



**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.

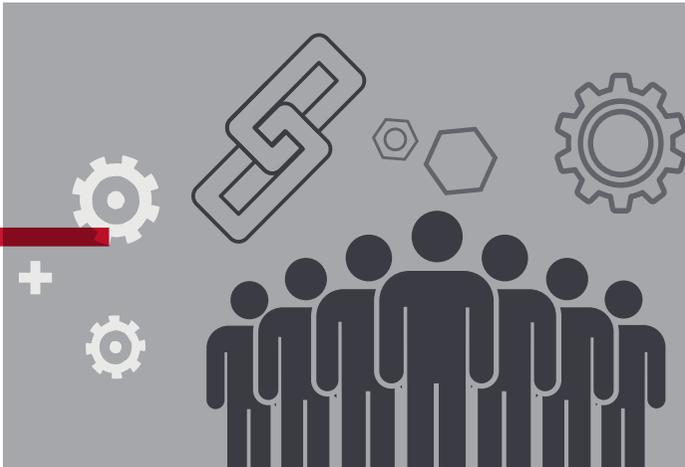


### Integrity

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



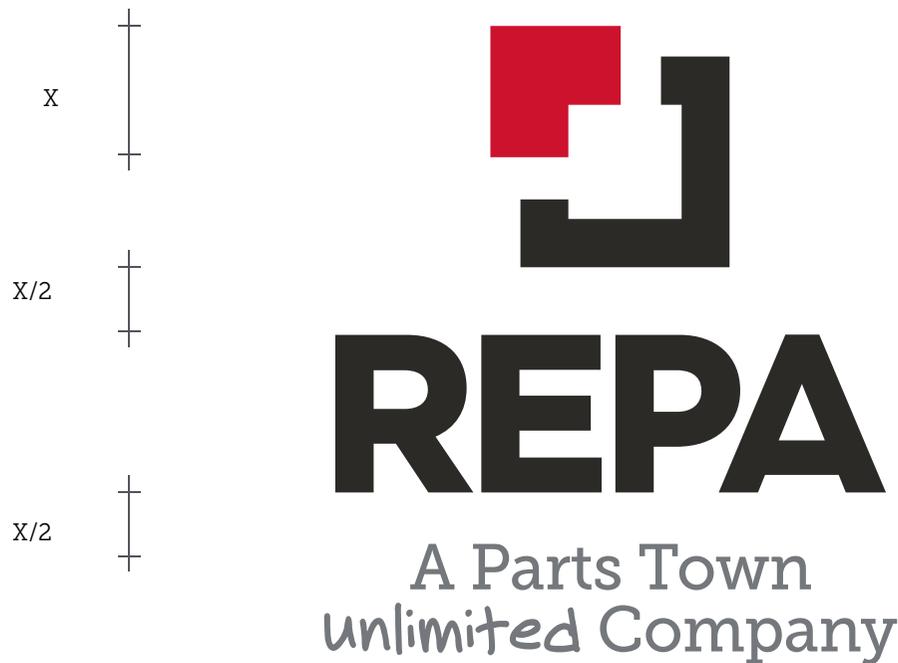
**Pantone Black C**  
CMYK 0 0 0 100  
Hex: #1E1E1E  
RGB: 30 30 30  
RAL: 9005



**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



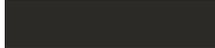
**Pantone Black C**  
CMYK 0 0 0 100  
Hex: #1E1E1E  
RGB: 30 30 30  
RAL: 9005



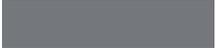
**Pantone Cool Gray 9**  
CMYK: 30 23 17 58  
Hex: #747678  
RGB: 116 118 120  
RAL: 7015

# 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

×



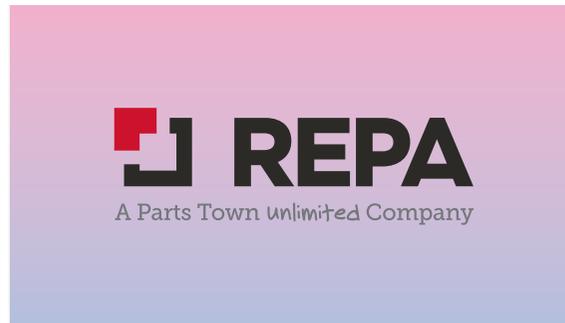
Do not move/resize logotype elements

×



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

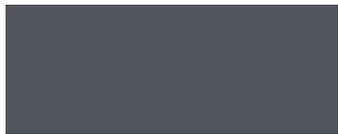
**Pantone Cool Gray 4**  
Hex: #BCBDBC  
RGB: 188 189 188  
RAL: 7038

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

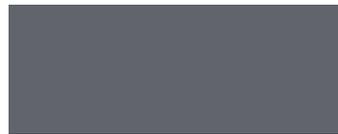
# Brand Colors

## Grays

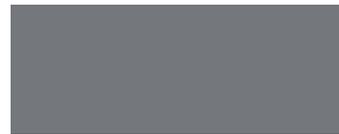
### Cool gray scale



**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



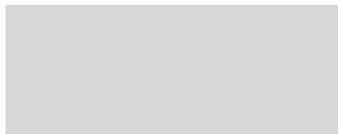
**Pantone Cool Gray 4**  
Hex: #BCBDBC  
RGB: 188 189 188



**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](#)

**H1 Hilit voluptatis molorenis  
dolo molo offictotaquo**

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

**H3 Quos ma volloriamet eum fugias nimaximo dolupturi ad  
que apicabo. Et id excero inullup taepudae sedis estis**

H3 Subheading - Effra Bold  
17pt size / 18 pt line height / +10 spacing

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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]

H6 **Ehenim labor alitate perume  
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**Name nem core volorec esequae iunti ad quid quia  
volorem aliquis doles volorro vitatiu ntibus cus aut**

H6 Subheading - Museo Slab 700  
9 pt size / 11 pt line height / +10 spacing

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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]

H4 **La doluptiis sunt ex eum ium is eossita sequatem Ide pro  
voluptatiis iliquiam idipient es excestiam**

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

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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

Lorem ipsum dolor sit  
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[Download Innovation Font](#)

# Brand Fonts and Typography

## Body text and Body, Titles / Grids

H5 Subheading: 3 columns  
Body : 3 columns [max]

H4 Subheading Facepe naturio te sum doles vidia natem  
ipsum et fugiae vel et que cullatqui natquat

Body Title  
Body

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H5 Subheading: 4 columns  
Body : 2+2 columns

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# Brand Fonts and Typography [System Font]

## Body text and Body, Titles / Grids

**H5 Subheading: 3 columns**

**Body : 3 columns [max]**

**Subheading**

Arial

**Facepe naturio te sum doles vidia natem ipsusam et fugiae vel et que cullatqui natquat**

**Body Title**

**Body**

Tahoma

Us nit magni te eum ullabo. Re comnis sim ide.

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**H5 Subheading: 4 columns**

**Body : 4 columns**

**Ucia simenit, quatque maiosa nis ex eligent, oditassit laut volorporate porunt, custis exeriae porem dolla natio.**

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# Brand Fonts and Typography

## Example

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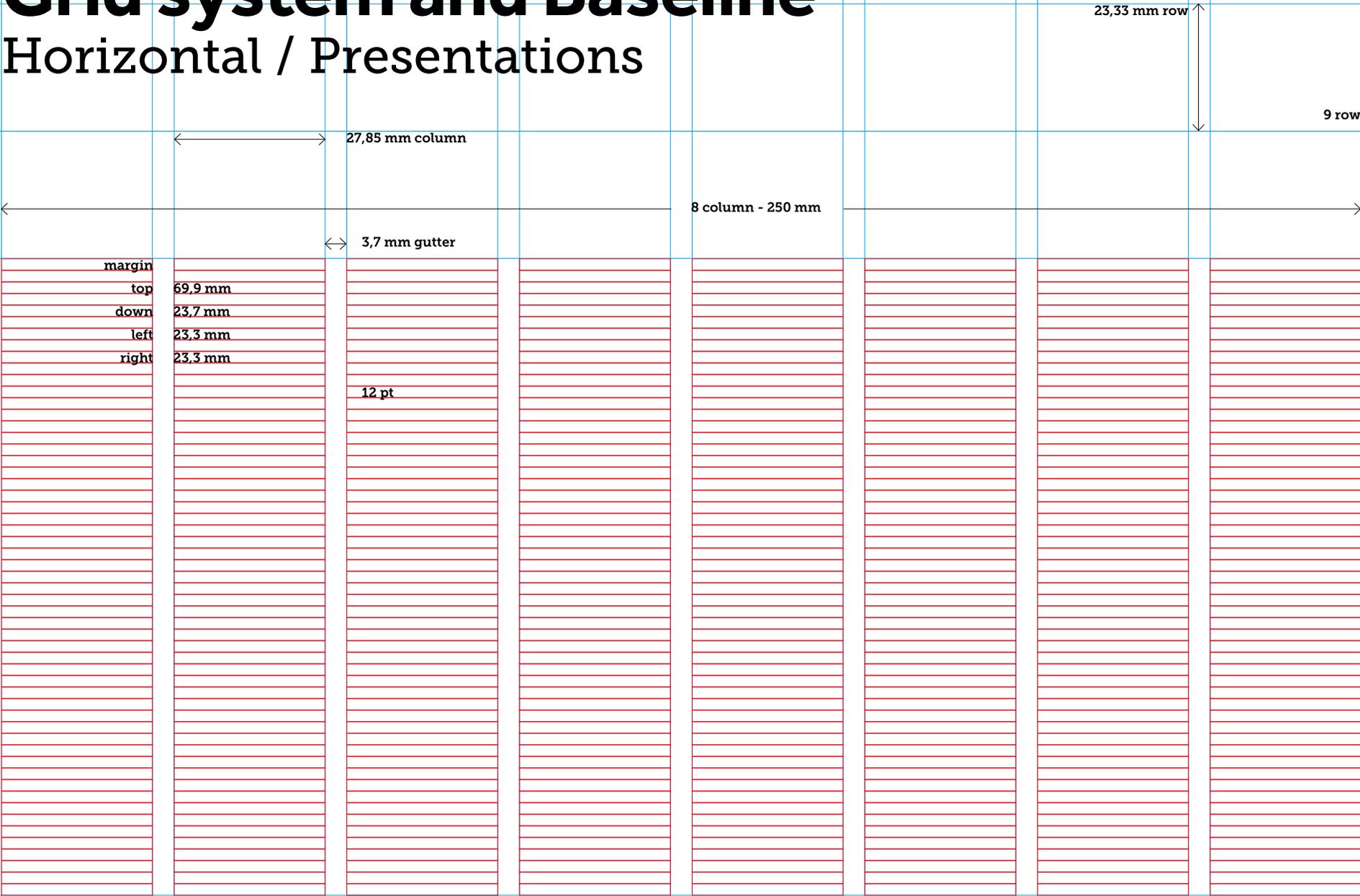
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# Grid system

# Grid system and Baseline

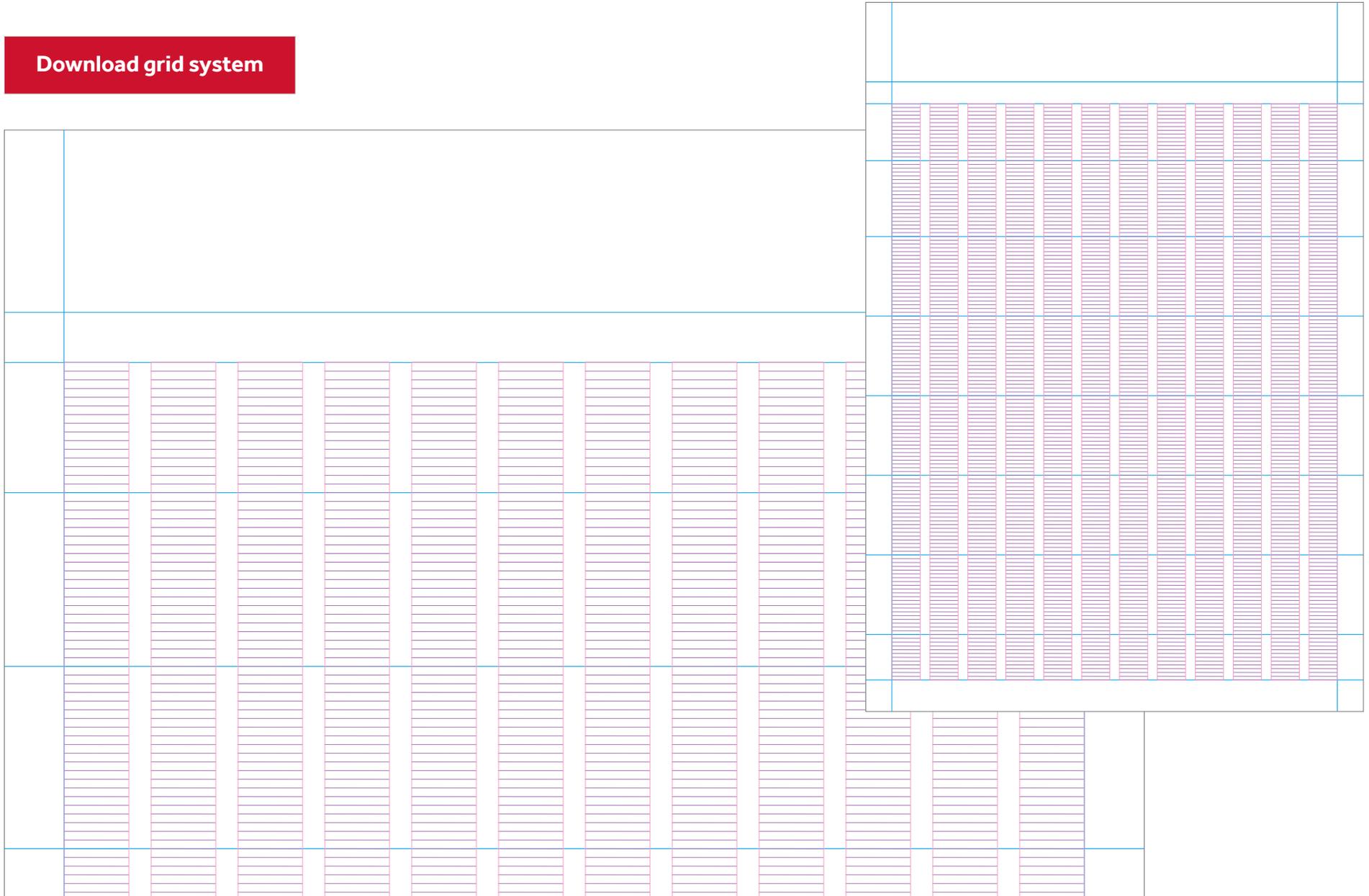
## Horizontal / Presentations



# Grid system and Baseline

Vertical / Printed assets

[Download grid system](#)



# Graphical elements

# Graphical elements

## Backgrounds and patterns



# Imagery

# Imagery Corporate

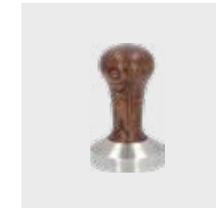


# Imagery Corporate



# Imagery

## Items / Products



# Icon system



# Icon system

## Parts Town additional icons



# Stationery

# Stationery

## Primary Id assets



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

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REPA Italia s.r.l. a socio unico Via Voltri 60 - 47522 Cesena FC - Italy  
Tel. +39 0547 34 11 11, Fax +39 0547 34 11 10, info.it@repagroup.com - www.itticamb724.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

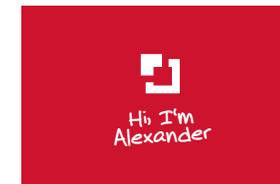


A Parts Town unlimited Company

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**Alexander Wiegand**  
REPA CEO

M +49 8142 6322-710  
T +49 165 74 53 723  
E alexander.wiegand@repagroup.com  
REPA Deutschland GmbH  
Gabelstr. 4 - 83230 Bergkirchen - Germany  
www.repagroup.com





A Parts Town Unlimited Company

REPA Country Lorem ipsum dolor sit amet lorem ipsum  
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www.repagroup.com

# Stationery

## Overview of branded assets



# Printed assets

# Brochures

## Cover page layouts

**REPA**  
A Parts Town *united* Company

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sit amet dolor**

Lorem ipsum dolor  
sit amet dolor

ORIGINAL SPARE PARTS  
**SIMONELLI | GROUP**



*Only original parts*



**REPA**  
A Parts Town *united* Company

**Lorem ipsum dolor  
sit amet dolor**

Lorem ipsum dolor  
sit amet dolor

ORIGINAL SPARE PARTS  
**SIMONELLI | GROUP**



*More OEM than ever!*



**REPA**  
A Parts Town *united* Company

**REPA Deutschland GmbH**  
Cadastr. 4  
85232 Bergkirchen  
info.ge@repagroup.com  
[www.gev-online.com](http://www.gev-online.com)

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info.it@repagroup.com  
[www.itspareparts724.com](http://www.itspareparts724.com)

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13 Rue des Forts  
59960 Neuville en Ferrain  
france@repagroup.com  
[www.epgc.com](http://www.epgc.com)

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Energia, 39-41 - Pl Farnadas  
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info.es@repagroup.com  
[www.gev-online.com](http://www.gev-online.com)

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Jac. P. Thijssenweg 11H  
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info.nl@repagroup.com  
[www.gev-online.com](http://www.gev-online.com)

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Austraße 12  
5110 Oberndorf bei Salzburg  
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Rm 210, No. 2 Bld, 3601 Dongfang Rd  
200123 Shanghai  
info.cn@repagroup.com  
[www.gev-online.com](http://www.gev-online.com)

**REPA Swiss GmbH**  
Junkerbifangstrasse 18  
4800 Zofingen  
info.ch@repagroup.com  
[www.gev-online.com](http://www.gev-online.com)

[www.repagroup.com](http://www.repagroup.com)



**Get template**



# Flyers

## Main layouts



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## Lorem ipsum dolor sit amet dolor

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 Lorem ipsum dolor

ORIGINAL SPARE PARTS  
SIMONELLI GROUP

			
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REPA  
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**REPA**  
A Parts Town Unlimited Company

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# Adv

## Primary layouts in use

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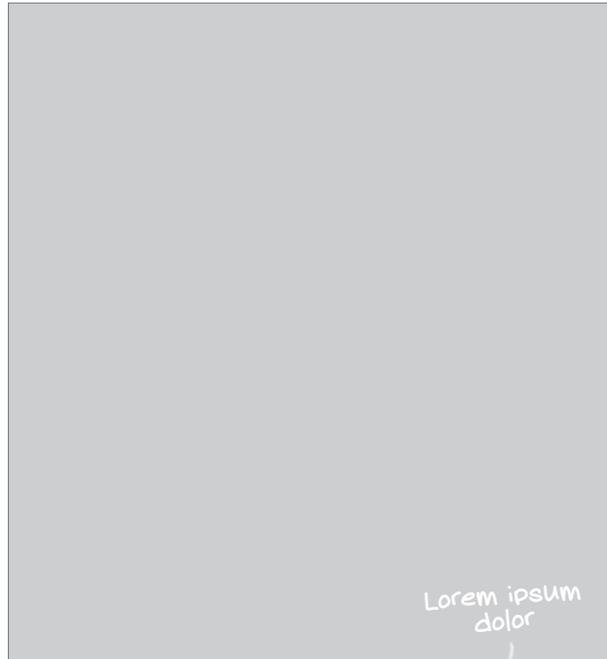


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Placeholder for image

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# Presentations

# Presentations

## Layouts and slide templates

Get template

### Spares for vending

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

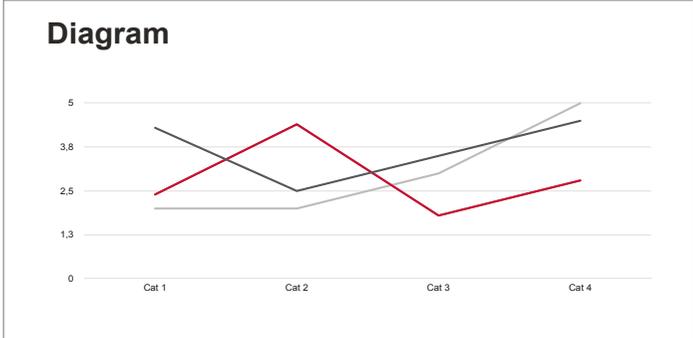
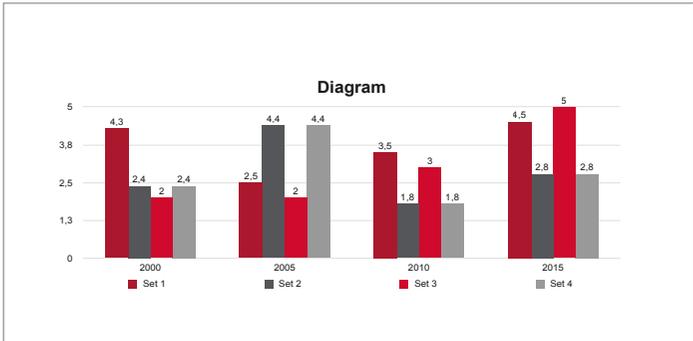
Now, as a member of the PT Holdings family, we are even better positioned to serve our global customers.

REPA

# Title Headline

Sub headline Arial 20pt

www.repagroup.com



### Table

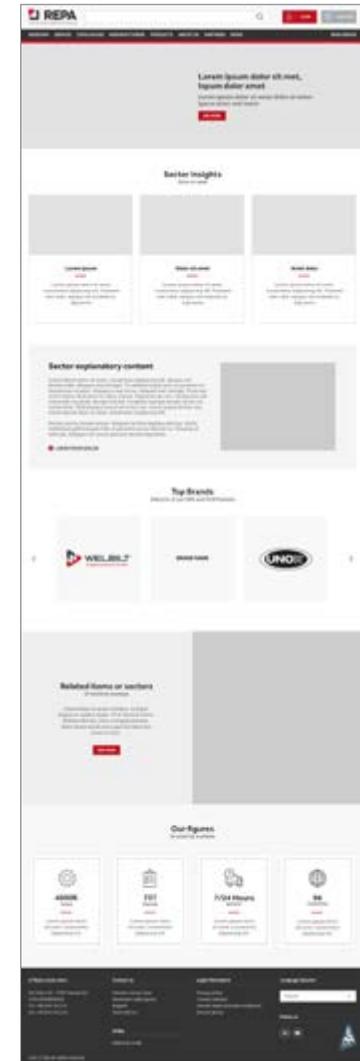
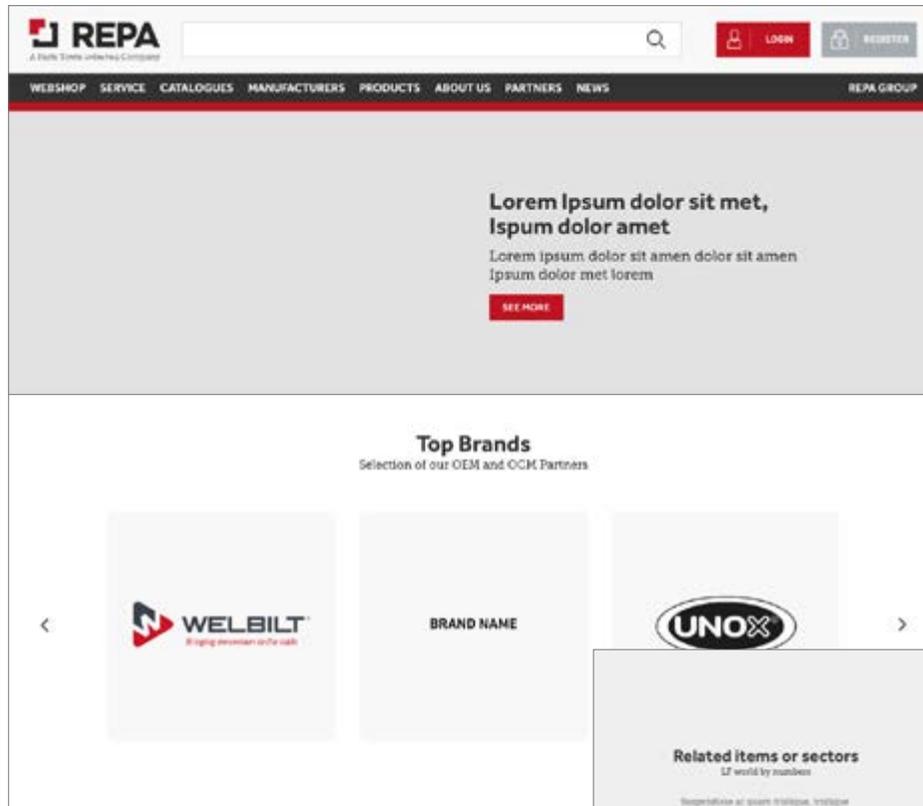
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# Website and emails



# Website

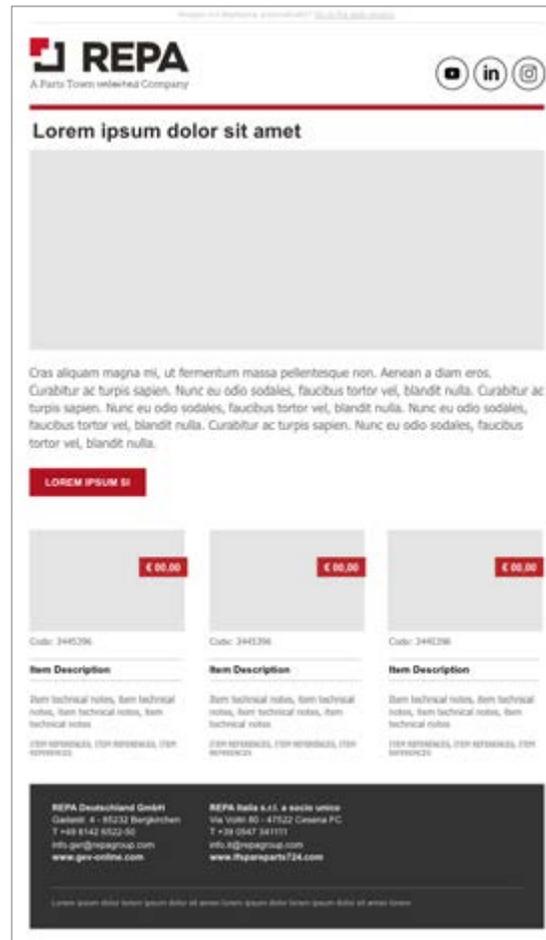
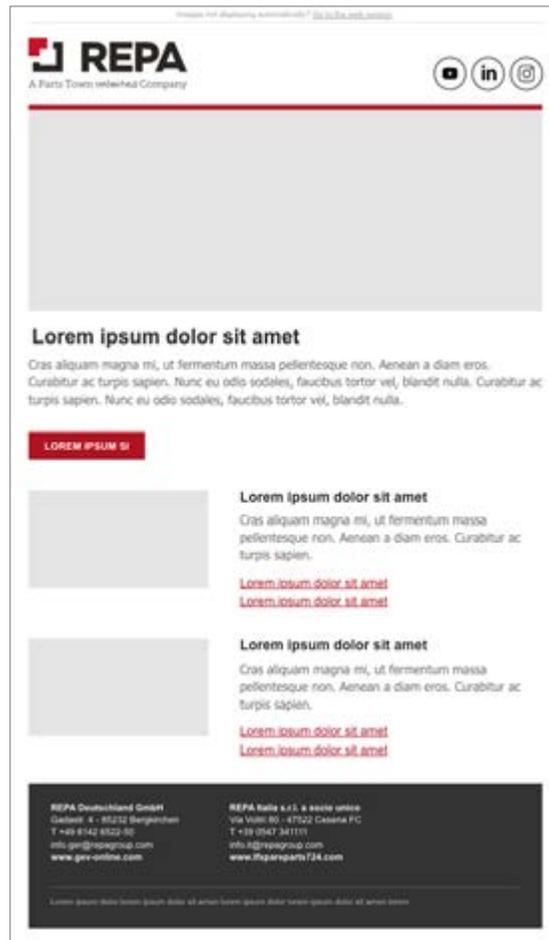
## Landing pages



Get digital styleguide

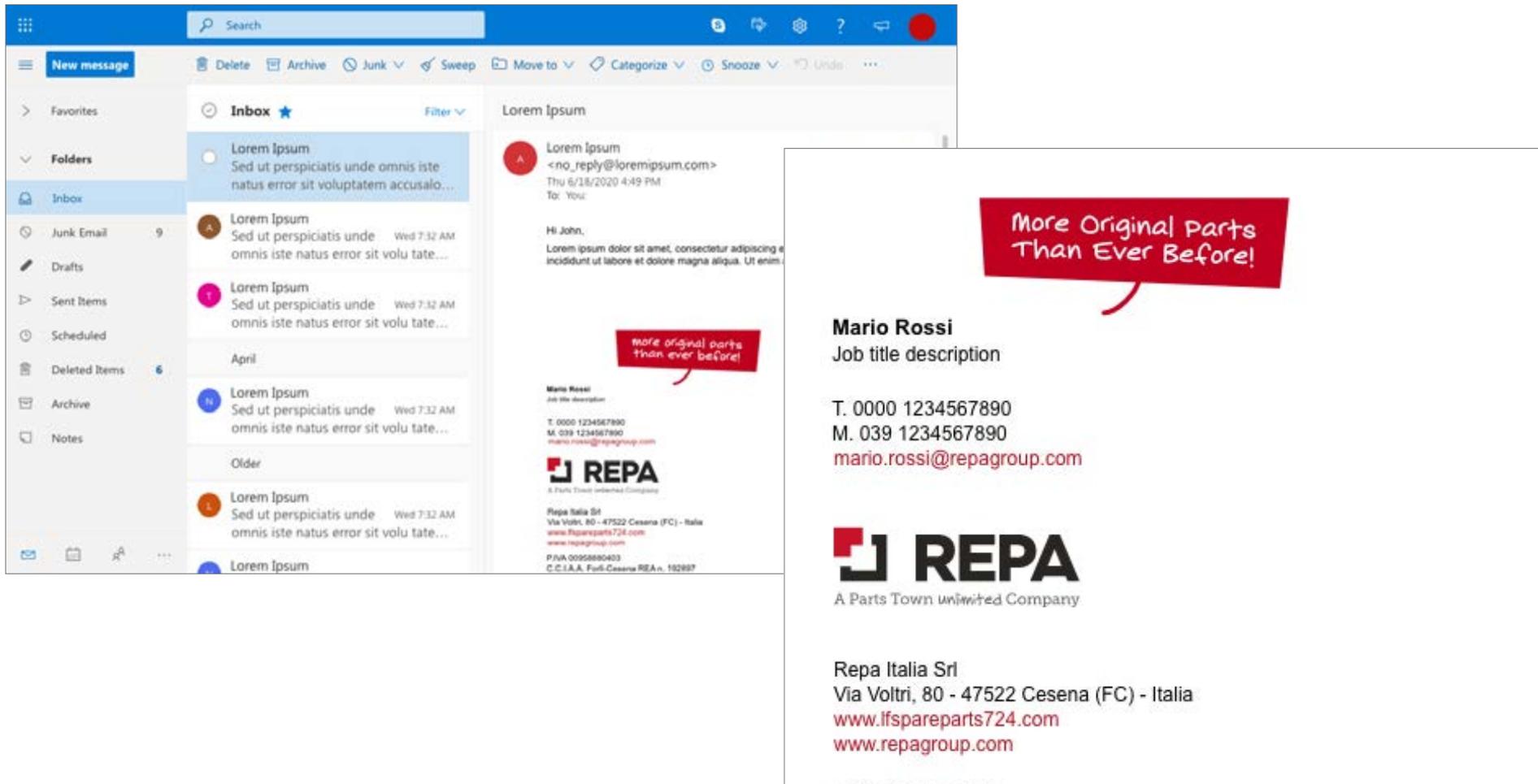
# Newsletter

## Email communication



# Email signature

## Template



The image shows a screenshot of an email client interface. The main content area displays an email from 'no\_reply@loremipsum.com' with a subject 'Lorem Ipsum'. The email body contains the text 'Hi John, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Incididunt ut labore et dolore magna aliqua. Ut enim, ...' and a signature block for Mario Rossi. The signature block includes a red speech bubble with the text 'More Original parts Than ever before!', contact information (T. 0000 1234567890, M. 039 1234567890, mario.rossi@repagroup.com), the REPA logo, and the address 'Repa Italia Srl, Via Voltri, 80 - 47522 Cesena (FC) - Italia, www.lfspareparts724.com, www.repagroup.com, P.IVA 0095880403, C.C.I.A.A. Foll-Cesena REA n. 102997'. A larger version of the signature template is overlaid on the right side of the screenshot.

**More Original parts  
Than Ever Before!**

**Mario Rossi**  
Job title description

T. 0000 1234567890  
M. 039 1234567890  
[mario.rossi@repagroup.com](mailto:mario.rossi@repagroup.com)

**REPA**  
A Parts Town united Company

Repa Italia Srl  
Via Voltri, 80 - 47522 Cesena (FC) - Italia  
[www.lfspareparts724.com](http://www.lfspareparts724.com)  
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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!

Name Surname  
Job title description

T. 0000 1234567890  
M. 039 1234567890  
[mario.rossi@repagroup.com](mailto:mario.rossi@repagroup.com)

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P.IVA 00958880403  
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

