



Brand Book Information Document

The CAREL logo must only be used, following authorisation, as specified in the Information Document. All other uses must be approved by the CAREL Industrial Design & Marketing Communication Office.

Please send the signed "Logo usage form" (page 6) for approval to:

immecomm@carel.com

How to use the CAREL logo

The CAREL name and logo are registered trademarks and distinctive marks of CAREL INDUSTRIES S.p.A.

Corporate logo

Our Corporate logo must not be used in Marketing events, and its use must be approved by the ID & MC office.

A large, bold, grey, uppercase "CAREL" logo. Below the text is a thick horizontal bar composed of three segments: a long grey segment on the left, a shorter red segment in the middle, and another long grey segment on the right.

Only two versions of our logo can be used on Marketing materials:

White logo

The white logo is used whenever it is to be placed on a PANTONE 485 red background.



CAREL ellipse logo

The CAREL ellipse logo is used whenever it is to be placed on a neutral background. The contrast between the background and the logo must always be high/adequate.



Clear area around the logo

To be more effective, the CAREL logo must always be clear and legible.

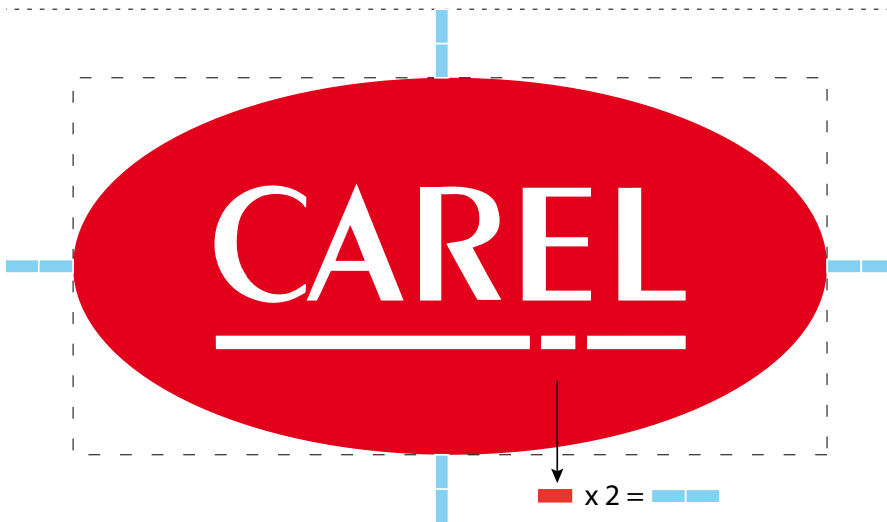
In general, the logo will be surrounded by ample free space.

Minimum free space

Whenever possible, even more free space should be left around the logo.



Clear area around the logo

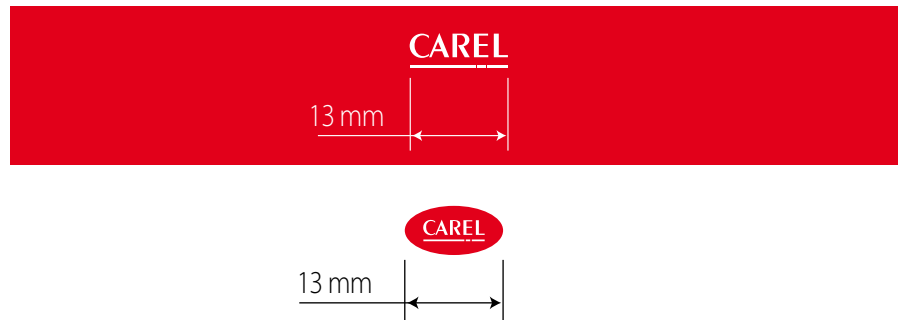


Clear area around the logo

Logo dimensions

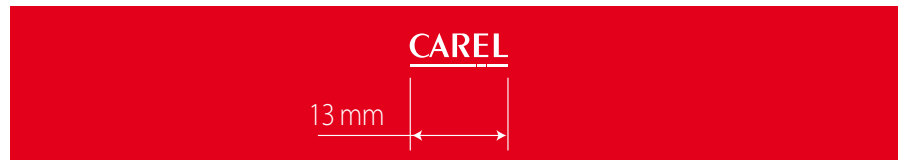
The length of the logo is measured from the beginning of the letter C to the last rectangle. The logo must be in the foreground in all applications, without dominating the page.

It cannot be printed less than 13 mm long.



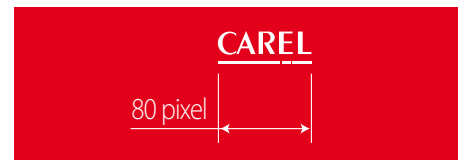
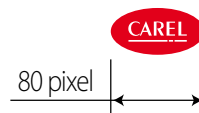
Exceptions

In exceptional cases where a smaller size is required (on a gadget, for example), the minimum length should not be less than 13 mm.



Minimum digital size

For digital applications, the minimum logo length should not be less than 80 pixels.





Logo usage form

The CAREL logo must only be used as specified in the Information Document.

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immecomm@carel.com

I am an external user of the CAREL logo and I accept the conditions of use as described in the Information Document.

Logo user's details:

Name and surname

Email

Phone

Intended use of the logo

Site URL (if any)

My contact at CAREL is:

Name and surname

Phone

Office

Please send this form by email to:

CAREL INDUSTRIES S.p.A.

Via dell'Industria, 11 - 35020 - Brugine Padova ITALY

Phone: +39 049 9716611

idemc@carel.com

immecomm@carel.com

Signature

Headquarters ITALY

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