

TOOLKIT
CARPANO

CARPANO®

— since —

1786

THE FIRST VERMOUTH

INTERNATIONAL CAMPAIGN



INTRODUCTION



The Communication is focused on three main objectives:

- 1** Brand memorability, hi-lighting both heritage (since 1786) and primacy (the 1th Vermouth)
- 2** Consumption moment: focus on the APERITIVO ITALIANO ritual
- 3** Drinking suggestions: leading people to the consumption of perfect cocktails

TONE OF VOICE

CARPANO is proud to be an Italian top of mind brand with a great history and a strong notoriety among people, together with a top reputation among barmen.

The tone of voice of communication is therefore classic, with a touch of heritage and Italian style. We like mixing Italian words in our texts and to introduce the Italian touch in mixability.





1. LOGOTYPE

4

- 1.a Carpano Logotype
- 1.b Carpano Logotype with Heritage Claim
- 1.c Carpano Logotype with Heritage Claim – simplified version
- 1.d Carpano Logotype with Heritage Claim – color variations
- 1.e Carpano Logotype with Heritage Claim – size rules
- 1.f Carpano Logotype with Heritage Claim – Do / Don't

2. KEY VISUAL

12

- Main key visual – Vermouth Range
- Secondary key visual – Vermouth Negroni
- Secondary key visual – Vermouth Americano
- Secondary key visual – Vermouth Classico Spritz
- Key visual – Landscape Version
- Banner ads

3. OFF TRADE MATERIALS

20

- Necker
- Box pallet
- Cascard
- Reglette
- Banner shelf indoor/outdoor
- Shelf talker

4. ON TRADE MATERIALS

29

- Table tent
- Poster
- Costers
- Tray
- Pull up banner
- Glass
- T-shirt and polo shirt
- Chairs
- Deckchair
- Beach umbrella

5. KEY VISUAL SOCIAL MEDIA FORMAT

43

- Social media campaign

LOGOTYPE



Pantone 186 C

R	G	B	
212	29	38	
C	M	Y	K
11	98	89	0



25 mm

LOGOTYPE WITH HERITAGE CLAIM
REGULAR SIZE
recommended version.



Pantone 186 C

R	G	B	
212	29	38	
C	M	Y	K
11	98	89	0



Black



Pantone 871 C
Luxor 385/418

R	G	B	
189	149	53	
C	M	Y	K
20	35	85	15

CARPANO®



CARPANO®



> 6 cm

LOGOTYPE WITH HERITAGE CLAIM

BIG SIZE

to be used when you need to maximise the claim visibility or when the logotype with claim is too small.



Pantone 186 C

R	G	B	
212	29	38	
C	M	Y	K
11	98	89	0



Black



Pantone 871 C

Luxor 385/418

R	G	B	
189	149	53	
C	M	Y	K
20	35	85	15

CARPANO®



CARPANO®



> 6 cm

LOGOTYPE WITH HERITAGE CLAIM SIMPLIFIED VERSION

to be used with specific printing features,
when you need to simplify the claim
and logotype in order to get a perfect
production result.



Pantone 186 C

R	G	B	
212	29	38	
C	M	Y	K
11	98	89	0



Black



Pantone 871 C
Luxor 385/418

R	G	B	
189	149	53	
C	M	Y	K
20	35	85	15

CARPANO®

— since —

1786

THE FIRST VERMOUTH

CARPANO

— since —
1786
THE FIRST VERMOUTH

> 3 cm

LOGOTYPE WITH HERITAGE CLAIM
COLOR VARIATIONS



Black



White

CARPANO®

— since —

1786

THE FIRST VERMOUTH



CARPANO®

— since —

1786

THE FIRST VERMOUTH



LOGOTYPE WITH HERITAGE CLAIM
COLOR VARIATIONS
gold background



Black



White

CARPANO[®]

— since —

1786

THE FIRST VERMOUTH



CARPANO[®]

— since —

1786

THE FIRST VERMOUTH



LOGOTYPE WITH HERITAGE CLAIM
COLOR VARIATIONS
red background



Pantone 186 C

R	G	B	
212	29	38	
C	M	Y	K
11	98	89	0



White

CARPANO®

— since —
1786
— THE FIRST VERMOUTH —
—

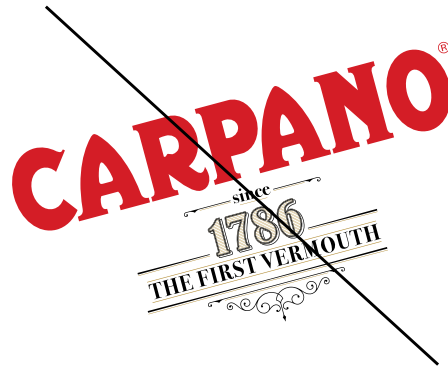
CARPANO®

— since —
1786
— THE FIRST VERMOUTH —
—

LOGOTYPE DON'T



Don't change color



Don't apply rotations



Don't change font



Don't change proportions



Don't remove parts
of the logotype



Don't enter the respect area
with graphic elements

MAIN KEY VISUAL VERMOUTH RANGE

BODONI 72
BOLD

BODONI 72 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BABILLON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AVENIR NEXT CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BABILLON
REGULAR

AVENIR NEXT CONDENSED
REGULAR



SECONDARY KEY VISUAL VERMOUTH NEGRONI

BODONI 72 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODONI 72
BOLD

BABILLON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BABILLON
REGULAR

AVENIR NEXT CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT CONDENSED
REGULAR, DEMI BOLD

AVENIR NEXT CONDENSED DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BABILLON
REGULAR

AVENIR NEXT CONDENSED
REGULAR

CARPANO®

— since —
1786
— THE FIRST VERMOUTH —

CARPANO CLASSICO

CARPANO NEGRONI

3cl of CARPANO CLASSICO
3cl of CARPANO BOTANIC BITTER
3cl of GIN
ORANGE PEEL
ICE

APERITIVO
ITALIANO

DRINK RESPONSIBLY

SECONDARY KEY VISUAL VERMOUTH AMERICANO

BODONI 72 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODONI 72
BOLD

BABILLON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BABILLON
REGULAR

AVENIR NEXT CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT CONDENSED
REGULAR, DEMI BOLD

AVENIR NEXT CONDENSED DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BABILLON
REGULAR

AVENIR NEXT CONDENSED
REGULAR



SECONDARY KEY VISUAL VERMOUTH CLASSICO SPRITZ

BODONI 72 BOLD

BODONI 72
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BABILLON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BABILLON
REGULAR

AVENIR NEXT CONDENSED REGULAR

AVENIR NEXT CONDENSED
REGULAR, DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT CONDENSED DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BABILLON
REGULAR

AVENIR NEXT CONDENSED
REGULAR



KEY VISUAL LANDSCAPE VERSION 1 (420x297)

BABILLON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

AVENIR NEXT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

AVENIR NEXT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

BODONI 72
 BOLD
 BABILLON
 REGULAR
 AVENIR NEXT CONDENSED
 REGULAR, **DEMI BOLD**

BABILLON
 REGULAR
 AVENIR NEXT CONDENSED
 REGULAR



KEY VISUAL
LANDSCAPE VERSION 2
(RECOMMENDED FOR DOUBLE PAGES ADV 420x297)



KEY VISUAL
LANDSCAPE VERSION 3
(RECOMMENDED FOR BILLBOARD ADV 600x299)



BANNER ADS

Application: digital



300x600



160x600



728x90



300x250



320x50



300x50

TOOLKIT
CARPANO THE 1TH VERMOUTH

CARPANO[®]

— since —

1786

THE FIRST VERMOUTH

OFF TRADE





Necker





Box Pallet





Box Pallet





Casecard





Casecard





Reglette and outdoor banner shelf



Reglette and indoor banner shelf



Shelf Talker

TOOLKIT
CARPANO THE 1TH VERMOUTH

CARPANO[®]

— since —

1786

THE FIRST VERMOUTH



ON TRADE





Table Tent



Poster





Costers



Costers



Tray



Pull up banner





Glass



Polo shirt



White t-shirt



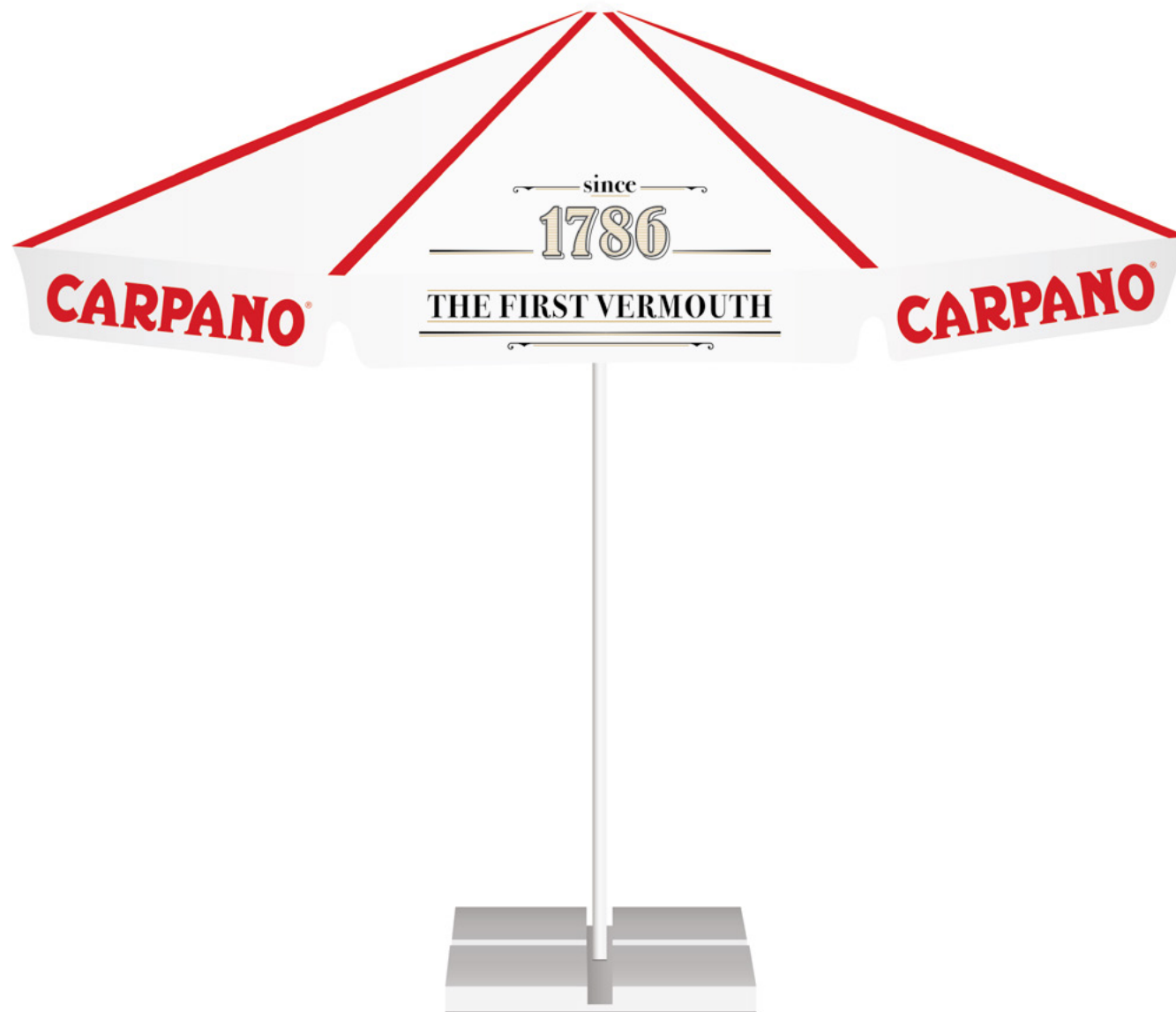
Red t-shirt



Chairs



Deckchair



Beach umbrella

TOOLKIT
CARPANO THE 1TH VERMOUTH

CARPANO[®]

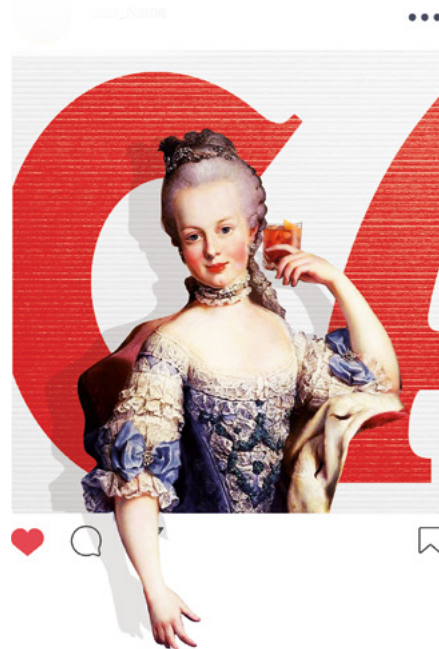
— since —
1786
— THE FIRST VERMOUTH —
—

SOCIAL MEDIA FORMAT





Social media campaign
Examples



Social media campaign
Examples



Social media campaign
Examples