

RAGNO

ARTFULLY REIMAGINED

BRAND POSITIONING

Designed for tile aficionados, Ragno provides premium, innovative products that integrate true European tile craftsmanship, heritage, quality and service - with a modern twist. Only Ragno provides designers and homeowners with unique tiles that embody the authenticity of Old World traditions while embracing the leading-edge technology to create visionary designs.

PRIMARY COLOR PALETTE

BLACK

SECONDARY / ACCENT COLOR PALETTE

PANTONE 7594C

PANTONE 468C

TONE OF VOICE

Cultured, sophisticated and clever, the Ragno brand voice reflects the premier space we occupy in the world of tile. Thanks to both our authentic Old World legacy and our leading-edge technology, we address all audiences as partners in creating the world's most breathtaking environments. Never needing to boast, we share our passion for beauty and our dedication to innovation as the makers of tile that's artfully reimagined.

FONTS

Trade Gothic Extended

1234567890 !@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

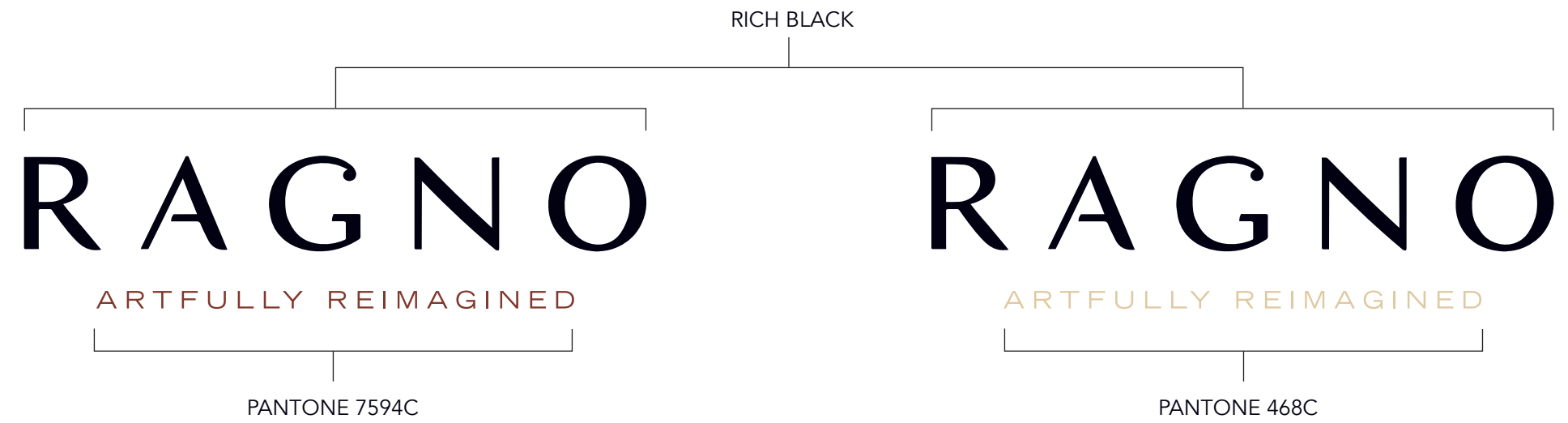
abcdefghijklmnopqrstuvwxyz

Avenir 55 Roman

1234567890 !@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



WITH TAGLINE

PANTONE 7594C

RAGNO

ARTFULLY REIMAGINED

PANTONE 468C

RAGNO

ARTFULLY REIMAGINED

100%K

RAGNO

ARTFULLY REIMAGINED

WITHOUT TAGLINE

RICH BLACK OR 100%K

RAGNO

REVERSED

RAGNO

ARTFULLY REIMAGINED

RAGNO

LOGO & TAGLINE SIZE PARAMETERS

The Ragno logo and tagline must be clear of any obstacles. Use the height of the "R" as reference for amount of undisturbed space.



The tagline is shown as part of the primary logo at all times with the exception of small size restrictions (smaller than .25") or otherwise approved occasions.



TAGLINE RELATIONSHIP TO LOGO

The horizontal x height between the logo and tagline must match the tagline x height. Always display the tagline centrally as shown beneath the Ragno logo.



TAGLINE USAGE

1. Memos and forms will use the Ragno logo with tagline.
2. All merchandising tools will use the Ragno logo with tagline.
3. Signage will use the Ragno logo without tagline.