AMBRO-SOL®
Your Factory of Aerosol
SPRAY



BRAND MANUAL

Brand Book Guideline

www. ambro-sol.com

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Company

Ambro-Sol is a company specializing in the production and bottling of chemical products and aerosols on behalf of third parties. Founded in the seventies by the will of Mr. Gnocchi, the company has been owned by the Ambrosini family since 1990.
From the beginning the family has focused its growth strategy in the field of aerosol products. Starting from a small production of aerosols in 2007 (lubricants for weapons and anti-adhesive coatings for welding), the company has grown successfully during the years.
The company is on the market with its registered brand names **Ambro-Sol**.

Ambro-Sol products are divided into the following main categories:
• Lubricants and Protective
• Products for General Maintenance
• Adhesives
• Cleaning Products
• Zincs
• Paints
• Car Products
• Welding Products

Today Ambro-Sol is a well established, dynamic and constantly expanding company. We are always looking for innovative ideas and new ways to approach the market. The factory site in Cigole (Brescia Province) is one of the most advanced European aerosols factories, both in terms of technology and safety.
The strategy is divided into three concepts:
• The development of quality products
• Providing both domestic and foreign customers with innovative quality products at the best value.
• To provide professional assistance and efficient ways to build customer loyalty.

Mission

To obtain a significant share of the domestic and foreign market under the name Ambro-Sol, which brand is specializes in production and distribution of industrial spray products.
We build an image that suggests great technique, reliability, and flexibility towards customers and our target audiences.
Ambro-Sol products satisfy a diverse group of customers and
our knowledgeable technicians can suggests the appropriate products and spray capabilities.
Our laboratory can help companies solve problems and improve formulas. It will continue to test and improve our products for effectiveness and efficiency.
Currently there are more than 1200 formulations for Ambro-Sol products.
The research and development applied with great professionalism and passion will enable our customers to have products that are effective and advanced.

Logotype

Naming and Logotype Elements

Ambro-Sol's logotype is composed by three essential elements that create a simple, comprehensible and effect logotype.

- Naming
- Rhombus
- Pay off

The name is the union of founder's surname and the word that identifies the type of products that characterize the company.

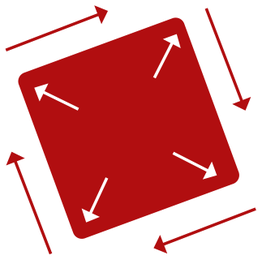
AMBROSINI + AERO**SOL**

Founder's surname — Product Type

AMBRO-SOL

The element that characterizes the logo is a inclined square which contains the final part of the name.
The corners are slightly rounded to give the logo uniformity and also to recall the cambering of the finished product, which is the spray can.

Red color is used as a background to give contrast to the white word SOL, but its most important property is to represent the continuity and autonomy of the company.
In fact, this is defined a **360°company**, because it has an own research and development laboratory to obtain a superior final result; three independent production lines which characterize Ambro-Sol as aerosol manufacturing company; an administrative department which handles orders and shipment management; a technical department which organizes inventory management; a quality and safety department and lastly an internal graphic office which create layouts both for our own brand and that for external client (private label).
To identify all these aspects, this is the appropriate shape because every side and every corner can be associated to various functions of the company.



Pay Off

To have a complete logo, a **pay off** has been added. This identifies in the best way a part of Ambro-Sol's mission to be flexible towards employees and customers, providing great technology, forward-thinking knowledge and reliability.
A company that caters to our customers by providing high quality products, directly from the "factory."

Your

FAMILY CONCEPT
To create a family like connection with the customer. Making them involved and helping with their needs.

Factory of

FACTORY CONCEPT
We are the factory and producer of aerosol products. We manufacture both paints and technical products.

Aerosol

PRODUCT CONCEPT
Repeat of the product, to create a fixed idea in the head of the customer. We produce aerosols.

Complete Logotype

AMBRO-SOL® SPRAY
Your Factory of Aerosol

Logotype Study

Corporate Colors

Principal colors of logo are four:

- Red
- Dark grey
- Light grey
- White

Red is the predominant color and it has been chosen because it is the most dynamic and is able to capture visual attention.
It also gives a sense of professionalism and quality, these are properties that identify the company.
Dark grey is used for payoff and **light grey** ffor the word SPRAY. Tonality are not the same because dark grey on a red background doesn't create enough contrast. These are two colors that recall order and balance.
White,used for the word SOL, also presents a thin border that surrounds the entire perimeter of the logo.
The border is not visible when logo is on a white background, but it is essential to be remembered when other background colors are used, because it gives to the logo more visibility and contrast.

PANTONE 1807 C

C: 0% **M:** 100% **Y:** 96% **K:** 28%

R: 178 **G:** 14 **B:** 16

C: 0% **M:** 0% **Y:** 0% **K:** 70%

R: 112 **G:** 111 **B:** 111

C: 0% **M:** 0% **Y:** 0% **K:** 30%

R: 198 **G:** 198 **B:** 198

C: 0% **M:** 0% **Y:** 0% **K:** 0%

R: 255 **G:** 255 **B:** 255

Positive and Negative Color Logo

Positive

Negative

Positive and Negative Greyscale Logo



Positive



Negative

Positive And Negative Black/White Logo



Positive



Negative

Font

Font used for the Ambro-Sol logo is very simple and clear, it can be comprehended from different distances and in smaller sizes.
The same font is used for Pay Off, but in Regular Italic version.

PRIMARY FONT

Limerick Heavy Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # " % ( ) [ ] < > .

SECONDARY FONT

Limerick Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # " % ( ) [ ] ‹ › .

The fonts most commonly used on Ambro-Sol texts, descriptions, and cans are:

- Myriad Pro
- Myriad Pro Condensed
- Eurostile

These fonts have been chosen because they are very well suited to company and product personality.

The Structure



Starting from simply AMBRO-SOL without all the elements, it was possible to obtain a readable and balanced logo.
Its height is in fact twice the height of the underlying writings; and the width of the side of the square is equal to the width of the word SOL.

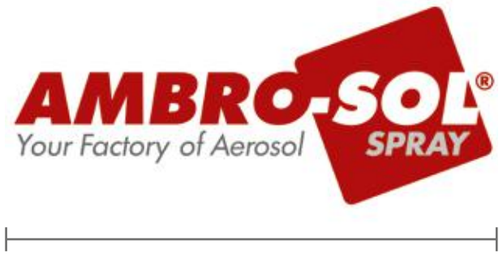
Respect Area



The respect area is the area surrounding the logo which must be clean and unobstructed. This will enhance the logo visibility and impact. This is obtained by using the height of the main text as a guiding form, consistently creating a minimum area that allows for a clean space around the logo in any application.

Minimum Logo Sizes









Logo Applications On Colored Backgrounds

The color of Ambro-Sol logo fits easily to all spot color background.



The color of payoff is 70% black and doesn't stand out well on all colors, so it's possible to changhe the color in white according to the needs.



















Logo Applications On Photographic Backgrounds





Wrong Logo Applications

Do not change the thickness of the Pay Off



Do not stretch or change the shape of the logo



Do not change the Pay Off font



Do not use the logo on a colored background without the white outline.



The Ambro-Sol Logos

Ambro-Sol has a vast range of products. Therefore, there are three distinct product lines, each with its own name and logo.

1. AMBRO-SOL
Spray paints and technical spray products branded Ambro-Sol.

2. XT10
The most important Ambro-Sol product. One product which performs 10 functions

3. TAG COLORS
Graffiti spray paints.

XT10

XT10®
10 FUNZIONI IN 1

Naming

The name of this logo is composed by two letters and one number.
Letters indicate the product quality, something that is special and **Extreme**. In fact, we use two letters contained in this word.
The adjective has been chosen in English language because the sound of the pronunciation is strong like the quality of the product.
10 is the number of functions that this product can perform.

EXTREME + 10

extreme quality of the product

number of functions

XT10

Il Pay Off

The logo has a Payoff that specifies the main features of the product:
10 FUNCTIONS IN 1.
This phrase can be translated in Italian, Spanish and Polish, etc. according to the country and branch that uses it.

XT10®
10 FUNZIONI IN 1 → Italian

XT10®
10 FUNCTIONS IN 1 → English

XT10®
10 FUNKCJI W 1 → Polish

Colors

The color chosen is dark blue because it promotes the idea of professionalism, quality and earnestness, all properties that compliment the product.

PANTONE 2757 C

C: 100% **M:** 90% **Y:** 36% **K:** 29%

R: 33 **G:** 44 **B:** 85

Positive And Negative Color Logo

XT10®
10 FUNZIONI IN 1 — Positive

XT10®
10 FUNZIONI IN 1 — Negative

Positive And Negative Greyscale Logo

XT10®
10 FUNZIONI IN 1 — Positive

XT10®
10 FUNZIONI IN 1 — Negative

Positive And Negative Black/White Logo

XT10®
10 FUNZIONI IN 1 — Positive

XT10®
10 FUNZIONI IN 1 — Negative

Font

Font used for the XT10 logo is squared and rigid, with a large extension which allows to perceive the product as something big and powerful.
Letters and numbers are written as if they were one word, but to distinguish them they have a different thickness. XT is in fact thinner than the number 10.

Eurostile Demi

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # “ % ( ) [ ] < > .

Eurostile Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # “ % ( ) [ ] < > .

The Structure



XT10 logo is very simple. “XT 10” is three times the size of “10 FUNCTIONS IN 1”

Respect Area



The respect area is the area surrounding the logo which must be clean and unobstructed. This will enhance the logo visibility and impact. This is obtained by using the height of the main text as a guiding form, consistently creating a minimum area that allows for a clean space around the logo in any application.

Minimum Logo Sizes









Logo Applications On Colored Backgrounds

The color of the XT10 logo fits easily to any background color.





Logo Applications On Photographic Backgrounds



Wrong Logo Applications

XT10®
10 FUNZIONI IN 1

Do not change
the thickness of the logo

XT10®
10 FUNZIONI IN 1

Do not stretch or change the
shape of the logo

XT10®
10 FUNZIONI IN 1

Do not change the Pay Off font

TAG COLORS

Naming And Logotype Elements

The name of this logo refers directly to the graffiti world and urban art. TAG in fact, is a specific word that indicates the sign of the artist. It is also versatile and consistent with the new online communication channels.
Name and symbol are linked perfectly together. The symbol is an X, sign that was usually associated with the calligraphic signature.
The lines of the X are rounded and soft, they follow exactly the artistic style of the writers and have a thick trace that gradually tapers to the base. On the upper extremities there are two circles that represent the spray of a spray can.
The complete logo is therefore characterized by three elements:

- Naming
- Symbol X
- Pay off

X + TAG + COLORS =



Pay Off

Payoff is formed by the "**graffiti**" and "**technology**" words that indicate a continuous research and development by the brand directly aimed at the world of graffiti.

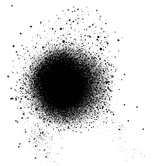
Graffiti	Technology
WHO THE PRODUCT IS ADDRESSED Product aimed at the whole world of graffiti and the end use of the product.	**RESEARCH AND DEVELOPMENT** Term that indicates the continuous study and increase of product capacity.

Complete Logotype



Colors

Color chosen for this logo is black; a neutral, elegant and professional color.
The choice to use a monochrome logo is dictated by the need to obtain a result with the greatest possible impact, capable of being memorized after a single glance.



C: 91% **M:** 72% **Y:** 62% **K:** 79%

R: 0 **G:** 0 **B:** 0

Positive and Negative logo



Positive



Negative

Font

The font used in the logo payoff is Helvetica, one of the simplest, clearest and most direct characters.

Helvetica

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # “ % ( ) [ ] < > .

The fonts used for “TAG” and “COLORS” have been made to measure for the brand considering the final destination of the product and the imagery to which it is addressed.

The Structure



The structure is given by the “X” which is the essential element and it contains the brand’s name and the payoff.
In this way a balanced, simple and impactful solution is obtained.

Respect Area



The respect area is the area surrounding the logo which must be clean and unobstructed. This will enhance the logo visibility and impact. This is obtained by using the height of the main text as a guiding form. In this case, the word COLORS is the guide. This consistently creates a minimum area that allows for a clean space around the logo in any application.

Minimum Logo Sizes



8 cm



5 cm



3 cm

Logo Applications On Colored Backgrounds

The black color of the logo fits easily into all the spot colors.

Logo applications on photographic backgrounds



Wrong Logo Applications



Don't deform logo

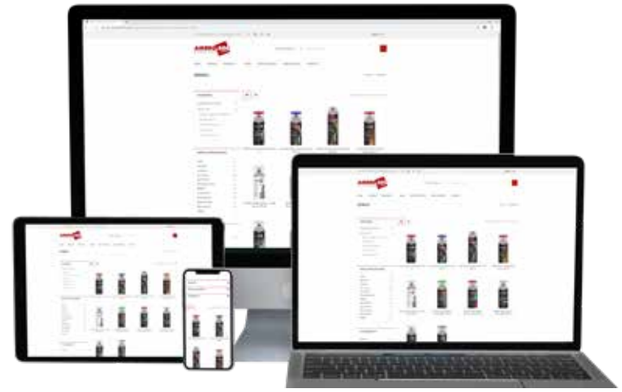


Don't change the payoff font

Web and Social Media

Website

Ambro-Sol's site is a dynamic and carefully studied site. It has an intuitive and responsive design so it can adapt to any device.
The pages are scrolling and enriched by animation that makes them more engaging.
Footer and navigation bar with research section are always present.
To facilitate user navigation, each section is dedicated to each product line and subdivided according to the category or application area. Each product has its own description and data sheet.
The video gallery has tutorials on how to use the products.
This is a multilingual site, so it's possible to visit Italian, English, Spanish, French and Portuguese pages.



Social Media

Ambro-Sol can be found on Facebook, Instagram, YouTube and LinkedIn.



Corporate Identity

Business Card And Headed Paper

Ambro-Sol business card has the same layout as all agents for all branches (Italy, Spain, France, Poland and U.S.A.).
It is graphically composed only in the front side, back side is white. It is developed horizontally with standard size, 8x5 cm.

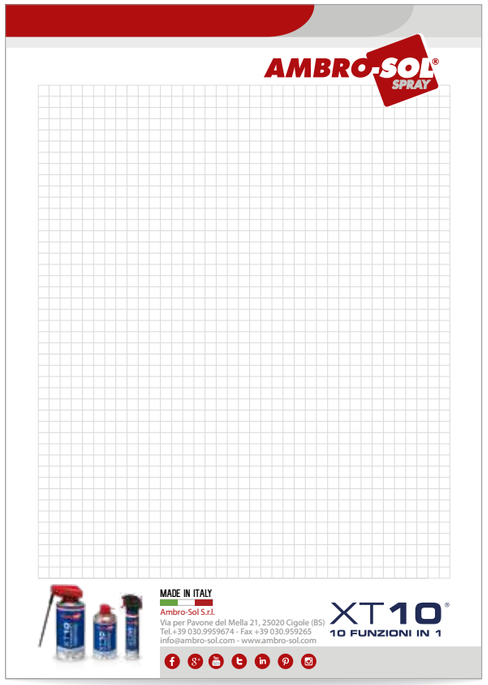
Headed paper has a simple layout with the logo on the left and all information on the right, written with coordinated font Myriad Pro.
There is another smaller logo bottom right, over the space for the sign.
The envelope, coordinated with the headed paper, has one logo on the top left side.





Block Notes And Pen

Ambro-Sol notepads are block page and in A4 format. There are graphics that take up the upper and lower band of the sheet.
Besides the company's logo and address, there are also social media icons where it's possible to follow Ambro-Sol and the three available sizes of XT10 in images with its logo.
The pen has the same company colors, and principal logos are printed side by side.



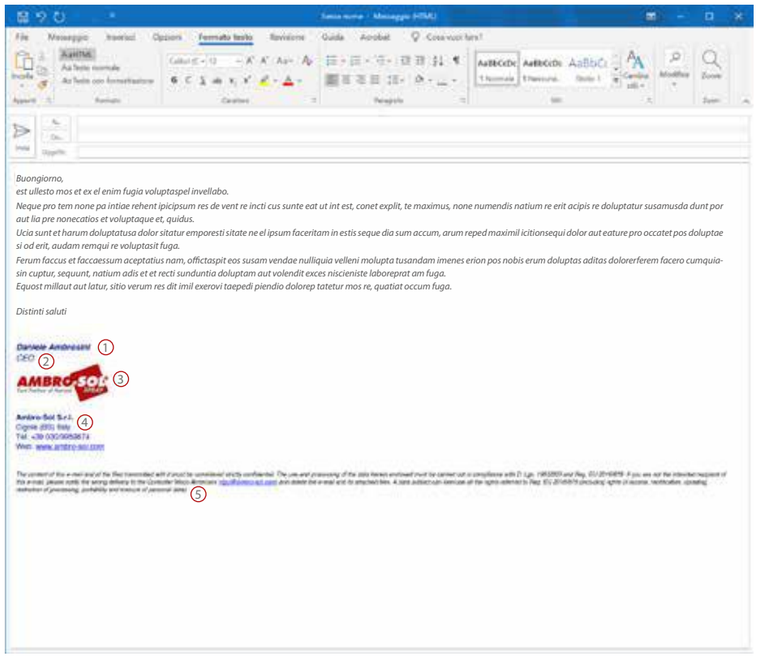


Electronic Mail

Page reserved to the e-mail has a simple layout. After the body of the email there are five elements well distributed and sized.

1 - Name and surname of the sender
2 - Role played in the company
3 - Company logo
4 - Address, telephone number, and site of the company
5 - Mandatory information reserved for privacy.

Two colors are used: **red** as the logo and **blue** as the XT10 logo.



The following manual was produced in July 2019 and must be considered an operational guide for all those who intend to use our brand correctly.
Ambro-Sol graphic department handles all content and graphics.
For information or uploads of logos, please contact the reference below.
Reference person: *grafica@ambro-sol.com*

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SPRAY

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