



BRAND BOOK

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It all starts with a SEED

The positive image and excellent international reputation of MartinoRossi are founded on the company's ability to stand out, not only for the quality of its products and services, but also for the commitment and coherence that it has always shown when communicating and promoting its values.

A commitment that describes a precise vision: improving people's lives by stepping up the quality and safety of food products. So, not a simple commercial goal, but instead a fundamental responsibility that we believe must be extended to all those who operate in the sector.

This manual is a tool reserved for our licensee partners, to support them in developing the product packaging and communication.

The following guidelines illustrate in detail the ways in which the brand Ingredients by MartinoRossi and the accessory elements are used, in a bid to always ensure that they are recognised clearly and correctly.



BRAND VALUES

HEALTH

HEALTH

We ARE what we EAT

To feel good and stay in shape, it is essential that we take care of ourselves and avoid overdoing things. We can do this by exercising and, above all, following a balanced diet.

Our health and psycho-physical wellbeing mainly depend on what we choose to put on the table.

Today it is no longer enough for a product to taste good: it must also be healthy and offer nutritional characteristics capable of satisfying the tastes and dietary requirements of today's consumer, who is increasingly well-informed, evolved and heterogeneous.

HEALTH

Not another diet, but a new **LIFESTYLE**

Eating healthily does not mean eating less or giving up the things we like, but instead choosing the right foods and changing our dietary habits and lifestyle with a single objective: to feel better.

Feeling better means having more physical and mental energy, improving our mood and our self-esteem, strengthening the immune system and reducing the risk of serious illnesses occurring, such as stroke, diabetes, heart attack and heart diseases.

To live well and longer too.

HEALTH

Ingredients for a CHANGE

In an ever-changing world, MartinoRossi can supply ingredients that are gluten-free, non-GMO and allergen-free, as well as rich in fibre and protein and low in sugar, fat and carbohydrates.

The right ingredients for technical, special or consumer products. Original and innovative products, suitable for any diet, whether vegetarian or vegan, for sufferers of coeliac disease and diabetes, as well as sportspeople and those with intolerances.

Good, high quality products, capable of winning over even the most demanding palates.

SAFETY

SAFETY

Safety is the best **QUALITY**

When entering any supermarket, large or small, we can find an extensive range of products from all over the world.

Over the last decade, the number of international trade exchanges has shot up and there are more and more goods on the road, in the air and on the sea than ever before.

But with this increase in trade, there is also an increase in the problems linked to the safety of what we purchase, in terms of the origin of the raw materials, the processing, storage and preservation methods.

SAFETY

Short supply chain, long-term VALUE

In this scenario, a brand's credibility depends on its ability to guarantee safe products from a traceable and certified source, processed and stored properly and in full compliance with the health regulations, to avoid contaminations of physical, chemical or microbiological agents, and constantly ensure high quality standards.

Our solution is simple: to shorten the chain and manage it on our own, with no intermediaries. Between us and our farmers there is no customer-supplier relationship but rather a close, long-lasting partnership: we rely on their experience and they rely on our scientific and technological know-how.

SAFETY

A choice of RESPONSIBILITY

We are the ones who supply the selected seeds and the agronomists, as well as providing daily support for the work in the fields. We manage the harvest, transportation, checking and drying phases ourselves. And we are also the ones who directly transform the raw materials into flours and premium ingredients.

In a seed we already see the product that will derive from it, its characteristics and its quality. Those who choose our ingredients choose to take the consumer's side.

An ethical, responsible choice that translates into value for the people and for the company.

INNOVATION

INNOVATION

Inspiring what's NEXT

To create new products, companies observe people's consumer habits, following lifestyle changes and the evolution of the society as a whole. But it is also true that the companies themselves are responsible for guiding the consumer's choices, creating new markets and launching new trends.

The last few years have witnessed a hyper-specialisation in the food industry: new products, new consumption methods, new trends suitable for an increasingly varied and fragmented target. All thanks to the media explosion of programmes and reports on the subject of cooking and the sounding board of social media.

INNOVATION

A new food CULTURE

In such a competitive environment, companies are obliged to focus on innovation, fine-tuning their creativity and their ability to analyse and develop new products.

To do so, they must start from the basics, using innovative ingredients and raw materials that offer high performances and added value for the consumer.

For us, every ingredient has its own properties, advantages and specific uses: from pasta to breakfast products, from bakery to frozen and canned foods, but also snacks, soups, beverages and many more.

INNOVATION

The right solution for every PURPOSE

Those who turn to us no longer need to model their production system based on a limited range of options: we will define the most suitable solution for their objectives in terms of variety (cereals, pulses or superfoods) and customisation.

And here lies our strength: the ability to create new ingredients and to support our customers as they develop products that are capable of winning new shares of the market, by reinterpreting the infinite heritage of culinary cultures and traditions available to us.

INGREDIENTS BY MARTINOROSSI

INGREDIENTS BY MARTINOROSSI

Fertile ground for **GROWTH**

A strategy can only be defined as winning if it favours all the players affected by it: successful sales for the producer, satisfaction and wellbeing for those who buy and consume the products, respect and attention for the agricultural lands and for the environment in general.

Ingredients by MartinoRossi aims to promote the development and specialisation of the food industry by supplying skills, experience and high quality ingredients.

We are not interested in simply being an ordinary supplier: we want to do more, to offer our customers new opportunities for growth.

INGREDIENTS BY MARTINOROSSI

Goals

- Educate the consumer to adopt a correct, balanced diet and a healthy lifestyle
- Guarantee the safety, full traceability and control of every ingredient
- Offer innovation, by creating new products and improving existing ones

INGREDIENTS BY MARTINOROSSI

Main Claim

In order to reinforce the core message and summarise the brand values the Ingredients by MartinoRossi logo will be supported in all the communication by the main claim

THE SEED OF GROWTH

The seed is a symbol of circularity: it's the point of departure and arrival, a raw material to be transformed as well as the origin of every new production cycle.

From the seeds we obtain the flours and ingredients that become healthy, safe and innovative products through a development process built on quality, responsibility and sustainability, with a focus on people's health and wellbeing.

Ingredients by |  *MartinoRossi*

Co-branding of Martino Rossi

CLEAR ZONE



 **Clear Zone**
is the minimum distance
from other elements.

PANTONE COLORS

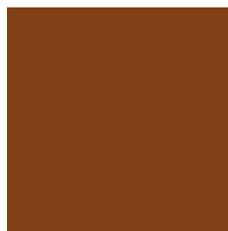
Ingredients by |  MartinoRossi



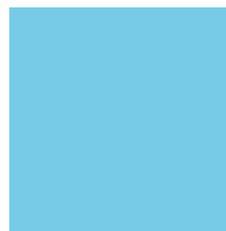
PANTONE 356 C



PANTONE 361 C



PANTONE 725 C



PANTONE 0821 C

CMYK COLORS

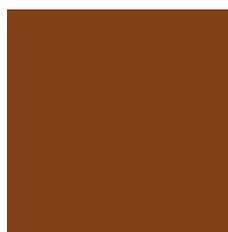
Ingredients by |  **MartinoRossi**



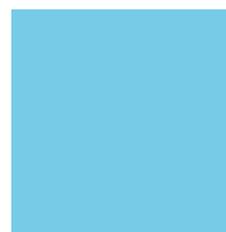
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C=54M=0Y=8K=0

RGB COLORS

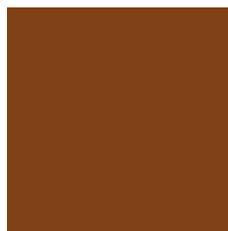
Ingredients by |  MartinoRossi



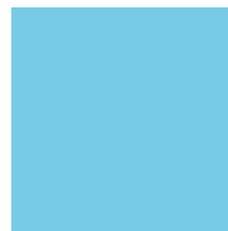
R=2 G=122 B=55



R=67 G=172 B=52



R=127 G=65 B=20



R=117 G=202 B=230

RAL COLORS

The RAL colors
are used for paints
and coatings

Ingredients by



RAL 6029
Minte Green



RAL 6018
Yellow Green



RAL 8029
Pearl Copper



RAL 5012
Light Blue

MONOCHROMATIC

Ingredients by |  **MartinoRossi**

MONOCHROMATIC

Ingredients by |  **MartinoRossi**

BLACK / WHITE

Ingredients by | **MartinoRossi**

black / positive

Ingredients by | **MartinoRossi**

white / negative

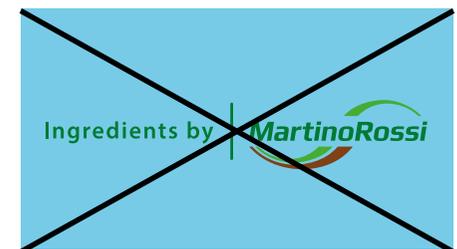
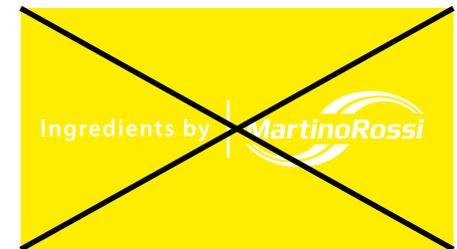
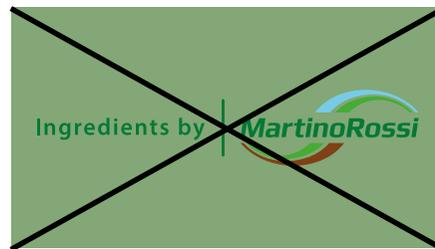
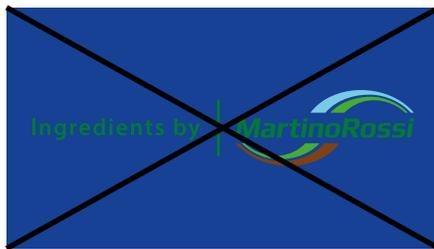
ON COLORED SURFACES



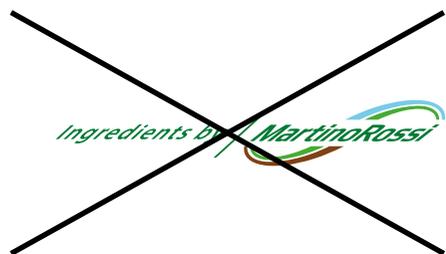
ON COLORED SURFACES



USE WRONG



USE WRONG





70 mm
Great for size A3 /A2



40/50 mm
Great for size A4



35 mm
Minimal size for legibility



1X

1X

Positioning
suggested for the
co-branding

BUSINESS CARD

For business cards, use co-branding with a size not exceeding 35mm. The positioning of the logo must always maintain the same distance from the side sial edge as below as indicated on page. 22.



MAINTENANCE OF BUSINESS SEPARATION

The Image shows the use of the Ingredients by MARTINOROSI logo within the advertising of the partners.

It is important that this type of advertising uses only the distinctive Ingredients by MARTINO ROSSI partner; no other element of the mark can be used by the Co-Branding. The example reflects the general guidelines on the use of logos noted on p. 22. This is the suggested placement for co-branding. Make sure that the rules for the partner's logo space are always followed.

Positioning suggested for the co-branding

PACKAGING APPLICATION



Positioning suggested for the co-branding

PACKAGING LINE

The use of the Ingredients by MARTINOROSI co-branding will be used in the back of the packaging. The example reflects the general guidelines on the use of logos noted on p. 22 This is the suggested placement for co-branding. Make sure that the rules for the partner's logo space are always followed.

WEB SITE APPLICATION



Positioning
suggested for the
co-branding

WEB SITE

It is preferable to insert the Co-Branding Ingredients By MARTINOROSI always in the space at the bottom left of the subscript of the site (on all pages). In order to differentiate it from the Brand. We recommend using the logo with a minimum base length of 200 pixels.

GLUTEN FREE INGREDIENTS BY MARTINOROSSI

GLUTEN FREE INGREDIENTS BY MARTINOROSSI

A new level of guarantee

Gluten-free Ingredients by MartinoRossi was created to offer an additional level of guarantee and quality, ensuring the maximum traceability of each ingredient, with the aim of offering good, safe and healthy products to the consumer.

In fact, Gluten-free Ingredients by MartinoRossi means total absence of cross-contaminations, thanks to our experience in direct management of the entire supply chain, from sowing to processing, value that has distinguished us for over 50 years, representing an additional guarantee for celiac consumers.



Co-branding of Martino Rossi

CLEAR ZONE



 **Clear Zone**
is the minimum distance
from other elements.

PANTONE COLORS

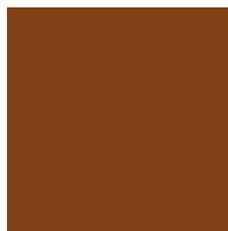
GLUTEN FREE
Ingredients by



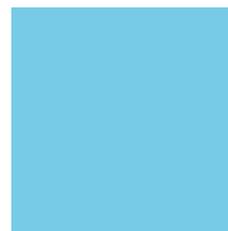
PANTONE 356 C



PANTONE 361 C



PANTONE 725 C



PANTONE 0821 C

CMYK COLORS

GLUTEN FREE
Ingredients by



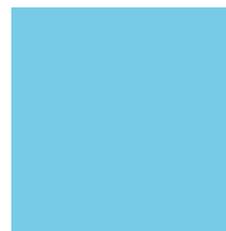
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RGB COLORS

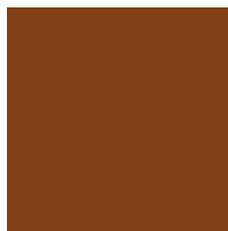
GLUTEN FREE
Ingredients by



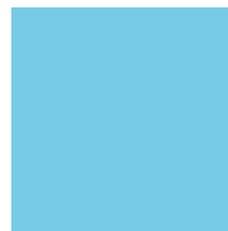
R=2 G=122 B=55



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R=127 G=65 B=20

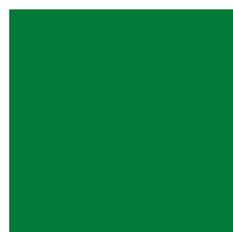


R=117 G=202 B=230

RAL COLORS

The RAL colors
are used for paints
and coatings

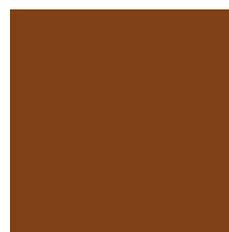
GLUTEN FREE
Ingredients by



RAL 6029
Minte Green



RAL 6018
Yellow Green



RAL 8029
Pearl Copper



RAL 5012
Light Blue

MONOCHROMATIC

GLUTEN FREE
Ingredients by



BLACK / WHITE

GLUTEN FREE
Ingredients by



black / positive

GLUTEN FREE
Ingredients by



white / negative



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