



MIONETTO

ITALIA, 1887

NEW CORPORATE LOGO

GUIDELINES

April 2025

THE NEW CORPORATE LOGO



THE NEW HERALD

The herald is dressed in the color orange, pillar of the Mionetto's identity, conferring optimism, harmony and contemporaneity to the logo.



The brand's authentic iconic oblique element represents the steep slopes of the Valdobbiadene hills.

Restyling of the forms and symbologies of the winery's historic herald: shield, crown, ribbon, star and vine.

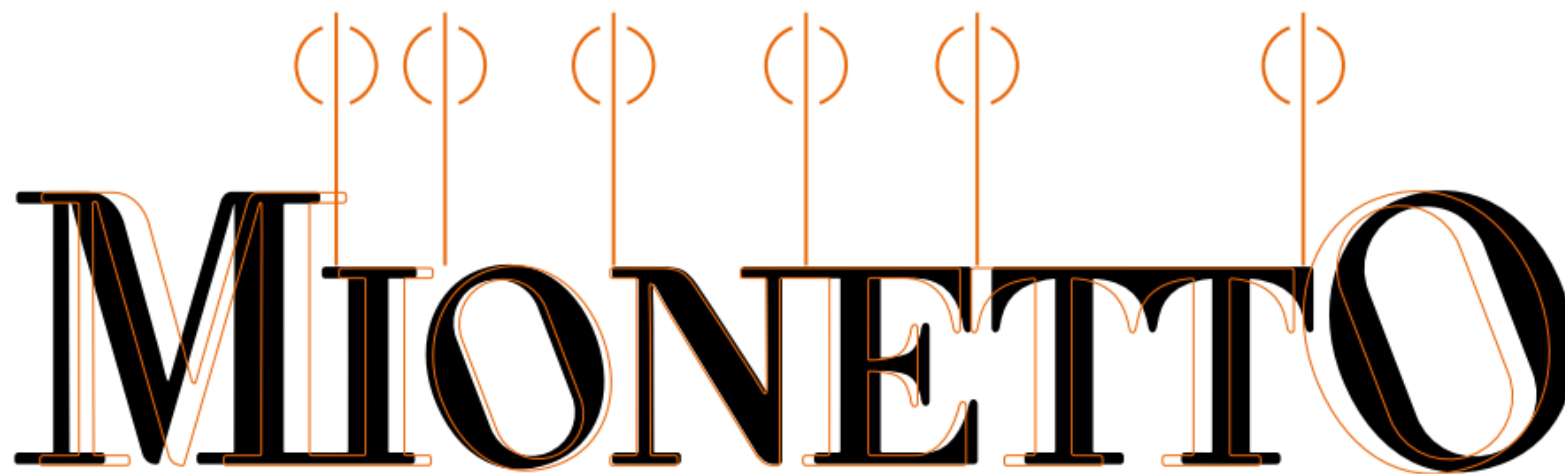
THE NEW PAYOFF

The new payoff gives the new Mionetto Logo the high value of the historic Italian culture of quality wine.

ITALIA, 1887

THE NEW LOGOTYPE

The letters have been slightly spaced to increase the level of readability.



LOGO APPLICATION

LOGO WITH HERALD IN METALLIC HOT-FOIL

Kurz Luxor 404.



COLOR PALETTE



Pantone Black
B/N K: 100
CMYK C: 60 - M50 - Y40 - K100
RGB R: 0 - G: 0 - B: 0



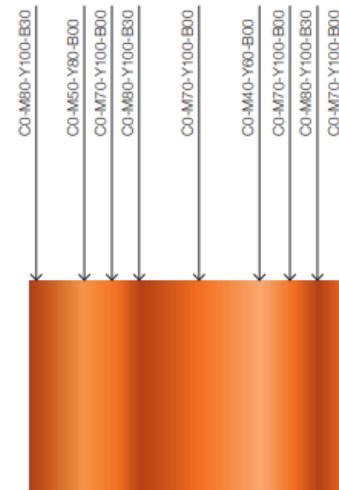
Pantone White
B/N K: 0
CMYK C: 0 - M: 0 - Y: 0 - K: 0
RGB R: 255 - G: 255 - B: 255



Hot-foil Kurz Luxor 404

LOGO WITH HERALD IN CMYK

To be used when not possible the finishing with Kurz Luxor 404 hot-foil, due to technical/printing limitations.



LOGO WITH HERALD IN PANTONE 2018C

To be used only in situations when it is not possible to use the Kurz Luxor 404 hot-foil or the CMYK effect due to technical/printing limitations.



MONO-COLOR LOGO

Bi-color logo is always preferable. When not possible please use the following options.



MINIMUM SIZE DIMENSION

All logo reductions have to be made by keeping the proportions of every element.
In case of sizes < 30 mm, the pay-off will be reduced to just "1887".



LOGO DON'Ts

Don't use the logo with different color tones and/or incomplete.



OLD LOGO

Do not use old logos.





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GRAZIE!