



LOGO AND USAGE GUIDELINES
LAKES PUBLIC TRANSPORT – NAVIGAZIONE LAGHI

BRAND USER MANUAL

Edition 2023

LAKES PUBLIC TRANSPORT - NAVIGAZIONE LAGHI

- Historical notes of the company
- The past, the present and the future
- What we believe in
- The nature of our brand
- Logo development
- The main logo
- The history of the logo
- The logo with the wedge
- Use of the logo
- The colour palette
- Typeface - font





NAVIGAZIONE LAGHI

HISTORICAL NOTES OF THE COMPANY

The Gestione Navigazione Laghi is a Governmental Authority established by Law no. 614/57 through which the legislator has entrusted the handling of the shipping lines to an Official of the State Administration appointed by the Minister of Infrastructure and Transport. This task is currently assigned to Dr Donato Liguori.

The Company operates through a General Directorate located in Milan that manages institutional relations with the higher-ranked Ministry of sustainable infrastructures and mobility and acts as coordinator of the three dependant operational Departments located respectively at Arona for Lake Maggiore, Desenzano for Lake Garda and Como for the same-named lake.

To date, the Gestione Navigazione Laghi, during the months of peak activity employs up to 650 people, divided between administrative staff, construction — located at the 4 yards of Arona, Peschiera del Garda, Como and Dervio, which are provided with advanced design facilities and technological systems for the shipbuilding industry — and traffic movement personnel.

OUR INSPIRATION

**"if you don't like change,
you will like irrelevance
even less"**

ERIC SHINSEKI





NAVIGAZIONE LAGHI



THE PAST OF "NAVIGAZIONE LAGHI"

Navigazione Laghi has been present for more than a century as a first private and then public company, whose boats connect the shores of lakes Maggiore, Garda and Como.

THE PRESENT OF "NAVIGAZIONE LAGHI"

Navigazione Laghi has been carrying out corporate innovation activities for its image for some years, with the aim of making a transformation towards modern public transport.

THE FUTURE OF "NAVIGAZIONE LAGHI"

Navigazione Laghi has for some time undertaken technological adjustments on the vessels of its fleet and has already been operating for some time in the field of priority goals and strategies for the reduction of climate-changing and polluting emissions and for the development of eco-sustainable mobility in the lake area.

What we believe in



TRANSPARENCY

Navigazione Laghi, with its own actions and with its experience guarantees, the mobility in the area of the lakes Maggiore, Garda and Como with an efficient and comfortable public transport service.



RELIABILITY

All our vessels are RINA certified
"the nautical register certificate issued for the classification of ships and certification of the class which they belong to"



PERCEVERANCE

Our public transport line is operating all year round, guarantees connections to the lake areas, used 365 days a year by students, workers and tourists.



ACCOUNTABILITY

Navigazione Laghi respects of the environment and the enhancement of the territories, considering as a priority the maintenance of high standards of quality and the improvement of the level of service provided on land and on board; all this is guaranteed through a constant commitment to the development of internal professionalism.

THE NATURE OF OUR BRAND

DESIGN LINEGUIDES TO BE FOLLOWED



LOGO DEVELOPMENT



Restyling



History



The new Logo

OLD LOGO



OLD LOGO



THE MAIN LOGO

RESTYLING

the restyling provided for a new colour distributed in a specular way compared to the previous edition.

NEW LOGO



NEW LOGO

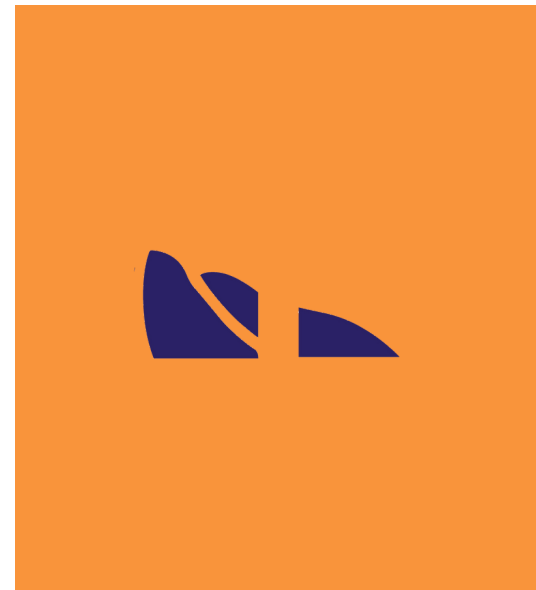


THE HISTORY OF THE LOGO



ANCHOR

The anchor symbol of the sea and of safety



MOUNTAIN

The mountain symbol of the territory



OVAL

The oval symbol of the lake, closed and delimited



LOGO

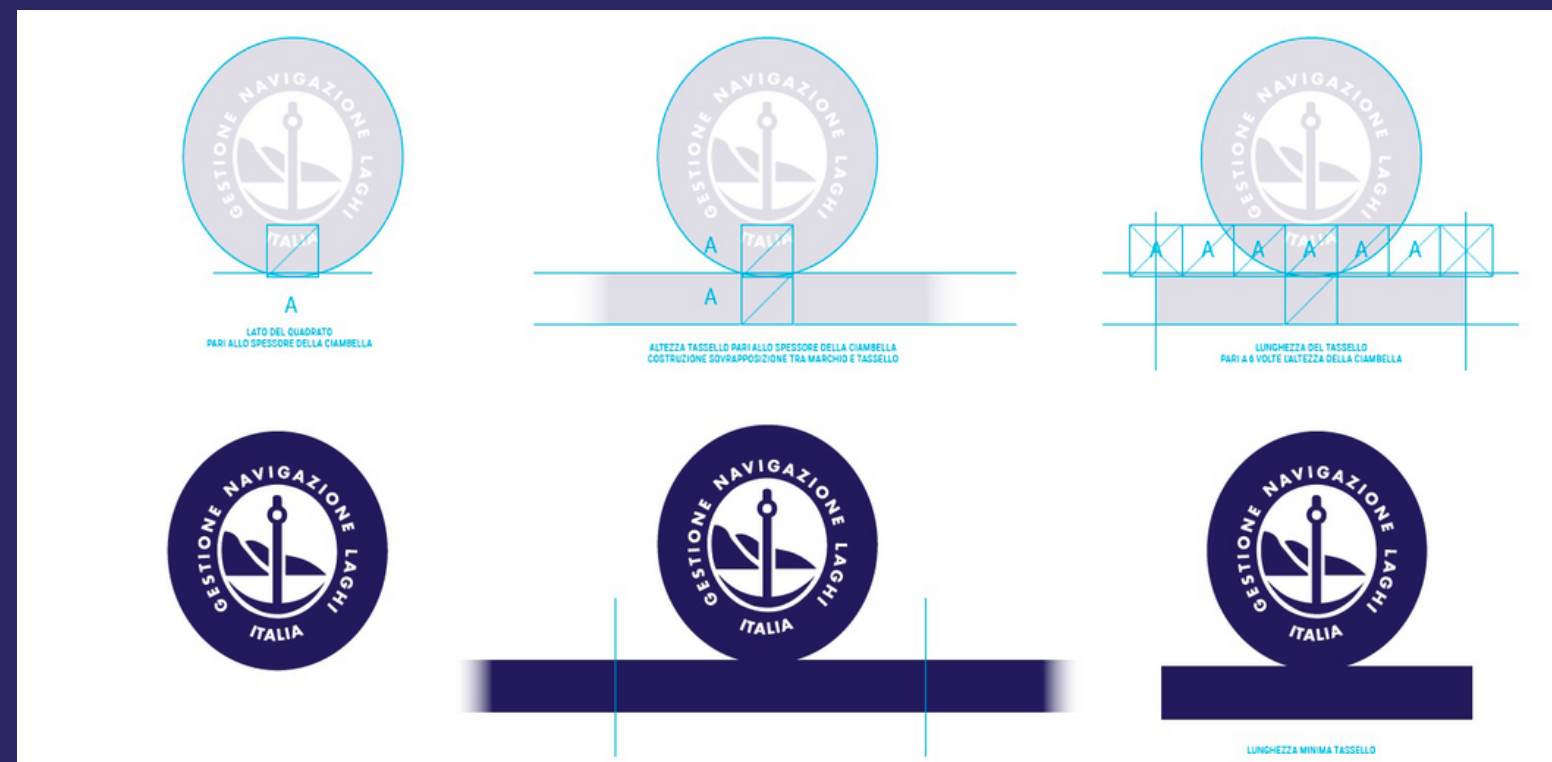
It is the result by matching the different symbols that represent the public transport service on the lakes Maggiore, Garda and Como

THE HISTORY OF THE LOGO



WEDGE

The Logo on a wedge depicting the lake, symbolizes the public transport service on the lakes Maggiore, Garda and Como



NEWLOGO

THE LOGO WITH THE WEDGE

EXECUTIVE FRAMEWORK

- the height of the wedge is equal to the thickness of the ring
- the length of the wedge is 6 times the height of the ring

USE OF THE LOGO

SOME EXAMPLES

The new Logo can be used in a coloured or black and white version



USE OF THE LOGO

ALCUNI ESEMPI

The new Logo can be used in a coloured or black and white version



USE OF THE LOGO

PRINTED A4 SHEETS

The new Logo can be used in a coloured version



Ministero delle Infrastrutture e dei Trasporti
Gestione Governativa Navigazione Laghi Maggiore, di Garda e di Como

Gestione Governativa Navigazione Laghi
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naviges@navigazionelaghi.it PEC: naviges@pec.navigazionelaghi.it www.navigazionelaghi.it

USE OF THE LOGO

PRINTED LETTER ENVELOPES

The new Logo can be used in a coloured version



*Ministero delle Infrastrutture e dei Trasporti
Gestione Governativa Navigazione Laghi
Maggiore, di Garda e di Como*

Gestione Governativa Navigazione Laghi - Via L. Ariosto, 21 20145 Milano tel. +39 02 4676101

la dimensione e la posizione della finestra
sono indicativi

USE OF THE LOGO

PRINTED NOTEBOOKS

The new Logo can be used in a coloured version



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Gestione Governativa Navigazione Laghi Maggiore, di Garda e di Como*



USE OF THE LOGO

PRINTED BUSINESS CARDS

The new Logo can be used in a coloured version



*Ministero delle Infrastrutture e dei Trasporti
Gestione Governativa Navigazione Laghi
Maggiore, di Garda e di Como*

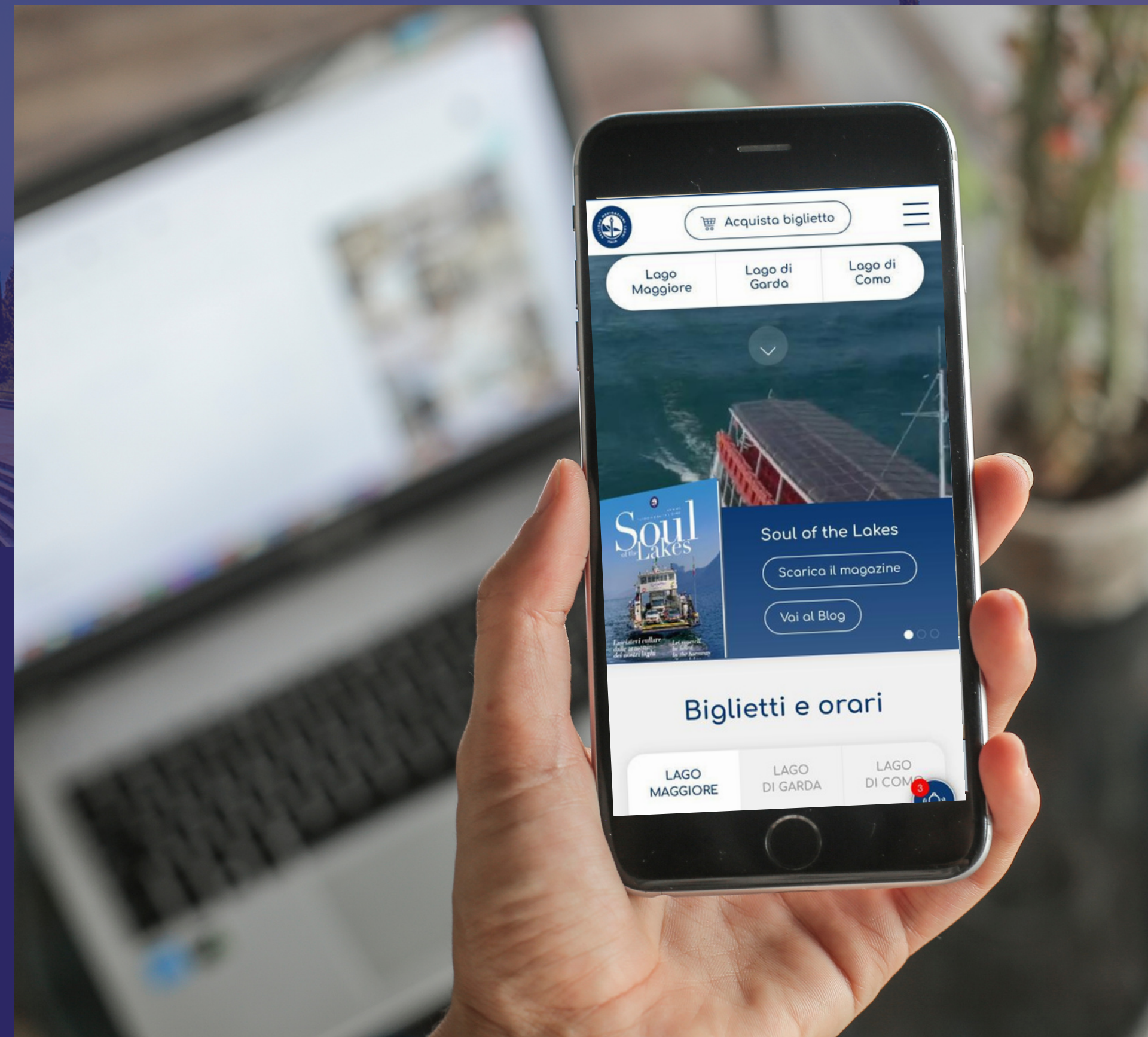
Dott. |
Gestore Governativo

Gestione Governativa Navigazione Laghi
Via L. Ariosto, 21 20145 Milano
tel. +39 02 46761021
naviges@navigazionelaghi.it

USE OF THE LOGO

INTERNET WEB-SITE

The new Logo can be used in a coloured version





THE COLOUR PALETTE

LINEGUIDES TO BE FOLLOWED

Quadricromia = C:100 M:100 Y:25 K:15
Pantone = 273*
RGB = R:46 G:43 B:98
Web = #2e2b62



Quadricromia = K:100
Pantone = Black C
RGB = R:0 G:0 B:0
Web = #000



COLOUR

The steady use of the blue colour is at the ground of the visual identity of Navigazione Laghi.

The blue colour corresponding to the colour palette 273 (usable for printing on paper material); In cases of commercial or promotional printing, the Logo can be printed using four-colour process colours.

Quadricromia = C:100 M:100 Y:25 K:15

Pantone = 273*

RGB = R:46 G:43 B:98

Web = #2e2b62



TO KNOW

USE OF THE LOGO

The Logo can never be modified or used together with other elements except for the cases as described in these sheets. the Logo must be reproduced using digital media only. Copies from other sources or from the examples as per the attached sheets must absolutely be avoided. The 100% black version is used whenever the only printed colour is black.



Quadricromia = C:100 M:100 Y:25 K:15
Pantone = 273*
RGB = R:46 G:43 B:98
Web = #2e2b62



Quadricromia = K:100
Pantone = Black C
RGB = R:0 G:0 B:0
Web = #000

A I

TYPEFACE — FONT

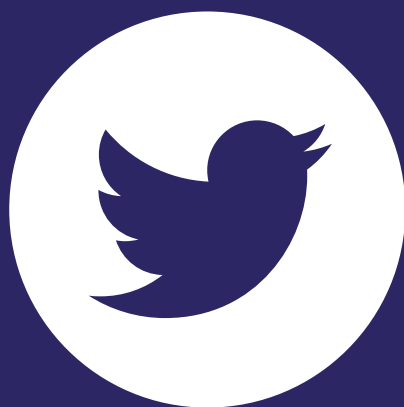
INSTITUTIONAL

Roboto Condensed | Bold Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

GOOGLE FONT
FREE FONT



WE ARE ON-LINE



TWITTER



FACEBOOK



INSTAGRAM

WWW.NAVIGAZIONELAGHI.IT