



Corporate Identity Guidelines 2016

The following Identity Guidelines were drawn up for FAEMA staff and partners, for reference in creating a consistent, shared Brand language for addressing customers at all points of contact.

This set of guidelines shall underpin the work with all Brand communication instruments.

Further information and guidelines for specific material produced shall be provided in other handbooks.



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BRAND FOUNDATION

1950's
Workshop of the establishment



The FAEMA logo currently includes a symbol that is very clearly linked to Milan (the city of the company's origin). The symbol is Milan's cathedral (Duomo di Milano) with a logotype.

During the 70 years of FAEMA's activities, the logo has been modified, reflecting the various decades of historical stages in the development of the company. However, the characterising elements have been conserved, ensuring consistency and recognisability through to the present day:

- the cathedral, or Duomo (the symbol of the city of Milan)
- the dense, compact FAEMA lettering.



1940's

In 1945 Carlo Ernesto Valente founded in Milan FAEMA (Fabbrica Articoli Elettrodomestici Meccanici Affini).



1950's

In the 50's FAEMA became a joint stock company and took the name "Officine Faema SpA".



1960's

FAEMA enters the 60's launching an icon of style and functionality: E61. The helicoidal element is introduced inside the symbol of the Duomo.



1970's

FAEMA re-launched itself on the market as New FAEMA, with a renewed image.



1980's

Between 80's and 90's FAEMA consolidated its visual identity.

Today

SATURNO
1948



TARTARUGA
1960



E61
1961



TRONIC
1983



E91
1991



EMBLEMA
2013



OUR PROMISE

PROVIDING
MACHINES...



OUR PROMISE

...TO ENSURE
HIGH QUALITY
COFFEE...



OUR PROMISE

...AND TO
ENHANCE USER SKILLS...



OUR CONSUMER





BRAND
IDENTITY

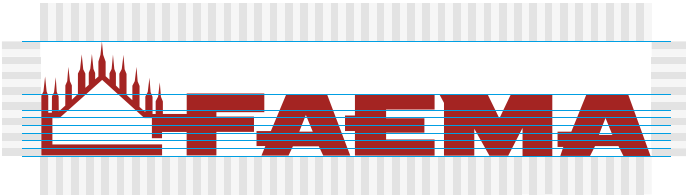
1950's
Assembly department



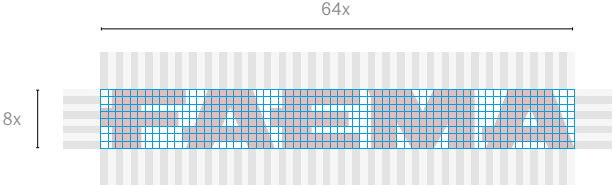
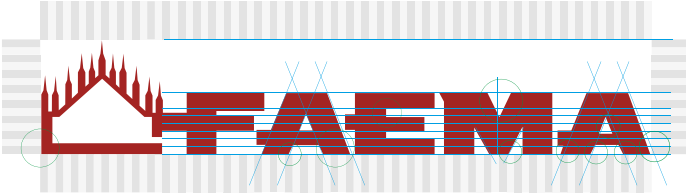
Logo Heritage
(Pre-rebranding)



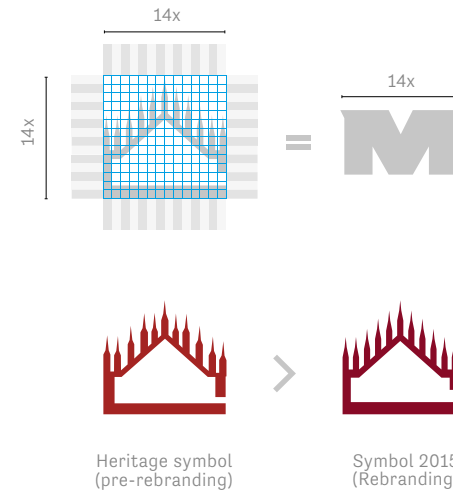
Methodology of analysis
Starting out from vertical divisions to delineate a module.



Pinpointing the criticalities
Using a grid to reconstruct the logotype in line as much as possible with the original drawing.



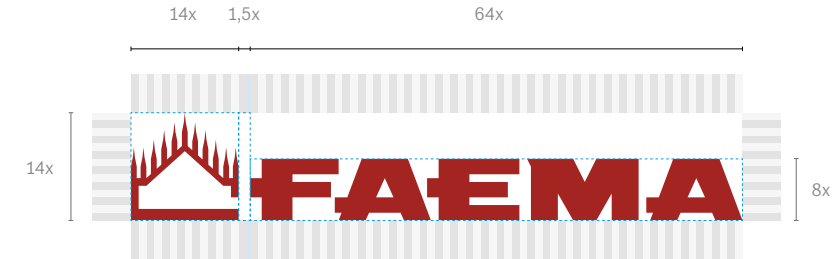
The FAEMA logotype has been rebuilt by identifying a base module in the indicated proportions.



The symbol of the Duomo is redesigned without changing the characteristic forms of the brand image.

The restyling has two purposes:

- modernization of an historical symbol
- simplification for a consistent and effective usage on the different communication tools.



Detachment of the tract that linked symbol and logotype symbolizes the jump of FAEMA in an ever more international contest. Starting from the historical italian roots, the brand is now ready to follow a more global and contemporary path.



The FAEMA logo in its base form uses only one colour (red) on a white background (max. 40% black).

The logo can be used in accordance with the two planned variants (positive or negative).





The FAEMA logo variant in black and white is available for black and white printing when colour printing is not possible. The logo variant in black and white must not be used on colour-printed documents.



There are 2 variants for the logo in black and white: positive (on a white background or background with max. 40% black) or negative (on backgrounds with more than 40% black).

The unit of measurement adopted to delineate the area of respect of the logo is the square produced by the symbol of the Duomo.



The new FAEMA payoff reflects the legendary aura of the brand and product. The payoff conveys the atmospheres, and a sense of utter dedication, and the art, tradition, quality and culture that all go into coffee at its best. The appeal is to the universe of values and emotions of the target, namely Baristas.

At the creative stage, the key concept is ART, in the broadest sense of this term – expression of inspiration and freedom to create, thanks to full exploitation of such a resource as the E61 (an object-symbol recognised worldwide).

Art is fundamental as a concept from the point of view of communication to the target – users who see in FAEMA machines an instrument for expression. A means of expression, capable of interpreting and enhancing their passion for coffee.



To obtain the greatest consistency of application in the printed materials, users are urged to adopt, for the logo, only proportions that ensure visibility (i.e. readability) and distinctness. The smallest permitted size is 25 mm. The “EXPRESS YOUR ART” payoff must not be used below the minimum visibility dimension of 30 mm.



UNAUTHORIZED USE



NO use of symbol alone



NO variation of position of symbol



NO variations of the colour



NO use of name alone



NO rotation



NO variations of the colour



NO deformation



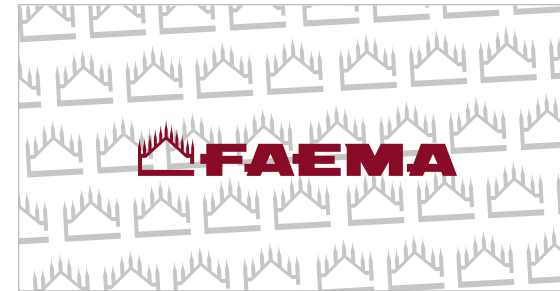
NO variation in combinations of base elements



NO variation in the proportions of the elements

FAEMA Corporate Identity Guidelines

BRAND IDENTITY



NO logo on background with symbols



NO logo on backgrounds with linear elements

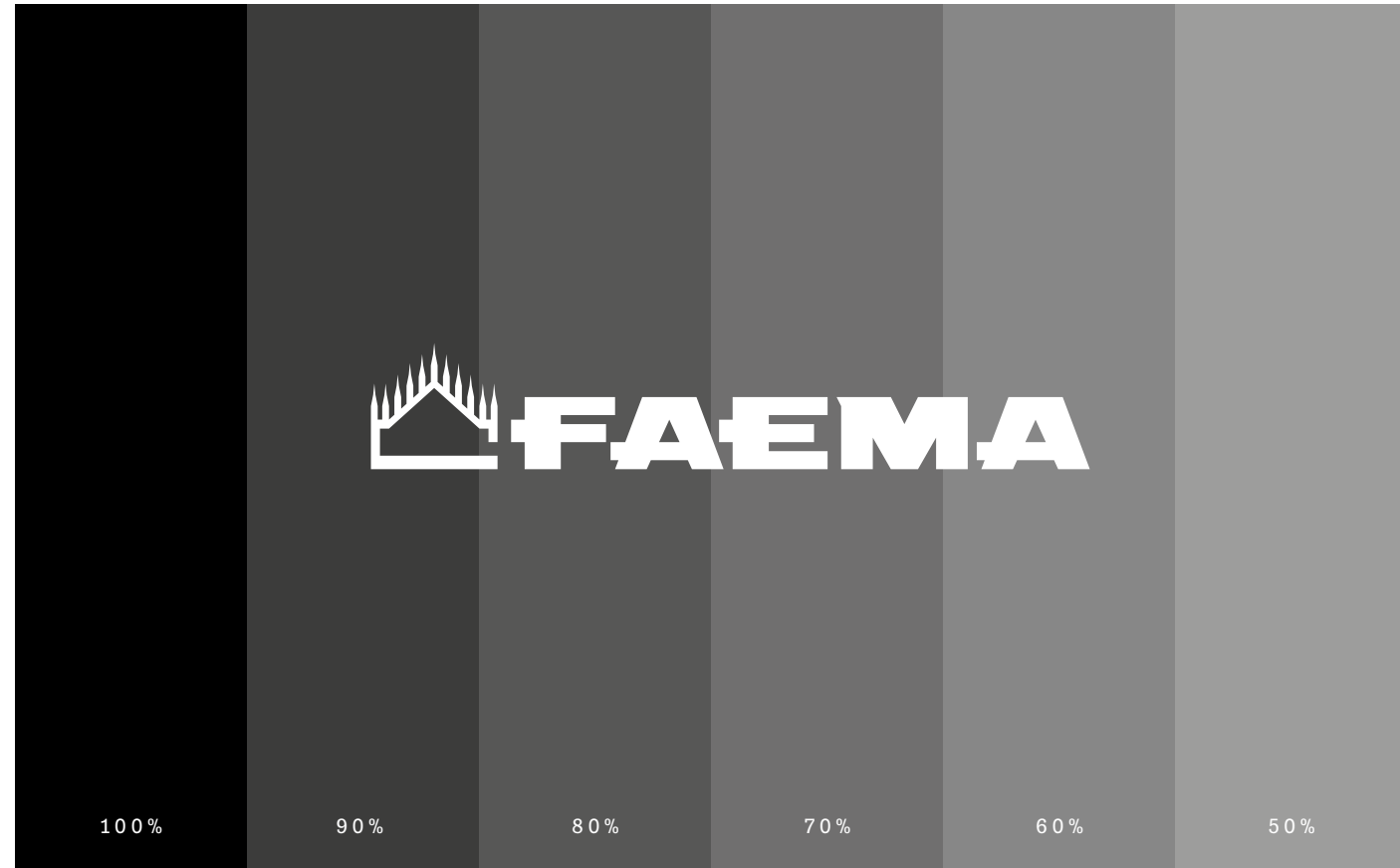


NO logo on text body

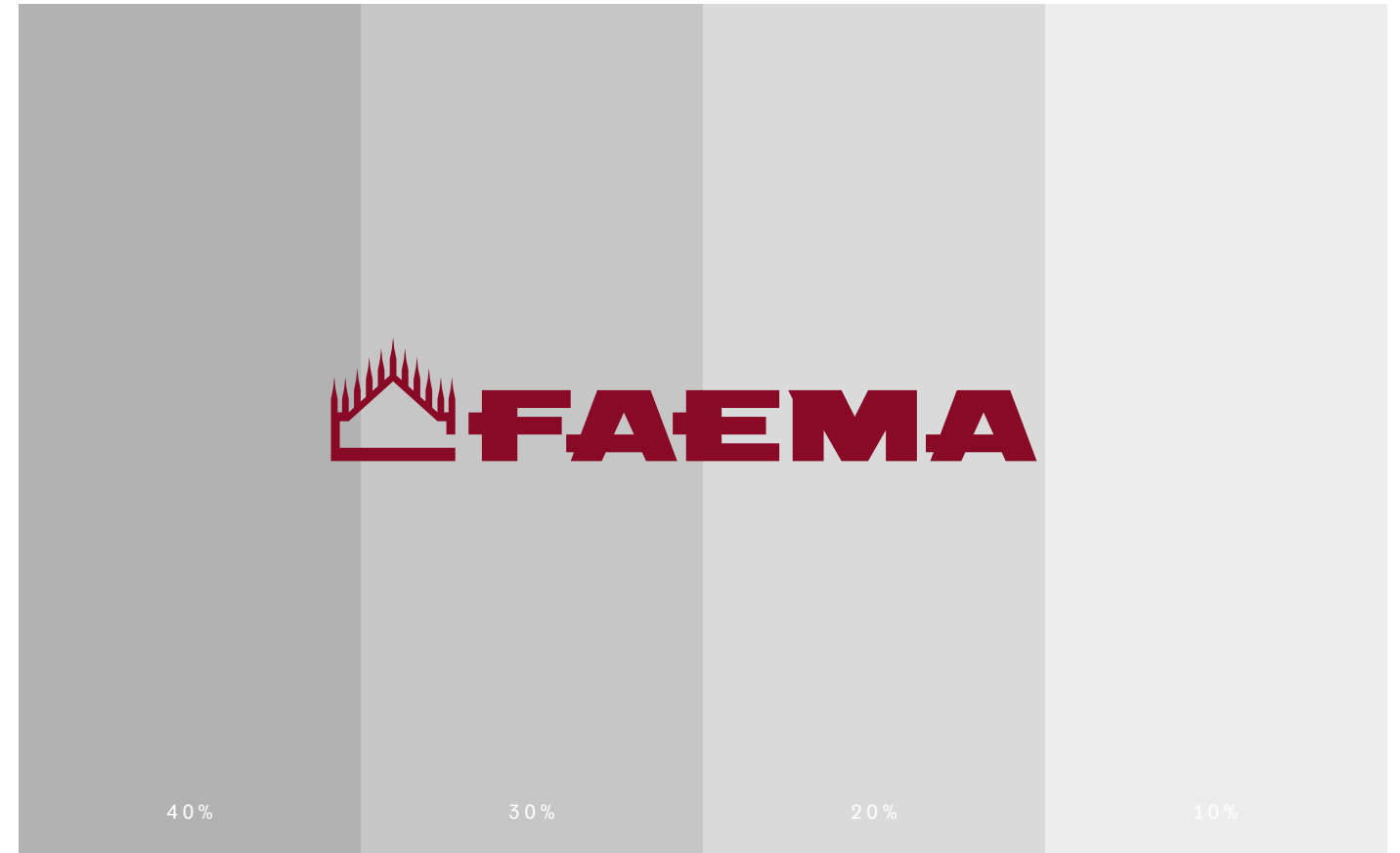


NO red logo on backgrounds darker than 40% black

LOGO ON COLOUR BACKGROUNDS



BRAND IDENTITY



LOGO ON PHOTOGRAPHIC BACKGROUNDS



In the case of backgrounds with images, use of primary and secondary FAEMA logo variants is authorised. With no background, use of primary and secondary logo variants is authorised only when the tones (light or dark) are uniform.

FAEMA Corporate Identity Guidelines

BRAND IDENTITY



The logo in its two variant forms must not be used on backgrounds with many images, or that present marked contrasts or present tones that are derived from corporate colours.



COLOURS

1950's
Cafe



Pantone 202 C

CMYK 0, 100, 60, 52

RGB 135, 10, 40

HEX 870A28

RAL 3004

Pantone 727 C

CMYK 12, 26, 38, 0

RGB 217, 180, 143

HEX E6C3A1

Pantone 433C

CMYK 82, 71, 56, 68

RGB 29, 37, 45

HEX 1D252D

Pantone 429C

CMYK 42, 30, 27, 0

RGB 162, 170, 173

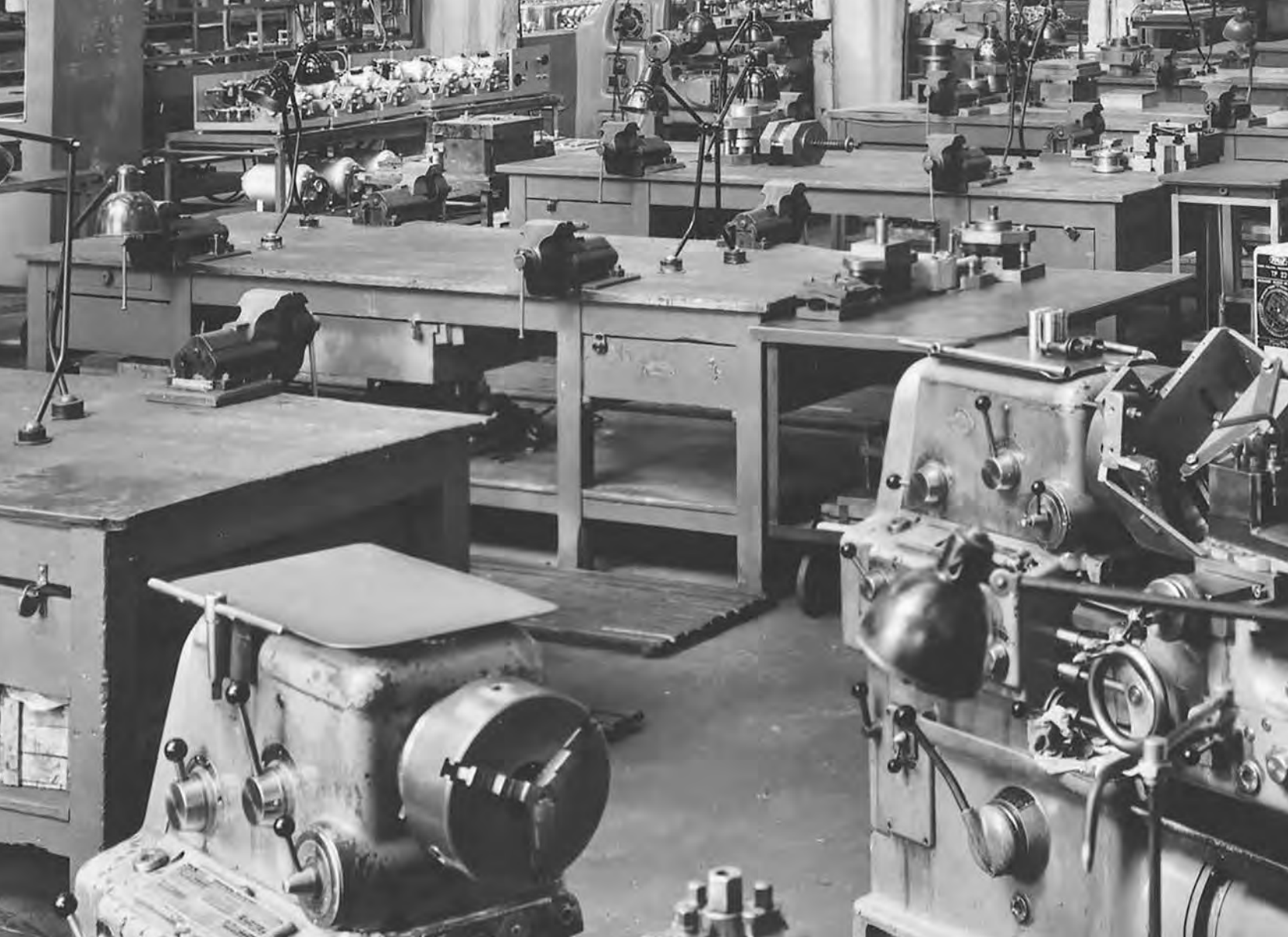
HEX A2AAAD

Pantone Process Black 10%

CMYK 0, 0, 0, 10

RGB 230, 230, 230

HEX E6E6E6



FONTS

1950's
Plant production



PRIMARY FONT:

The primary font selected is Tenso Bold. Thanks to its solid, distinctive character, this font is suitable for use in the titles and main messages, thus also underscoring the brand's forceful personality.

SECONDARY FONT:

Tenso Light is used as secondary font for the subheads, where necessary. While ensuring consistency with the character of the primary font, the secondary font also provides an evident contrast.

BODY COPY FONT:

Tenso Regular is used for texts, given its high readability and adaptability, for use with various dimension specifications.

Primary font

TENSO BOLD

**AaBbCcDdEeFf01234
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789**

Secondary font

TENSO LIGHT

AaBbCcDdEeFf01234
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Body copy font

TENSO REGULAR

AaBbCcDdEeFf01234
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

TYPE ON SCREEN

Lorem ipsum dolor sit amet,
 id his dictas ponderum pertinacia, rebum aequ
 qui ad. Dolor laudem cu pro, ut malorum
 persius eruditi est.

Lorem ipsum dolor sit amet, id his dictas ponderum pertinacia,
 rebum aequ qui ad. Dolor laudem cu pro, ut malorum persius eruditi
 est. Pro an cibo posse deleniti. Omnes conceptam mel ea, impedit
 feugait at per. Mundi efficiantur his ea, est convenire disputando
 an. Eu vim vide ceteros legendos, mea id natum dolorem volutpat,
 ad alii commodo nec.



PHOTOGRAPHY

1960's
FAEMA E61



PRODUCT

FAEMA machines embody Performance and Expression, perfectly.

The product images must express the aesthetic and technological qualities of the machine while also underscoring the machine's marked emotional appeal.

The product's appeal becomes clear, thanks to the emphasis given to representation of the design aspects and forms. For details, on the other hand, close-up images of the distinctive elements and of the stages of dispensing / preparation are used. Foreshortening is allowed for images in settings.



LIFESTYLE

The lifestyle images may represent the FAEMA machines' end products, the targets and details illustrating the emotional appeal of the products. The human figure is a predominant element in the various scenes (use of faces, movements) to convey a sense of the utter dedication and attention to detail that we see in Baristas. The colours must tend toward warmth in the tones in order to underscore emotional involvement as an aspect of the scenes represented.





VIDEO

1960's
FAEMA van



Storytelling “Express your Art” means giving visual expression to the brand and its legendary aura, as well as its product-symbol. The idea is to collate dedication and tradition – In a contemporary manner. The appeal is to the universe of values and emotions of the target, namely Baristas.

At the creative stage, the key concept is ART, in the broadest sense of this term – expression of inspiration and freedom to create, thanks to full exploitation of such a resource as the E61 (an object-symbol recognised worldwide).

Baristas look to FAEMA for something that embodies their own dedication to coffee while providing a means of expression, capable of interpreting, enhancing and conveying to others a sense of this dedication.





MARKETING COLLATERALS

1960's
FAEMA President in a cafe





A special feature of FAEMA product brochures is the use of images on the cover that extend from the front to the back, conveying a sense of continuity.

Suggested Solution for Printing:

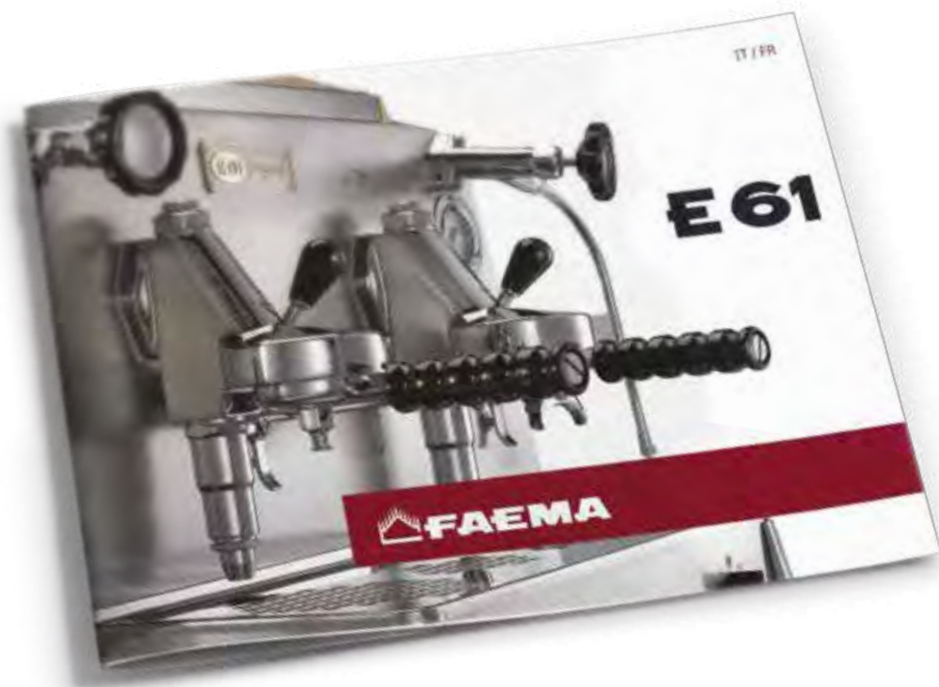
- Custom horizontal format (16X22cm)
- Moldmade paper 190-200 gr.

On the cover, the general idea is to represent the workplace area, with the public area on the back. This enables us to include a further product element to bolster the logo (i.e. the iconic red strip serving as the background, thus highlighting the logo itself). On an ideal plane, this red strip, or 'fil rouge', binds together the entire range.

Baristas need only think of the object-legend that is the E61 to realise that all FAEMA products bring together – in a contemporary manner – the dedication and tradition represented by the payoff, "Express your Art".



E61 LE Cover & Back



Cover E61



Cover E61 Limited Edition

Openings 70th page

The first double-page spread conveys the brand's values. In this specific case, we are dealing with FAEMA's seventieth birthday. The brand standard part for "Express your Art" is used for the rest of the range.

The plan foresees horizontal distribution of the elements, with a page entirely given over to brand ADV that occupies, proportionately a part of the space, with respect to the text (1/3 : 2/3). The space is made available on a primary colour background.



The setting of the elements represents a creative environment, in keeping with product details endowed with emotional appeal. The colours tend toward warmth in the tones in order to underscore emotional involvement as an aspect of the scene represented.

Key benefits page

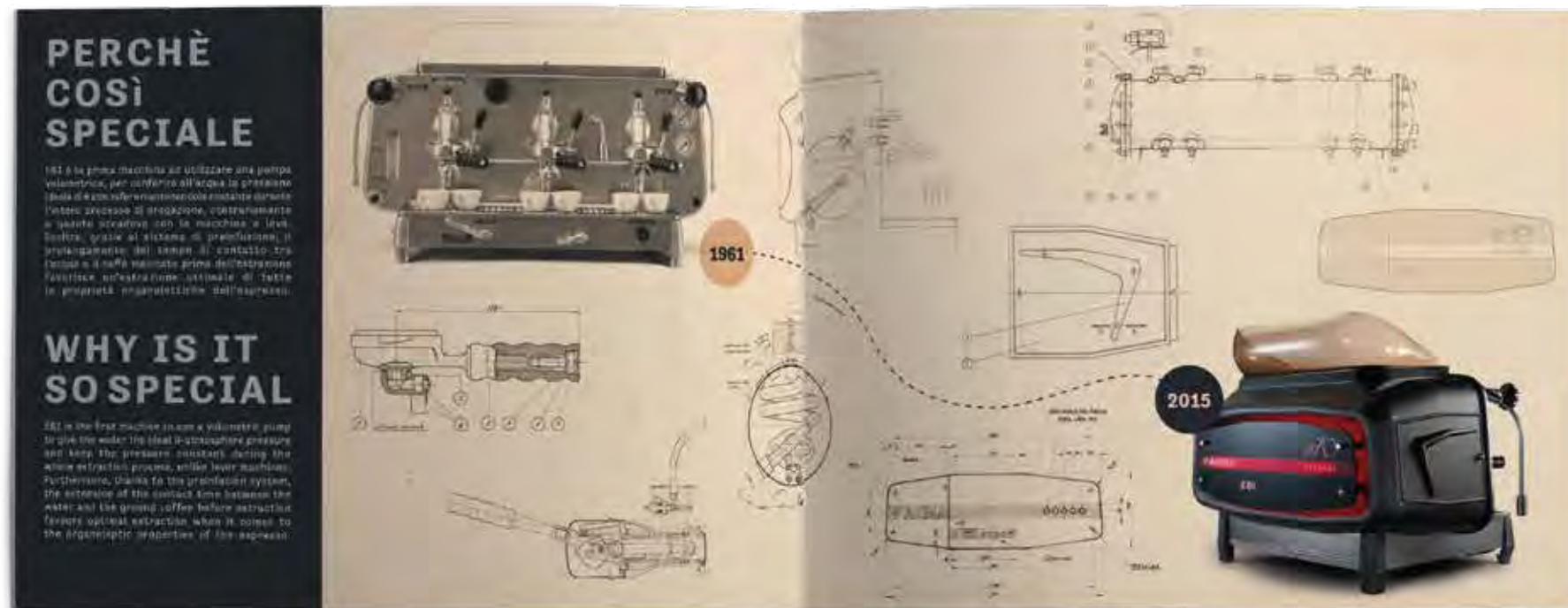


The double-page centrefold is dedicated to the specific contents of the product. Centrally positioned is a foreshortened representation of the product, in a setting.

The plan foresees horizontal distribution of the elements, with each page divided into three moving columns. This makes it possible to adjust the distribution of the layout to create original combinations (in this specific case, 2 product situations with text flanking the key image).

For the details, close-up images of the distinctive elements and of the stages of dispensing / preparation are used. The product's appeal is clearly evident, thanks to the emphasis given to representation of the design aspects and forms.

Range page



The second double-page spread deals with other specific product contents, according to the specificities.

Attached to this page is a representation of the details of the range including technical characteristics, with no need for ad hoc inclusion of another page.

The representation attached to the second double-page spread with key features provides an account of development of the range, alongside the technical features.



Page fold opened



Page fold closed

The photographic-iconographic material backing up communication always presents its own pillars; on the one hand, a human figure engaged in an iconic act, and, on the other, a detail with aesthetic and emotional appeal.



Back cover E61



Back cover E61 Limited Edition

In keeping with the brand's values, institutional advertising communication deals with the relationship between Baristas and their FAEMA machines. These machines embody their own dedication to coffee while providing a means of expression, capable of interpreting, enhancing and conveying to others a sense of this dedication. The human figure is a predominant element in the various scenes, conveying a sense of dedication and attention to aesthetic detail that goes toward a truly symbiotic relationship between FAEMA machines and the target – Baristas. Vintage treatment for the image's setting adds a further touch of refinement to the final composition, producing an "instant classic".



Full page (A4)



Half page



Footer



DIGITAL

1980's
FAEMA Tronic



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BODY COPY FONT:

Tenso Regular is used for texts, given its high readability and adaptability, for use with various dimension specifications.

Primary font
TENSO BOLD

AaBbCcDdEeFf01234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary font
TENSO LIGHT

AaBbCcDdEeFf01234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body copy font
TENSO REGULAR

AaBbCcDdEeFf01234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



The *tone of voice* is *open* and *engaging*: it relates directly to the primary target, talking about their close relationship with the product.

It touches the *emotional* aspect, enhancing the *passion* of those who love and choose FAEMA, paying particular attention to the *product design*.

The products are presented as «*works of art*».





EXHIBITION

2015
HOST Exhibition

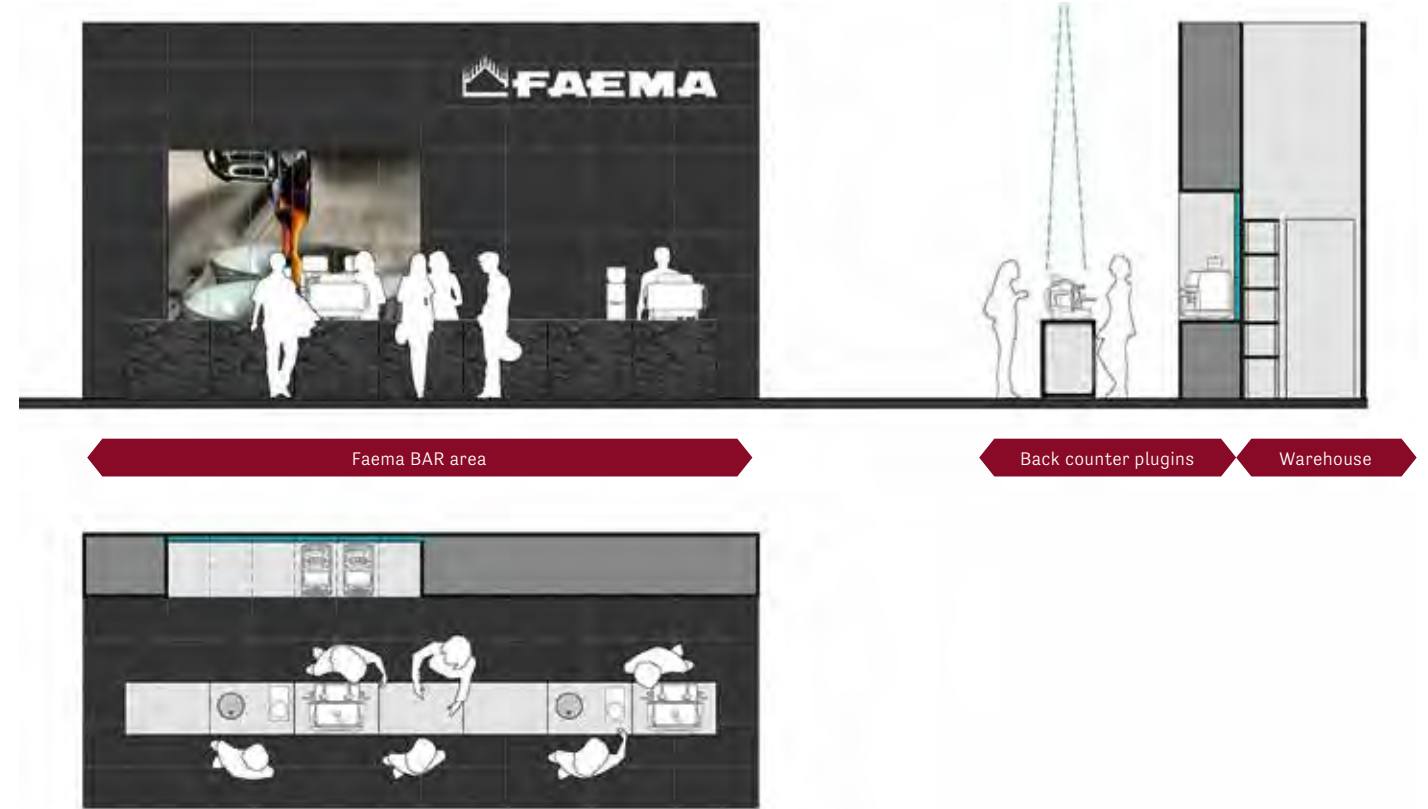


The elements of the stand have been organised with three levels in mind: hardware (modular display system base), software (lightweight space dedicated to communication) and lighting (enhancing the impact of the product). The arrangements are based on a modular system made up of components in black steel. The multimedia walls (reception and bar) are installed on the grid of these components. The display areas are located along the axes of the greatest flow of visitors. Luminous clouds indicate the presence of new-arrival products, and provide a resource for communication concerning these products.

The bar videowall provides communication from a distance of Faema's characteristic lifestyle, while the materials – chosen with great care – provide a context for the lifestyle's identity. The atmosphere in the social areas is informal and relaxing. Here, the large awning controls the light and sound. Visitors will appreciate the comfort of the space and the fixtures and furnishings with their supple forms and natural materials. The exhibition is organised thanks to inclusion of suspended clouds highlighting the areas with the new products. Each cloud encloses a communication space, with the

addition of mutable or varying lighting, with an amber light colour. Our perception of the process of preparation of the coffee is enhanced thanks to the dedicated lighting, which underscores both the technological aspects and emotional impacts. The sounds that generally accompany preparation are also a part of the experience. The sounds are processed by means of an interactive system, providing an accompaniment to the external image of the stand, through the constant changes in the lighting levels.

Faema BAR

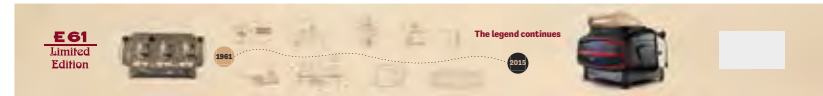


Reception



Reception

Clouds



E61 Cloud



EMBLEMA Cloud





SHOWROOM

2015
FAEMA Showroom



FAEMA SHOWROOM



