

Visual Identity  
Manual

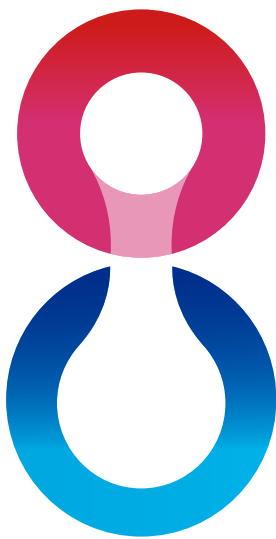


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accelerating your electric future

# A. Basic Elements



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In a world that is becoming ever faster and more connected, Gridspertise operates as an active player to build a new era of sustainable, reliable and future-proof electricity networks: an innovation-oriented system that will enable a more and more intelligent and strategic use of electricity. Gridspertise as a partner is able to improve and enhance the experience of using these networks, supplying highly innovative and sustainable solutions for digitalizing distribution. And especially, by accelerating the pace towards a future in which electricity has a key role, it provides solutions to improve the daily lives of people and the planet.

The Gridspertise brand's main aim is to synthesise all this by putting together the concepts described in its name, referencing concreteness and know-how, and the evocative, flexible and dynamic symbol. It represents the flow of energy: a sign of the infinite, opening and closing, ready to be a partner for developing and using the new generation of intelligent networks. The visual prompt intends to convey a future of energy (referred to in the electrons quotation) which transforms into data (the bits represented by the writing style peculiar to digital language). A never-ending, continuous motion that, just like electricity, pervades everything we do, in a circular, infinite way.

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## Symbol

### A. Photographic version

The Symbol's photographic version is the main version. It should be the preferred option for all the visual identity material. For maximum readability, it must be used on white backgrounds, complying with the minimum readability size described in these data sheets. Four-colour printing is required to reproduce this version.

### B. Spot Colours

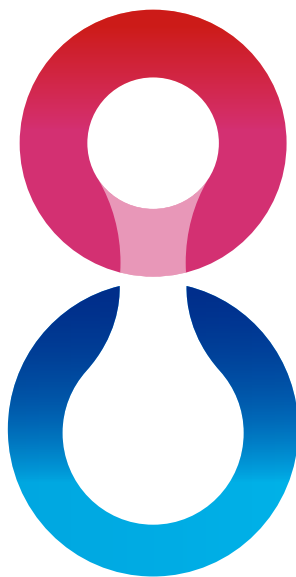
Two-colour printing is required to reproduce this version. Using the following colours: PMS 295C and PMS 214C (PANTONE® MATCHING SYSTEM) See corporate colour table.

### C. Monochromatic version

The monochromatic version must be used whenever it is not possible to apply the

photographic version or the spot colour version due to special usage requirements or technical limitations. The Symbol must be reproduced using only the final digital version. Copies reproduced from other sources or from the examples provided in this and the following tables are not acceptable.

A



The Gridspertise symbol requires the addition of a four-colour shade according to the gradient specified in this table.



C13 M98 Y100 K0

Shade cursor

C13 M98 Y36 K0

C95 M95 Y3 K0

Shade cursor

C74 M16 Y0 K0

B



C



Trademark/Logo photographic version

Photographic version

The photographic version of the Trademark/Logo is the main version. It should be the preferred option for use in all the visual

identity material. For maximum readability, it must be used on white backgrounds, complying with the minimum readability size described in these data sheets.

Two-colour printing is required to reproduce this version. Copies reproduced from other sources or from the examples provided in this and the following tables are not acceptable.



Trademark/Logo spot colour version

Spot Colour version

Two-colour printing is required to reproduce this version.

Using the following colours:  
PMS 295C and PMS 214C

(PANTONE® MATCHING SYSTEM)  
See corporate colour table.  
Copies reproduced from other sources or from the examples provided in this and the following tables are not acceptable.



### Trademark/Logo monochromatic version

Monochromatic version

due to special usage requirements  
or technical limitations.

The monochromatic version  
must be used whenever it is not  
possible to apply the  
photographic version  
or the spot colour version



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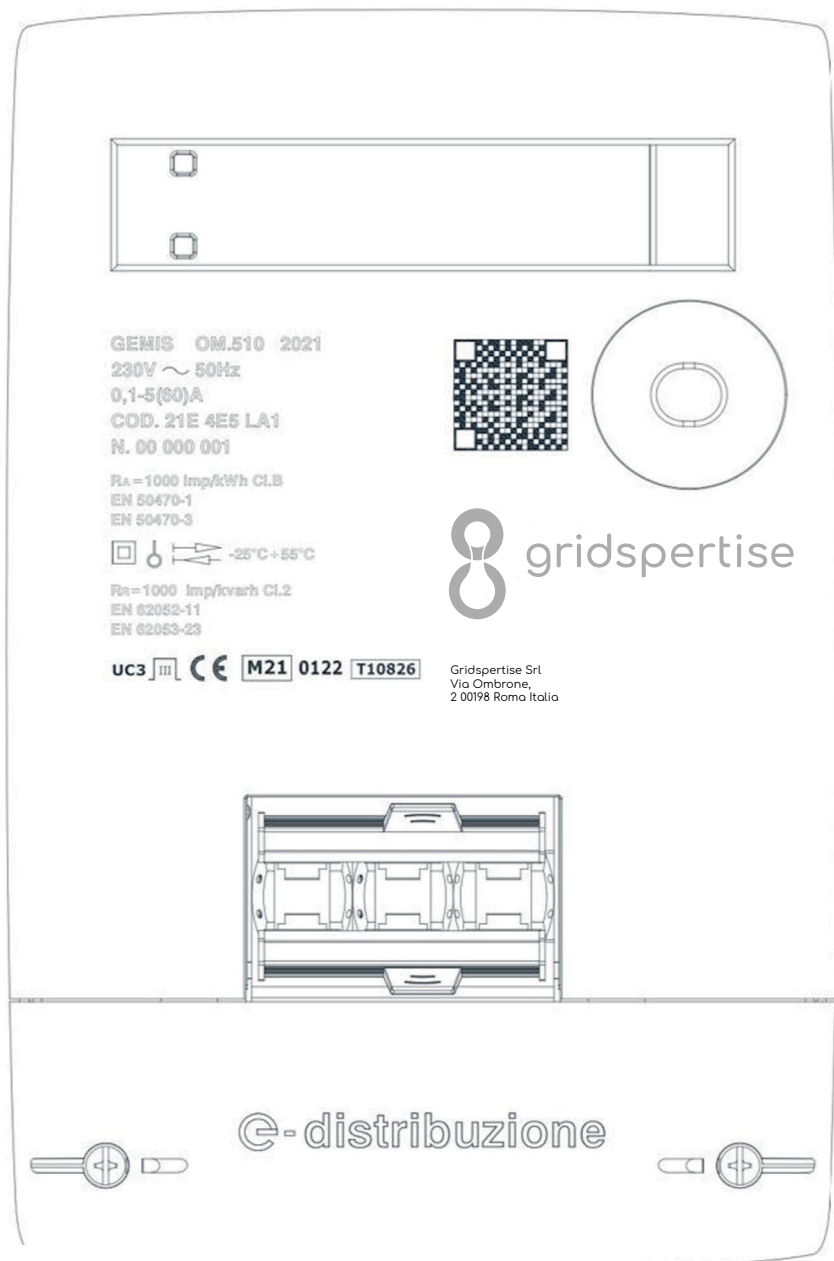


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## Trademark/Logo version with no tagline

The version without tagline is intended for special uses. The example shown in the table for product marking use is purely indicative.



## Trademark/Logo on corporate colour background

It is always preferable to use the Gridspertise logo on a white or very light background.

The examples shown in this table are purely indicative. They recommend the best use of the Trademark/Logo when used on a corporate colour background.

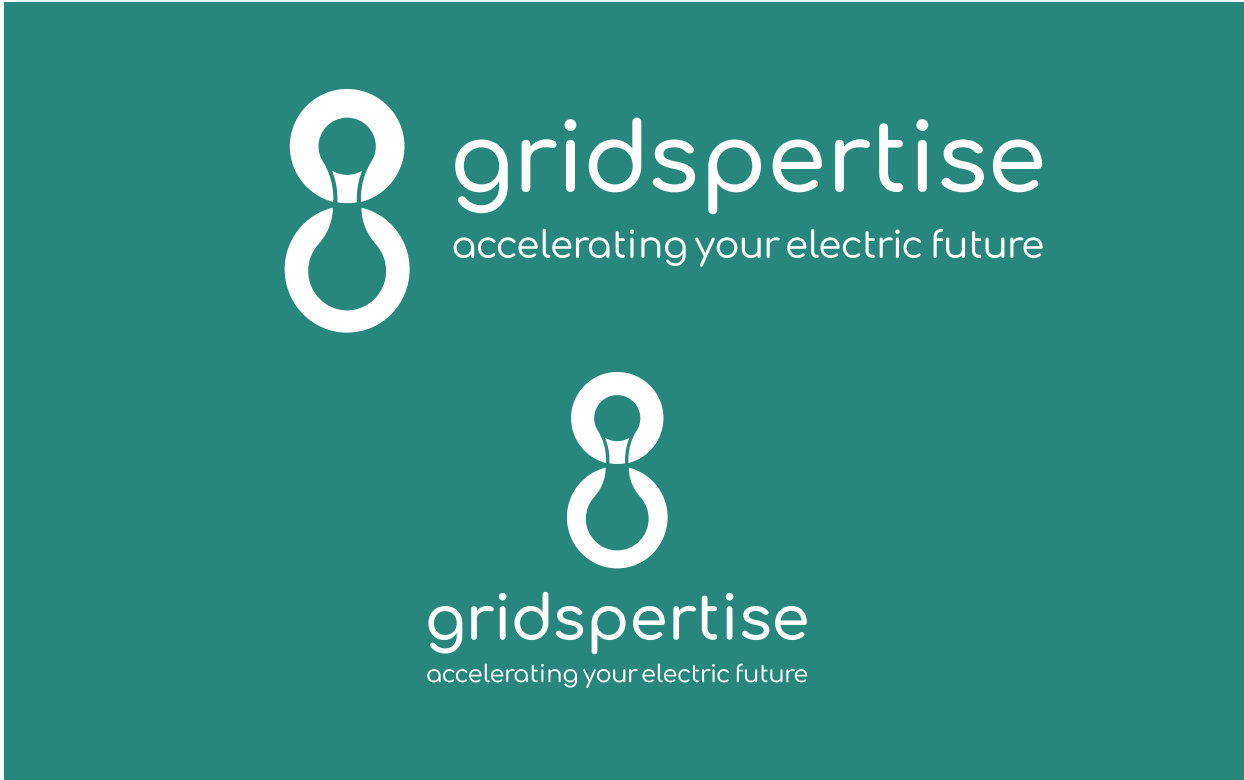


Trademark/Logo on non-corporate colour background

The use of the Trademark/Logo on a white or very light background is always preferable. The examples shown in this table are purely indicative.

They recommend the best use of the Trademark/Logo when it must be used on a coloured and photographic background. In these

cases the white guarantees recognisability and readability of the Trademark/Logo on any application.



Trademark/Logo black version

This version is used whenever the only print colour is black (e.g. daily printing or computer printing) and it is not possible to use the colour version.

- A Photographic version
- B Spot colour version
- C Negative version



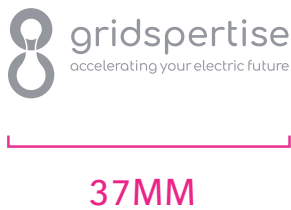
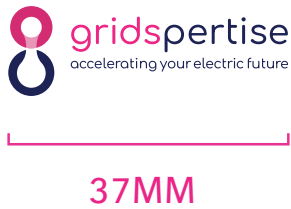
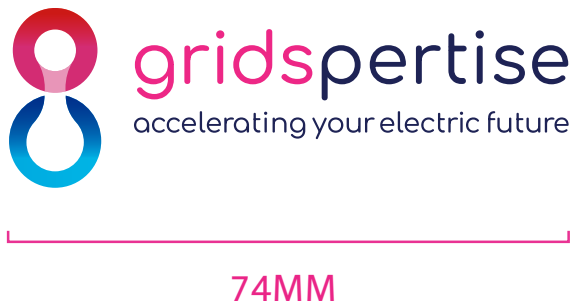
### Symbol readability

The Trademark/Logo is readable even when small.  
However, it is recommended never to use a base smaller than the specified dimensions.



## The Trademark readability with tagline

The Trademark/Logo is readable even when small. However, it is recommended never to use a base smaller than the specified.



## Basic Elements A.11

### Readability version without tagline

The Trademark/Logo is readable even when small.  
However, it is recommended never to use a base smaller than the specified.



64MM



40MM



32MM



28MM



32MM



28MM

### Trademark/Logo design

The Gridspertise Trademark/ Logo is placed inside a rectangle that when split equally, generates a grid (X square module). Modular scanning defines

the exact positioning of the constituting elements. The grid makes it possible to manage the correct positioning of the tagline or any specifications.



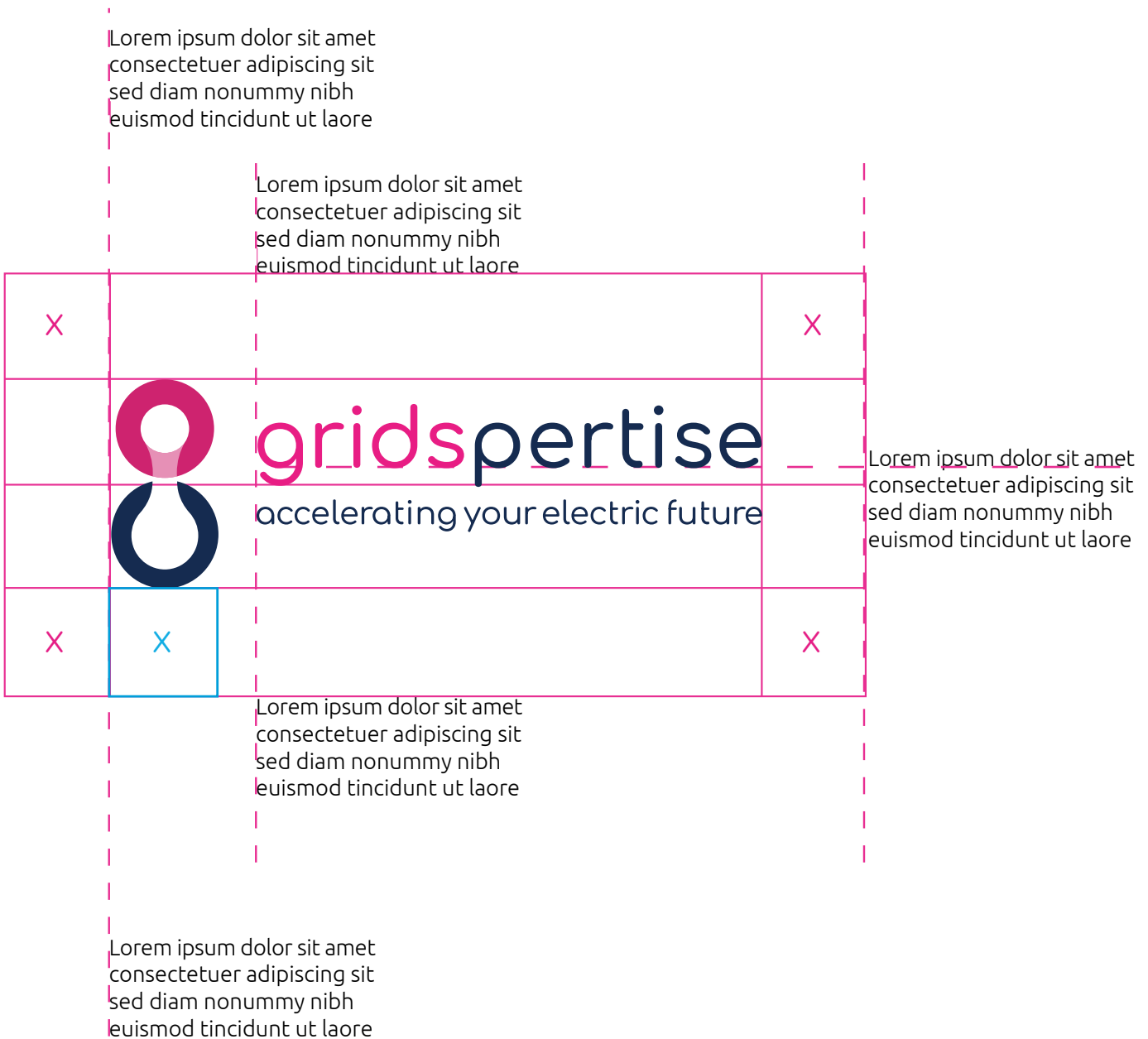


### Boundaries and typographical alignment

The readability of the Gridspertise Trademark/Logo improves if the space around it is adequately large.

The table shows the minimum space to respect between the Trademark/Logo and any other elements (text, photos, illustrations).

This space must be considered the minimum value allowed. Therefore, it must be increased whenever possible.

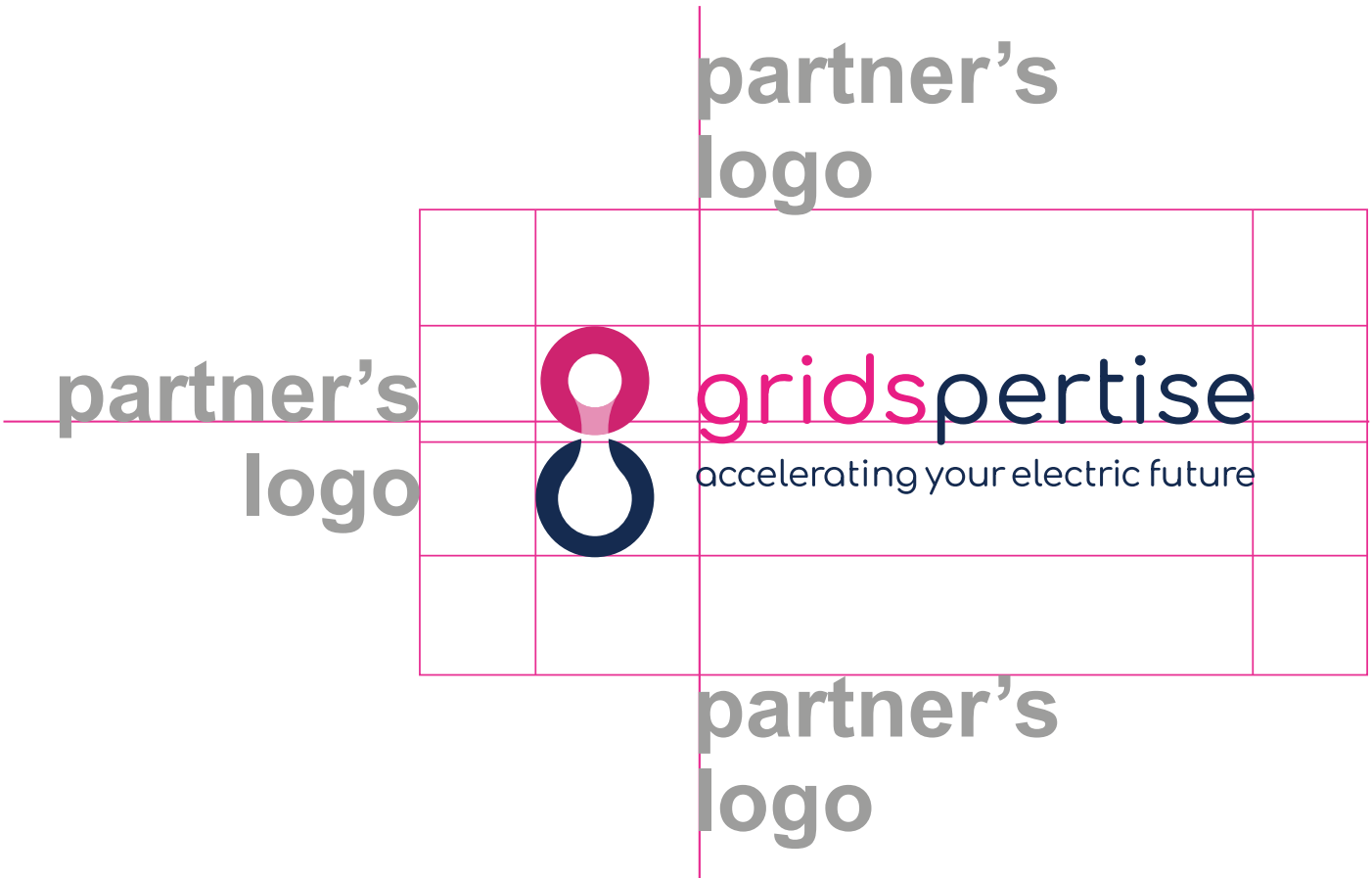


Coexistence with other trademarks

When the Gridspertise Trademark/ Logo is placed alongside those of other brands, a few basic layout criteria must be followed. Between the Gridspertise Trademark/Logo

and those of other companies and sponsors the minimum boundary area must always be considered (see Table "Boundaries and typographical alignment")

The table shows the possible combinations to choose according to the composition requirements.

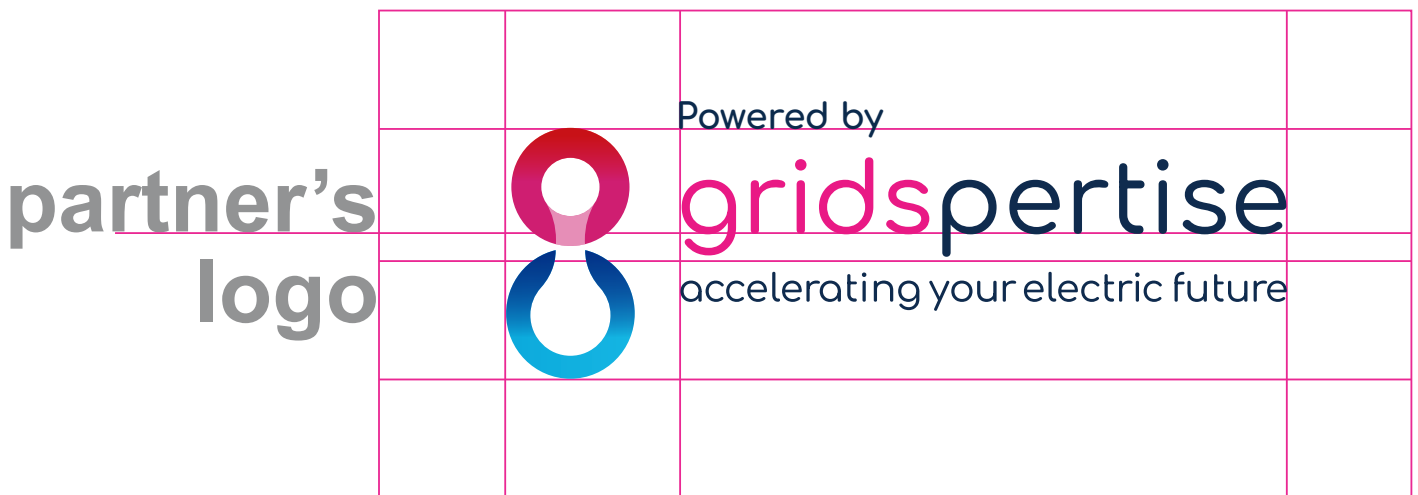


Coexistence with other trademarks

If Gridspertise leads the co-branding, the presence of an external partner will be always balanced according to

the commercial offer. The Brand who drives the communication, in terms of commercial offer or topic, is

always in a prominent position to reinforce its dominant role within the communication.



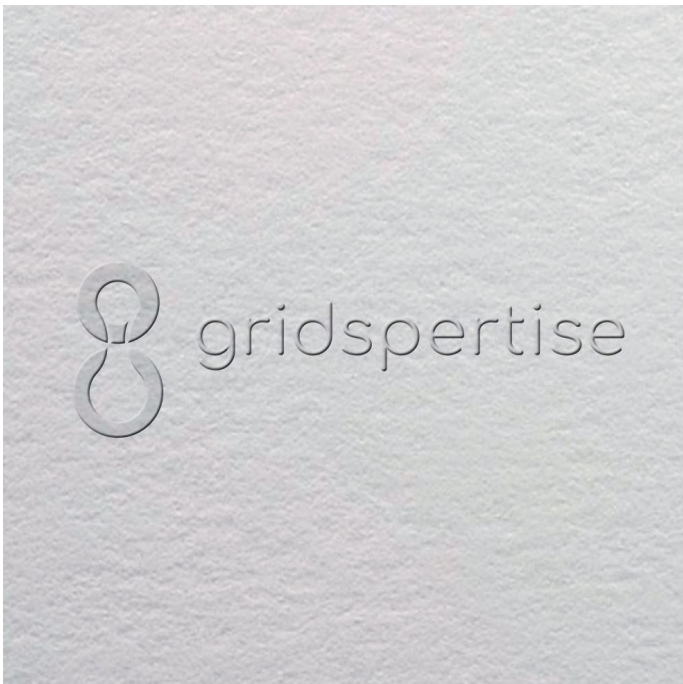
## Special applications

The Trademark/Logo can be reproduced on paper and other materials using techniques other than printing (e.g. relief on leather, grinding adhesive vinyl film, engraving on metal, embroidery on fabric).

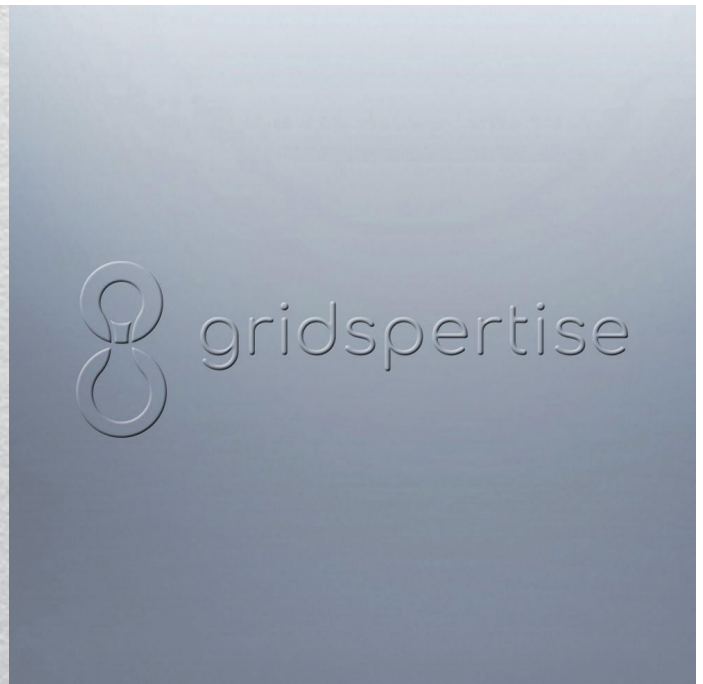
In general, if sponsorships or television recordings are planned, it is recommended to use the monochromatic Trademark/Logo to ensure maximum visibility.



Dry printing on paper



Engraving on aluminium



Vinyl film on glass



Carving on wood

## Corporate colours

The consistent use of Gridspertise's corporate colours PMS 295C, PMS 2995C, PMS 2985C, PMS 222C, PMS 214C, and PMS 151C is at the base of the visual identity.

It can be printed with the spot colours listed below or by using the four-colour process

according to the percentages shown in this table. When using processes other than printing, it is necessary to convert the colours into the equivalent colour code. The table shows the PMS Pantone Matching System® codes for spot colour printing, RGB codes for reproduction

via video, RAL codes for reproduction using paint, 3M codes for reproduction using self-adhesive films and HEX codes for web use.

<p>PMS 295C RGB 0 40 85 HEX 002855 CMYK 100 63 0 67 RAL 5013 3M 100-003</p>	<p>PMS 2995C RGB 0 169 224 HEX 00A9E0 CMYK 79 3 0 0 RAL 5012 3M 100-123</p>	<p>PMS 2985C RGB 91 194 231 HEX 5BC2E7 CMYK 58 0 0 0 RAL 5024 3M 100-453</p>	<p>PMS 222C RGB 108 29 69 HEX 6C1D45 CMYK 21 100 7 52 RAL 4004 3M 100-2405</p>	<p>PMS 214C RGB 206 15 105 HEX CE0F69 CMYK 0 100 14 3 RAL 4010 3M 100-1916</p>	<p>PMS 151C RGB 255 130 0 HEX FF8200 CMYK 0 54 100 0 RAL 2011 3M 100-717</p>
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## Complementary colours

Colours compatible with the corporate colours were adopted to make the visual identity system more flexible. The use of these colours is free but is required for

backgrounds and combinations as shown in the tables of this manual. Possible applications: power point presentations, web, social media posts, icons, infographics in general

The use of these colours is recommended when the corporate colours are already present.



# Basic Elements A.18

## Chromatic contrasts (Web Content Accessibility Guidelines Standard)

In the table, the colours are shown according to the RGB hexadecimal format. Three ratings are shown for each combination of foreground and background colour as follows:

1. Contrast ratio for readability of standard text
2. Contrast ratio for readability of large text (e.g. highlighted text or text with a font size

3. Contrast ratio for implementing the interface components and graphical elements (max. value AA)

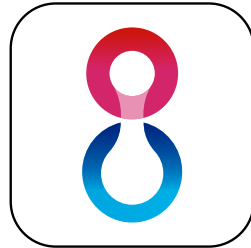
	PMS 295C HEX/HTML 002855	PMS 2995C HEX/HTML 00A9E0	PMS 2985C HEX/HTML 5BC2E7	PMS 222C HEX/HTML 6C1D45	PMS 214C HEX/HTML CE0F69	PMS 151C HEX/HTML FF8200	BIANCO HEX/HTML FFFFFF	PMS 322C HEX/HTML 007377	PMS 320C HEX/HTML 009CA6	PMS 333C HEX/HTML 3CDBC0	PMS 269C HEX/HTML 512D6D	PMS 246C HEX/HTML C724B1	PMS 265C HEX/HTML 9063CD
PMS 295C HEX/HTML 002855		1 AA 2 AAA 3 AA	1 AA 2 AAA 3 AA			1 AA 2 AAA 3 AA	1 AAA 2 AAA 3 AA		1 2 AA 3 AA	1 AAA 2 AAA 3 AA		1 2 AA 3 AA	1 2 AA 3 AA
PMS 2995C HEX/HTML 00A9E0	1 AA 2 AAA 3 AA			1 2 AA 3 AA							1 2 AA 3 AA		
PMS 2985C HEX/HTML 5BC2E7	1 AAA 2 AAA 3 AA			1 AA 2 AAA 3 AA							1 AA 2 AAA 3 AA		
PMS 222C HEX/HTML 6C1D45		1 2 AA 3 AA	1 2 AA 3 AA			1 2 AA 3 AA	1 AAA 2 AAA 3 AA		1 2 AA 3 AA	1 AA 2 AAA 3 AA			
PMS 214C HEX/HTML CE0F69							1 AA 2 AAA 3 AA			1 2 AA 3 AA			
BIANCO HEX/HTML FFFFFF	1 AAA 2 AAA 3 AA			1 AAA 2 AAA 3 AA	1 AA 2 AAA 3 AA			1 AA 2 AAA 3 AA	1 2 AA 3 AA		1 AAA 2 AAA 3 AA	1 AA 2 AAA 3 AA	1 2 AA 3 AA
PMS 151C HEX/HTML FF8200	1 AA 2 AAA 3 AA			1 2 AA 3 AA									
PMS 322C HEX/HTML 007377							1 AA 2 AAA 3 AA			1 2 AA 3 AA			
PMS 320C HEX/HTML 009CA6	1 2 AA 3 AA			1 2 AA 3 AA			1 2 AA 3 AA				1 2 AA 3 AA		
PMS 333C HEX/HTML 3CDBC0	1 AAA 2 AAA 3 AA			1 AA 2 AAA 3 AA	1 2 AA 3 AA			1 2 AA 3 AA			1 AA 2 AAA 3 AA		
PMS 269C HEX/HTML 512D6D		1 2 AA 3 AA	1 2 AA 3 AA			1 2 AA 3 AA	1 AAA 2 AAA 3 AA		1 2 AA 3 AA	1 AAA 2 AA 3 AA			
PMS 246C HEX/HTML C724B1	1 2 AA 3 AA						1 AA 2 AAA 3 AA						
PMS 246C HEX/HTML C724B1	1 2 AA 3 AA						1 2 AA 3 AA						

## Digital applications of Trademark/logo

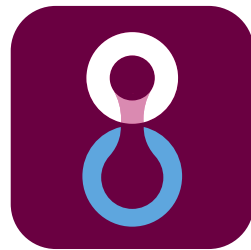
The versions shown on the page must be used for an App icon or on social media, where space is extremely limited, such that the

visual effectiveness of the Trademark/Logo is compromised. Generally, the profile image for social media is always placed next to the user

name. A higher visibility of the Trademark/Logo is thus achieved.



**Gridspertise**



**Gridspertise**



**Gridspertise**



## Alignment Symbol/logotype

Depending on the requirements, the compositional relationship between the Gridspertise Symbol and Logo can be allowed to be free for greater expressive possibilities but it must always respect the vertical or

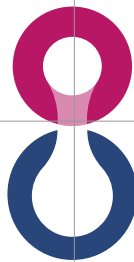
horizontal alignment represented in the table and sizing must always be considered with respect to the balance and graphics and organisational relationships of its context.



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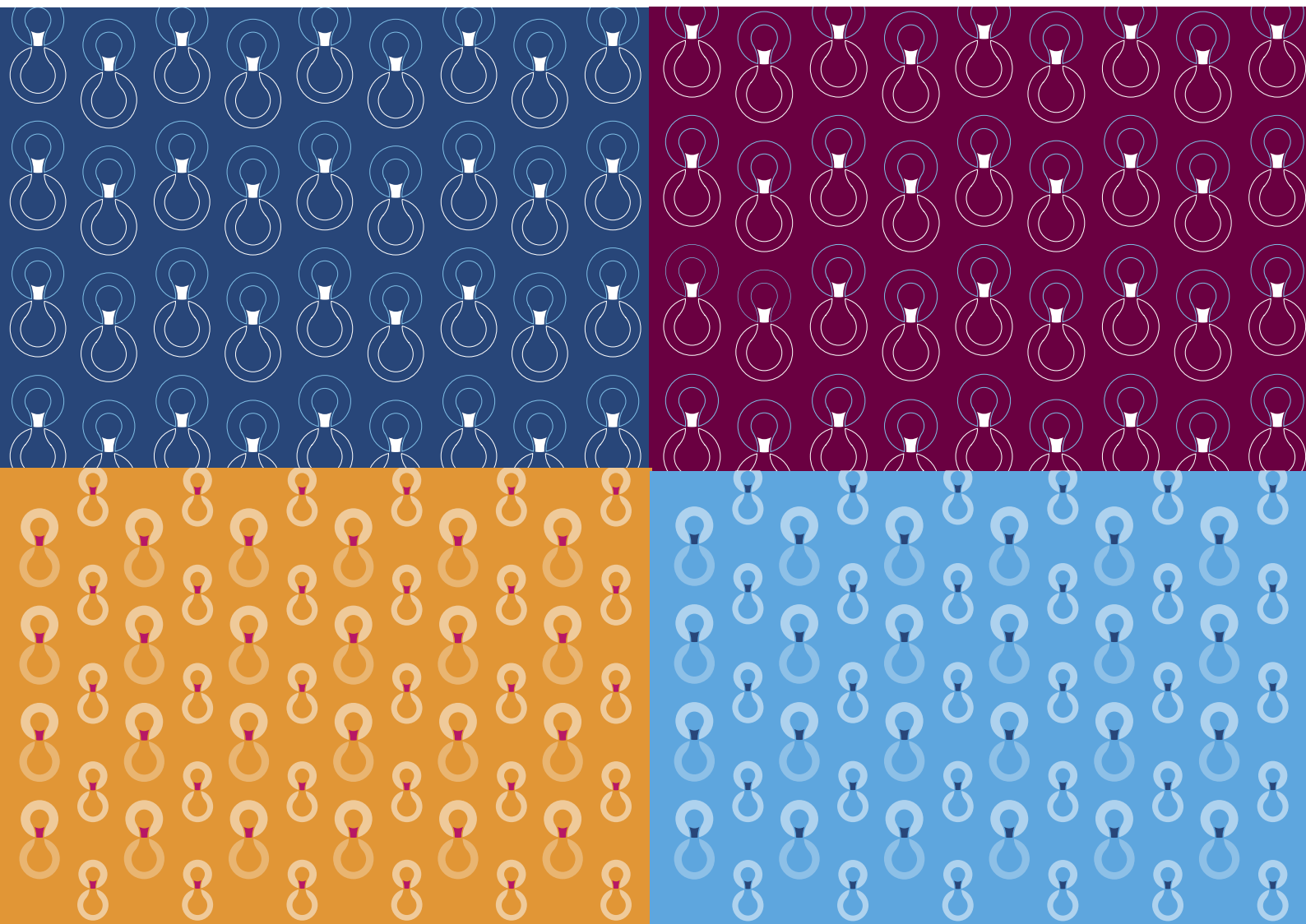
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### Textures

Textures are obtained using the Gridspertise Symbol. They can be used in general for a variety of communication methods or used as a background for wrapping paper, cards or as a fabric for upholstery.



## Corporate font

The Comfortaa font is used on all printed material and on the various types of communication. Comfortaa Light, Comfortaa Light, Comfortaa Regular, Comfortaa Medium and Comfortaa Bold

versions are authorised for use. The font is available on Google Fonts, otherwise the use the Arial font is recommended.

Comfortaa Light

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

Comfortaa Regular

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

comfortaa

Comfortaa Medium

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

Comfortaa Bold

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

Arial Regular  
1234567890  
abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

**Arial Bold**  
**1234567890**  
**abcdefghijklmnopqrstuvwxy**  
**z**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**

Mistakes to avoid

This page shows a few examples of incorrect use of the Trademark/Logo.



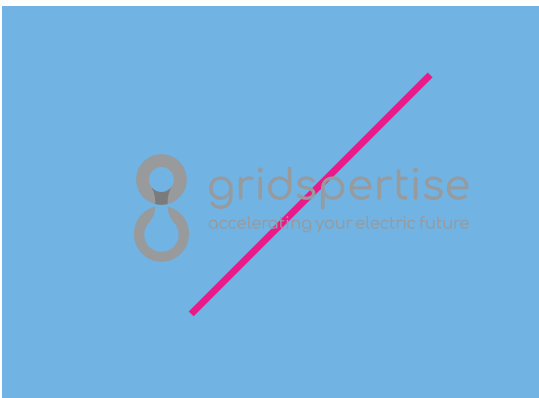
Changing the composition or internal proportions

Deforming or distorting internal proportions



Changing the logotype or corporate colours

Ignoring the boundaries and typographical alignment



Ignoring the different versions of the Trademark/Logo

Applying the Trademark/Logo in a way that diminishes readability

Gridspertise  
Visual Identity Manual  
Basic Elements Section

November 2023