

Policy for the use of the FBK trademark

1. Introduction

The Communication & External Relations Service provides support with the external communication of the FBK trademark, the main research work and the results obtained by the Foundation, contributing to its enhancement through methods and tools suitable for communication purposes.

The name and logo represent an important asset in order to be recognized locally, nationwide and worldwide. The trademark is essential to guarantee the Foundation a uniform and distinctive image: it is therefore necessary for the entire organization to develop a unitary and coordinated identity and communication style, identifiable and traceable to its institutional activity.

2. Visual Identity Guidelines

The visual identity guidelines are designed to give unity and homogeneity to all communication channels created within the Foundation in order to ensure greater consistency and recognizability.

a. The Bruno Kessler Foundation logo



It consists of two inseparable elements: the logomark and the logotype. The structure of the logo follows a geometry that ensures its compositional consistency. Respecting its geometry and the distances between the logomark and the logotype is an integral part of the logo and cannot be changed.

The logomark and logotype must be reproduced only with the institutional colors:

<i>Blue symbol:</i>	Pantone	2935C
	CMYK	100C / 63M / 0Y / 2K
	RGB	0 / 87 / 183
	HEX / HTML	0057B7
<i>Gray logotype:</i>	Pantone	Cool Grey 7
	CMYK	38C / 29M / 24Y / 5K
	RGB	151/153/155
	HEX / HTML	97999B

The logo structure cannot be changed. No different relationship or order between the two elements are admissible. The logo can only be enlarged or reduced, but its set proportions should not be altered in any way. The logo must always be clearly visible and for this reason it should not be used below its minimum size which is 15mm height.

b. Secondary Versions of the Logo

Other combinations of the logomark and the logotype are admissible but are authorized only for specific needs, and in any case with the prior authorization of the Digital Communication and Big Events Unit. Variations are listed in the visual identity guidelines.

c. Correct Reproduction

The logo must always have a good contrast with the background to ensure maximum impact and accessibility. The negative version of the logo can be used as long as its readability is not compromised.

d. Brand Architecture

Within the guidelines, a system of hierarchies and visual relationships has been defined between the logo and the research centers of the Foundation.



- **Research Centers**

The name of the center must **always be accompanied by the logo**. They must be 2 units (a) apart. A line must be drawn between the logo and the name of the center. The line must be of the color of the logo and as high as the logo. The name of the center must be written in full and, if possible, on two lines to improve content comprehension. The use of the acronym is not permitted.

The font to be used is Frutiger Condensed Regular in block letters and the color is the same as the logomark. The translation, when granted, is written in a 40% Pantone Blue 2935C color.

- **Research Unit**

The name of the Research Unit is not part of the system of hierarchies and visual relationships with the FBK logo. For this reason, there is no matching pattern between the two and, when the unit logo is used, **the FBK logo must always be present but visually disconnected**.



The unit logo consists of two elements: the logomark and the logotype. These elements may be reproduced with the institutional colors (see section 2.a) or in the positive/negative versions, based on the positioning of the logo which must in any case always ensure the best readability.

- **Strategic and research projects and substructures**

The name of strategic projects or substructures is not part of the system of hierarchies and visual relationships with the FBK brand. For this reason, no matching pattern between the two is required and, when the strategic projects or substructures logo are used, **the FBK logo must always be present but visually disconnected**.

3. Use of the logo by FBK staff

The FBK staff is required to use the FBK logo for institutional and promotional activities as well as when it is necessary to clearly identify FBK as the author or source of documents or as a promoter of institutional, scientific and cultural initiatives.

In order to facilitate the correct application of the logo, the Communication & External Relations Service provides a [Communication Kit](#) that contains – in addition to the Visual Identity Guidelines and this Policy – also the corporate and specific forms and applications for all the centers.

The FBK staff can provide external professionals with the logo and is responsible for compliance with the rules contained in the Visual Identity Guidelines and for the appropriate use of the logo.

a. Institutional Communication

The FBK logo must be used for all the Foundation public relations, accompanying every aspect of FBK's digital and analog domains. FBK staff is allowed to integrate the FBK logo with the name of a Research Center according to the indications in table below.

	FBK logo	FBK logo + Center
Printed letterhead	X	

Electronic letterhead	X	X
Business cards	X	
Envelopes	X	
Folders	X	
Corporate promotional items	X	
Event/Conference promotional items	X	
Corporate communication kit	X	
Event/Conference communication kit	X	X
Posters and signages	X	
Corporate PowerPoint presentations	X	
Research Center PowerPoint presentations	X	X
Website	X	X

b. Research Communication

The Unit logos can be used for communication of events within the Foundation, as well as on the web pages of research centers and units. Units can also maintain their own external communication on social media aimed at creating and maintaining communities of reference using the symbol identified for their Unit but **always maintaining a reference to the FBK logo**.

c. Promotional Items

To promote FBK's image and brand nationally and internationally, the Foundation promotes activities aimed to value its own logo. Among these, the creation of institutional or event-specific promotional items plays an important instrumental role. Again, only the FBK logo can be used. In no case can the logo of the Center/Project/Unit be used to promote the Foundation's activities through promotional items.

4. Use of the Logo by Third Parties

The use of the logo by third parties is outlined according to the following purposes:

a. Descriptive purpose

The use of the logo is permitted by law (Article 21 of Legislative Decree No. 30 of February 10, 2005 - Industrial Property Code) only:

- with a description of the activities carried out with the Foundation, reported in a strictly scientific, correct and truthful manner;
- strictly in accordance with the principles of professional appropriateness;
- with brand typographical and/or visual methods for description purposes only;
- to the extent that undue advantage is not taken from the reputation of the logo.

Consequently, the use by third parties of the name "Fondazione Bruno Kessler" is only permitted for purely descriptive purposes of the activities carried out with the Foundation in the context of research collaborations, consultancy and supply. It is deemed contrary to professional appropriateness, and therefore illegitimate, using the logo if suggesting a non-existent affiliation or contractual link with the Foundation, or creating confusion over the origin of the product and services or, again, if aiming at taking advantage of the reputation of the brand of FBK.

In summary:

- the collaboration relationship with the Foundation must be prior to the use of the trademark;
- the name of the Foundation must be used in specific, appropriate and truthful terms, avoiding referring to generic collaboration relationships and, therefore, specifying exactly the nature and object of the contractual relationship.

b. Distinctive purpose

Identification purpose means the use of the Foundation's name and logo for an advertising purpose. This use is not free; on the contrary, it must be authorized.

The use of the logo with a distinctive purpose must be requested in writing and submitted to the certified email address contratti@pec.fbk.eu. The request must include all the information and documentation suitable to describe the initiative and the methods with which the FBK logo is intended to be used, the data of the organization making the request, as well as their prior collaboration with FBK on which the request is based.

If the authorization is granted, the third party will be required to sign a license agreement with the Foundation.

c. Free sponsorship

Third parties wishing to use the FBK logo for free sponsorship purposes must prior request to the Communication & External Relations Service according to the specific policy available at this [link](#).

In any case the Foundation does not allow the use of its logo when such use is incompatible with its institutional purposes and with the reputation of FBK itself, as well as with the values it is committed to. In all cases, explicit authorization is required (according to the above).

In this context, the Communication & External Relations Service provides a support service in choosing the most suitable methods for managing the logo, suggesting one or more solutions suited to the communication goals and the target audience. In this regard, training sessions will also be organized aimed at a greater comprehension and improvement of the skills related to this specific area.