

# INTRODUCTION

The standards in this guide are intended to provide guidelines for the proper use of the Dolcezza Culinario identity system. If there are any questions about these guidelines or the use of the identity system please contact Kami Nelson, Creative Director.

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Dolcezza Culinario is one of the finest dessert and pastry institutes in the world. Dolcezza's visual identity helps to uphold this reputation and to portray the voice of the institute to the public. Whenever the public comes in contact with something or someone with the Dolcezza identity it affects this reputation and voice. Publications, stationery, newsletters, T-shirts, displays, business cards, advertisements, interviews, web sites, flyers, signs and other forms of communication and the individuals presenting this information not only represent themselves but also the reputation of the entire institute.

A strong visual identity is extremely important. It must communicate a clear, consistent image that shows Dolcezza's quality, professionalism, and voice. To keep this communication clear and consistent one must comply with the specifications set up in this manual. This manual contains all the information necessary to carry out the Dolcezza visual identity clearly and consistently. Please help uphold the reputation of Dolcezza Culinario by applying these guidelines consistently.

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# CORE ELEMENTS

The Dolcezza identity speaks about the company, what it stands for and each of the elements that comprise the logo have a special purpose and meaning. How and where they are used affect how the company is viewed.

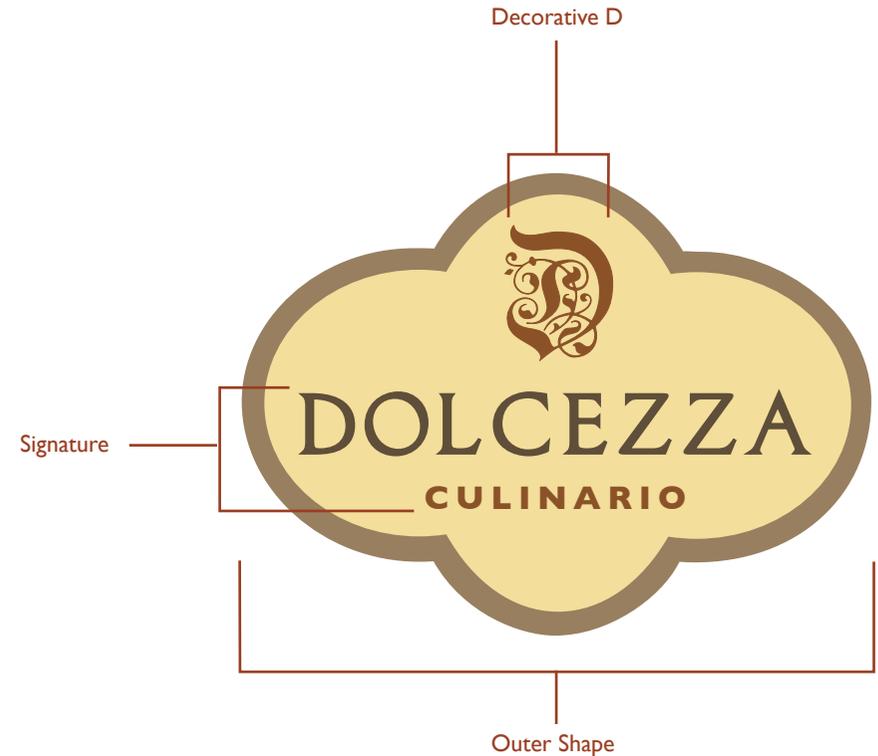
The core elements of the logo are the basic building blocks of the identity. The Dolcezza logo has three basic core elements. These three elements are the signature, the decorative D, and the outer shape. These elements can be used together or separately to create a variety of visual identities all representative of the main Dolcezza Culinario identity.

**Signature:** The word Dolcezza means sweetness in Italian. This name refers to pastries and desserts, which are the focus of the culinary institute's curriculum.

**Decorative D:** The D brings emphasis to the word Dolcezza and creates the impression of richness, class, prestige, and references aroma. The D also references the decorative elements of Italian desserts such as frosting, whipped cream and garnishes placed on and in the desserts themselves. Traditional Italian desserts are not only delicious; they are also very beautiful. The same amount of work that goes into making them taste good goes into making them look just as beautiful.

**Outer Shape:** The shape of this mark is made to look like a seal. This shows that the company is grade A material.

The following pages will describe how to correctly setup and use each of these core elements in their proper manner cohesive with the full visual identity of Dolcezza Culinario.



# LOGO: PRIMARY IDENTITY

The Dolcezza Logo is a registered trademark and may not be altered in any way. To ensure that all uses of the official logo will be consistent in quality, do not attempt to recreate or manipulate it in any way, shape or form. The placement and orientation of the core elements should be arranged as shown at the right with the Decorative D centered in the top bubble of the outer-shape with the words Dolcezza Culinario centered below the D.

There are two configurations of the Dolcezza Culinario official logo, each combining all three of the core elements. These configurations were created for use on different types of communications pieces. To accommodate different design possibilities, these are the only approved configurations of the logo. Choose either the vertical or horizontal version that best suits the form and style of the communications piece being designed.

While the vertical logo should be used for the majority of applications, the horizontal logo was created for applications with restricted spacing and legibility. It is best to reduce the vertical logo to its minimum size before selecting the horizontal logo. The horizontal logo should only be used if there is restricted vertical space or in smaller applications where visibility maybe an issue with the vertical logo.

**Vertical:** The vertical logo should be at least 1" tall.

**Horizontal:** The horizontal logo should be at least 1/2" tall.



# LOGO: MISUSES

The Dolcezza logo should never be re-created. Always use the official logo and make sure to follow all of the following rules when using the official logo.

Do NOT re-arrange the elements of the logo.

Do NOT distort the logo elements in any way, shape or form.

Do NOT attempt to re-create the signature with other fonts.

Do NOT place the logo within any other shape or form.

Do NOT use the logo within a sentence, phrase or headline.

Do NOT place any other element in front of, or overlapping the logo that may obscure the full view of the logo.

Do NOT screen, shadow, shade, use in outline form, or fill the logo with a texture or photograph.

Do NOT use a scanned, recreated, re-proportioned or otherwise modified version of the logo.

Do NOT crop the logo; it must be used in its entirety.

Do NOT rotate, tilt, or skew the logo except by special approval for specialty items or promotions.

Do NOT combine the logo with any other logos or designs not authorized by Dolcezza Public Relations.

Do NOT use any of the core elements independently or in conjunction with other designs to create a logo reminiscent of the official Dolcezza logo.

An official logo can be obtained from <http://www.dolcezza.it>.

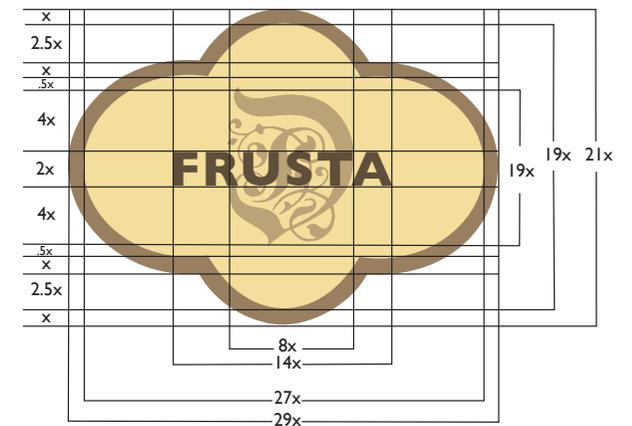
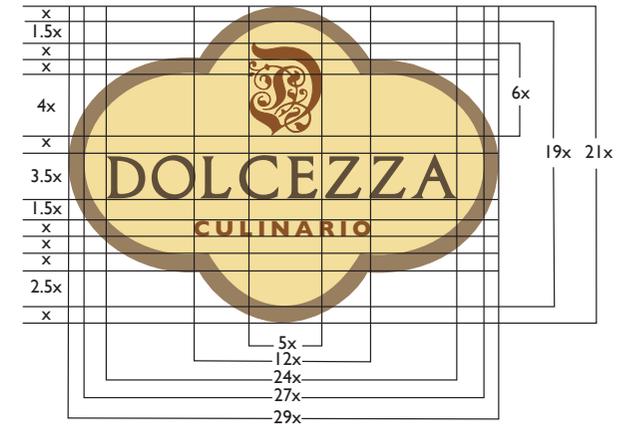


# LOGO: GRID & PROPORTIONS

All the core elements of the logo are proportional to each other. The basic unit of measurement is  $x$ , or the height of the word *culinario*. The design of the rest of the logo is based on this unit of measurement and should never be altered.

The logo should have a clear space around it to maintain legibility and visual impact. No other graphic elements, such as typography, rules, pictures, etc. should infringe on this space. Unless it is the pattern created by the decorative D, whose proper use is described later in this manual.

The minimum clear space needed is given relative to the proportions of the logo. There should be a clear space of  $2x$  around the entire logo, vertical, horizontal, and sub-logo configurations.



# SIGNATURE

The Dolcezza signature consists of the words “Dolcezza Culinario.” The word Dolcezza is printed in all lower case letters in the AT Classic Roman font, while the word culinario is printed in all lower case letters in the Gill Sans Regular font.

The logo should never be inserted into a paragraph or into blocks of typography, instead Dolcezza Culinario should be capitalized and appear in the same font as the rest of the paragraph.

If the signature is to appear without the symbol the words “Dolcezza Culinario” should appear in all lower case letters in the AT Classic Roman font.

No other fonts should be used for the signature when it is used within the logo or when it is used alone. The only time the words Dolcezza Culinario should appear in another font is when it is being used in a paragraph or block of text alone.



AT CLASSIC ROMAN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Gill Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Signature Used Alone Without Symbol

DOLCEZZA CULINARIO

# DECORATIVE D

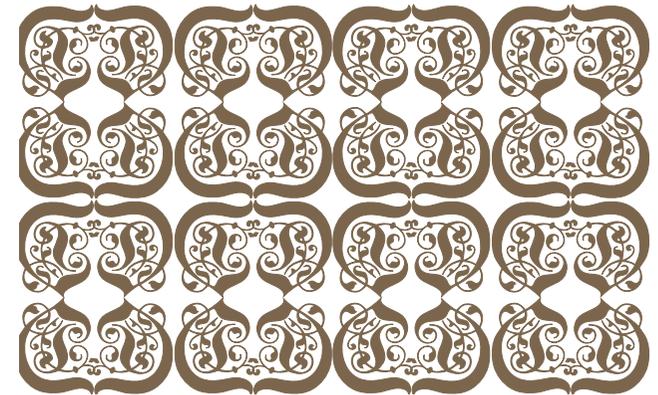
The decorative D core element can be used to create a background pattern for use on all types of communication pieces. To create the pattern, the D should be arranged as shown here. No other configuration of the pattern should be created or used in conjunction with the official logo or alone. The decorative D pattern is the sole property of Dolcezza Culinario and can not be used by or for any other organization or for any other purpose.

The logo should be centered on the pattern. The pattern and logo can then be isolated within a panel shape or applied over a colored background. The pattern should not be used at an opacity any lower than 25%. The opacity will depend on which color from the color palette the pattern is set in and what color the background or panel shape is.

4 D Pattern



Full Repeating Pattern



Panel Inserted Behind

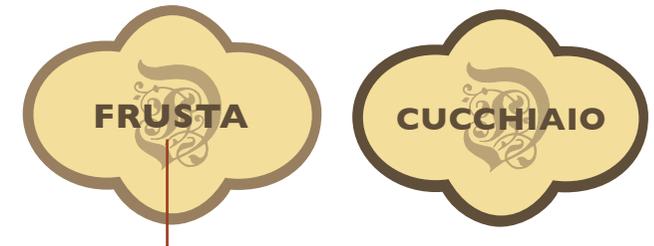


# OUTER SHAPE: SUB-LOGO

The Dolcezza identity has the challenge of integrating not only the school side of the institute but also hundreds of business products that also need to carry the Dolcezza identity. To accomplish this, the outer shape of the logo is used to create a sub-logo or product logo for use on cooking products and other applications for the business side of the identity.

The sub-logo consists of the outer shape with the decorative D centered in the middle at an opacity of 25% with the name of the product set in AT Classic Roman typeface centered on top. As with the official logo there are numerous color combinations as shown at the right for use on different colored backgrounds. The color combination that creates the best legibility and visibility on the background should be used.

When the sub-logo and the official logo are used together on a product or other type of application the sub-logo with the name of the product should be dominant. In this situation the official logo is subordinate to the name of the product or service. Only the official Dolcezza colors should be used.



AT Classic Roman



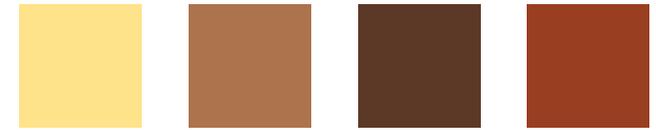
# COLOR PALETTE

Each of the colors used in the Dolcezza identity has a specific meaning and communicates the brand's personality and voice. The colors in the logo reference colors traditional found in Italian desserts. The cream/vanilla color refers to the pudding in tiramisu and also to lemons, which are a prominent ingredient in numerous Italian desserts. The two dark brown colors refer to chocolates, nuts such as almond, and crust or dough; all of which are also traditional ingredients. The brownish-red references fruits such as cherries, strawberries, and pie fillings.

The official Dolcezza Culinario colors are the four pantone colors shown at the right. Due to different printing processes and paper stocks, maintaining consistent colors can be difficult. That is why the Pantone colors should be the only version of the colors used on any piece created for the Dolcezza identity. The Pantone number and CMYK percentages given should be provided in any printing situation as specifications for ink colors.

In all applications, the Dolcezza logos and signatures must be printed in these colors or black and white. The logo may not be used at less than 100% saturation. Some special exceptions may be allowed for promotional and specialty items, please contact the Public Relations department for approval before altering.

The black and white logo was intended for use on applications that have color restrictions, such as newspaper ads or for photocopying. There are two configurations of the black and white logo. The color of the background will determine which configuration should be used, visibility is a key issue when it comes to determining which configuration to choose, please make sure that the logo is clearly visible and legible.



Pantone  
134U

Pantone  
42-5U

Pantone  
462U

Pantone  
499U

C: 0%  
M: 11%  
Y: 45%  
K: 0%

C: 30%  
M: 40%  
Y: 60%  
K: 25%

C: 50%  
M: 58%  
Y: 100%  
K: 45%

C: 0%  
M: 58%  
Y: 100%  
K: 49%



# CORPORATE TYPEFACE

Dolcezza Culinario's primary typeface is Gill Sans. This typeface helps to communicate the personality and voice of the company clearly and concisely. This typeface was chosen for its easy legibility in both print and digital media. It is also flexible and has a variety of weights that make it ideal for body-copy, headings, and captions. This typeface is available at <http://www.fonts.com>.

The Gill Sans typeface family includes light, light italic, regular, italic, bold, and bold italic versions. The consistent use of this typeface establishes an image for the institute that is instantly recognizable and increasingly memorable. The use of novelty and script fonts is discouraged in most cases; call Public Relations if you have a question about the use of a certain typeface or to obtain approval.

Gill Sans Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Gill Sans Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Gill Sans Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Gill Sans Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Gill Sans Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

***Gill Sans Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

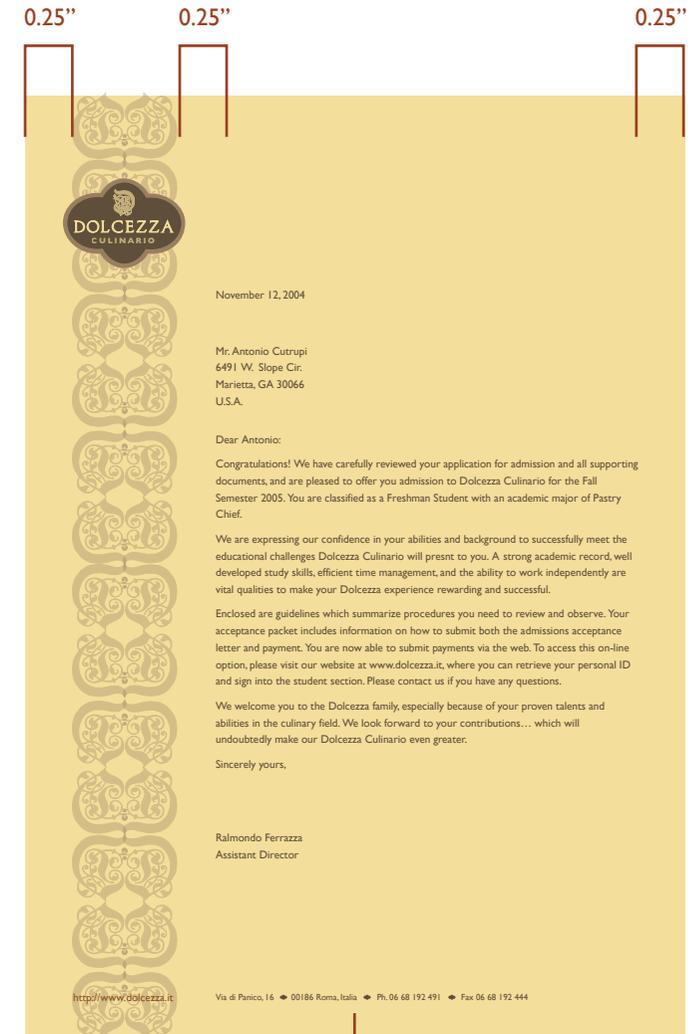
# STATIONERY: LETTERHEAD

The Dolcezza Culinario stationery system is one of the most widely distributed printed materials. Letterheads, envelopes and business cards are necessary for day-to-day work and are often the first impression of the institute to the public. The stationery system is designed to create an immediate impression of elegance and order. To maintain a consistent and distinctive graphic image of the institute, the use of templates, scanned copies or other re-created stationery is not allowed.

The letterhead incorporates the Dolcezza logo and decorative D pattern line on the left hand side of the page. The web site address is then centered below the logo across the pattern and the contact information is aligned with the web address but centered at the bottom of the page. The outer shape of the logo is used as a separator between the different parts of the address.

The letterhead should not be personalized; no names, titles, e-mail addresses, or personal phone numbers are permitted anywhere on the letterhead. Personal contact information should be included in the body of the letter. No other logos are permitted on the stationery system without approval from the Dolcezza Public Relations office.

The letterhead design is visually completed with the body copy, which adds balance and symmetry. The typeface recommended for use in the body of a letter is Gill Sans Regular. When possible, please type all correspondence in this font and leave a one-quarter inch space between the body copy and logo. The date and business address should be positioned flushed left on the page. Side margins should be one-quarter inch wide.



Gill Sans

# BUSINESS CARD & ENVELOPE

The business card complements the letterhead design by placing the logo in the same position, one-quarter of an inch from the left hand side of the business card. The name of the cardholder is set in AT Classic Roman typeface one-quarter of an inch to the right of the logo. The job title is placed underneath the personnel name in Gill Sans Italic typeface. Dolcezza Culinario and the address for the school along with phone number, fax number, and email address is left justified and set one-quarter inch from the right side of the business card.

The white space left between the logo and the contact information is an intentional design element used to both highlight the cardholders name and to balance the contact information. No other logos are not permitted on business cards, because they distract from the important information presented. The back of the business card contains the official Dolcezza logo centered on the decorative D pattern.

The envelope also complements the letterhead and business card by following the same format and placement of the horizontal logo. The address is to be left justified and lined up with the Dolcezza signature. The decorative D pattern should continue over to the back flap of the envelope. To meet federal postal regulations, no part of the return address can exceed 50% of the width or 35% of the height of the envelope.





# PROMOTIONAL APPLICATIONS

For promotional pieces the layout should follow the guidelines already set up for placement and arrangement of the logo and pattern. In some case it maybe necessary for visibility issues to place the logo aligned to the right or left hand side on the decorative pattern instead of aligned perfectly in the middle. The official logo should still be centered on the 4 D pattern.

The Dolcezza identity elements should be one-quarter of an inch from all sides of the piece. All text should be set up as described earlier in the guide either in Gill Sans or AT Classic Roman fonts. The color of the logo or background slab color should be chosen with visibility and legibility of the logo in mind.



0.25" AT Classic Roman

Gill Sans

0.25"

**CROSTATA DI FRUTTA**

Ingredients:

For the Crust:	For the Cream:
1 1/2 cups flour	2 egg yolks
3 egg yolks	2 Tbsp. flour
1/2 cup sugar	2 Tbsp. sugar
6 Tbsp. unsalted butter	lemon zest of one lemon
	1 1/2 cups milk

Fruit to decorate:  
banana, prune, kiwi, pineapple and 1 walnut fresh squeezed lemon juice

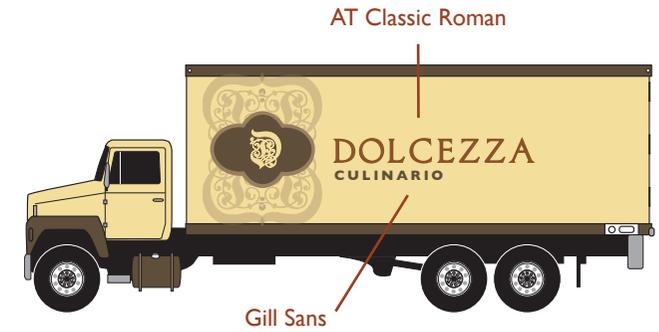
Instructions:  
Starting with the crust, sift the flour and sugar into a bowl. Cut the butter into the dry ingredients until the mixture resembles coarse meal. Add the eggs. Wrap the dough in plastic wrap and refrigerate for 1 hour. Remove from refrigerator, roll the dough and place it into a buttered 10 inch tart pan. Trim all around, fold the overhang under to form the edge and pinch it with your fingertips. Prick the crust in several places with a fork. Put the crust in the oven preheated to 365° and cook it until golden brown, 20 to 25 minutes. Cool the crust to room temperature. Meanwhile prepare the cream. Warm up the milk in a nonstick sauce pan. In a bowl beat the egg yolks with the sugar, add the flour and combine the ingredients until well mixed. Add the milk, a little bit at the time to the egg mixture, and cook it on the stove on medium low heat. Mix the cream continuously with a wooden spoon. When it starts to thicken remove it from the heat and pour it on a plate to cool off. Stir the cream now and then to keep the top from hardening. When cool spread the cream over the crust. Slice the fruit and use it to decorate the crust. Refrigerate for few hours and serve.

# VEHICLE GRAPHICS

All institute vehicles must carry the official Dolcezza logo on each side of the vehicle, except the front. Official Dolcezza colors must be used and accompanying type must adhere to the standards set forth in this guide.

The official logo is to be centered on the decorative D pattern and set along the left hand side of the vehicle. The same setup should be applied to the other side of the vehicle in the same manner. On the back of the truck the pattern should run horizontally with the official logo centered, and the whole combination centered on the back of the truck.

The trim of the truck and the fenders should be set in the dark brown color while the rest of the truck should be set in the cream color. Other variations on color are acceptable as long as visibility and legibility are taken into account.



# 3-DIMENSIONAL APPLICATIONS

When applying the Dolcezza identity to 3-Dimensional applications the orientation of the object should be taken into account and the configuration of the logo chosen.

On some applications it is acceptable to apply the decorative D pattern alone without the logo attached. When applying the logo to the object, the logo should always be centered, aligned to the right hand side or aligned to the left hand side.

Official Dolcezza colors must be used and any accompanying type must adhere to the standards already set forth in this guide.



# 3-DIMENSIONAL APPLICATIONS

Product packaging should contain the sub-logo, which in this case would be the main logo for the product, along with the official Dolcezza logo. The sub-logo or product logo should be the dominant logo on the package. The Dolcezza logo should be the subordinate logo since the name of the product is more important than the company name. Even though the company name is not as important the sub-logo or product logo carries the Dolcezza Identity and thus the Dolcezza name with it. The official Dolcezza logo is added for those who may not be familiar with the Dolcezza identity or Institute.

The logos should follow the guidelines already set up in this guide and any other information or text that appears on the packages should be set in Gill Sans typeface. Only the official Dolcezza colors should be used on the packaging, and the colors of the logo being used should be determined with visibility and legibility in mind. There should always be a background color added to the packaging design unless the product color closely resembles one of the official Dolcezza colors.

If the item being packaged must come in individual packages within the main packaging, these items must also carry the sub-logo or at the least the official Dolcezza logo.



Dominant

Subordinate



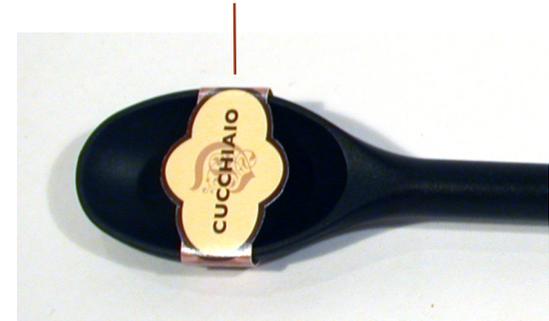
# 3-DIMENSIONAL APPLICATIONS

When the products being packaged do not come in a box or have an outer form, a tag or sticker should be attached to the product. The front of the tag or sticker should contain just the sub-logo or product logo. On the back of the sticker or tag the official Dolcezza logo should appear along with any other necessary information for the product.

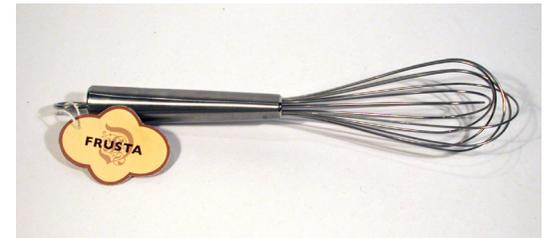
The logos should only be used as specified earlier in this manual. Informational text should be set up in Gill Sans and only the official Dolcezza colors should be used.

Sticker

AT Classic Roman



Front of the Tag



Back of the Tag

Gill Sans



# 3-DIMENSIONAL APPLICATIONS

Exterior signage should be set up as shown to the right. The official logo should be centered over the decorative D pattern and placed on a panel of color. Directions to different parts of the campus should be centered with an arrow pointing in the correct direction underneath the official logo. The text should be set in Gill Sans Bold.

When the exterior signage is in front of a building or area the sub-logo should be used and the name of the building or area should be centered and set in AT Classic Roman type. The signs should be 2 feet wide and 6 feet tall for legibility issues. Since these signs will be used on campus rather than from a distance, the signs do not need to be any bigger, but when signs are to be used for distances further away, the same proportions should be applied when the signage is enlarged.



# ELECTRONIC APPLICATIONS

On Electronic applications such as web sites the decorative D pattern should be set up horizontally with the official Dolcezza logo centered on the pattern and the combination of elements centered on the page. The menu bar should be aligned on the left side of the page. The page that is currently displayed should be highlighted in the menu bar. The different section of the contact information should be separated by the outer-shape of the official logo and the whole grouping should be centered on the decorated D pattern one-quarter inch from the bottom of the page.

Title text on the web site should be set up in AT Classic Roman while the body text and headlines should be set up in Gill Sans.



# ELECTRONIC APPLICATIONS

Supplementary pages off the home page should have many of the same elements as the home page. The Dolcezza logo, decorative pattern and the menu links should all be located in the same place and in the format as the home page. Titles, body copy and headlines should be set in the same font as those on the home page.

On supplementary pages when visual hierarchy needs to be created in the body copy a block of light brown maybe placed behind the heading to create contrast. This block of color should be used sparingly and only when necessary to draw emphasis to a heading, pull-quote, or other body of copy that needs to be highlighted. Only the official Dolcezza colors can be used for the block of text and for other elements directly related to the Dolcezza identity.

All bodies of text or images should have at least one-eighth inch of clear space between them and the other elements on the page to keep the layout clean, elegant, and legible.

