned in the right way in every social network in order to repost the contents and also to give the rights informations to the followers.

PINTEREST: woodskinarchitecturedesign

FACEBOOK: woodskinmaterial

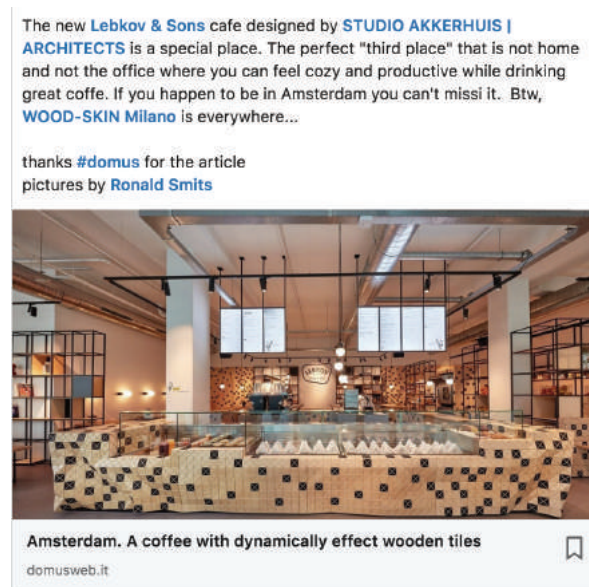
LINKEDIN: WOOD-SKIN Milano

INSTAGRAM: wood.skin

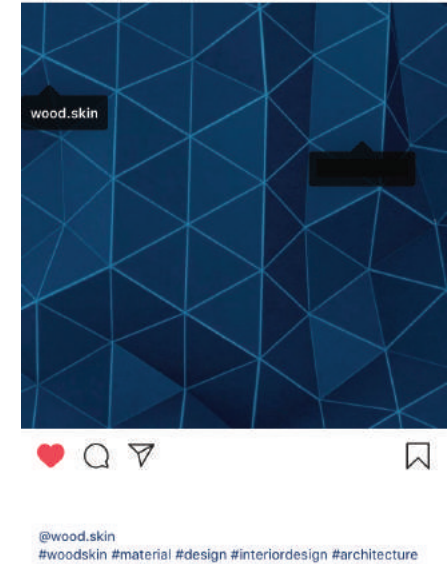
FACEBOOK: tag in the caption and on the photo



LINKEDIN: tag in the caption



INSTAGRAM: tag in the caption and on the photo



PUBLICATIONS

- OFFLINE AND ONLINE

It is really important to us to be mentioned in the right way in every occasion.
Have a look at the scheme below.

BRAND WOOD-SKIN

**TECHNOLOGY/
PROCESS/SOFTWARE** WOOD-SKIN®

CORPORATE WOOD-SKIN srl

For the online publication, we also ask you to add our official website link and social networks links

LINK wood-skin.com

PINTEREST: [woodskinarchitecturedesign](#)

FACEBOOK: [woodskinmaterial](#)

LINKEDIN: [WOOD-SKIN Milano](#)

INSTAGRAM: [wood.skin](#)