

REPA

Brand Manual

Corporate Design guidelines v 1.0

Value proposition

Who we are

High-Tech Distributors. Continuous Innovators. Unlimited Possibilities.

A diverse community driven by passion, courage and innovation, we are the leading European spare parts distributor and a trusted partner to equipment manufacturers.

With the industry's largest inventory and our commitment to the fastest shipping, we provide our customers with the spare parts they need every time, everywhere.



Working together makes us stronger.

Our Vision

**To be the leader in high-tech distribution
of mission critical spare parts.
Doing things the right way, every day with
a focus on people, innovation and
long-term partnerships.**

Value proposition

Our core values



Safety

Look out for your team members, clients, partners and yourself. Be aware of what is happening around you and promote the health, privacy and e-safety measures in place. Take care and pay attention.

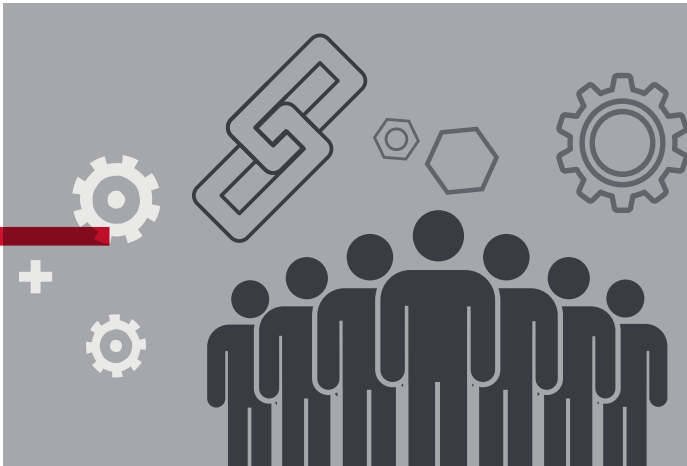


Integrity

Be open, honest and humble. Do things the right way, not the easy way. Be supportive and generous to all you encounter. Be sure your actions reflect your words and character.

Value proposition

Our core values



Community

Working together makes us stronger!
No matter where we work or our variations in language, we share a common goal: to serve our customers, support our teammates and offer a helping hand to the local community.
Through caring, collaboration and celebration, our diverse culture sets us apart while bringing us closer together.



Passion

Bring your enthusiasm to work every day.
Go the extra mile and strive for success.
Inspire others to share the same positive attitude.

Value proposition

Our core values



Courage

Be brave, bold and true to who you are. Be confident, take risks – do not fear to fail – and encourage others to do the same. Challenge yourself to be better than you were yesterday.



Innovation

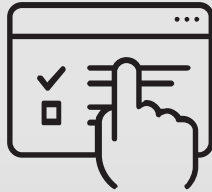
Bring your ideas to the table, think creatively and imaginatively. Welcome the new and different. Drive the company forward, be a technology leader and fuel our success.

Core messages



More original spare parts than ever before

Even more OEM spare parts from the industry's trusted equipment manufacturers, so you can get the spare parts you need when you need them. Right Part. Right Time. Every Time.®



Breakthrough Innovations and Technology

Find, buy and receive spare parts quickly and easily using our powerful spare parts search engine and user-friendly webshop. We're always working hard to make your job easier.



Get Spare Parts Faster

Count on the largest inventory of spare parts to have what you need in stock and ready to ship right away. In fact, we'll ship the same day you order!



Excellent Customer Service

Connecting people with the right parts is something we really care about. Our friendly and knowledgeable team is ready help, so you can get back to business.

Logotype

Logotype

Main application



Pantone 186
CMYK 2 100 82 6
Hex: #C01320
RGB: 192 19 32
RAL: 3020



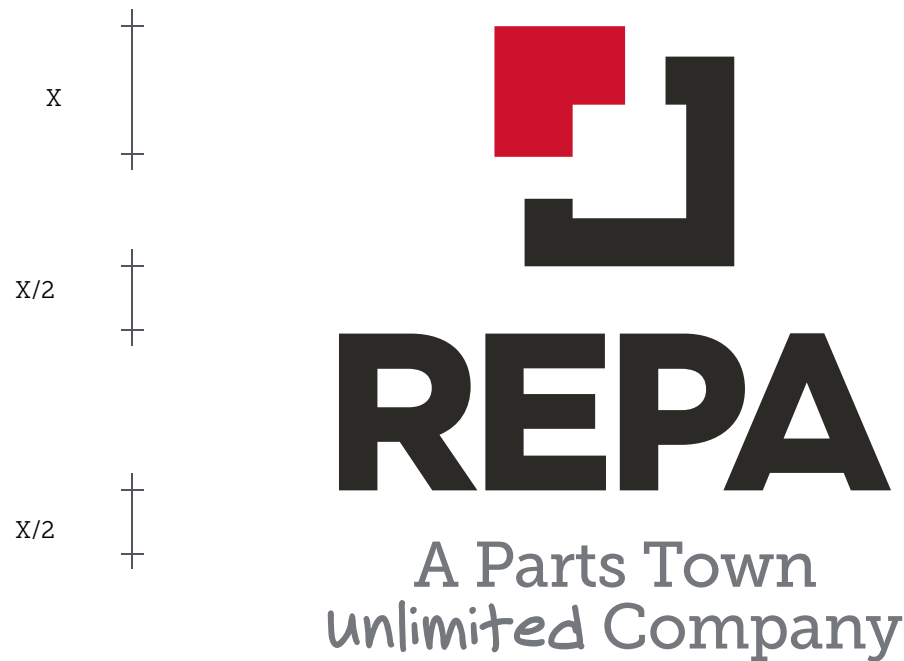
Pantone Black C
CMYK 0 0 0 100
Hex: #1E1E1E
RGB: 30 30 30
RAL: 9005



Pantone Cool Gray 9
CMYK: 30 23 17 58
Hex: #747678
RGB: 116 118 120
RAL: 7015

Logotype

Vertical secondary application



This application has to be used only in exceptional cases where it is not possible to use the main one.



Pantone 186
CMYK 2 100 82 6
Hex: #C01320
RGB: 192 19 32
RAL: 3020



Pantone Black C
CMYK 0 0 0 100
Hex: #1E1E1E
RGB: 30 30 30
RAL: 9005



Pantone Cool Gray 9
CMYK: 30 23 17 58
Hex: #747678
RGB: 116 118 120
RAL: 7015

Logotype

Two colors, grayscale application



Pantone Black C
CMYK 0 0 0 100
Hex: #1E1E1E
RGB: 30 30 30
RAL: 9005



Pantone Cool Gray 9
CMYK: 30 23 17 58
Hex: #747678
RGB: 116 118 120
RAL: 7015

Logotype

Monochromatic main applications



Pantone Black C
CMYK 0 0 0 100
Hex: #1E1E1E
RGB: 30 30 30
RAL: 9005



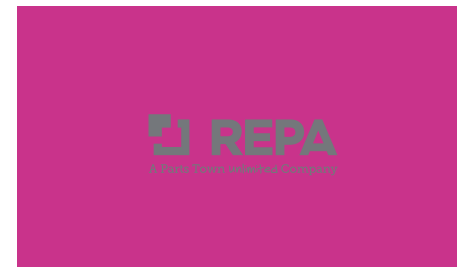
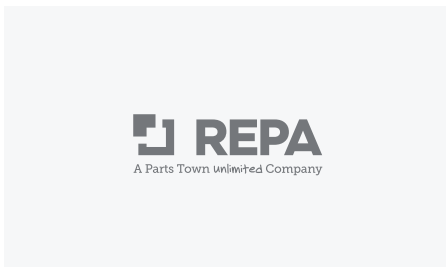
Pantone Cool Gray 9
CMYK: 30 23 17 58
Hex: #747678
RGB: 116 118 120
RAL: 7015



White
CMYK 0 0 0 0
Hex: #FFFFFF
RGB: 255 255 255
RAL: 9010

Logotype

Monochromatic applications Contrast/Readability



Logotype

Small size applications



3 cm



2,5 cm



1,5 cm



1 cm



0,75



0,5



0,3



3 cm



2,5 cm



1,5 cm



1 cm



0,75



0,5



0,3

Logotype

Spacing



Always keep pictogram width/height size
as whitespace

Logotype

Contrast and readability on images



Logotype

Improper use of the logotype



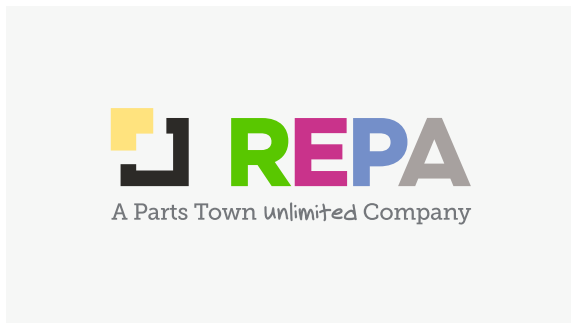
Do not stretch/skew logotype



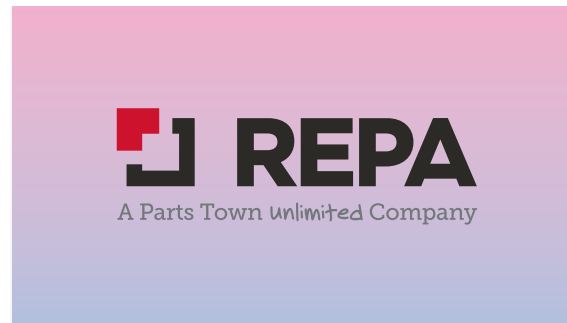
Do not bend logotype



Do not move/resize logotype elements



Do not change colors



Do not use gradient backgrounds



Do not use shadows

Color

Brand Colors

Base colors

Primary Colors



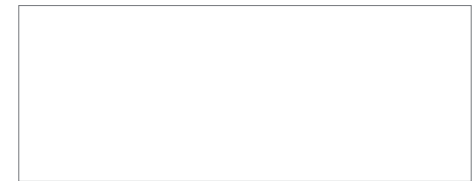
Pantone 186
CMYK 2 100 82 6
Hex: #C01320
RGB: 192 19 32
RAL: 3020



Pantone Black C
CMYK 0 0 0 100
Hex: #1E1E1E
RGB: 30 30 30
RAL: 9005



Pantone Cool Gray 9
CMYK: 0 0 0 70
Hex: #747678
RGB: 118 118 118
RAL: 7015



White
CMYK 0 0 0 0
Hex: #FFFFFF
RGB: 255 255 255
RAL: 9010

Secondary Colors



Pantone 187
Hex: #981021
RGB: 152 16 33
RAL 3002



Pantone Cool Gray 11
Hex: #4D4F53
RGB: 77 79 83
RAL: 7043



Pantone Cool Gray 7
Hex: #949B9C
RGB: 148 155 156
RAL: 7042



Pantone Cool Gray 4
Hex: #BCBDBC
RGB: 188 189 188
RAL: 7038



Pantone Cool Gray 1
Hex: #E0E1DD
RGB: 224 225 221
RAL: 9002

Brand Colors

Grays

Cool gray scale



Pantone Cool Gray 11
Hex: #4D4F53
RGB: 77 79 83



Pantone Cool Gray 10
Hex: #616365
RGB: 197 99 101



Pantone Cool Gray 9
Hex: #747678
RGB: 116 118 120



Pantone Cool Gray 8
Hex: #8B8D8E
RGB: 139 141 142



Pantone Cool Gray 7
Hex: #9A9B9C
RGB: 154 155 156



Pantone Cool Gray 6
Hex: #ADAFAF
RGB: 173 175 175



Pantone Cool Gray 5
Hex: #B2B4B3
RGB: 178 180 179



Pantone Cool Gray 4
Hex: #BCBDBC
RGB: 188 189 188



Pantone Cool Gray 3
Hex: #C9CAC8
RGB: 201 202 200



Pantone Cool Gray 2
Hex: #D5D6D2
RGB: 213 214 210



Pantone Cool Gray 1
Hex: #E0E1DD
RGB: 224 225 221

Font and Typography

Brand Fonts and Typography

Titles specs

[Get Effra](#)[Get Museo Slab](#)

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H1 Big Title - Effra Bold
39pt size / 39pt line height / -10 spacing

**H2 Ur sitiasp elentis magniet aditios
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H2 Main Section Title - Museo Slab 700
26pt size / 24pt line height

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H3 Subheading - Effra Bold
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H4 Subheading - Museo Slab 500
14pt size / 16 pt line height / +10 spacing

**H5 Facepe naturio te sum doles vidia natem ipsusam et fugiae vel et
que cullatqui natquat in explicia sitis aut**

H5 Subheading - Effra Bold
12 pt size / 12 pt line height / +10 spacing

**H6 Name nem core volorec esequae iunti ad quid quia volorem aliquis doles
volorro vitatiu ntibus cus aut quatis ped maionseque**

H6 Subheading - Museo Slab 700
9 pt size / 11 pt line height

Brand Fonts and Typography

Body and Title Body specs

Body Title/Subheading: like the whole body text
Body : 2 or 3 columns [3 max]

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H6 Subheading - Museo Slab 700
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Body - Museo Slab 300
9 pt size / 11 pt line height

Body + character styles

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Body Bold - Museo Slab 700

Subheading: like the whole body text [all body column]

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H4 Subheading - Museo Slab 500
14pt size / 16 pt line height / +10 spacing

H5 **Facepe naturio te sum doles vidia natem ipsusam et fugiae vel et que cullatqui
que voloribus aut quae et magnatur, et eum quaero eum, excestia dit dolentur**

H5 Subheading - Effra Bold
12 pt size / 12 pt line height / +10 spacing

Brand Fonts and Typography

Body text and Body Titles, use cases

H4 Subheading

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Body

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Body Title

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Body + character styles

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Body Title

Body Title

Caption

Special Message

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Download Innovation Font

Brand Fonts and Typography

Body text and Body, Titles / Grids

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H4 Subheading	Facepe naturio te sum doles vidia natem ipsusam et fugiae vel et que cullatqui natquat	Ucia simenit, quatque maiosa nis ex eligent, oditassit laut volorporate porunt, custis exeriae porem dolla natio.	
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Brand Fonts and Typography [System Font]

Body text and Body, Titles / Grids

	H5 Subheading: 3 columns Body : 3 columns [max]	H5 Subheading: 4 columns Body : 4 columns
Subheading Arial	Facepe naturio te sum doles vidia natem ipsusam et fugiae vel et que cullatqui natquat	Ucia simenit, quatque maiosa nis ex eligent, oditassit laut volorporate porunt, custis exerieae porem dolla natio.
Body Title Body Tahoma	<p>Us nit magni te eum ullabo. Re comnis sim ide.</p> <p>Sita dolum quod quid ea qui nimod et eum voluptatis di nonsedi aut velent, siminci berunte venestin cor mi, eius dolorum fuga. Mus aut aut ab iuntiis aut reptaepe cus andunt ex et eos cupitas min rersperit lamus iliam nusciis as explatem.</p> <p>Tur, sunt quiduci liberum con cusam quiatec tusciae as ne laborrovidis moluptate ma invellores dolut esserovit arum doloruptatio corisci magnit reptaeprat aut asit quam eum</p> <p>Illaborio te platqui assit, sinus nihillis quia seratur aut officia imillor ibusdae sequis arum que se nimincitios quamusdant et officatiost ratur susandi tasimus aut ut resti dicipsu ntorero ipit assi dolorem que conecero berferum, et perit eate rectur renihic ipiscii ssincid elestot</p> <p>Asimperit ipsaped etur maximai orehendis es aut es demquuntis entoris unt etur rerferspis debistem cus debita consecte exerupid que et explibus eum</p> <p>Facernat ium rempor mi, sam enis del eos des ut quis qui adit mo blanti con nia dolorporent eat volorunt dici dionseque eribuscia nos res</p>	<p>Bea dolest, ommissinci inient.</p> <p>Sitatum quuntiu sdanden ditati aut rem lam dolentorum facerum quatestium, suntur? Quibusandi ipsustrum quistiur ratectem utatior am aut landicim archil excernatur santibus aspidunt.</p> <p>Ectemquatis denest officiam.</p> <p>Quamendamet re, tendigent lat fuga. Gent voleceptatio quia di bla is nossunt, tem abor am, aci bea dit acepre laborem quatiis id que qui quo omnia quam, tem essunte nectio expelen dandio. Obit ulparuptios derferatiam, omnis a dolorep raecea que volore niti a intus accumque</p> <p>Quiam, cullit volorum volorest et atempos sequi rempore ptatem quam, que oditectibus et magnisinum si ipsa peliqua turionsequi ulpa nesed eossint omnihillabo. Tis eris ea seque nos adis dem quae et laborio et re sam, te</p> <p>Ati volenimum repro conet faccus.</p> <p>Uga. Nam, ut alit eatus, seque vollab int occum ex etur archil idignis dolupta tibustio volo odia dolupta eliqui duntinv ernature velibea aut ipsae explaci litaturio ius sed quas endem iliti acea voluptaepudi natiae volorum in rempore pedigni hitatis magnatiam expla vit od eatemol uptinturita cor molorit vides et lam litiberupid maionse ntiorit, soles adicabo ritatis id maximax imporeius ani remperum dolorum acid que consere reicius repro vollenim deribeat litas ratet faceseq uistibus, to qui imos nonsequat rem quat.</p>

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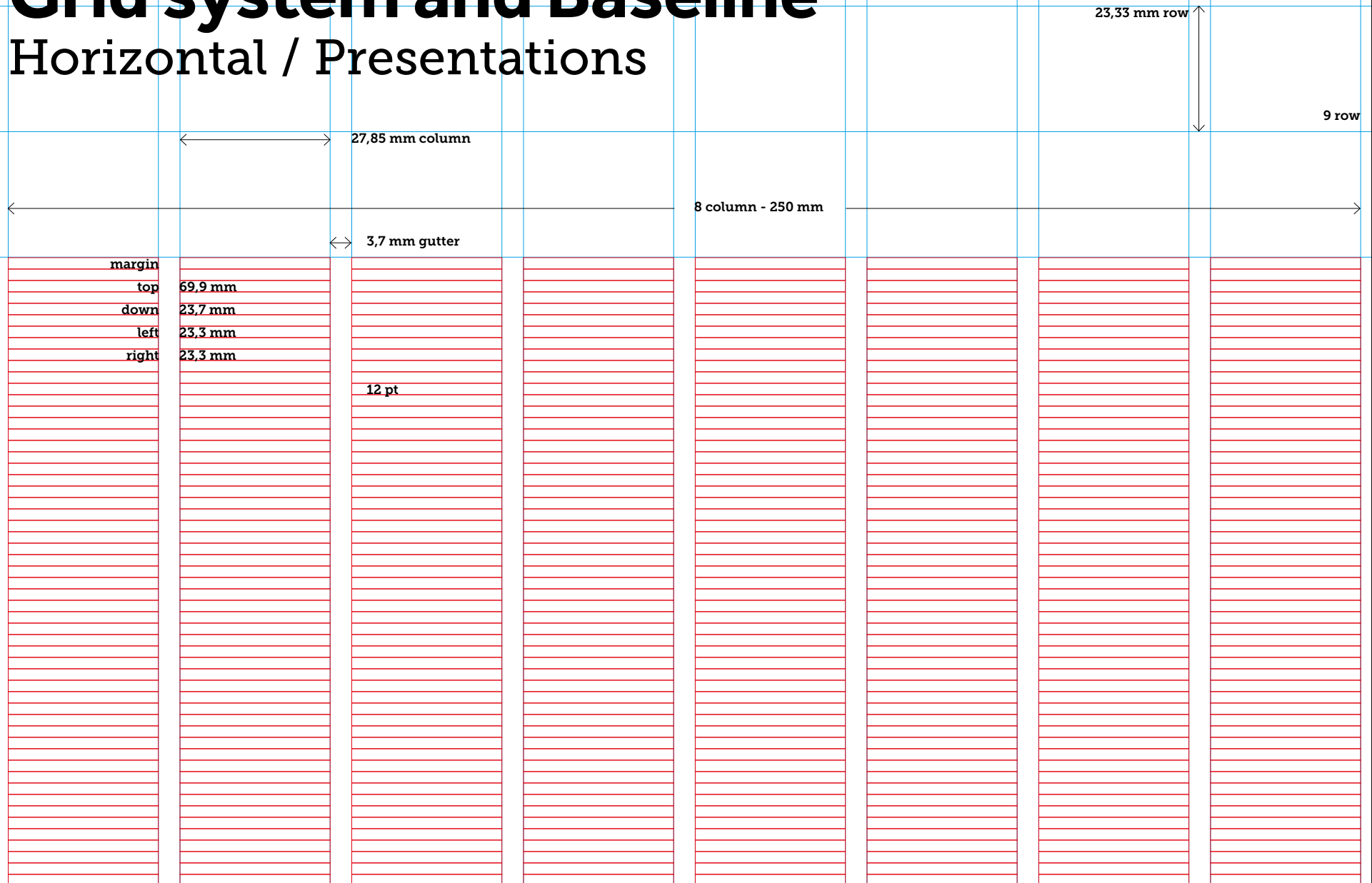
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Grid system

Grid system and Baseline

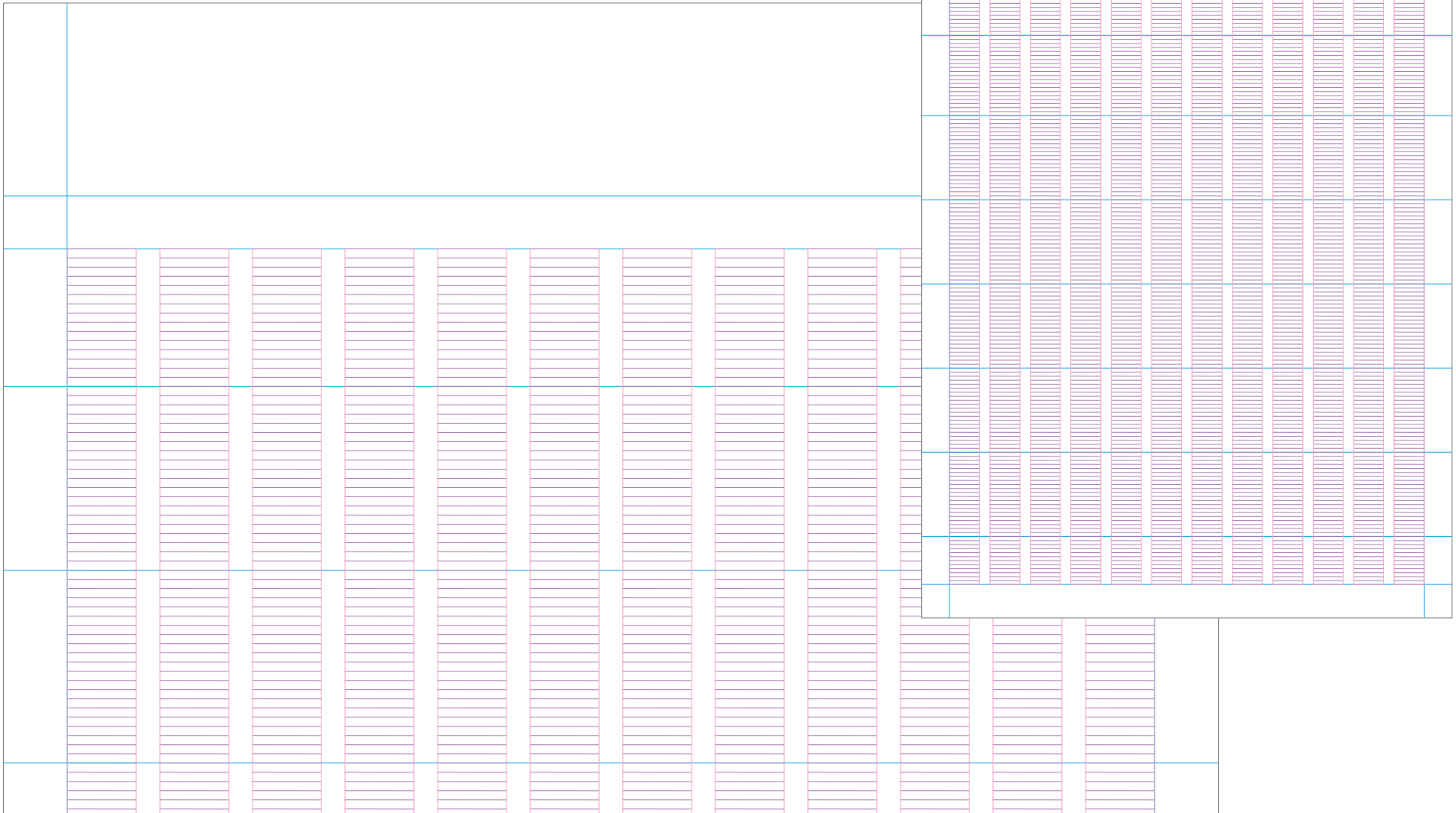
Horizontal / Presentations



Grid system and Baseline

Vertical / Printed assets

[Download grid system](#)



Graphical elements

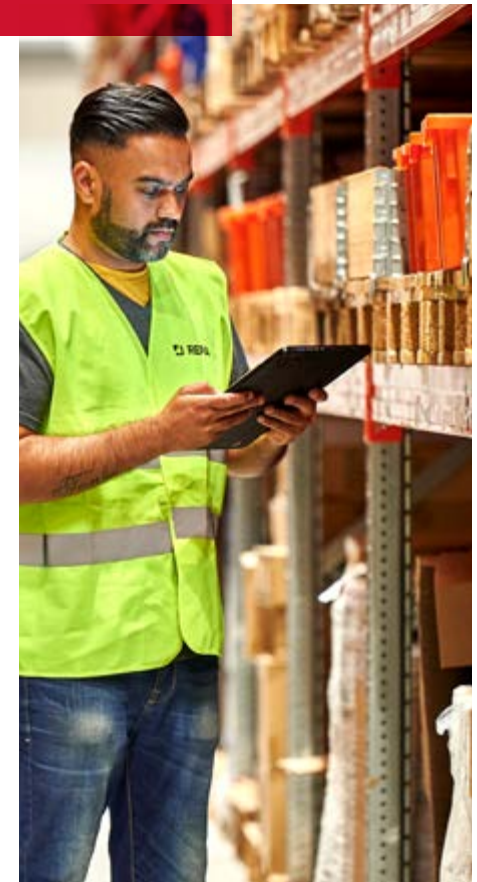
Graphical elements

Backgrounds and patterns



Imagery

Imagery Corporate

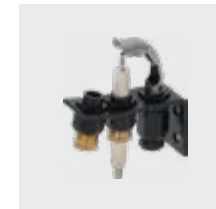
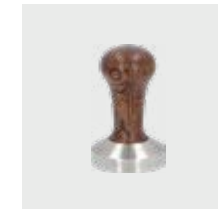


Imagery Corporate



Imagery

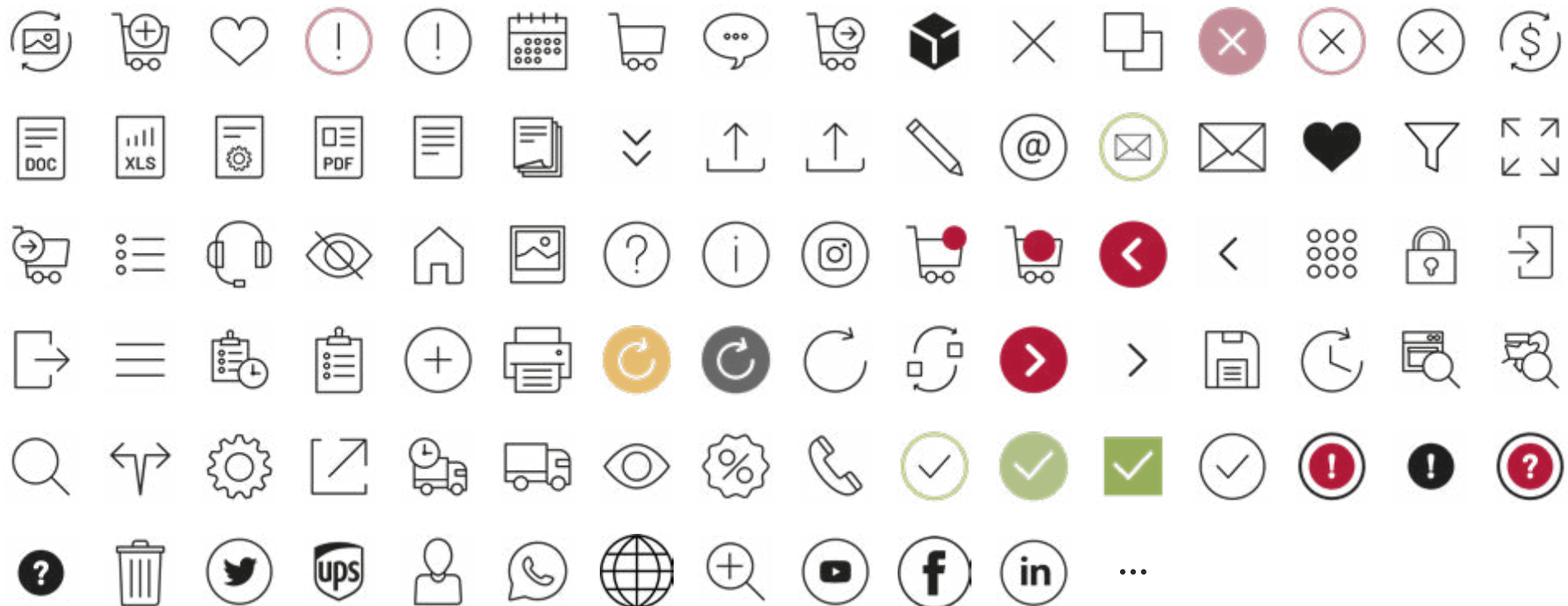
Items / Products



Icon system

Icon system

REPA full set



[Download complete icon set](#)

Icon system

Parts Town additional icons



Stationery

Stationery

Primary Id assets

REPA

A Parts Town unlimited Company

REPA Italia

Company XYZ Spa
Mr. Name Surname
Address, Address
12345 City

<Location, 06.02.2020>

Object: Lorem Ipsum

Mr Name Surname,
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Kind regards,
Name Surname

REPA Italia s.r.l. a socio unico Via Voltri 80 - 47522 Cesena FC - Italy
Tel. +39 0547 34 11 11, Fax +39 0547 34 11 10, info@repagroup.com - www.italcamb724.it
Reg., Tax & VAT of Forlì-Cesena # IT 00958880403, Chamber of Commerce of Forlì-Cesena Reg # 192897
Int. Chamber of Commerce of Forlì-Cesena Reg # 016904, Paid-in share capital: € 8.280.000

REPA

A Parts Town unlimited Company

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REPA

A Parts Town unlimited Company

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Alexander Wiegand
REPA CEO

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REPA

A Parts Town unlimited Company

REPA Country: Lorem ipsum dolor sit amet lorem ipsum
dolor sit amet lorem sit amet
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REPA

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42

Stationery

Overview of branded assets



Printed assets

Brochures

Cover page layouts



Get template

Flyers

Main layouts



Adv

Primary layouts in use

Get template



Lorem Ipsum dolor sit

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Presentations

Presentations

Layouts and slide templates

Get template

Title Headline

Sub headline Arial 20pt

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Spares for vending

Everything you need for repair and maintenance of vending & coffee machines
for all major brands and machines models

Your benefits:

1. Research through exploded views and OEM codes
2. High-quality original components
3. Highly experienced technical support
4. Continuously updated and extended range



REPA

Stronger together

REPA Group is the leading provider of catering, coffee, vending, refrigeration and household spare parts in Europe

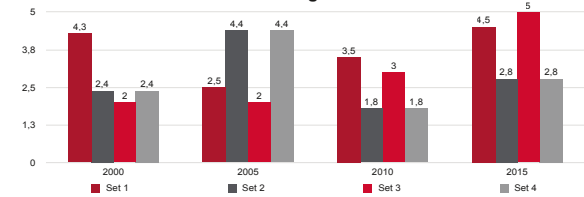
Since we joined forces in 2018, the REPA Group has become the strongest provider of spares for professional catering appliances in the European market.

Now, as a member of the PT Holdings family, we are even better positioned to serve our global customers.

REPA

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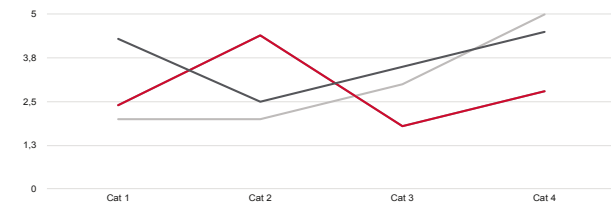
Diagram



REPA

13

Diagram



REPA

14

Table

Color	Font	Font height	Alignment
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REPA

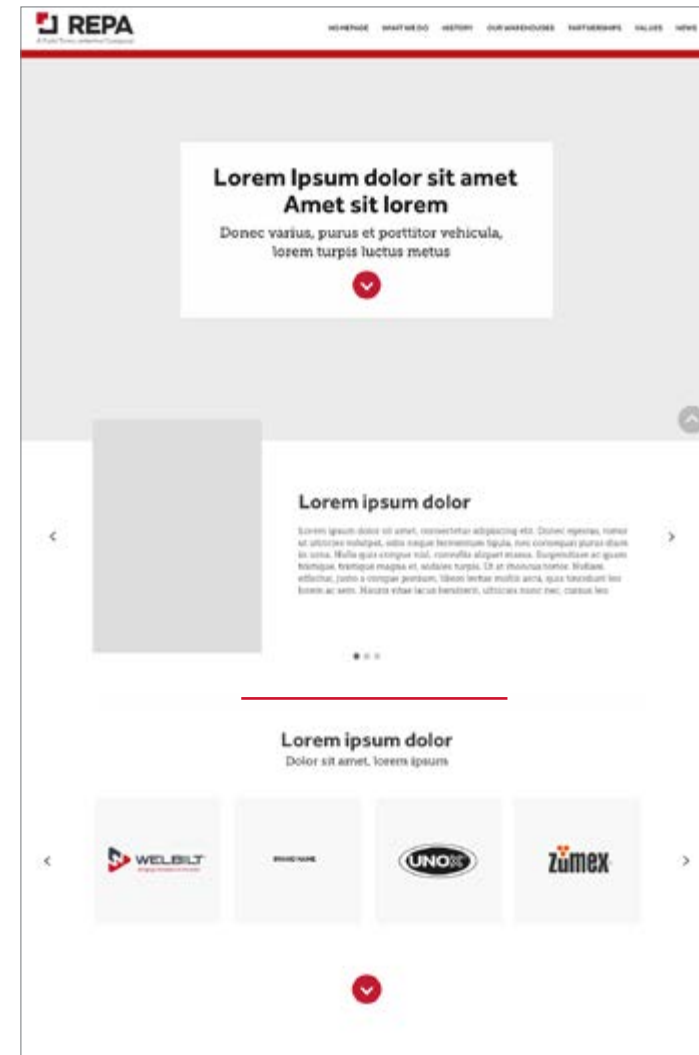
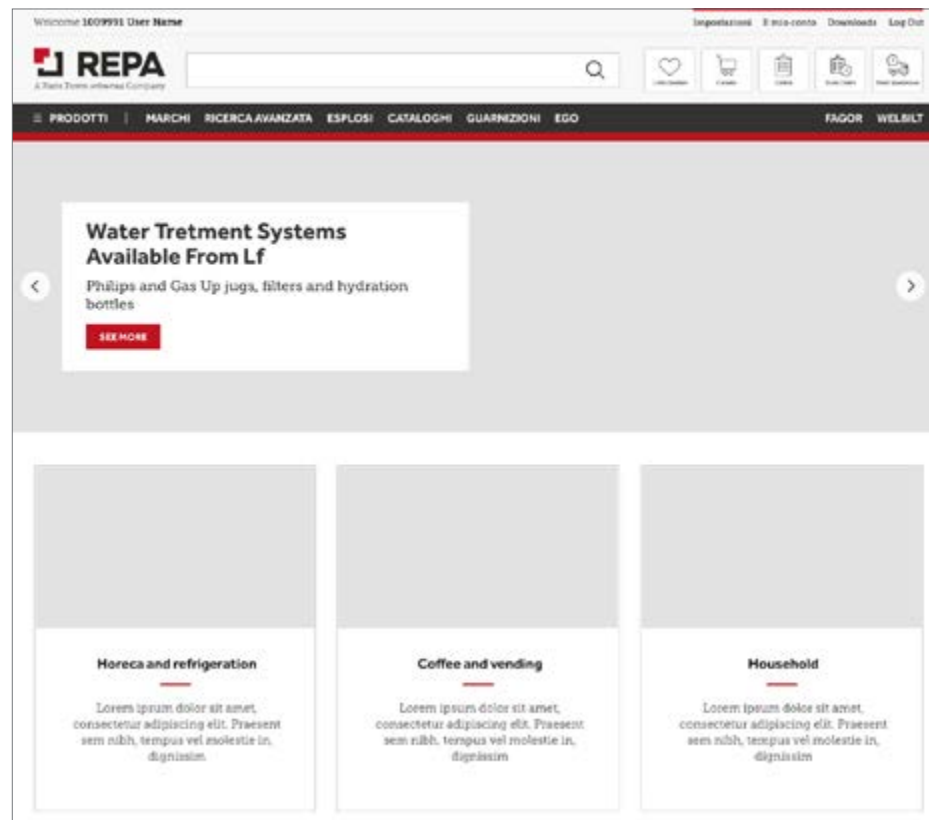
15

Website and emails

Website

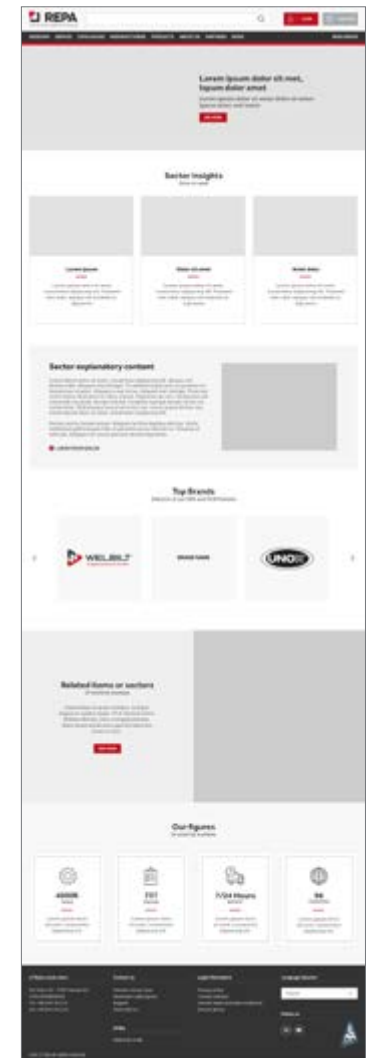
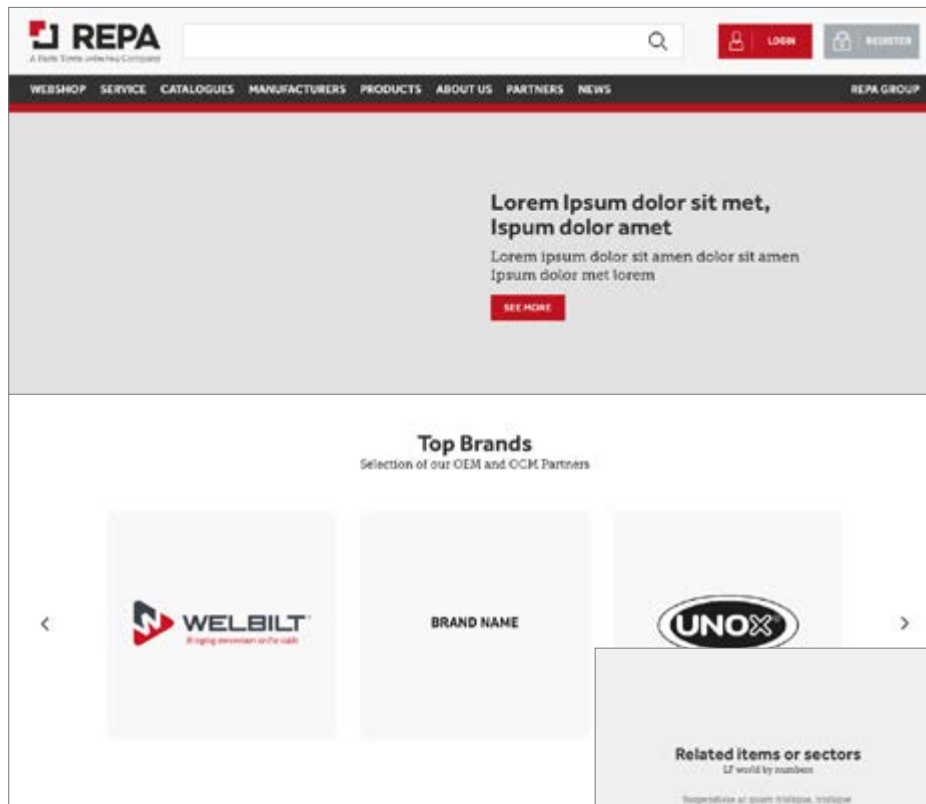
Main homepages

Get digital styleguide



Website

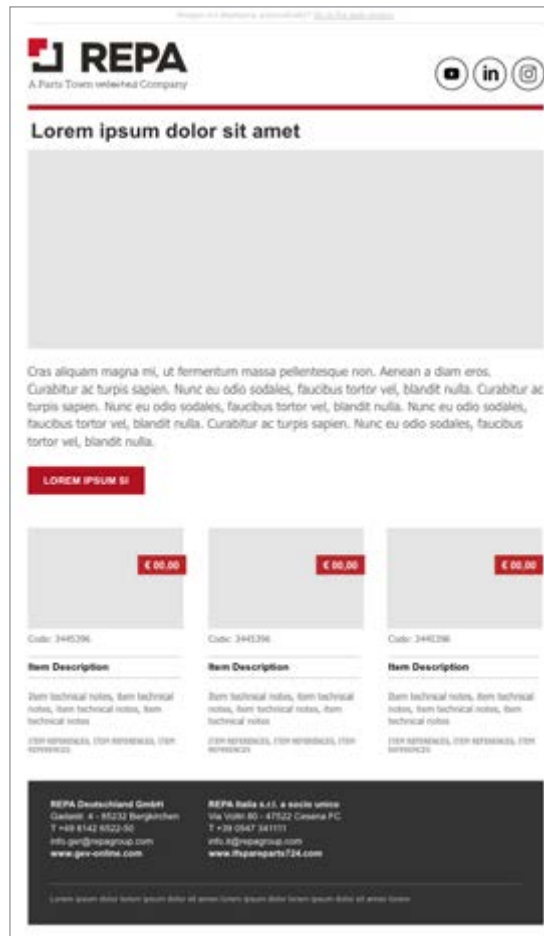
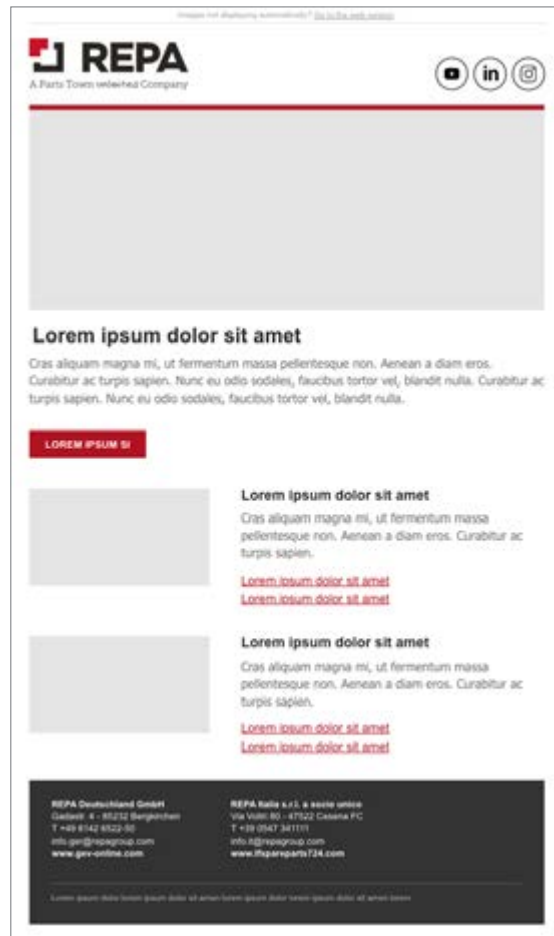
Landing pages



Get digital styleguide

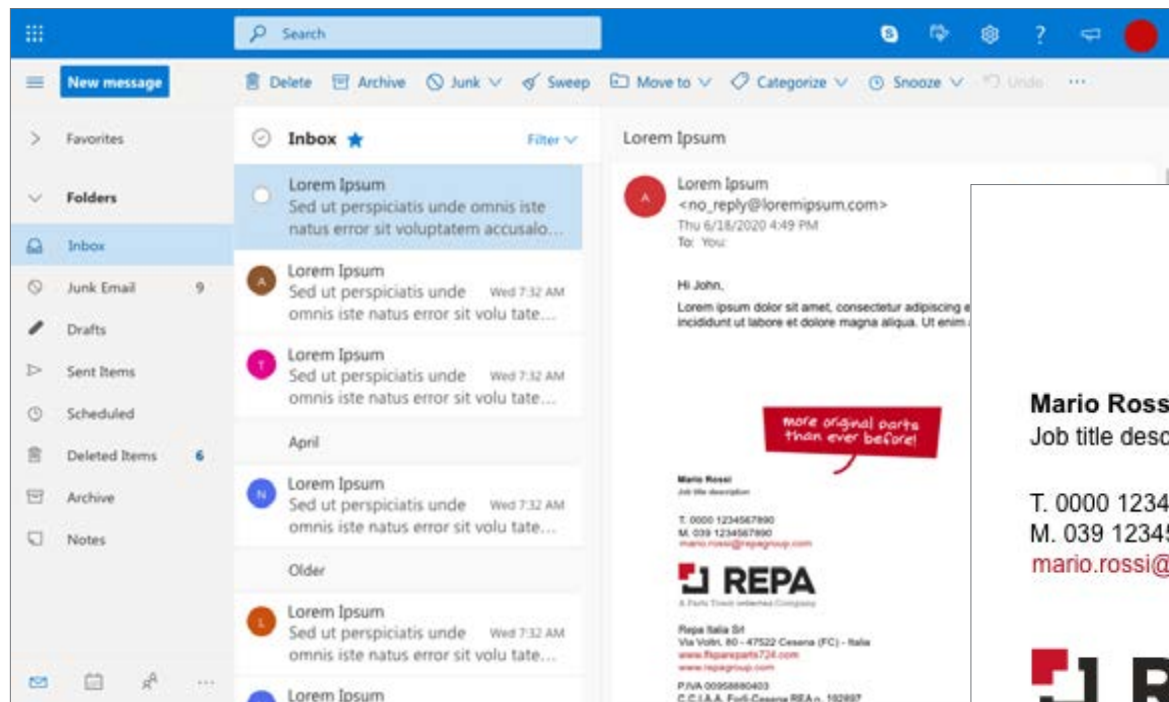
Newsletter

Email communication



Email signature

Template



**More Original parts
Than Ever Before!**

Mario Rossi
Job title description

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Email signature

General setup

[Get installation guide](#)

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Kind regards,
Lorem Ipsum dolor

more original parts
than ever before!

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P.IVA 0095880403
C.C.I.A.A. Forlì-Cesena REA n. 192897
C.C.I.A.A. estero FC 016904
Capital Stock: €8.280.000 fully-paid

Email body text for ingoing and outgoing messages

Please set Arial 12pt as default

Corporate or Marketing Message

Download default message img [here](#) or contact REPA Marketing Dpt. for a personalized one

Signature

Follow instructions to install the most updated one within your email client

Exhibitions

Exhibitions

Roll-ups and Stand Visuals

