



## BRAND MANUAL





#### CLAIM

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## ROAD SYMBIOSIS

Our Symbiosis with the Road comes from over 50 years of experience in rubber manufacturing. Following the human evolution process we provided shoes in the very beginning, then moving on and creating bicycle tires and tubes. Deli Tires manufactures a wide range of the tire products, from wheel barrows tires to high performance car tires.

That's why we are the human motion technology experts. To seek the perfect journey you only need the perfect companion. You choose the destination, we take care of how to get you there. Safe and quickly. No matter which path you choose or the conditions you face, we will always be there, supporting you.



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Swallow guidelines have been prepared to assist you in the creation of your brand communication materials. The following pages illustrate the unique way to use the logo and graphic layouts to maintain unique the identity of the brand.

LOGO

The entire logo is composed by the logo, logotype and claim. Shapes and lines are in common. As you can see it's really dynamic with a technical accuracy.

COMPONENTS



USE 1

The classical use of the logo with the logotype.



LOGO

Speed, safety and performance are our key words and the logo must convey this thought.



USE 2

The classical use of the logo without the logotype.



LOGOTYPE

This font is in symbiosis with the logo.  
Really easy to read and recognize.  
A technical and unique font can be the best way to create and let grow a new premium brand.

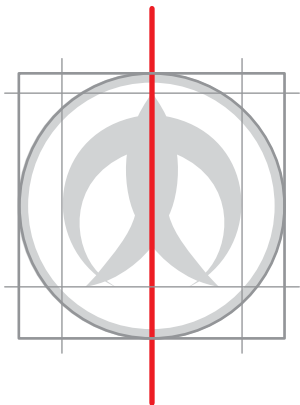


USE 3

Is possible to use the two elements (logo and logotype) in separately. It depends on the particularity necessity.

Precision and consistency are the most important aspects of this logo. Spaces and solid shapes are alternated to compose a harmonious figure.

Technical and with the same oblique line (red line).



The space around the logo is an important aspect to communicate and to make the logo visible. The proportions and the space become a necessity when the logo has to be put in a group of logos or in a specific poster/background.



# WHAT'S #SYMBIOSIS?

“symbiosis”  
[sim-bee-oh-sis, -bahy-]

noun

Biology: the living together of two dissimilar organisms, as in mutualism, commensalism, amensalism, or parasitism.

SYMBIOSIS is a close relationship between elements, things or people of a different nature in which the organisms benefit from living together in intimate communion.

Our tires are studied and developed to work in perfect compatibility with the road.

An intimate connection between two elements creating a perfect balance.

Road symbiosis happens when tire and road work in complete harmony together.

## SIZE



Lenght 100mm



Lenght 75mm



Lenght 50mm



Lenght 30mm

Lenght 25mm



## MINIMUM SIZE

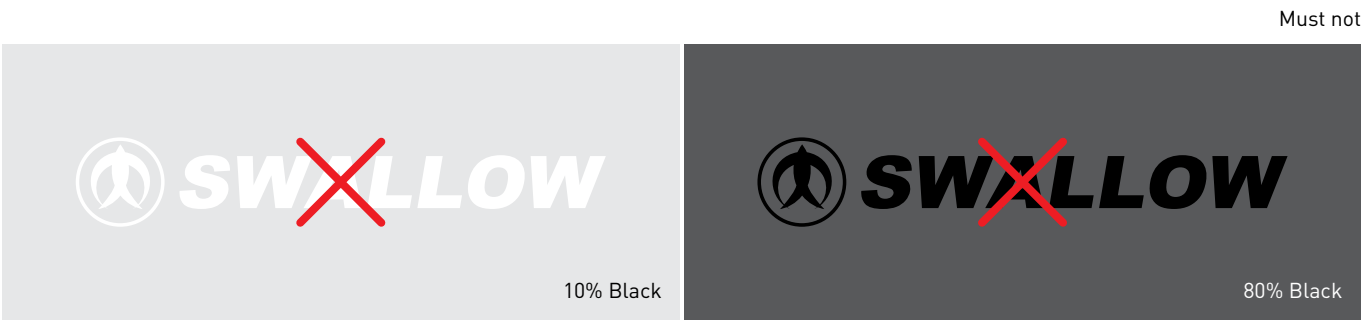
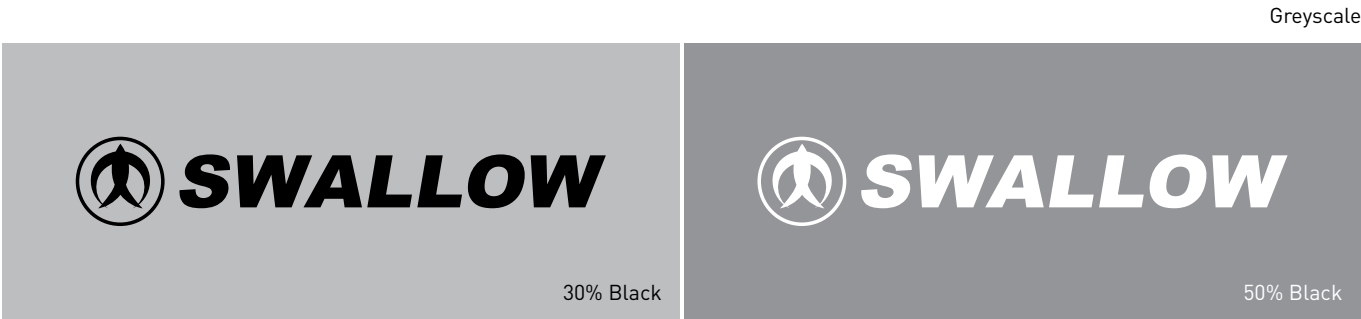
Here is the study to understand which could be the minimum size for Swallow logo printed. It's really small, but as you can see it's still readable. If the logo will be printed smaller, the legibility will be compromise.

LIGHT AND DARK

Colors go in symbiosis with the logo and it's a detail usefull to make the brand more visible.

From the 30% of black the logo has to be dark, and from 31% to 100% the logo has to be white.

The contrast is the most important aspect for a better communication.  
The last two examples are errors that is you must not do.



MUST NOT

Swallow logo must not be altered or recreated to obtain the best result in terms of brand identity.

Here you can see some examples of things that you can't do.



Red is the color of Swallow.  
This color is really modern and strong. It's distinctive and original.  
Black, grey and orange are used by the most part of sport brands.  
So this would be a particular and unique color.  
Pantone 1788C is really bright and elegant for the premium Swallow.

The logo, when it has to be used with the brand's color, needs to be highlighted. The best results are these two choices.

If in the same page you have to use the logo and some text, here you can also see which is the best chromatic strategy.

CYMK  
0-88-82-0

RGB  
238-39-55

WEB  
#ee2737

PANTONE  
1788C



EXAMPLE  
Sed ex et voluptaspita volesed  
que parumquiam invero  
doluptae. Aqui dolore int re net  
minihitatest dolumqu iditiatem  
laborep edignis sum aciis  
amenimagnis modiatur atur?  
Aximaxi milluptas quam ut.



EXAMPLE  
Sed ex et voluptaspita volesed  
que parumquiam invero  
doluptae. Aqui dolore int re net  
minihitatest dolumqu iditiatem  
laborep edignis sum aciis  
amenimagnis modiatur atur?  
Aximaxi milluptas quam ut.

\* The color could not be the exact Pantone if watched from a screen or with a printed copy (there are too many technical aspect in terms of screens and printers).  
In order to get the perfect result, we strongly suggest you go trough the Pantone catalog.





DIN is a technical and readable font.  
It’s the best choice in terms of communication.  
This font looks modern and clear.  
The use of dfferent formats (bold and regular) is really important to create a sort of hierarchy.  
The underline style is another important aspect to understand, it helps to focus the attention of the reader on specific concepts.

- DIN black

A B C D E F G H I J K L M N O  
P Q R S T U V 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 x y z  
1 2 3 4 5 6 7 8 9 0

- DIN bold

A B C D E F G H I J K L M N O  
P Q R S T U V 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 x y z  
1 2 3 4 5 6 7 8 9 0

- DIN medium

A B C D E F G H I J K L M N O  
P Q R S T U V 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 x y z  
1 2 3 4 5 6 7 8 9 0

- DIN regular

A B C D E F G H I J K L M N O  
P Q R S T U V 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 x y z  
1 2 3 4 5 6 7 8 9 0

- DIN light

A B C D E F G H I J K L M N O  
P Q R S T U V 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 x y z  
1 2 3 4 5 6 7 8 9 0

- Title

Ed quide vidi  
nestis rehen  
dant essint

Format

Black

Size

40

Line-spacing

40

- Sub-title

Ed quide vidi nestis  
rehen dant essintVitiatur  
ad quatem fugiaeris es  
doluptatum quisquoditat  
omniam volut andellabo.  
Itat. Harum esequue nam.

Format

Bold

Size

20

Line-spacing

20

- Text

Brands in the market. It’s geometricallPos etum con peruptati cum quatur, sitiae. Olor rererita vid quas nonsequas re odi beaquisciet ipsamus sed qui dolecum es et aditiis eum ut harume represcit restiae sitiatus dolecab ipsam et venda nis vendem fugitatem facepud aeperep erchill ecuptatam quide sit que nis eos sundendit oditi cone et adistis enis suntore nienecto et, quid magnis a dit provid quae evelique ni dollupt atemolo ribusa nest, officia.

Format

Regular

Size

11

Line-spacing

13

- Notes

Brands in the market. It’s geometricallPos etum con peruptati cum quatur, sitiae. Olor rererita vid quas nonsequas re odi beaquisciet ipsamus sed qui dolecum es et aditiis eum ut harume represcit restiae sitiatus dolecab ipsam et venda nis vendem fugitatem facepud aeperep erchill ecuptatam quide sit que nis eos sundendit oditi cone et adistis.

Format

Regular

Size

8

Line-spacing

9,6

ADV POSTER

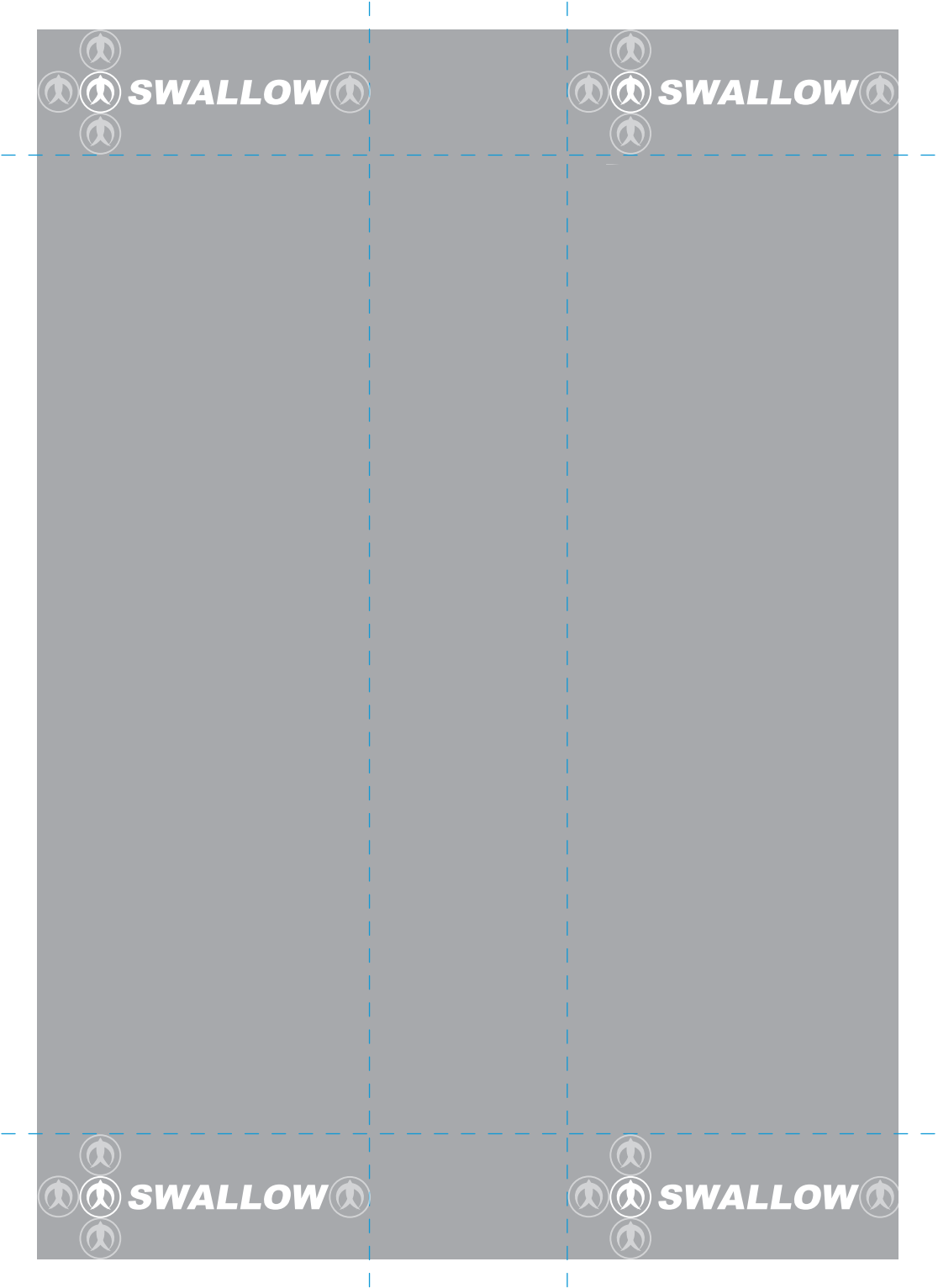
In communication (ADV, poster, magazines, etc.) the logo will always be placed on a **red band (Pantone 1788C)** or **white** that will respect the proportions and colors described below.

A2  
42 x 59.4 cm



ADV POSTER (particular case)

When the photo is **multiplied** with the Pantone Swallow, you don't have to put the white or blue horizontal band. But it must respect the distance from the edge.







don't move the logo



don't enlarge the logo



don't change the color of the logo



don't center the logo



don't insert photos as a background



don't change the background color



don't put the outline in the background



don't put the shadow in the background



don't tilt the logo



don't put the gradient in the background



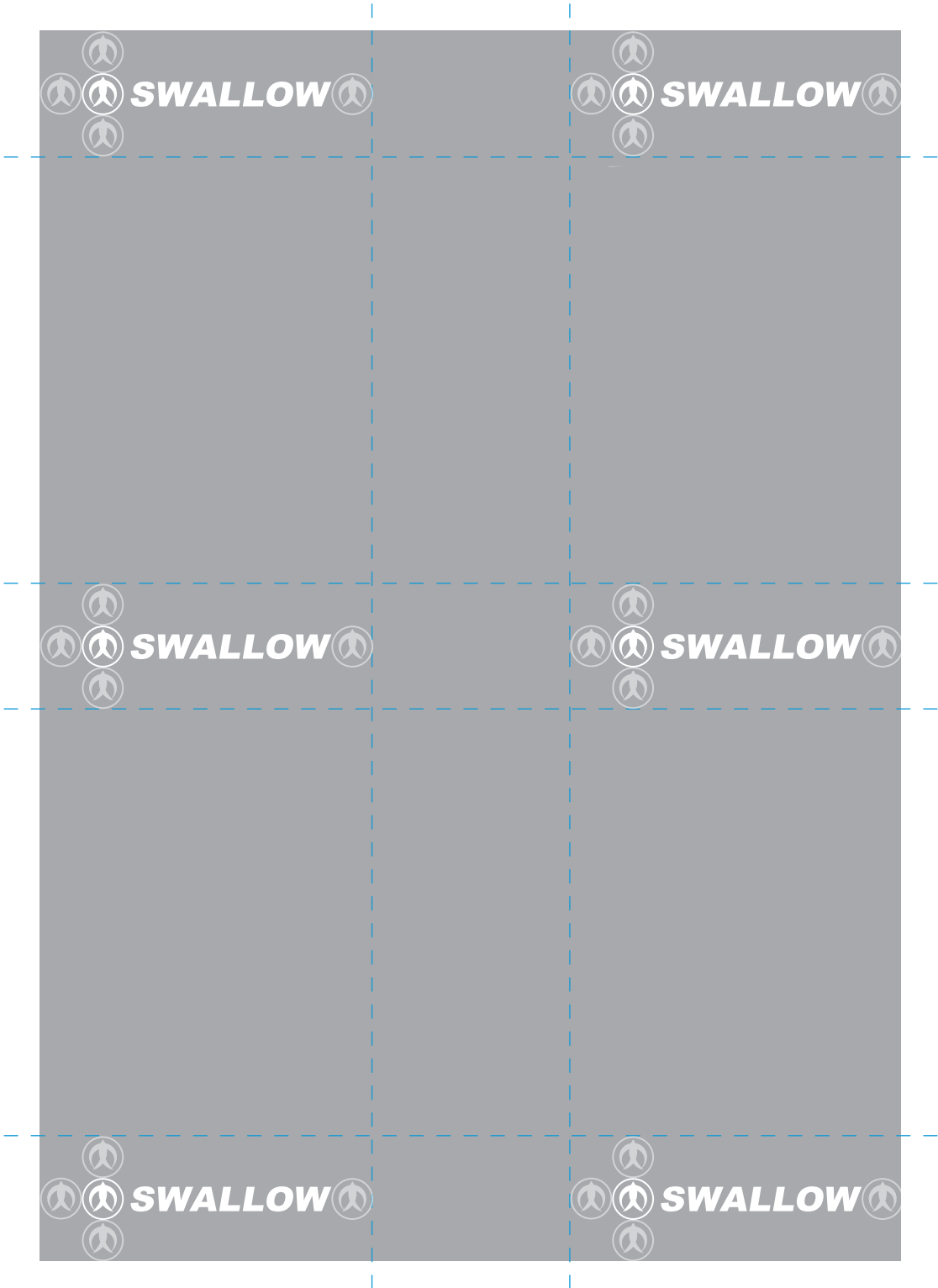
MAGAZINES

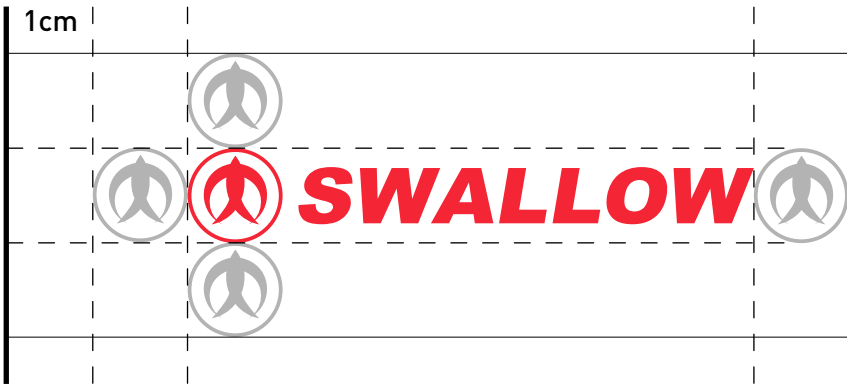
In communication (ADV, poster, magazines, etc.) the logo will always be placed on a **red band (Pantone 1788C)** or **white** that will respect the proportions and colors described below.

A4  
21 x 29.7 cm



When the photo is multiplied with the Pantone Swallow, you don't have to put the white or blue horizontal band. But it must respect the distance from the edge.





MUST NOT



don't move the logo



don't enlarge the logo



don't change the color of the logo



don't center the logo



don't insert photos as a background



don't change the background color



don't put the outline in the background



don't put the shadow in the background



don't tilt the logo



don't put the gradient in the background





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## Format

## Regular

Size

11

## Line-spacing

13

### Format

## Medium

Size

11

## Line-spacing

13

## | Format

## Regular

Size

7

## Line-spacing

**5**

## Format

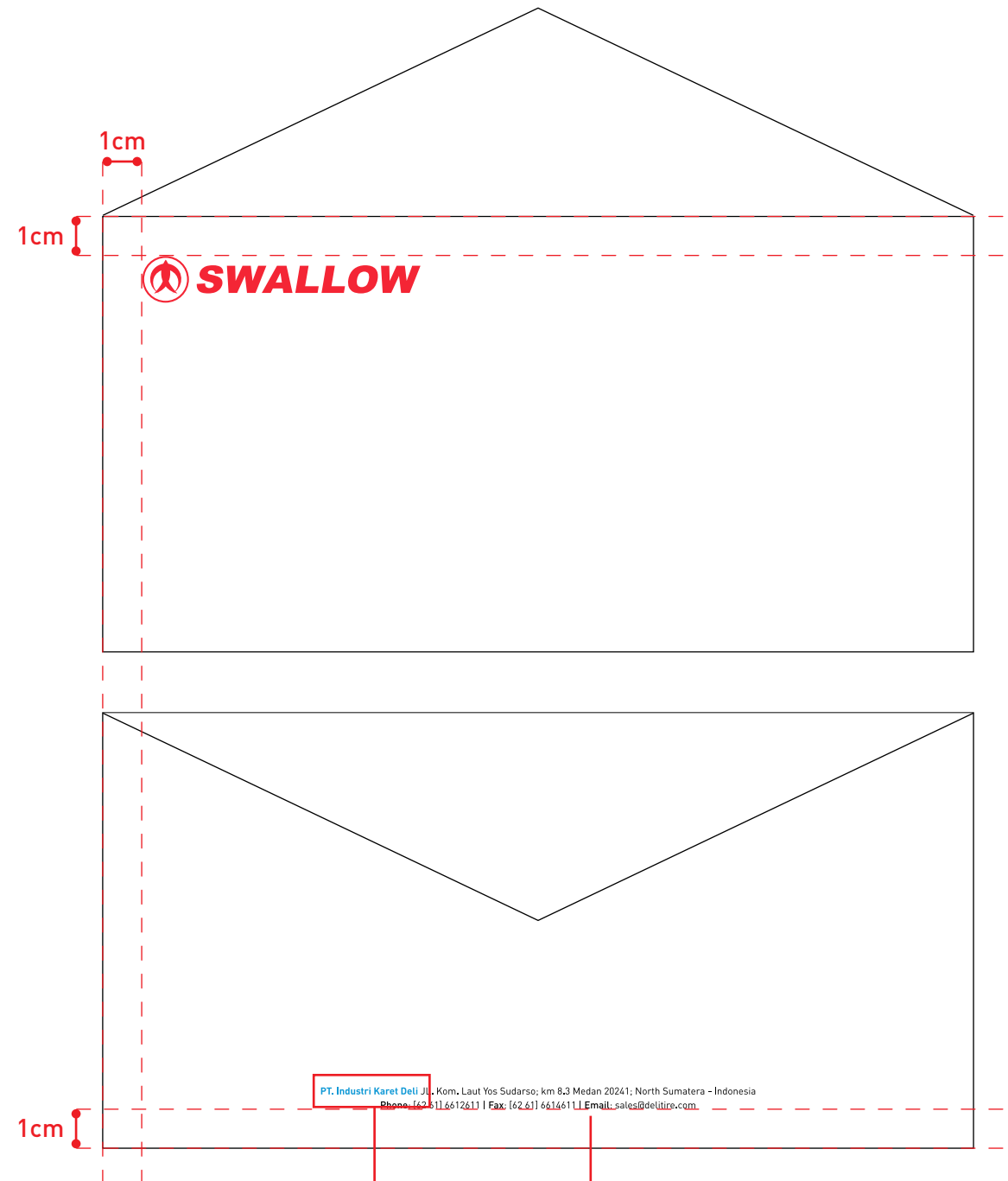
**Bold**

Size

7

## Line-spacing

5



## Format

**Bold**

Size

7

## Line-spacing

5

## Format

## Regular

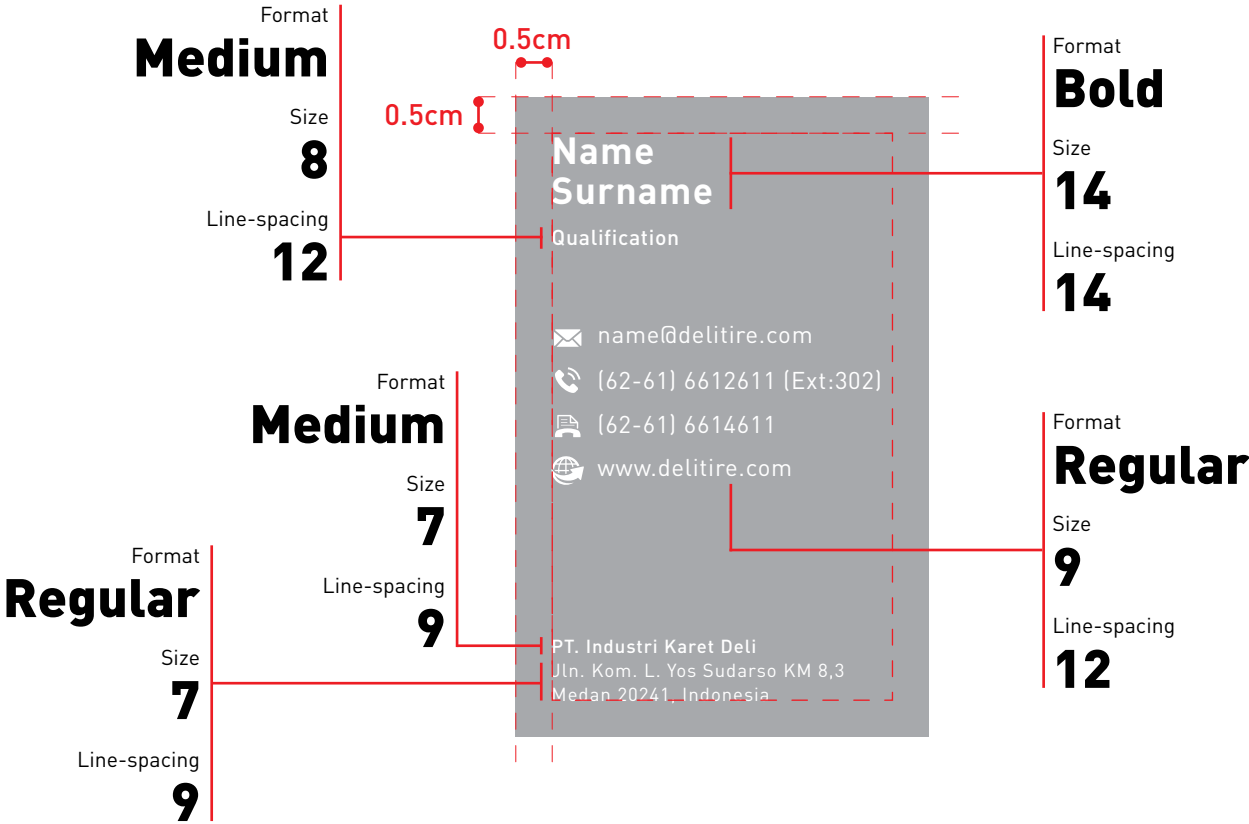
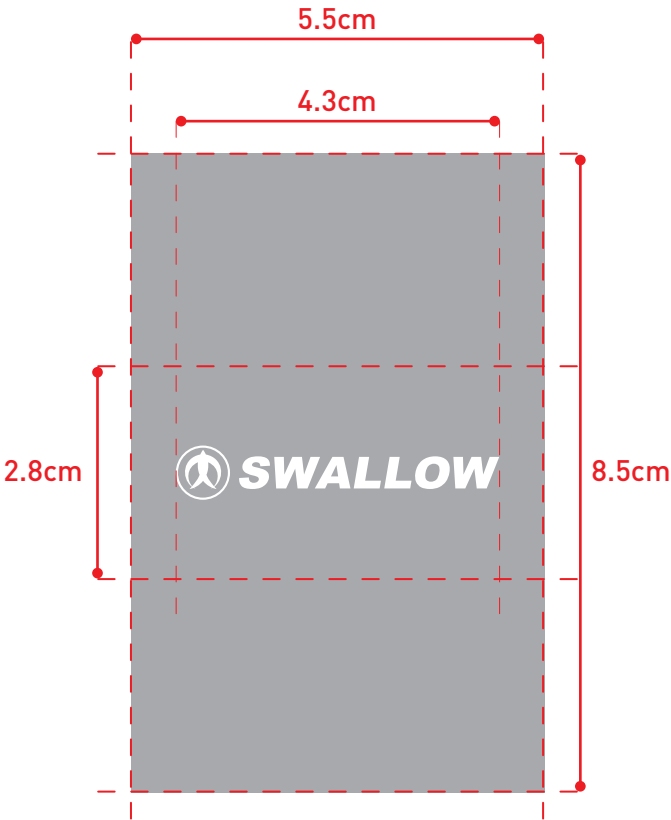
Size

7

## Line-spacing

**5**







THOUGHT

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# DRIVE YOUR SOUL

This is our new thought.  
With DeliTires you will be able to drive your soul and all  
your feeling will be on the ground, for an efficient and safe  
travel.  
Be yourself, get your goal and track your path.





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