

# BRAND BOOK



# BRAND IDENTITY

The study of the brand identity was focused on the search for a graphic project based on the values of trust and reliability that the customer wanted to convey. The idea of a simple but at the same time strong and competitive brand that would remain etched in the customers' mind was the basis of the communication strategy of the entire project.

The modified letter "Z" stands out in the center of the logo, extending over the entire logo, allowing the other letters to develop along it.

The remaining letters of the brand (uri) are offset, giving a sense of movement, together with the film strip, and lightness to the logo.

The film strip, although anachronistic, immediately gives the idea of the type of activity that the logo represents, fills the space and gives life to the entire image. It seems animated, perhaps moved by the wind, placed there by chance waiting to fly away again, and this gives dynamism to the logo which seems to develop from left to right thanks to the elusive lines of the film.

The Z, in its uniqueness, can be used alone to represent the entire brand.

The colors used are red, black and white.

Red is the color of passion, and what is photography if not pure passion? A photograph is born from an emotion and an emotion. Red can easily capture attention, and therefore it is an easy way to ask those who see that logo to stop and look at what you have to offer.

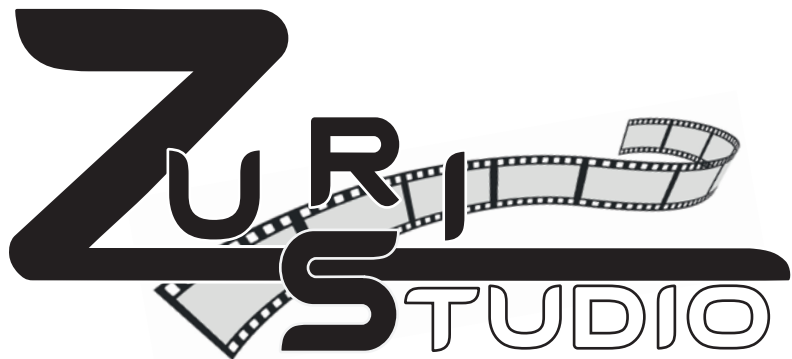
Black is charm and mystery, luxurious but tantalizing, intriguing. It arouses curiosity and at the same time audacity.

White as opposed to black gives a sense of purity. Essential and minimalist, it gives a sophisticated cut to the project.

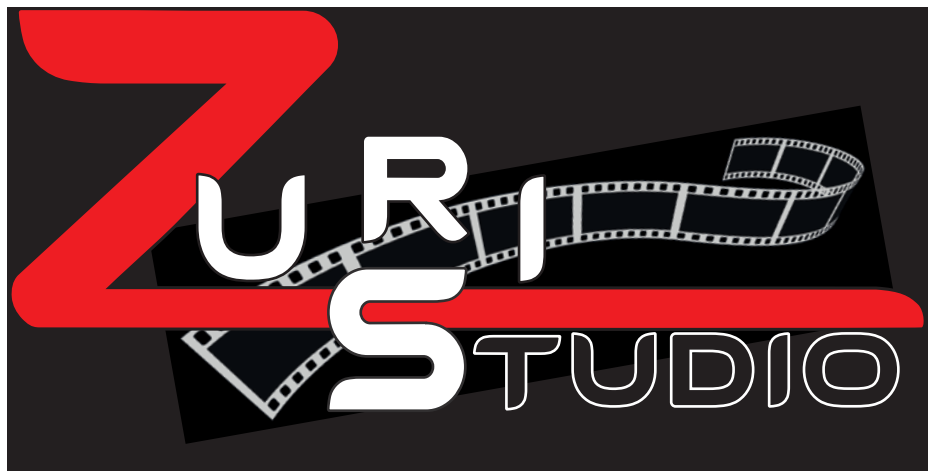
Positive color logo



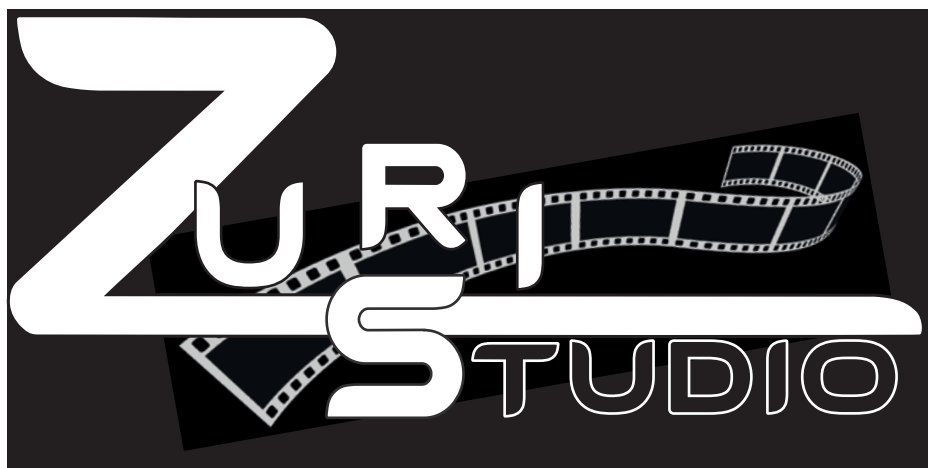
Positive black and white logo



Negative color logo



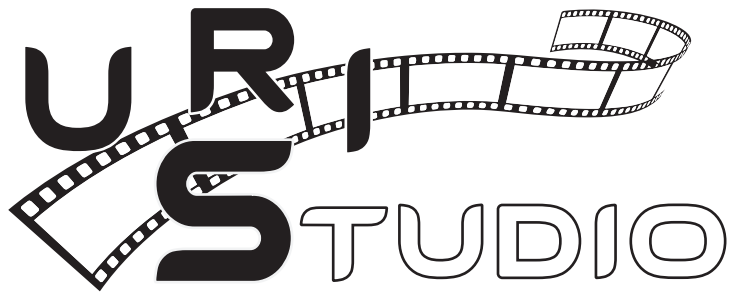
Negative black and white logo



Positive color logo  
white

C=0 - M=0 - Y=0 - K=0

R: 255 - G: 255 - B: 255



Positive color logo  
grey

C=12 - M=8 - Y=9 - K=0

R: 230 - G: 230 - B: 230

Pantone 663C



Positive color logo  
red

C=0 - M=100 - Y=100 -  
K=0

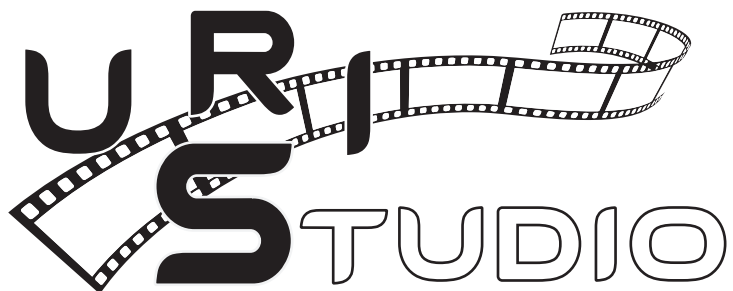
R: 227 - G: 6 - B: 19



Positive color logo  
black

C=0 - M=0 - Y=0 - K=0

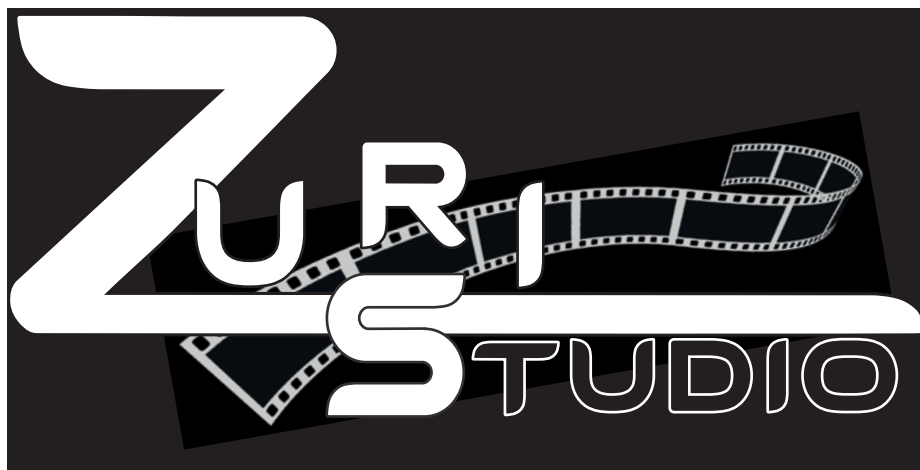
R: 255 - G: 255 - B: 255



**Negative color logo  
white**

**C=0 - M=0 - Y=0 - K=0**

**R: 255 - G: 255 - B: 255**

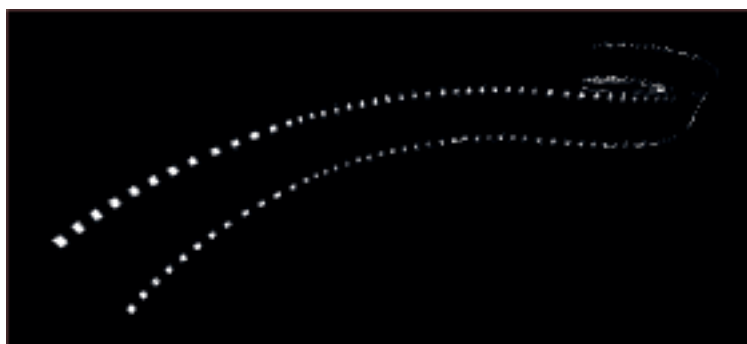


**Negative color logo  
black**

**C=66 - M=67 - Y=61 - K=83**

**R: 230 - G: 230 - B: 230**

**Pantone 663C**



**Negative color logo  
grey**

**C=8 - M=9 - Y=5 - K=0**

**R: 230 - G: 226 - B: 231**

**Pantone 663C**



**Negative color logo  
red**

**C=0 - M=100 - Y=100 -  
K=0**

**R: 227 - G: 6 - B: 19**

**Pantone 486C**



Logotype



Typography

Ground Control  
Regular

ABCDEFGHIJKLMN-

OPQRSTUVWXYZ-

À Á Â Ã Ä Å Æ Ç È É

ABCDEFGHIJKLMN-

OPQRSTUVWXYZ-

À Á Â Ã Ä Å Æ Ç È É

0 1 2 3 4 5 6 7 8 9

.,:()”

**Logo**

positive color to be placed  
on white or light colored  
backgrounds



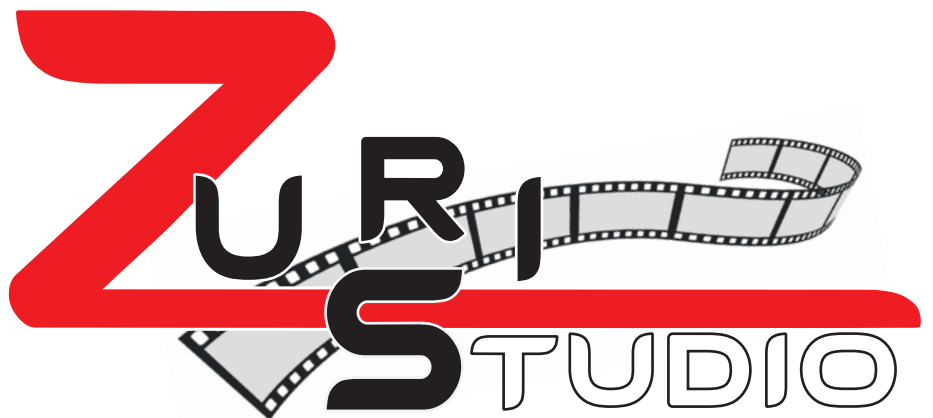
**Logotype**

positive color to be  
placed on white or light  
colored backgrounds



**Logo + Logotype**

positive color to be  
placed on white or light  
colored backgrounds



Stationery



Zuri Studio di Andrea Zuri - P. IVA 08256963547 - C.F.ZRUNDR80L13G273T  
Via E.Notarbartolo, 47 - 90145 Palermo - Tel e Fax +39 91 000 00 00 - Cell. +39 333 4745 856  
e-mail: info@zuristudio.it - www.zuristudio.it



Zuri Studio di Andrea Zuri  
Via E.Notarbartolo, 47 - 90145 Palermo



Via E. Notarbartolo, 47 - 90145 Palermo  
Tel 39 91 000 00 00 - Cell. +39 333 4745 856  
e-mail: info@zuristudio.it - www.zuristudio.it





**Lorem ipsum**

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Zuri Studio di Andrea Zuri - P. IVA 08256963547 - C.F. ZRUNDR80L13G273T  
Via E. Notarbartolo, 47 - 90145 Palermo - Tel e Fax +39 91 000 00 00 - Cell. +39 333 4745 856  
e-mail: info@zuristudio.it - www.zuristudio.it

**ZURI STUDIO**  
+39 333 4745 856  
Via E. Notarbartolo, 47 - 90145 Palermo  
e-mail: info@zuristudio.it  
www.zuristudio.it

**ZURI STUDIO**  
Password di accesso all'area riservata  
  
www.zuristudio.it

**ZURI STUDIO**  
Zuri Studio di Andrea Zuri - P. IVA 08256963547 - C.F. ZRUNDR80L13G273T  
Via E. Notarbartolo, 47 - 90145 Palermo  
Tel e Fax +39 91 000 00 00 - Cell. +39 333 4745 856  
e-mail: info@zuristudio.it - www.zuristudio.it

