



Logo Usage Manual

Design Elements and Usage of Mark/Logo

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Basic Elements: Mark/Logo

The ITALCERTIFER Mark/logo is the basic element of its corporate identity system



The corporate colors are reproduced in print using PSM (Pantone Matching System) green 329 and PSM red 186.

This version should be used on a white or very light colored background.

The mark/logo should never be modified nor used together with other elements except for cases as described in these diagrams.

The Mark/Logo should be reproduced using digital media only.

Copies reproduced from other sources or from samples contained in the diagrams should be avoided.

The Mark and Logo may be reproduced on a computer only in few cases and on a small scale.

The 100% black version should be used in all cases where the only printing color is black (e.g., newspaper notices, fax cover pages or computer printouts).

Basic Elements: Mark/Logo

Design Features



Basic Elements: Typefaces

Corporate font

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 &

` 1 2 3 4 5 6 7 8 9 0 ´

The corporate font has been designed to compose the name of “Ferrovie dello Stato” and the names of the subsidiary companies.

ITALCERTIFER, a subsidiary of the FSI Group, uses this font.

The letter tilt angle is the same as the FSI mark at 26°

Basic Elements: Typefaces

Secondary Corporate
font

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 &

‘ 1 2 3 4 5 6 7 8 9 0 ’

The corporate font has been designed to compose the name of “dello Stato” and the names of the subsidiary companies.

ITALCERTIFER is a subsidiary of the FSI Group and uses this font in its logo for the name of “Gruppo Ferrovie dello Stato” .

The letter tilt angle is the same as the FSI mark at 26°

Basic Elements: Corporate Colors

Corporate Color
PMS Red 186

The visual identity of Ferrovie dello Stato Italiane is based on the use of the color red.

The red color is coded as Pantone color (to be used for printing on paper media); the RAL number (to be used for printing using paints);



In specific cases, such as in commercial or promotional materials and advertisements, the mark can be printed using process colors. In such cases colors must be used according to predefined percentages as indicated in this table.

Pantone Matching System

PMS 186

Process Colors

Cyan 0%

Magenta 100%

Yellow 81%

Black 4%

3M Colors

Vinyl Adhesive Film

SC 50-47

RAL System Paints

3020

Basic Elements: Corporate Colors

Corporate Color
PMS Green 329

The green color is coded as Pantone color (to be used for printing on paper media); the RAL number (to be used for printing using paints);



In specific cases, such as in commercial or promotional materials and advertisements, the mark can be printed using process colors. In such cases colors must be used according to predefined percentages as indicated in this table.

Pantone Matching System	Process Colors	3M Colors	RAL System Paints
PMS 329	Cyan 100%	Vinyl Adhesive Film	6026
	Magenta 0%	SC 100-727	
	Yellow 47%		
	Black 47%		

Use of the ACCREDIA Logo

Excerpt from:

ACCREDIA RG-09 rev.05 § 5. REGULATIONS FOR THE USE OF THE MARK BY ACCREDITED BODIES

«...Granting of the use of the ACCREDIA Mark, according to the criteria of the present Regulation RG-09, is granted to accredited Bodies which have obtained accreditation, at the same time as the signing of the accreditation agreement. Along with the concession of use of the Mark, authorisation is included to accredited Bodies, where applicable, that they themselves can grant use of the ACCREDIA Mark to their clients, as long as it is in conformity with the present Regulation. Accredited Bodies, with the signing of the present Regulation, assume the responsibility of monitoring correct use of the Mark by those who use it.»

“...The ACCREDIA Mark cannot be used ... on conformity certification documents which do not regard, ..., accredited schemes which are managed by the Body....»

ITALCERTIFER uses the ACCREDIA mark in combination with its own mark in certificates/statements of conformity, assessment reports and letter paper only for activities/services that fall within the Accreditation schemes according to the following standards:

- a. UNI CEI EN ISO/IEC 17065 – as a Certification Body of products/services in the following lines of business: *Rail subsystems and components*– Certificate no. 107B
- b. UNI CEI EN ISO/IEC 17020 – as a Type A Certification Body in the following lines of business: *Rail subsystems and components* and *Design Verification for state-owned and privately owned civil and industrial engineering works* – Certificate no. 58E

The ACCREDIA mark cannot be used separately from the Italcertifer mark in the documentation for a certified product, where the Certificate number (unless the certificate is reproduced in full) should be reported together with the two joint logotypes, nor on a product.