Brand Guidelines

We help you
securely manage
high value information
and prevent fraud.

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About

For over 75 years, Panini has been providing cutting-edge technology and innovative products that have helped to shape the history of financial services.

Founded in Turin, in the industrial heart of Italy, the Company conquered its domestic market first thanks to its efficient check processing solutions coupled with top-tier nationwide service, then expanded into the international arena, starting with the U.S. office in Ohio, to become, in just a few years,a technology partner to numerous leading banks worldwide.

Today, Panini operates in more than 40 countries, with its scanners installed in tens of thousands of bank and postal branches, as well as businesses of any size and sector.
In addition to the acclaimed scanners portfolio, we are now developing secure identity solutions that will broaden our technological and market footprint to new industries to a growing range of essential applications.

Visual

Logotype / Thumbnail Mark / Spacing

Logotype

Thumbnail Mark

Correct use

In cases where color printing is not possible or the logo needs to be applied on a background that hinders its legibility, monochromatic variants can be used.

The logo should be in black on light backgrounds and in white on dark backgrounds.

Coloured backgrounds A*

*contrast ratio minimo: 3.5

Coloured backgrounds B*

*contrast ratio minimo: 3.5

Neutral backgrounds

*contrast ratio di superiore o uguale a: 5.0

Dark backgrounds

On light photo*

*Valutare in base alla leggibilità.

On dark photo*

*Valutare in base alla leggibilità

Do not apply a gradient to the logo.
Do not rotate the logo
Do not change the colour outside the approved shades.

Do not distort or deform the logo in any way.
Do not create an outline.

Minimum dimensions

To ensure legibility, the logo should never be used at a size smaller than the one shown here. For web and favicon use, you can use its reduced version if necessary.

Panels over 1.50 meters5 cm H

Brochures

8 mm

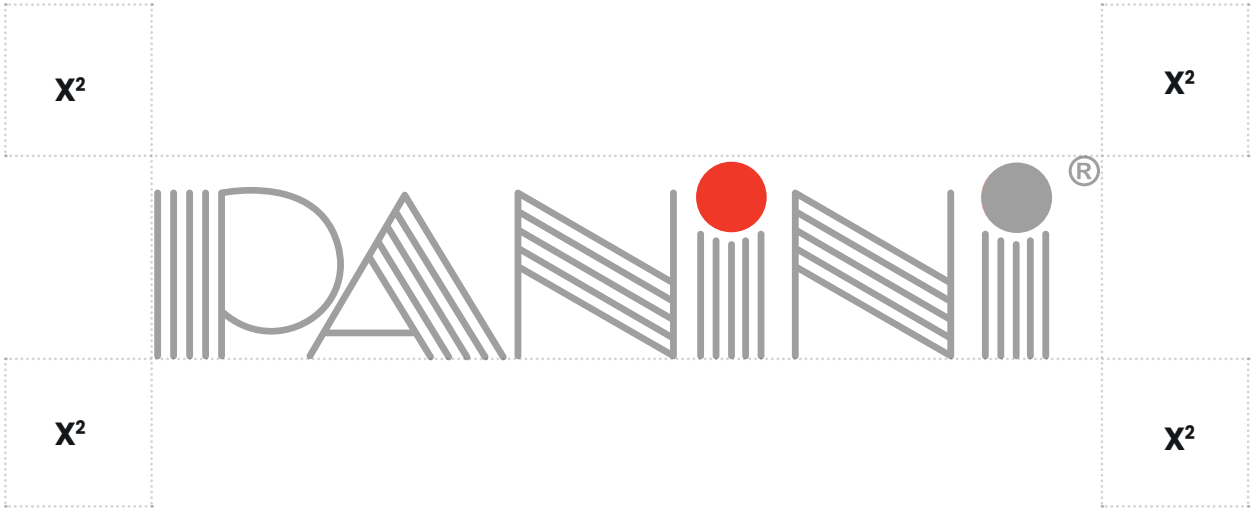
Safety space

It is necessary to ensure adequate space around the logo. The distance ratio from the margins and text blocks must be 1/4 of the height of the logo considered in its entirety.

X = Reference point taken from the highlighted area.

X² = Reference point size multiplied by 2.

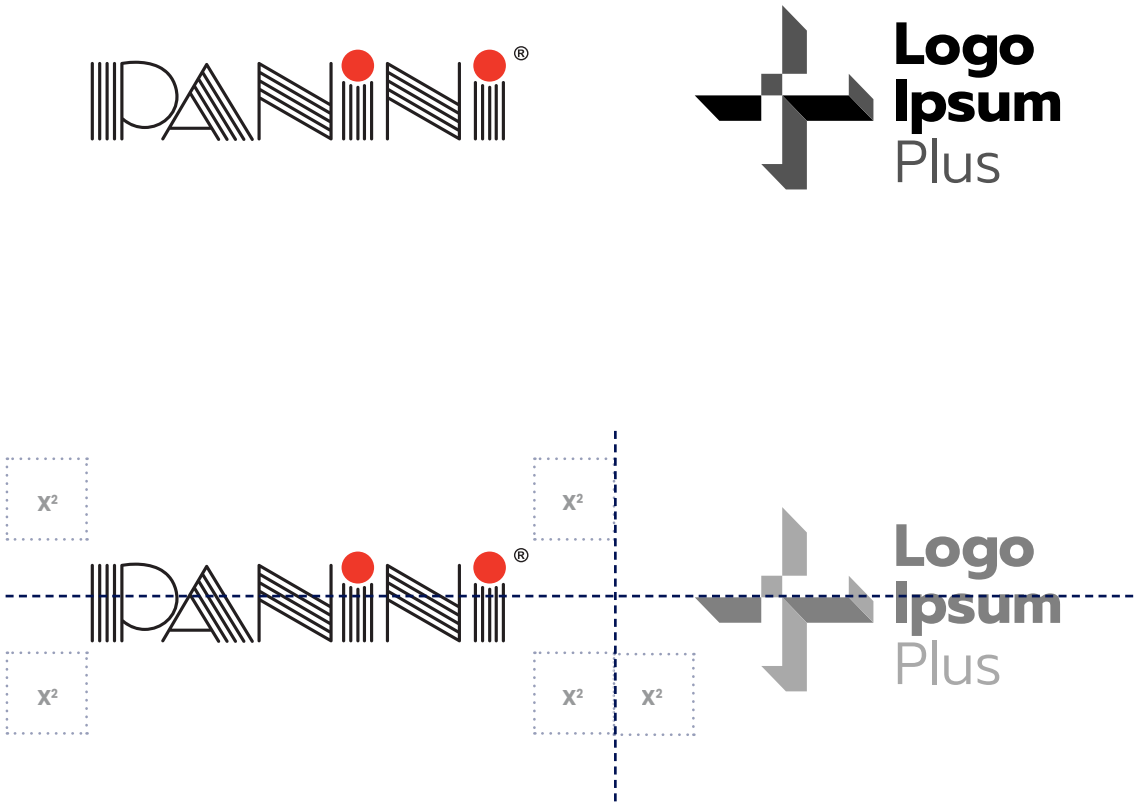
Reference point



Partnership

The structure that allows the flanking of the brand to the brands of individual realities takes into account the configuration of the logos logos and coats of arms of the partners.

Notwithstanding that, in particular cases, the rule of the optical composition that must lead to results similar. Always maintain the area of respect and the alignment guiding the Panini logo as indicated in the introduction of this brand book.



Colors

Primary colors / Secondary colors

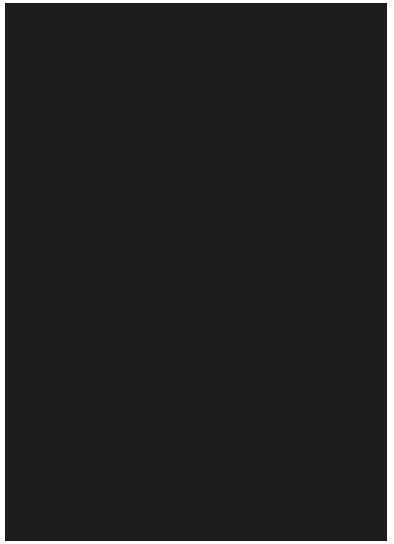
Primary colors

The corporate colors must always be used according to the official logo composition. Different variants are not allowed, except for the secondary color palette created to support the brand.

01.

Bright red

Hex: #f03829
RGB: 240, 56, 41
CMYK: 0, 77, 83, 6



02.

Very dark

Hex: #1d1d1b
RGB: 29, 29, 27
CMYK: 0, 0, 7, 89

03.

White

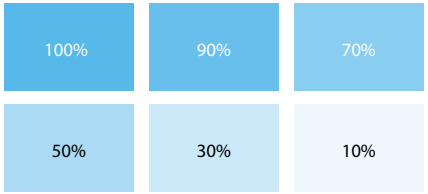
Hex: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Secondary colors

01.

Soft blue

Hex: #57c4ea
RGB: 87, 196, 234
CMYK: 63, 16, 0, 8

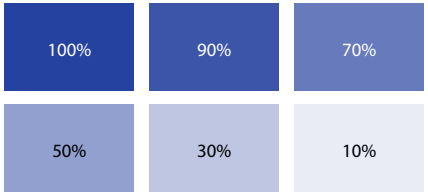


	HEX	RGB	CMYK
90%	#6bbfeb	107, 191, 235	54, 19, 0, 8
70%	#8ccdf0	140, 205, 240	42, 15, 0, 6
50%	#acdbf4	172, 219, 244	30, 10, 0, 4
30%	#cdeaf8	205, 234, 248	17, 6, 0, 3
10%	#eef8fd	238, 248, 253	6, 2, 0, 1

02.

Dark blue

Hex: #2642a0
RGB: 38, 66, 160
CMYK: 76, 59, 0, 37

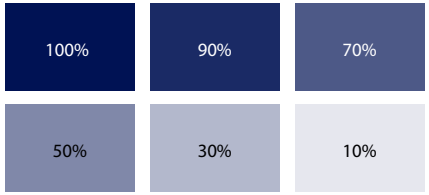


	HEX	RGB	CMYK
90%	#4158a2	65, 88, 162	60, 46, 0, 36
70%	#6b7db6	107, 125, 182	41, 31, 0, 29
50%	#95a2cb	149, 162, 20	27, 20, 0, 20
30%	#bfc7e0	191, 199, 224	15, 11, 0, 12
10%	#e9ecf4	233, 236, 244	5, 3, 0, 4

03.

Very dark blue

Hex: #001254
RGB: 0, 18, 84
CMYK: 100, 79, 0, 67



	HEX	RGB	CMYK
90%	#373b5d	55, 59, 93	41, 37, 0, 64
70%	#636781	140, 205, 240	13, 12, 0, 35
50%	#8f92a5	143, 146, 165	63, 16, 0, 8
30%	#bcbdc9	188, 189, 201	6, 6, 0, 21
10%	#e8e9ed	232, 233, 237	2, 2, 0, 7

Typography

Primary Font / Hierarchy

Primary Fonts

ABC Poppins Thin

ABC Poppins Light

ABC Poppins Regular

ABC Poppins Medium

ABC Poppins Semibold

ABC Poppins Bold

ABC Poppins Black

Hierarchy

In the headings, play with the contrast provided by the Bright Red color to give it more prominence.

Title 1

Title 2

Title 3

Corpo

Pidellorit debit **volore**

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Brand

Image / Elementi grafici / Iconografia e Infografica /
Pattern / Website / Altri supporti

Image

Particular preference is given to the use of detailed images, capable of clearly representing specific details related to the context. A focus on enhanced depth of field, highlighting clear and sharp details, allows for capturing the viewers' attention and stimulating their curiosity, while creating a sense of professionalism and sophistication.

Moreover, if the image is used as a background, it is suggested to select images with macro photography and/or in grayscale (desaturated). It is also advisable to adjust the lighting of the image, offering the possibility to darken or lighten it according to the needs. Finally, the image should be processed using the specific colors from the palette, with a preference for the designated white or blue, in order to maintain consistency with the brand's visual identity.

Context images

Macrophotography

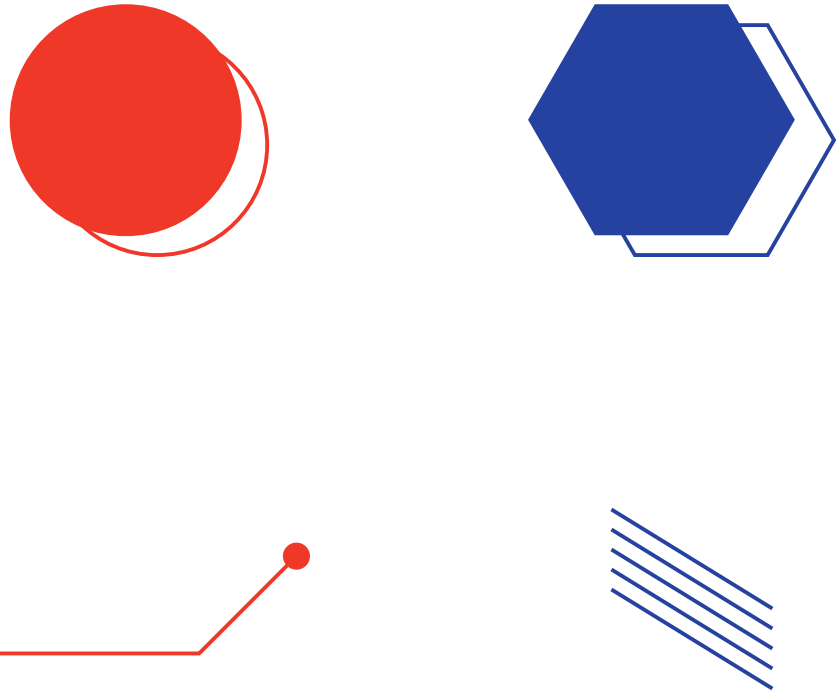
Blue Background

Mixed Photo / Infographic

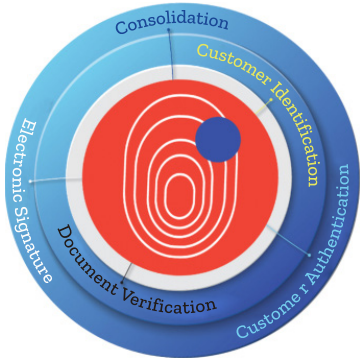
Graphic Elements

Panini's identity uses the circle and hexagon as graphic elements that symbolize stability, harmony, and connection among the brand elements. The circle represents completeness, unity, and perfection, while the hexagon represents stability, efficiency, and interconnectedness within Panini's visual identity. These two symbols combine to communicate the values of integrity, solidity, and cohesion, reflecting the essence and philosophy of the Panini brand.

The use of lines contributes to recalling and reinforcing the Panini logo. The lines can be employed in various contexts, such as backgrounds, separators, or design elements, emphasizing coherence and unity in the brand's image.



Iconography and Infographics

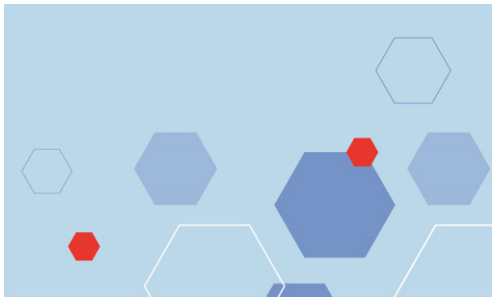


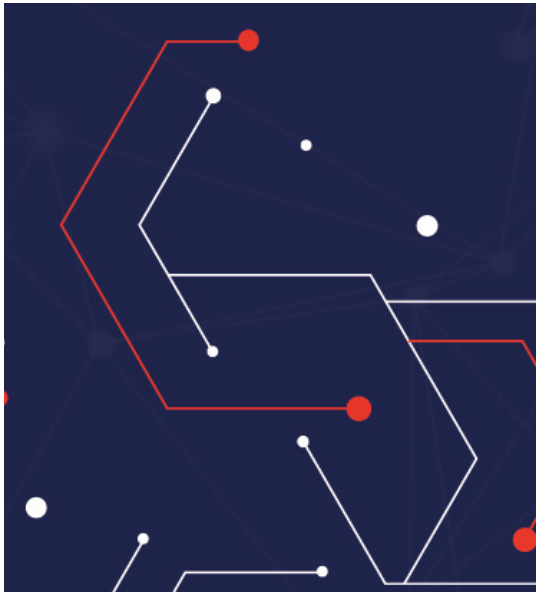
Pattern

Patterns are an important element of a brand's visual identity and can be used primarily as the background of various graphics, panels or promotional promotional materials.

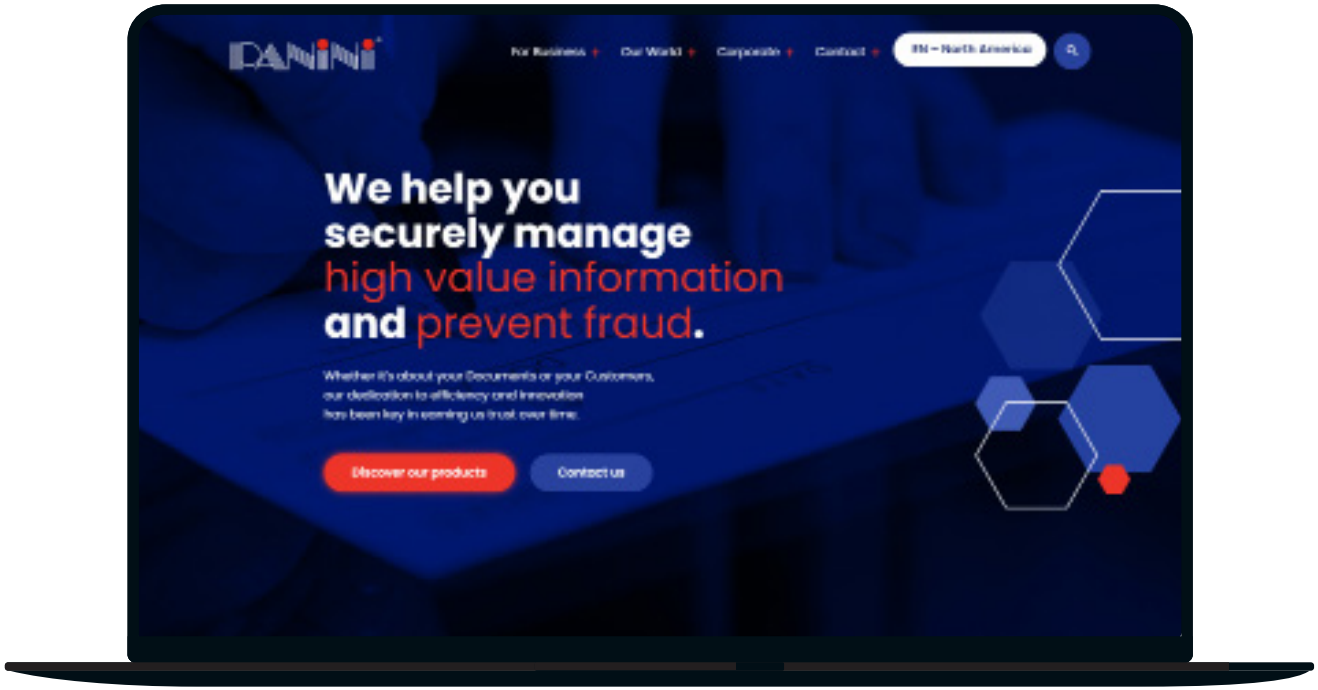
They can also be used as decoration to enrich the overall design overall design.

To create a pattern, it is essential to use only the elements foreseen by the Brand Identity, thus ensuring maximum visual coherence.

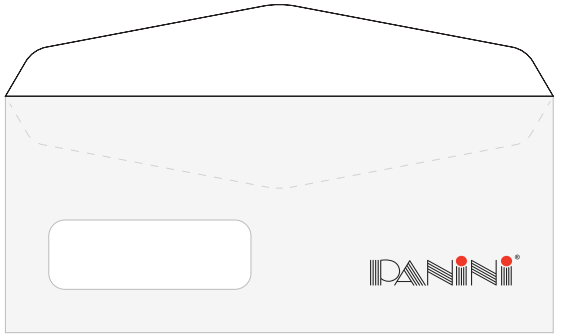


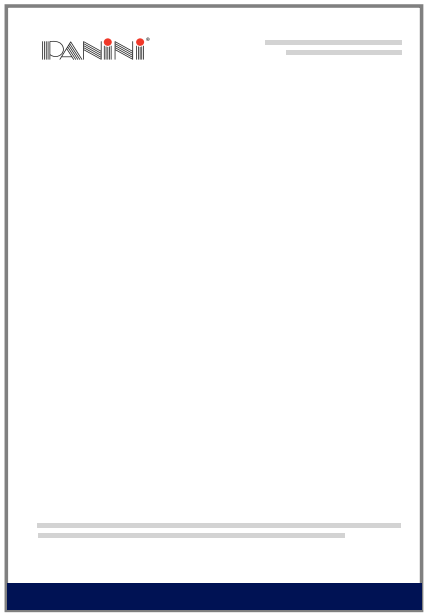


Website


We help you
securely manage
high value information
and prevent fraud.
Discover our products
Contact us

Other supports





Thank you.

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