2020

BRAND GUIDELINES

URBANA SMART SOLUTIONS

Urbana Brand

MOTTO	**DIGITAL WAY TO ENHANCE BENEFIT**
INSPIRATION	There is real progress only when the benefits of a new technology becomes available for everyone. H. Ford
WHERE	Urbana was founded in 2016 and is an innovative company and a solutions provider in the field of integrated digital services, offering IOT End-to-End solutions and System Integrations for Buildings, Cities, and Industries.
VISION	Our top most priority is IOT. We aim to enable everyone to understand the possibilities and the actual benefits that result from the digitisation of processes on cloud platforms.Therefore, it becomes essential for us to help each customer to add value to their business that reflects in efficiency, safety, innovation, savings and environmental sustainability.
MISSION	The mission of Urbana is to increase efficiency in structures using ad hoc solutions, improve functionality, liveability and safety of environment, with a strong focus on an overall environmental sustainability.Adapting our offerings, integrating with existing solutions to optimise operating flows and system performance, ensuring maximum customer satisfaction, are both the priority and goal of our company.
VALUE	Urbana differentiates from the existing landscape due to its ability to create a winning combination between business models requested by the customer and the innovation opportunities that exist with use of latest IOT technology and infrastructure. With the advanced skills gained, Urbana is able to provide a complete service, integrating its professionalism to other realities.

Logo

Logo color combinations

Urbana Logo Color

Urbana Logo Black

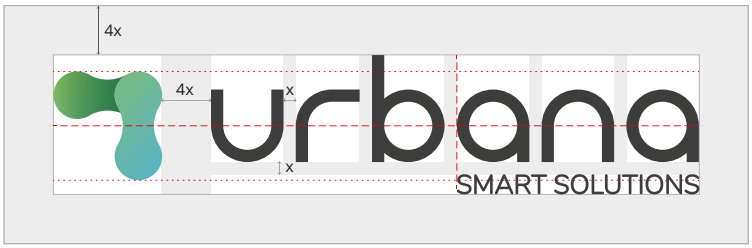
Urbana Logo White

Logo

Logo spacing and scale

Clear zone

SCREEN 320px
PRINT 54mm



Basic zone

SCREEN 320px
PRINT 54mm

Minimum size

SCREEN 170px
PRINT 30mm

Minimum size must be rappresented **without claim**.

Always ensure that the Urbana logo does not appear smaller than 30mm or 170px.

The tagline is an integral part of the main Urbana logo and must always appear as shown here. Any use of Urbana logo without the tagline is not acceptable.

Logo

Incorrect usage

Don't alter the color specification within the logo.

Don't alter the logo color.

Don't place the logo against any color that provides insufficient contrast.

Don't place the logo over busy backgrounds.

Don't show logo mark as art or part of a photo montage image.

Typography

Marketing Area

Baloo Bhaina 2

Regular — Body Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£&@?!/+(,.;)

Bold — **Headline**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£&@?!/+(,.;)

ExtraBold — **Main Headline**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£&@?!/+(,.;)

Other Area

Lato

Regular — Body Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£&@?!/+(,.;)

Bold — **Headline**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£&@?!/+(,.;)

All fonts family are available for download on Google Font

fonts.google.com

Color Palette

Primary Urbana Color

Primary Blue
#2DAFE6

R 45
G 175
B 230

C 70%
M 10%
Y 0%
K 0%

Primary Green
#86BC25

R 134
G 188
B 37

C 55%
M 0%
Y 100%
K 0%

White
#FFFFFF

Urbana Linear Gradient

Primary Green
#86BC25

Primary Blue
#2DAFE6

The gradient can also be used excluding primary colors, therefore taking a portion, which must never be less than 80% of the shade.

Business Card

Layout

8,5 x 5 cm

Front

Back

Preview

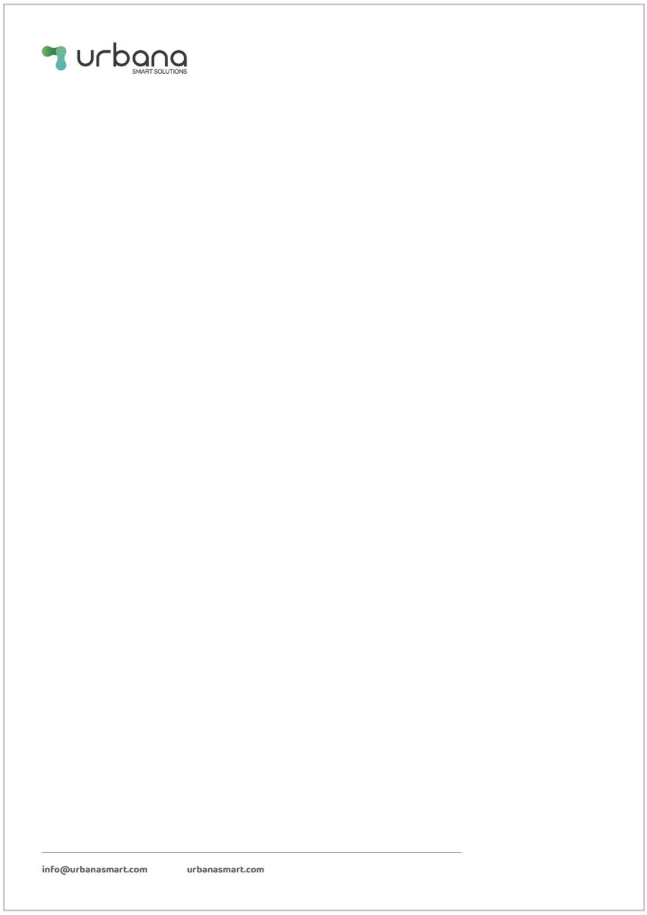
Documents

Layout

A4

Institutional Document

Commercial Document



Packaging

Natural Box

Product Box

Moving Box

Photography

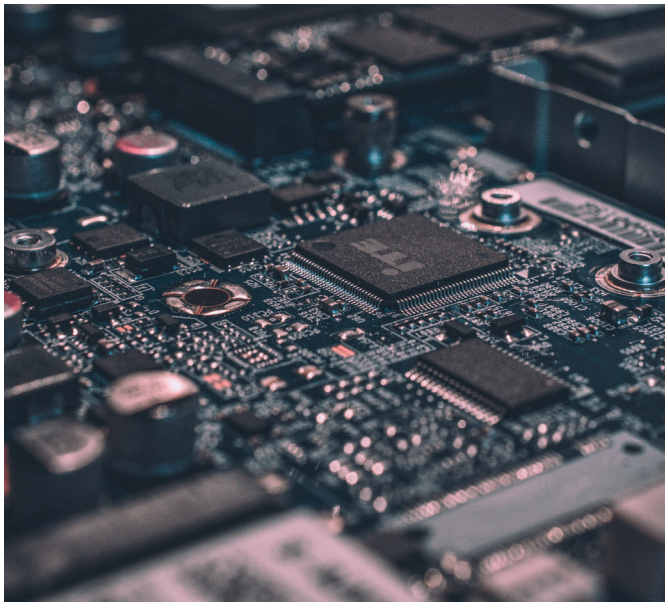
Image Concepts

Site

Profession

Worldwide

Products



Slide presentation

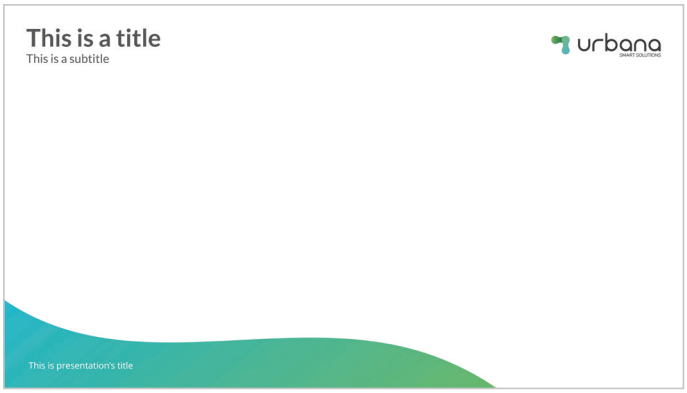
Primary Layout

16:9

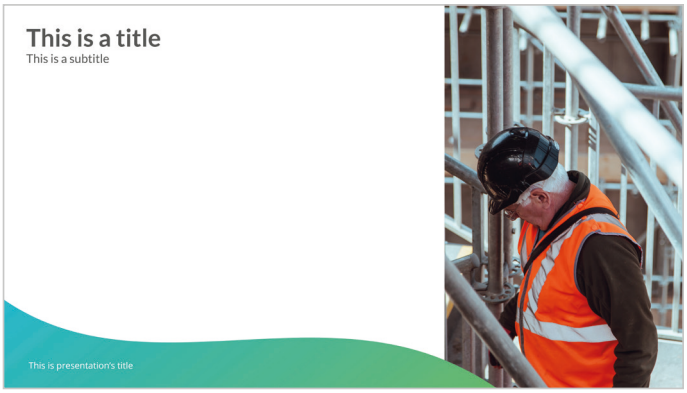
Cover classic

Cover with image

Slide classic



Slide with image

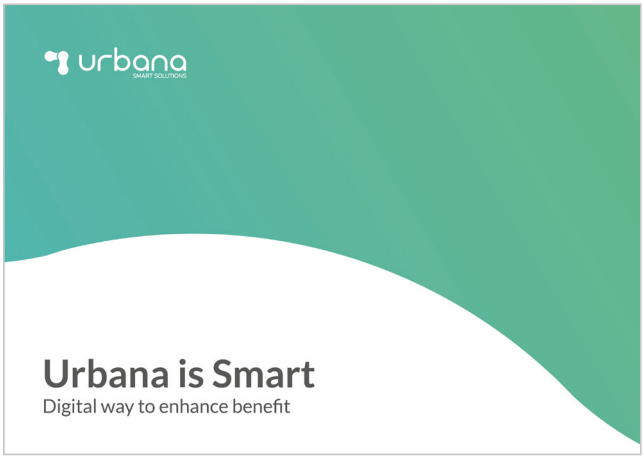


Slide presentation

Secondary Layout

4:3

Cover classic



Cover with image

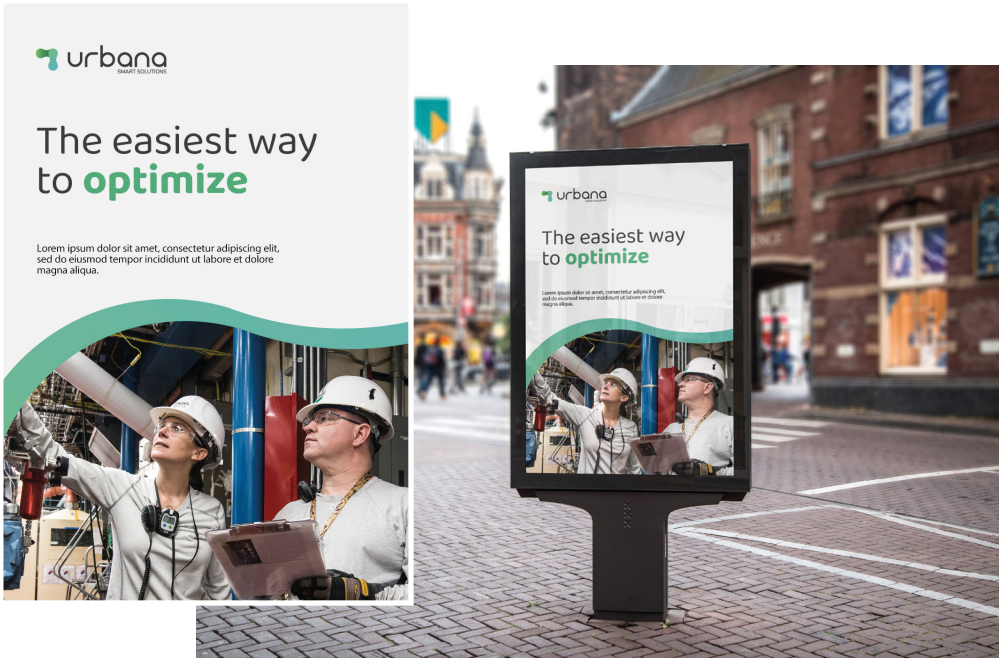
Slide classic

Slide with image

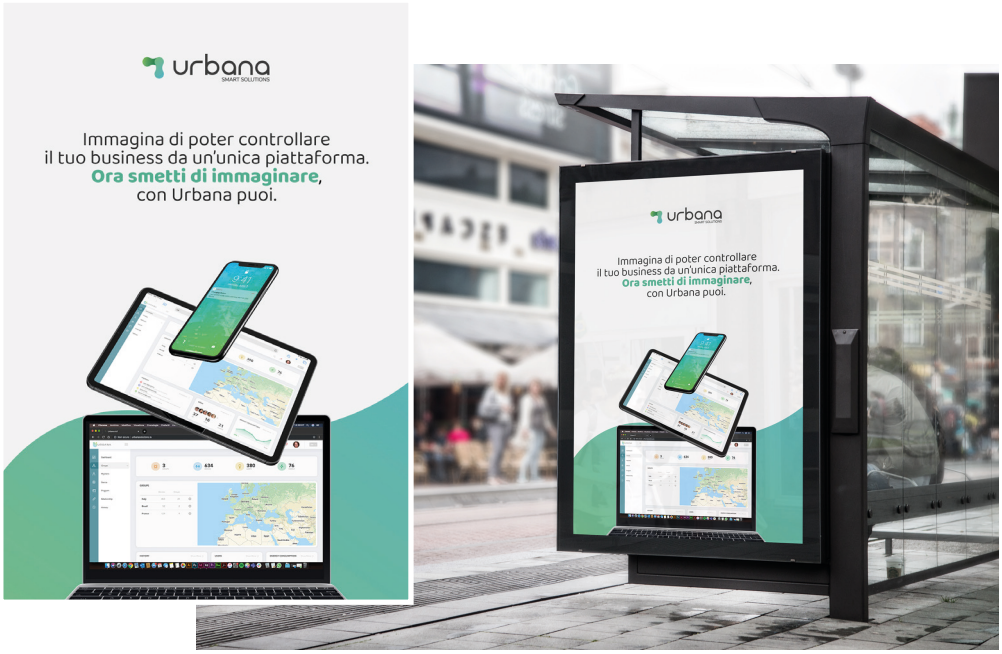
Adv Template

Layout

International Adv



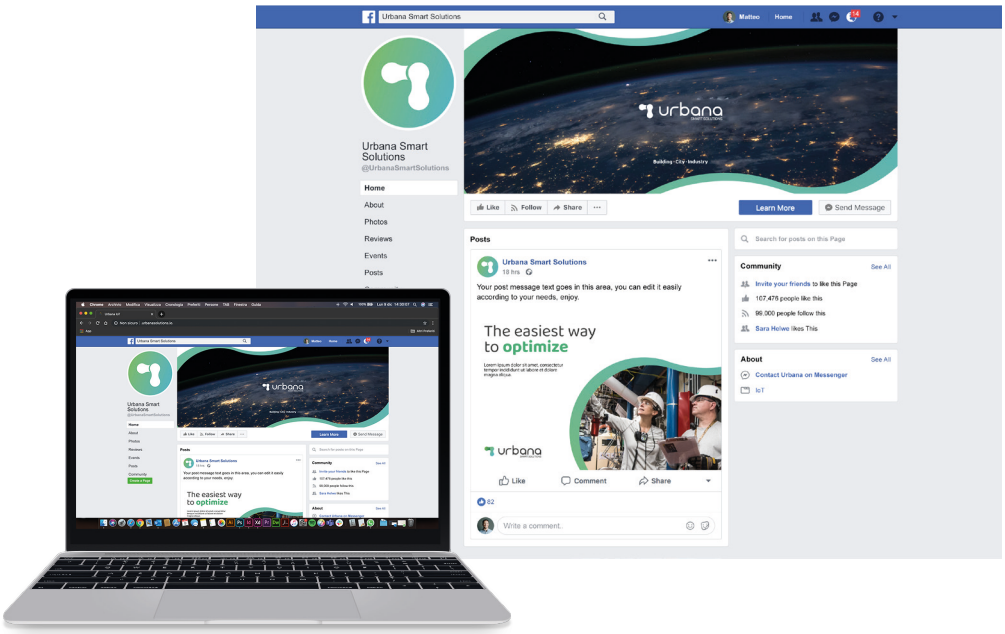
Italian Adv



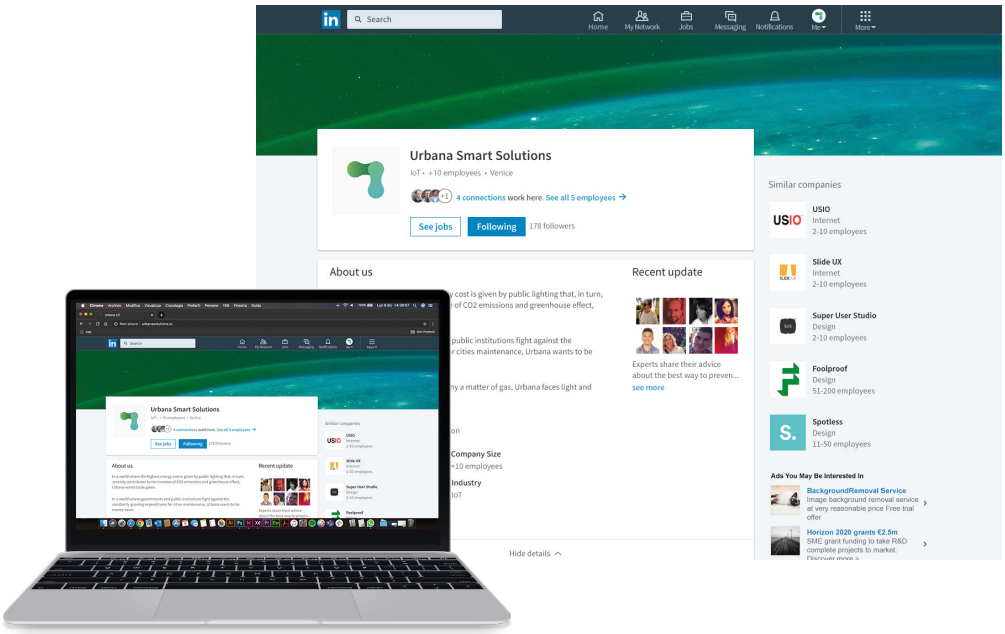
Social Network

Layout

Facebook



Linkedin



urbana
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2020

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