

CANDY

**Brand Identity**

2024

Nice to meet you. **We're Candy.**  
We are born in **Italy in 1945** and from the first moment  
we have been working on becoming what we are today:  
a global domestic appliance company.

# Brand purpose

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Our brand purpose describes the **essence of Candy**. Why we exist, how we plan to achieve our vision, what we aim to achieve and to whom our strategy is addressed.

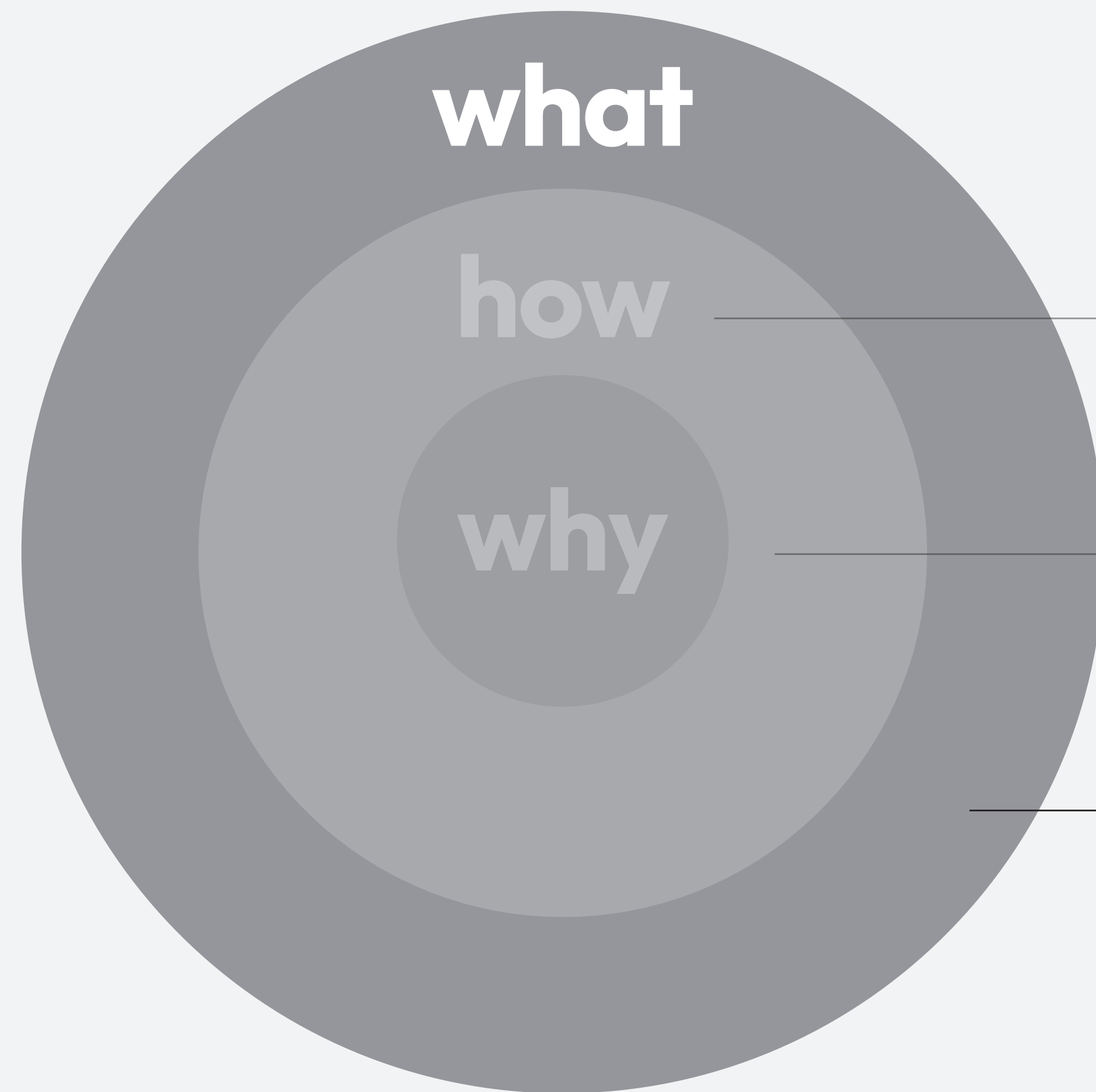


• Since we believe **life is something that should be fully experienced**, we want **help people** to focus on what is **really important**.



• We think **smart, efficient** and **simple**, always keeping in mind **real lives** and **real people**.

• Since we believe **life is something that should be fully experienced**, we want **help people** to focus on what is **really important**.



to whom

• We think **smart, efficient** and **simple**, always keeping in mind **real lives** and **real people**.

• Since we believe **life is something that should be fully experienced**, we want **help people** to focus on what is **really important**.

• We are committed to develop **accessible high-quality appliances** that harmoniously brings together **Italian design** and **smart interaction** in order to make things **easier** in **every possible sense**.

CANDY

what

how

why

**to whom** \_\_\_\_\_



Every person who is attracted by **style, design, labels** and **technology**, that benefits from smart devices to **improve** his or her life.

**Pragmatic, active**, while **convenient seeking**, in search for **quality goods**, users opened up to new **ideas** and **discoveries**.

# Positioning

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The new **Candy positioning** concerns a distinctive **key differentiation point:**  
the **convenience.**

## What's convenience?

For **Candy isn't** necessarily **just** reducing the **amount** of **effort** or time **required to do things**. It's **much more** than that; it's a **way of living**.  
It's **not settling** for **less** than what you **need**. It's **pretending quality** at a **reasonable price**.  
It's **increasing ease** in **availability** while **decreasing frustration**.  
It's **product** as well as **service**. It's **effective** and **efficient solutions**,  
no matter the **goal** is saving **resources** or boosting **satisfaction**.

**Convenience** is also something **personal**. Each of us has has a **different need** for it.  
That's why we are **committed** to develop **accessible high-quality appliances**  
that **harmoniously** brings together **Italian design** and **smart interaction**  
in order to make things **easier** in **every possible sense**.

# Brand Values

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■ **Smart Interaction**

■ **Accessible  
High-Quality**

■ **Italian Style**

# Smart Interaction

## What it means

A default **mind-set**. A part of our **DNA**.  
**Candy smartness** is about how **every product**,  
across **all categories**, is thought to find **easy answers**  
to **everyday challenges** and **issues**.  
And how do we do that? In a **smart way**, of course.  
Through **intuitive features** and **technologies**  
and **connected product** experiences.

# Accessible High-Quality

## What it means

We always aim for the **highest standard** possible for as **many people**. **High-quality** products, services and experiences that level up **everyone life**. This is why we **challenge** ourselves to offer our **solutions** at a **fair price**. More precisely, at the **best price**.

# Italian Style

## What it means

The place we came from is not just a **place**.

It's a state of **mind**, an approach we have in all aspects of our **visual** and **verbal identity**.

This is why you can feel the **Italian style** in the **design** of the products and **attention to detail**, in the harmony of **home set-up** and **interior design**, as well as in the **brand attitude** towards home **living, food** and **lifestyle**.

# Statement

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To embrace and define the new **Brand positioning** and the new **Brand values** Candy comes with a **distinctive statement**, which is all about **products** and **people**.

**Ready to live**

# Ready to live

At the core of Candy's inclusive and universal mission lies a simple promise: **no matter how people choose to live their lives, we stand ready to live it with them.**

# Ready to live

## It refers to us.

We are always ready to support our clients' lives with **technological, sustainable,** and **accessible solutions,** making their lives more **convenient.**

# Ready to live

**It refers to our clients.**

Thanks to our product they are always **ready to live** their unique lives to the fullest.  
**Unpredictable - real - lives.**

## IMPORTANT:

**Ready to Live is not the Brand payoff.**  
Indeed, is a **bold message** leading a **big communication platform**,  
that can be declinable in a multitude ways.

# Verbal Identity

The words of our personality

# Ready to

The “**Ready To**” platform helps to convey the **Candy convenience**, through different **brand assets**: from **product launches** to **internal materials**; from **customer service** to **retailer communications**.

## Ready to:

In addition to **representing** the new brand **positioning**, the “**Ready to**” is a tagline, which can be **articulated** and **verbalized** in many ways, according to the **communication need**.

The “Ready” may be present in head campaigns, social captions, descriptions, web titles, video super, call to action, and so on. The essential rule is that this “tagline” should be used for expressing the brand convenience in multiple modes.

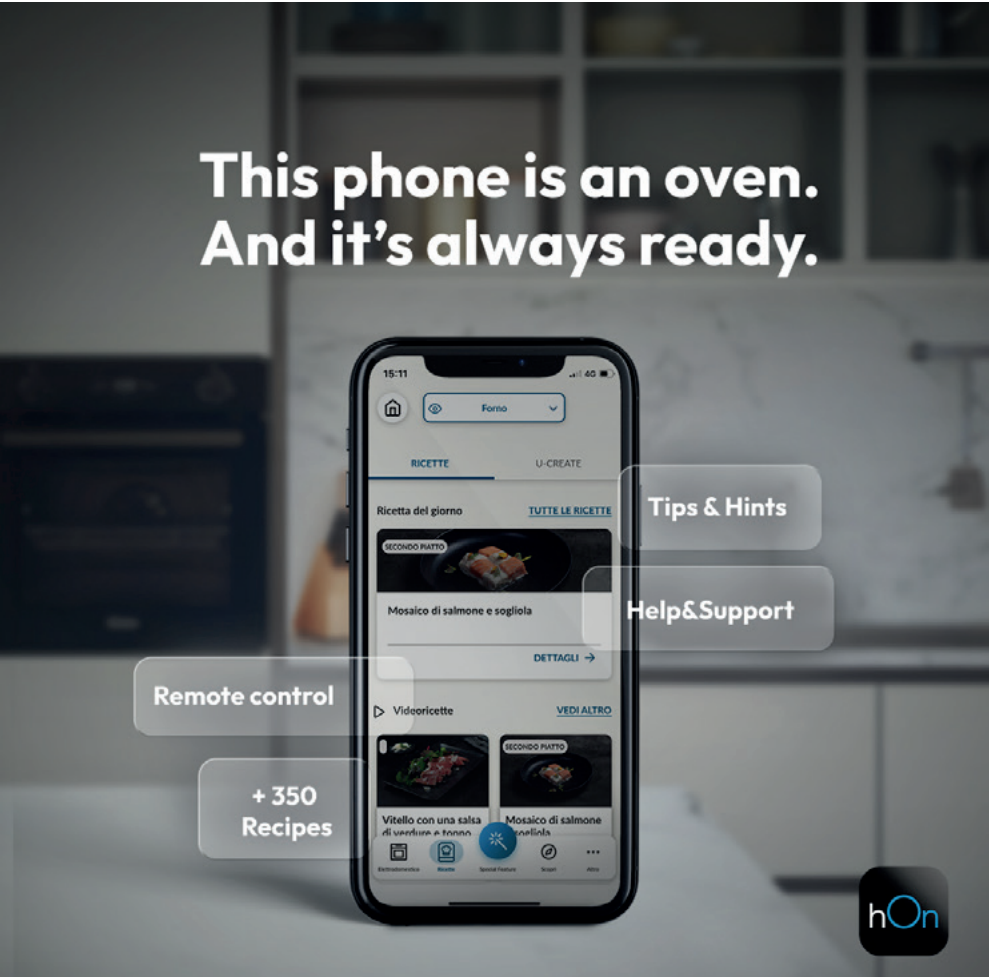
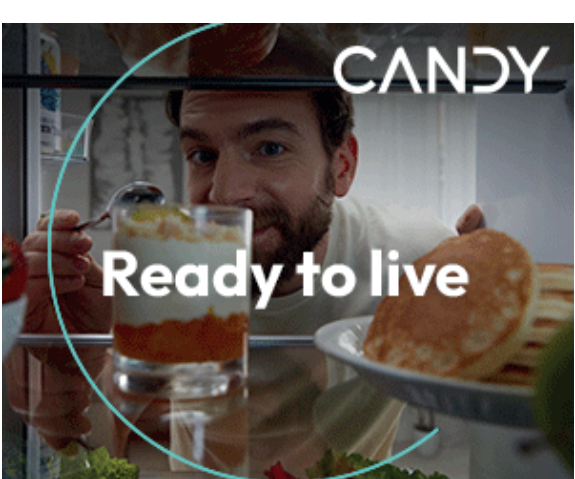
**CANDY**

**Ready, Set Wash.**



**New Candy Washing machine with ProActive Wash technology**

Coming with the unique Proactive Wash Technology, the new Candy washing machine can face even the most stubborn stains. Definitely ready for anything.

<p><b>Brand</b></p> <ul style="list-style-type: none"> <li>• Ready to begin</li> <li>• Ready for everyday</li> <li>• Always ready</li> <li>• Ready to save time</li> <li>• Ready to save effort</li> <li>• Ready for tomorrow</li> <li>• Ready to surprise</li> <li>• Ready to fit</li> <li>• Ready to be elegant</li> <li>• Ready to connect</li> <li>• Ready to innovate</li> <li>• Ready to anticipate people's needs</li> <li>• Ready to exceed expectations</li> <li>• Ready to satisfy</li> <li>• Ready to refresh</li> </ul>	<p><b>Product</b></p> <ul style="list-style-type: none"> <li>• Ready to start (generic)</li> <li>• Ready to clean/wash (WM)</li> <li>• Ready to dry(DR)</li> <li>• Ready to sleep(Laundry)</li> <li>• Ready to wear (Laundry)</li> <li>• Ready to cook (Kitchen)</li> <li>• Ready to eat (Cooking+IOT)</li> <li>• Ready to drink (Cooling+IOT)</li> <li>• Ready to cool /be cool</li> <li>• Ready to refresh</li> <li>• Ready to save time</li> <li>• Ready to save energy</li> <li>• Ready to connect</li> <li>• Ready to speed up</li> </ul>	<p><b>life/people</b></p> <ul style="list-style-type: none"> <li>• Ready to be</li> <li>• Ready to start</li> <li>• Ready to rock</li> <li>• Ready to enjoy</li> <li>• Ready to share</li> <li>• Ready for memories</li> <li>• Ready for your home</li> <li>• Ready for your family</li> <li>• Ready for your friends</li> <li>• Ready for your passions</li> <li>• Ready for your favorite food</li> <li>• Ready to order</li> <li>• Ready to buy</li> <li>• Ready for your needs</li> <li>• Ready to be stylish</li> <li>• Ready to connect</li> </ul>	<p><b>Service/post sales</b></p> <ul style="list-style-type: none"> <li>• Ready to answer</li> <li>• Ready to solve</li> <li>• Ready to improve</li> <li>• Ready to change</li> <li>• Ready to update (cross selling)</li> <li>• Ready to anticipate</li> <li>• Ready to support</li> <li>• Ready to listen</li> <li>• Ready to measure</li> <li>• Ready to connect</li> <li>• Ready to serve</li> <li>• Ready to take care</li> <li>• Ready to satisfy</li> <li>• Ready to gratify</li> </ul>
<p><b>Internal people/retail</b></p> <ul style="list-style-type: none"> <li>• Ready to change</li> <li>• Ready to step up</li> <li>• Ready to restart</li> <li>• Ready to launch</li> <li>• Ready to reconsider</li> <li>• Ready for the new quality</li> <li>• Ready-for the future</li> <li>• Ready for tomorrow</li> <li>• Ready to be done</li> <li>• Ready to compete</li> <li>• Ready to be surprised</li> <li>• Ready to be gratified</li> </ul>		<p><b>Ready to live</b> Usage Occasion Examples</p>	<p><b>Sales/d2c/e-commerce</b></p> <ul style="list-style-type: none"> <li>• Ready to order</li> <li>• Ready to buy</li> <li>• Ready to serve</li> <li>• Ready to measure</li> </ul>

# Visual Identity

The looks of our personality



# Smart Interaction

There's no better way to be **smart** than being **real**, **authentic** and **genuine**: we are **people** who deal with other **people's needs, issues** and **everydays**. That's why, when we show their lives in our **pictures** and **videos**, we are just **proudly true**. And it comes to **graphics** and **layout**, we are **slightly techie**, but always **human-friendly**.

# Accessible High-Quality

We want to be a source of **inspiration** to create a **positive change** in people's **home life**. Our **visual imaginary** should be **appealing** and **tempting**, while **replicable** by **anyone**. Our **graphics** are **minimalistic** and **neat**, with a touch of **personality**.





# Italian Style

We appreciate the beauty of **details**.  
Always **tasteful** and **contemporary**, we **balance essential**  
elements with authentic touches of **style** to create **harmony**.  
We create visually striking **environments**, still remaining  
**fine** and **elegant** and represent our personality  
through the combination of **multiple solid colors**.  
As far **graphic lines**, they always have  
a touch of **softness** and **smoothness**.

CANDY



Logo

CANNNDY

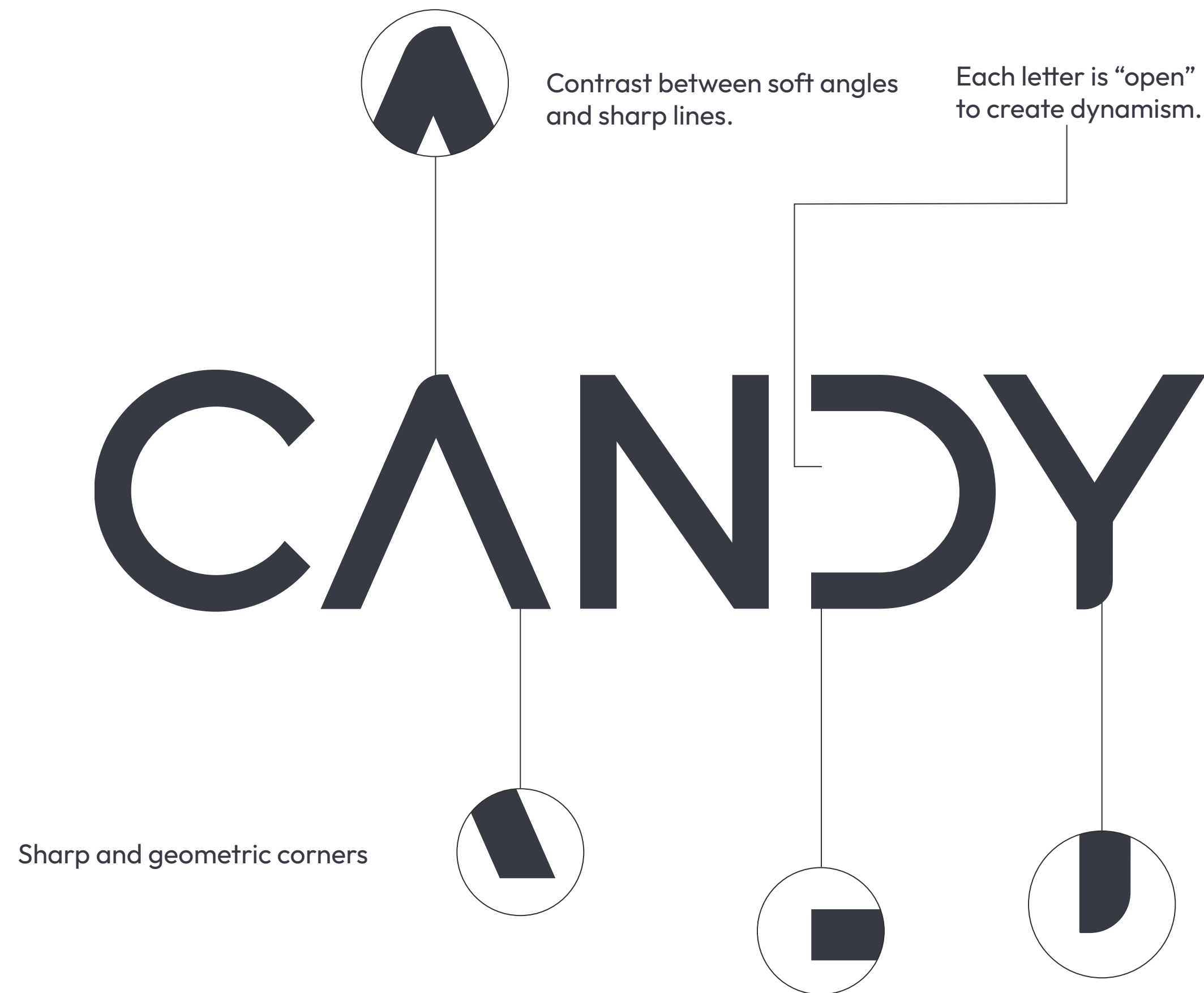
## Candy logo

The new **Candy logo** is the symbol of the Candy new brand **positioning**. It has been created to **convey** the **4 design concepts** that represent our products: **Elegant, Neat, Effective** and **Gratifying**.

A large, dark blue, sans-serif font spelling out the word 'CANDY'. The letters are bold and have a consistent weight throughout. The 'C' is a simple, rounded shape. The 'A' has a sharp peak. The 'N' is composed of two vertical strokes and a diagonal stroke. The 'D' has a thick vertical stem and a rounded top. The 'Y' has a thick stem and a sharp, downward-pointing tail.

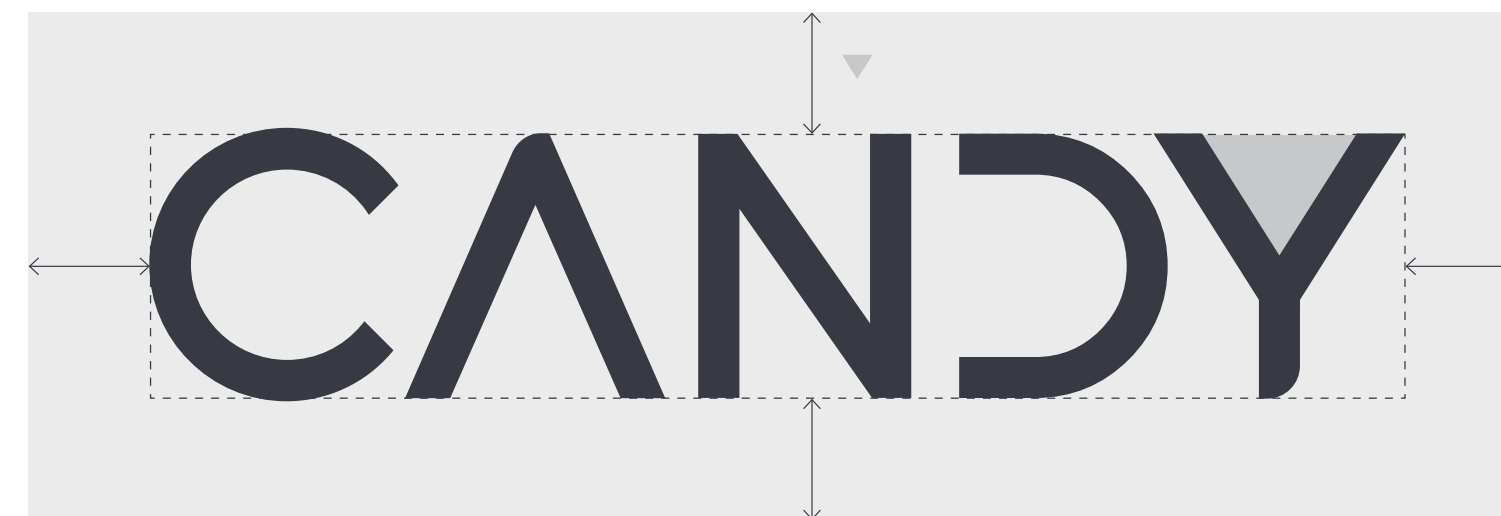
# Logo anatomy

Candy logo is symbolized in a **logotype** form. The **contrast** between **smooth angles** and **sharp lines** creates an **harmony** based on **soft tension**, while open letters make a sense of **dynamism** and **technology**.



## Logo clear space

The logo safety area should be represented by the volume of the **triangle** that forms the **Y**.



The word 'CANDY' is displayed in a large, bold, dark blue sans-serif font, centered horizontally.

## Logo dimension

In order to be legible,  
the logo cannot be less  
than **15 mm wide**.

The pixel minimum size is 60x13.

The word 'CANDY' is displayed in a medium-sized, bold, dark blue sans-serif font, centered horizontally.

The word 'CANDY' is displayed in a small, bold, dark blue sans-serif font, centered horizontally. A thin horizontal line is drawn directly beneath the text.

15 mm

# Logo colors

CANDY

CANDY

## Candy Primary colors

Candy logo, when placed on a background, should either be presented in **Candy Timeless Grey** or **Candy Pure White**.

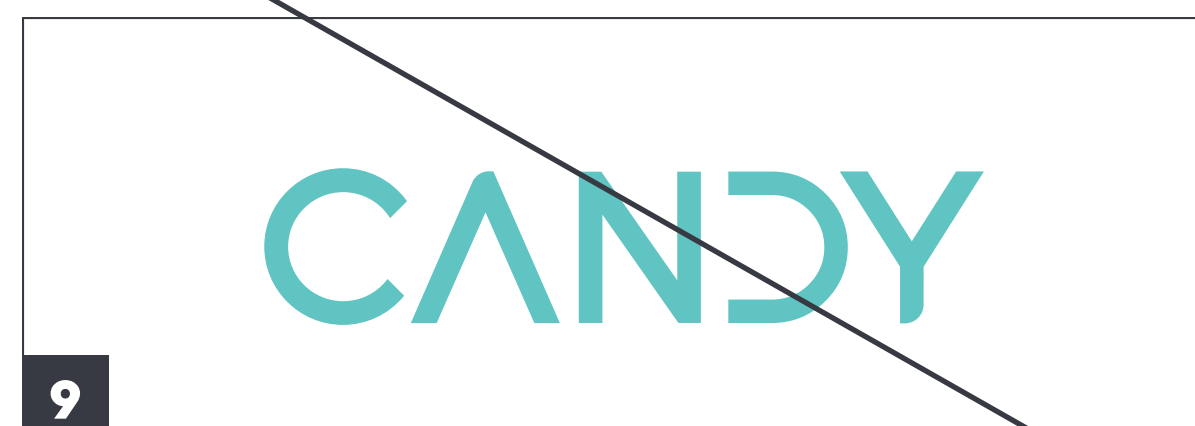
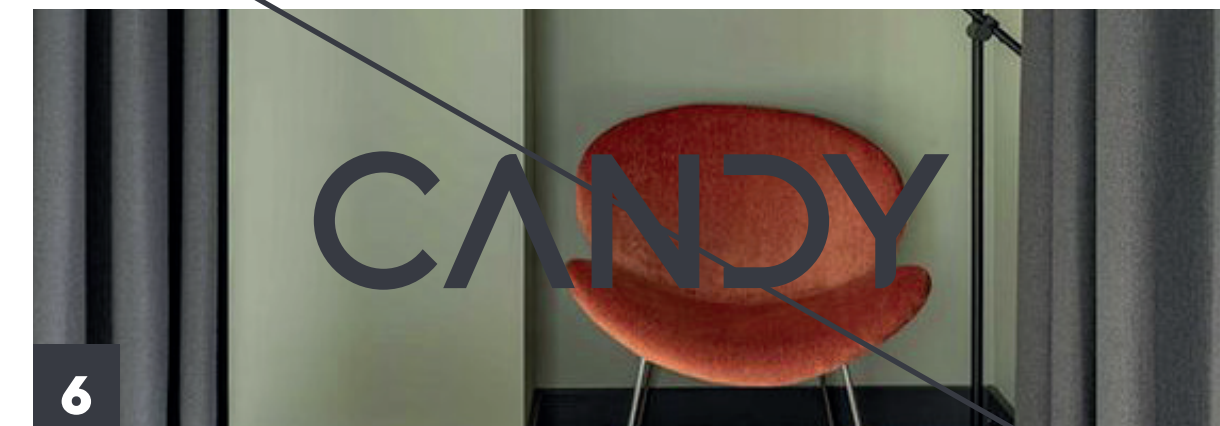


Candy logo, either in **Pure white** or **Timeless grey**, can be used: on **primary colors, backgrounds**, on supporting colors, texture or images.



# The Candy logo cannot be:

- 1 modified
- 2 embossed
- 3 distorted
- 4 used in other colors
- 5 rotated
- 6 not readable
- 7 with shadows
- 8 transparent
- 9 used in Riviera color
- 10 used on Riviera background





# Colors

# Primary colors

The **primary colors** identify the brand materials and communications.

**Pure**  
**Fine**  
**Cleanliness**  
**Balanced**  
**Hygienic**  
**Neutral**  
**Precise**

**Pure White**

CMYK: 00.00.00.00  
RGB: 255.255.255  
#ffffff

**Timeless**  
**Elegant**  
**Digital**  
**Stylish**  
**Essential**  
**Valuable**  
**Pragmatic**

**Timeless Grey**

CMYK: 62.53.42.60  
RGB: 65.64.71  
#414047

Riviera accent

## Candy Riviera accent

The Candy Riviera is the **accent color** that conveys the **brand personality**.

It allows Candy to be always recognized and represents the **smart, technological** and **contemporary soul** of the **brand**.

The logo **cannot be colored** in **Candy Riviera**.

This **touch of color** should, instead, be present in all **Candy touchpoints**.

**Technological**  
**Smart**  
**Contemporary**  
**Cleanness**  
**Ease**  
**Confidence**  
**Care**

**Candy Riviera**

CMYK: 58.00.28.00  
RGB: 109.196.195  
#6dc4c3

For each communication material, the use of **Riviera color** may not exceed the **5%**, while the use of **Grey color** may not exceed the **30%**.



5%



1%



30%

CMYK: 58.00.28.00  
RGB: 109.196.195  
#6dc4c3

CMYK: 62.53.42.60  
RGB: 65.64.71  
#414047

CMYK: 00.00.00.00  
RGB: 255.255.255  
#ffffff

Tone 70%

Tone 60%

Tone 50%

Tone 40%

Tone 30%

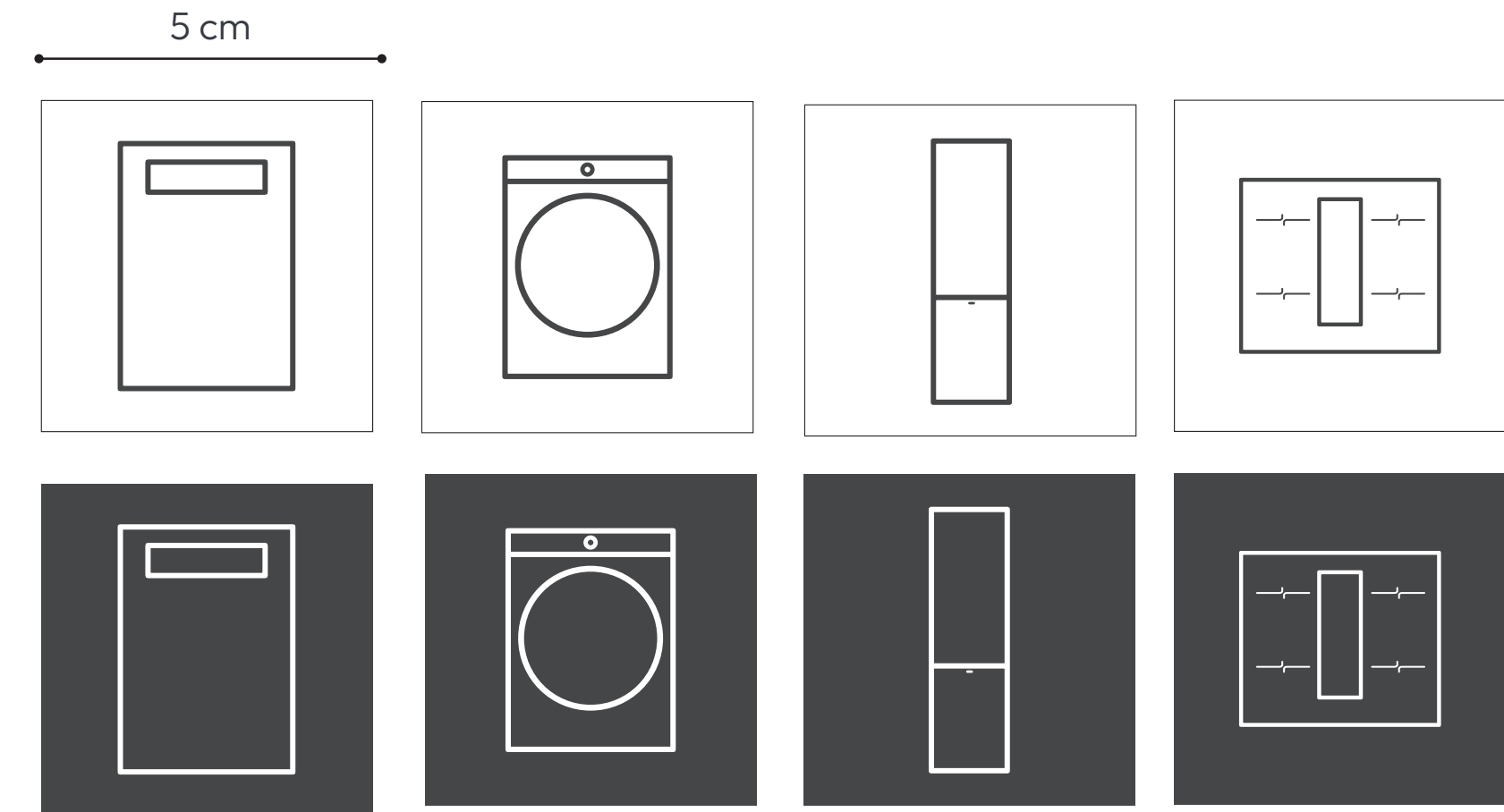
Tone 20%

CMYK: 62.53.42.60  
RGB: 65.64.71  
#414047

# Candy Grey text

For an optimal **print result**, in case of texts **under 20 pt** or icons **under 5 cm**, we suggest using the **Candy grey text** which is the black **tone at 88%**.

CMYK: 00.00.00.88  
 RGB: 66.66.65  
 #414047



### Programs and functions

**Fan assisted cooking**

The upper and lower heating elements operate with the help of a fan, which ensures an **even heat distribution**. It is particularly suitable for **Italian Focaccia**, bread, Pizza and biscuits.

**Convection**

In this case, the heat comes from both **above and below** at the same time. This traditional baking method is ideal for **roasting meat or fish**.

**Grill**

This function is ideal for cooking **medium thickness or thin meat**. With the **ventilated** option, the fan delivers the air to the food at the desired temperature (ranging from **50°C to 200°C**) and is great to cook large quantities of **meat**.

**Cook light**

This function allows you to cook more **healthily**, by reducing the amount of oil or fat.

**Multi-level cooking**

Ventilation is controlled by the rear round heater and the internal fan. With this function, the hot air is distributed among the trays and is ideal to **cook different types of food at the same time** (preventing cross-flavoring).

**Bottom heating**

The lower heater dries the lower part of the food and boosts the **leavening**. You can also use the ventilated function to cook delicate food like sweets, **cream puffs**, cakes, **soufflés**, biscuits and **pastry**.

**Bottom heating + Fan**

The bottom heating element is used **with the fan**. This method is ideal for juicy fruit flans, tarts, quiches and **pâtés**. It **prevents food from drying** and boosts the leavening.

**Pizza**

The enveloping heat of this feature creates the ideal cooking conditions to prepare the **Italian pizza**. The absolute novelty is that this function is available **without the preheating step**.

# Candy Pantone



Digital



Textile



Digital



Textile



# Supporting colors

**Supporting colors** are a **visual asset** that can be used to set the mood and **color tones** of image, as **background** for **products' campaigns** or to set wall and graphics in **brand events** and **exposition fairs**.

## Powder Pink

CMYK: 20.20.22.00  
RGB: 212.202.196  
#d4cac4

## Coin Grey

CMYK: 21.22.06.30  
RGB: 162.157.172  
#a29dac

## Anchor Grey

CMYK: 50.35.20.4  
RGB: 140.152.176  
#8c98b0

## Teal Grey

CMYK: 60.32.21.5  
RGB: 112.148.174  
#7094ae

## Powder Blue

CMYK: 27.00.08.16  
RGB: 175.203.210  
#afcbd2

## Ice White

CMYK: 00.00.00.05  
RGB: 246.246.246  
#f6f6f6

## Cotton White

CMYK: 08.06.07.00  
RGB: 238.237.237  
#eeded

## Sage Green

CMYK: 20.08.15.00  
RGB: 213.222.219  
#d5dedb

## Cotton Candy

CMYK: 20.00.00.15  
RGB: 189.212.225  
#bdd4e1

## Artic blue

CMYK: 10.00.00.08  
RGB: 221.232.240  
#dde8f0

Energy efficiency color

**The stamps** referred to the **energy efficiency** should always be in **Forest Green**. This color should only be used in materials that affect the Candy Energy Efficiency.

## Forest Green

CMYK: 71.23.55.06  
RGB: 71.146.126  
#4d927e

**PANTONE®**  
6153 C

**A-40%**  
CLASS

**A+++**  
CLASS

**A-10%**  
CLASS

# Photography

The Candy photography is **bright** and uses contrasts.

The light effects give an **authentic** and **warm touch**.

The shots are never impeccable: they seem **stolen shots, real, close to people**.



This photo are just reference to convey the photographic mood of the Brand. Do not use it in any communication material or presentation.

CANDY

# Products













CANDY

People

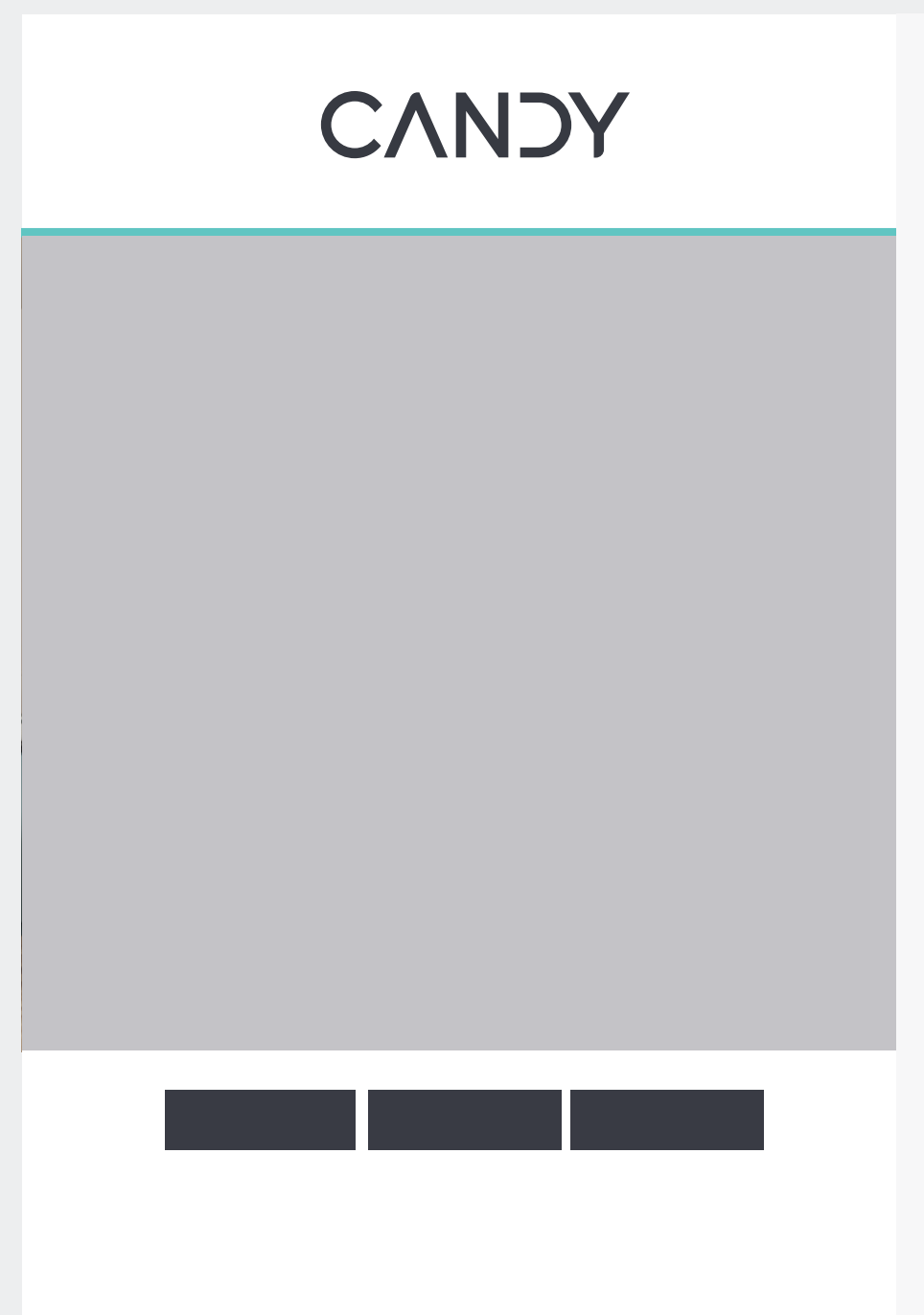
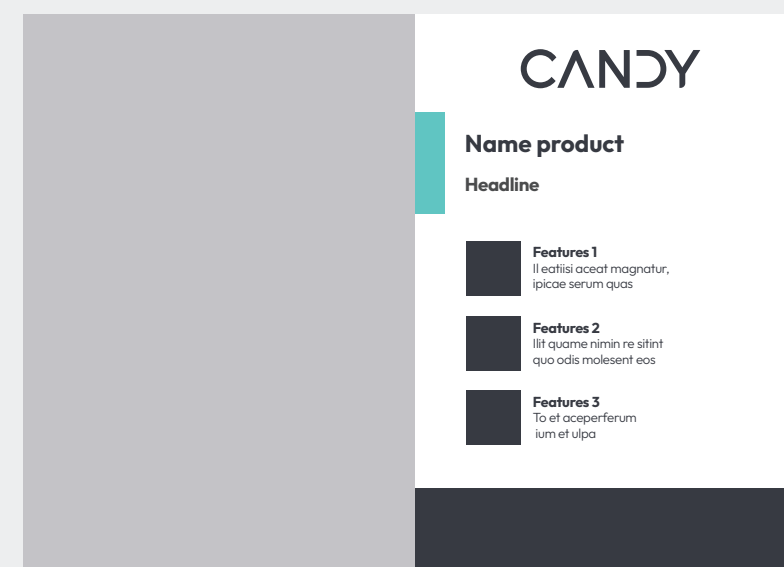
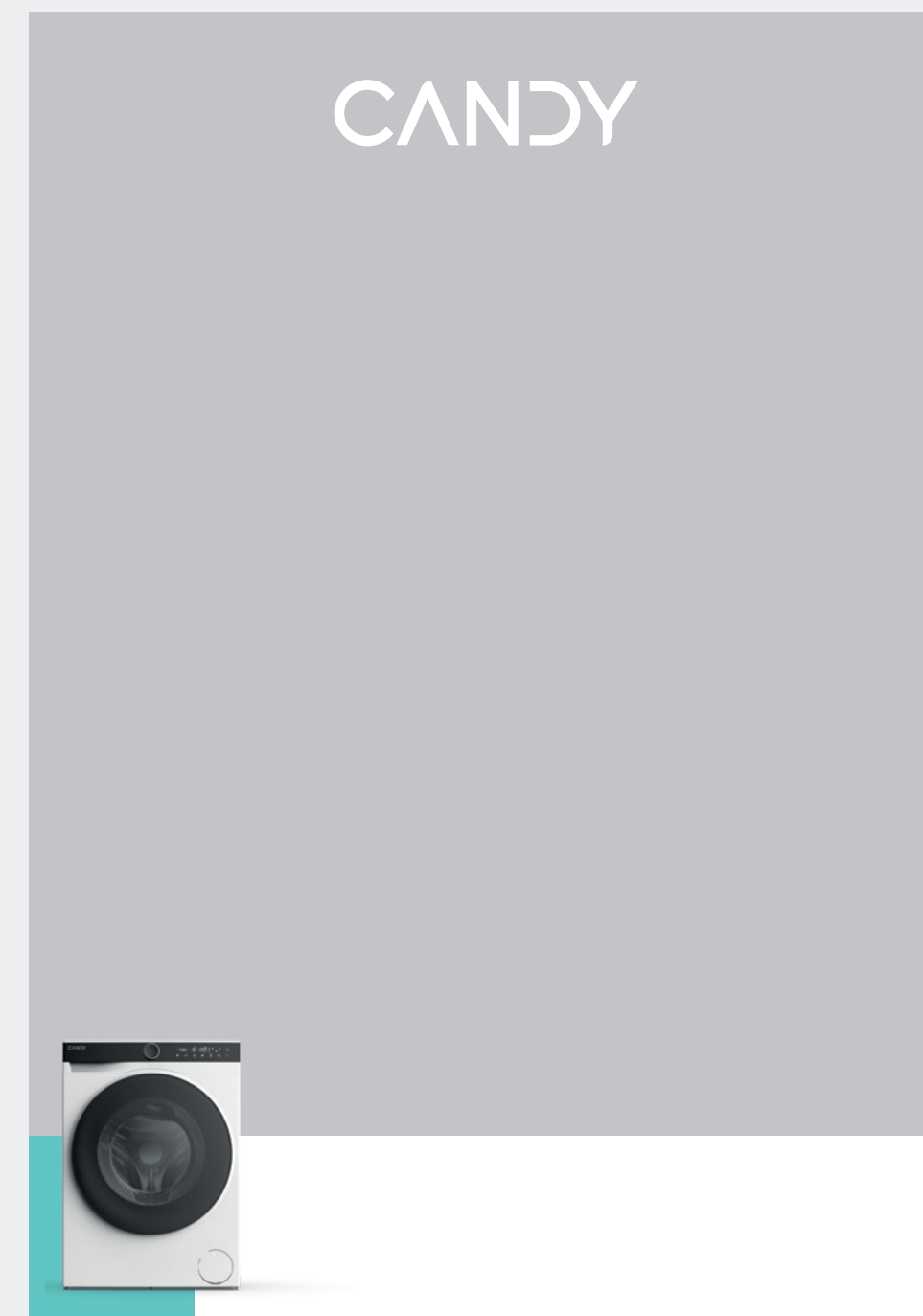






# Typography

# Graphics



## Candy rectangle

The **prints, stickers,** and the **cover** of folder and catalogues should always have the **Candy rectangle,** a **graphic trick** that allows us to have the **5% of Candy Riviera** in these materials.



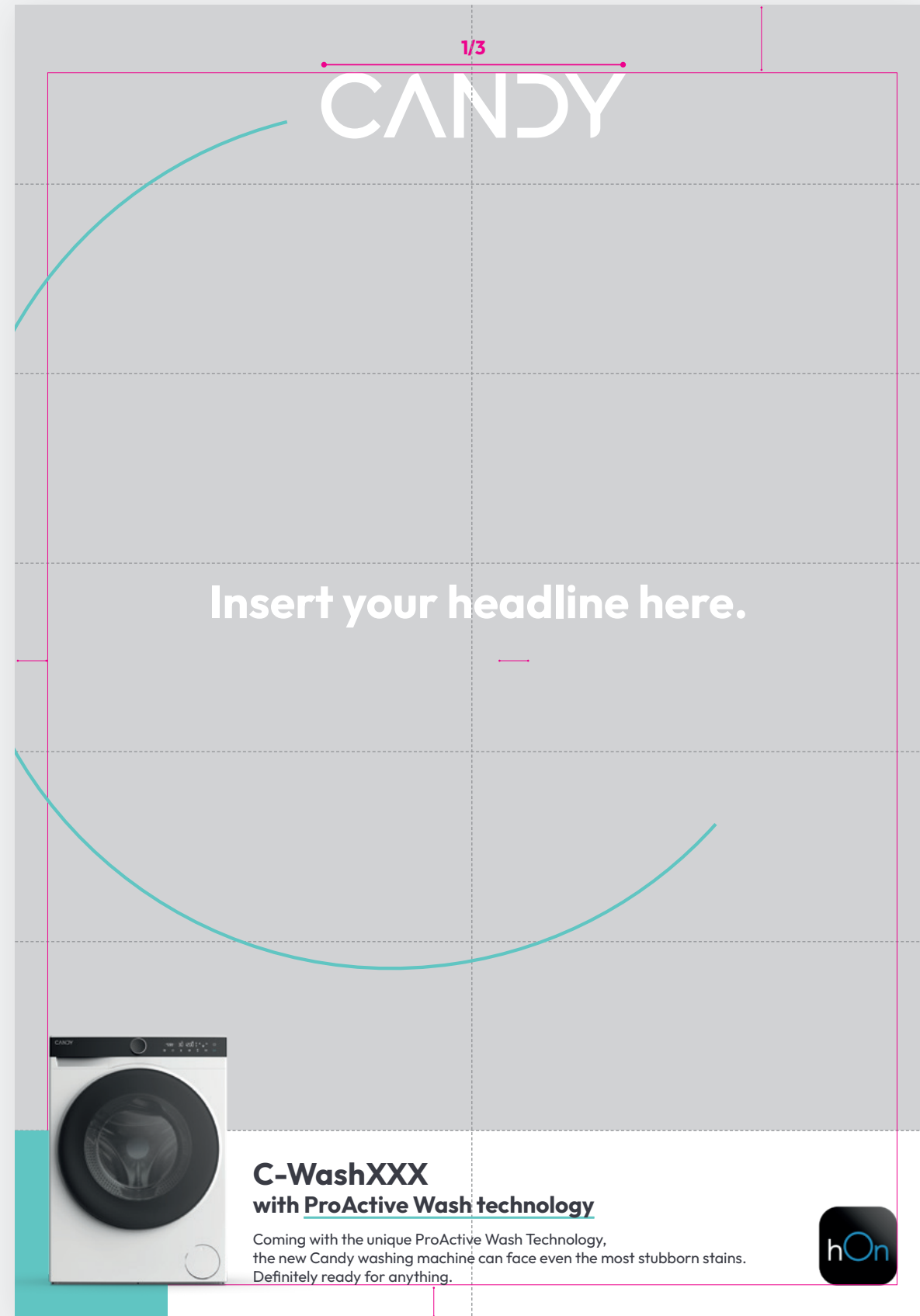
## Candy C

**C** is for **Candy**.

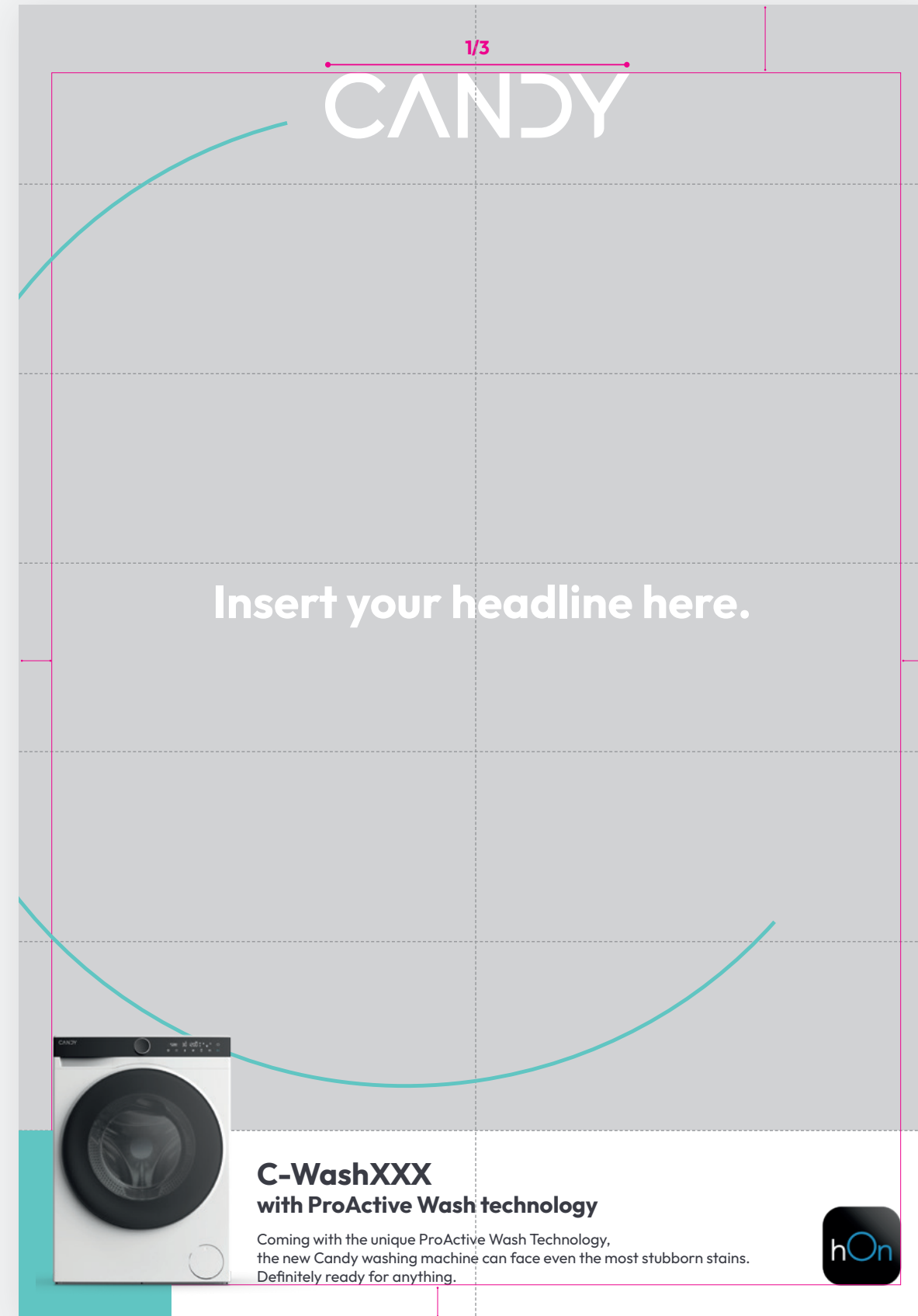
The C becomes a **primary graphic accent** in Candy visual format. It should be used only for communication materials where the **target is present**. It **guides the viewer's eye** within the image, pointing out the **target** and the **Candy appliance**.

# Offline communication

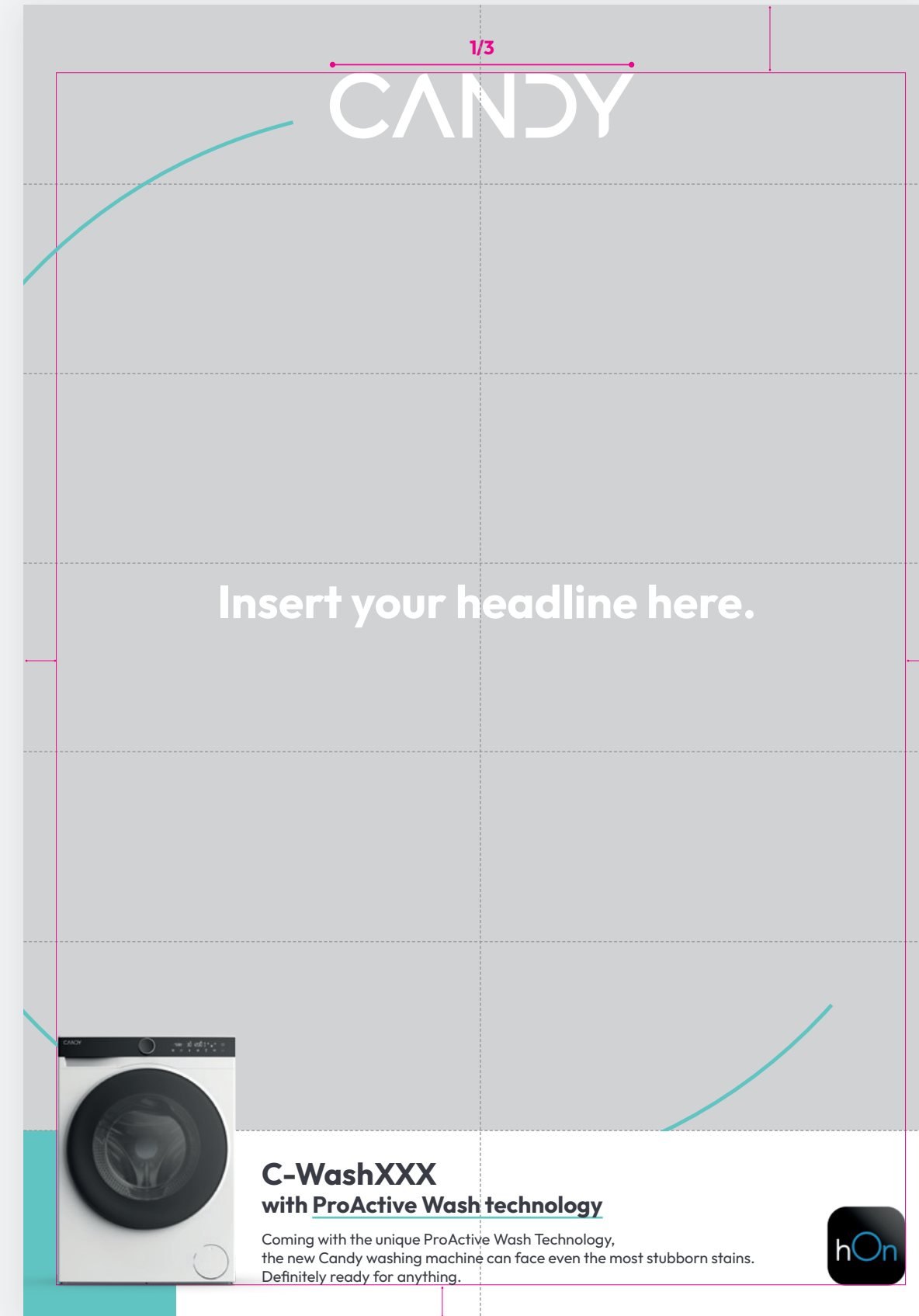
The graphic element starts from the C of the logo



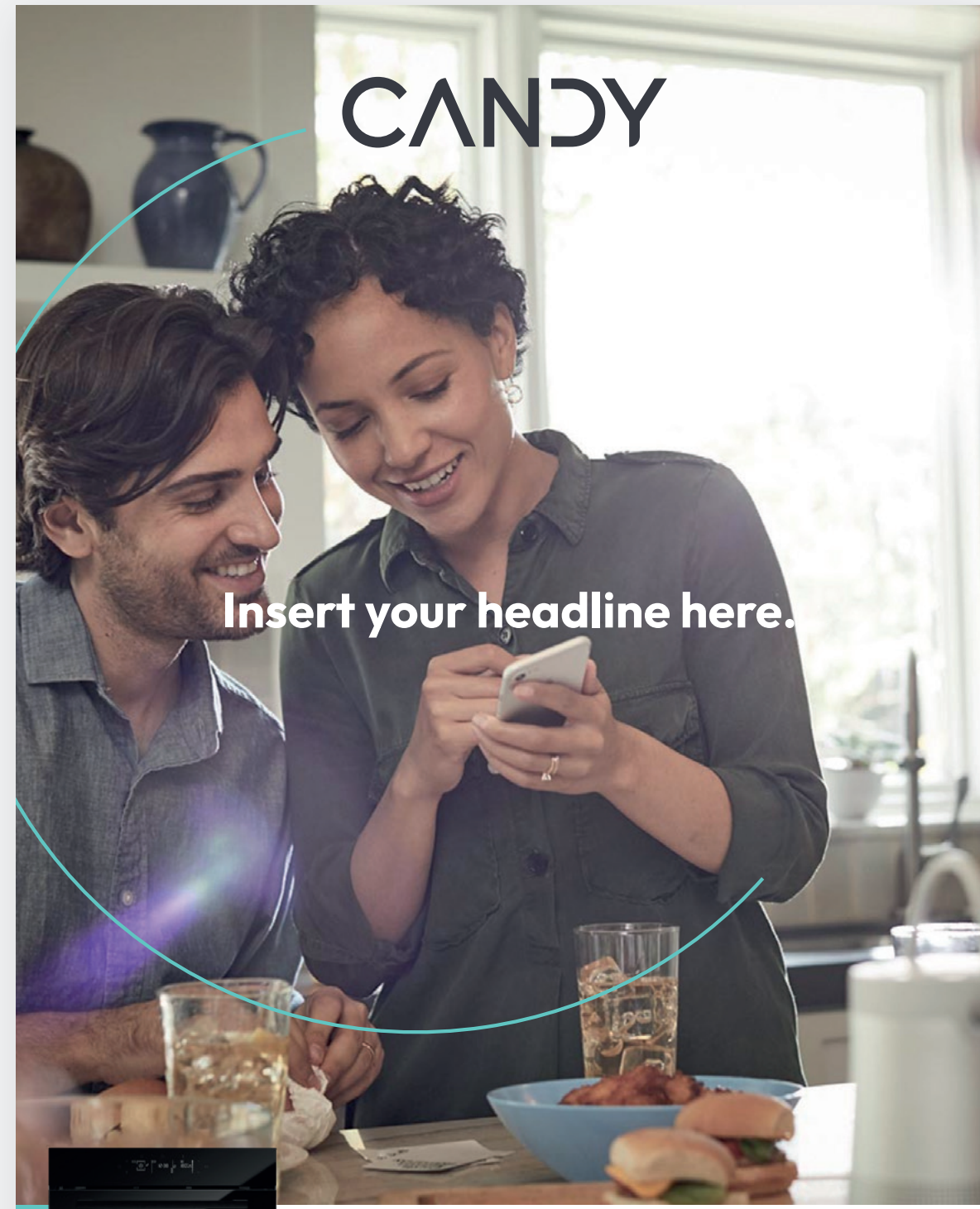
PRINT TYPE A



PRINT TYPE B




PRINT TYPE B




**CANDY**

Insert your headline here.

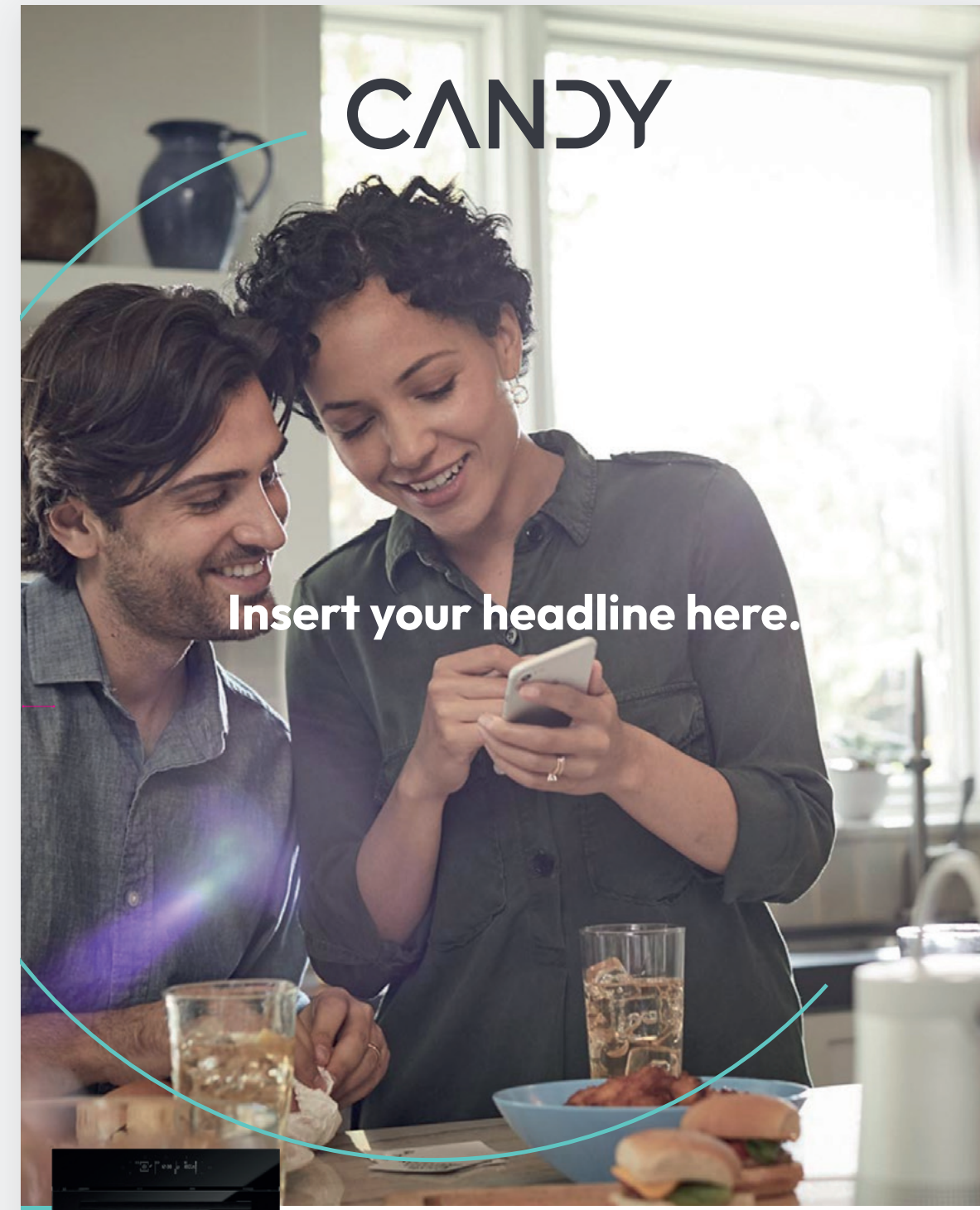


**C-Cook XXX  
with FullMenu**

Featuring the FullMenu with 6 cooking levels,  
the new Candy oven cooks a whole meal all at once.




PRINT




**CANDY**

Insert your headline here.

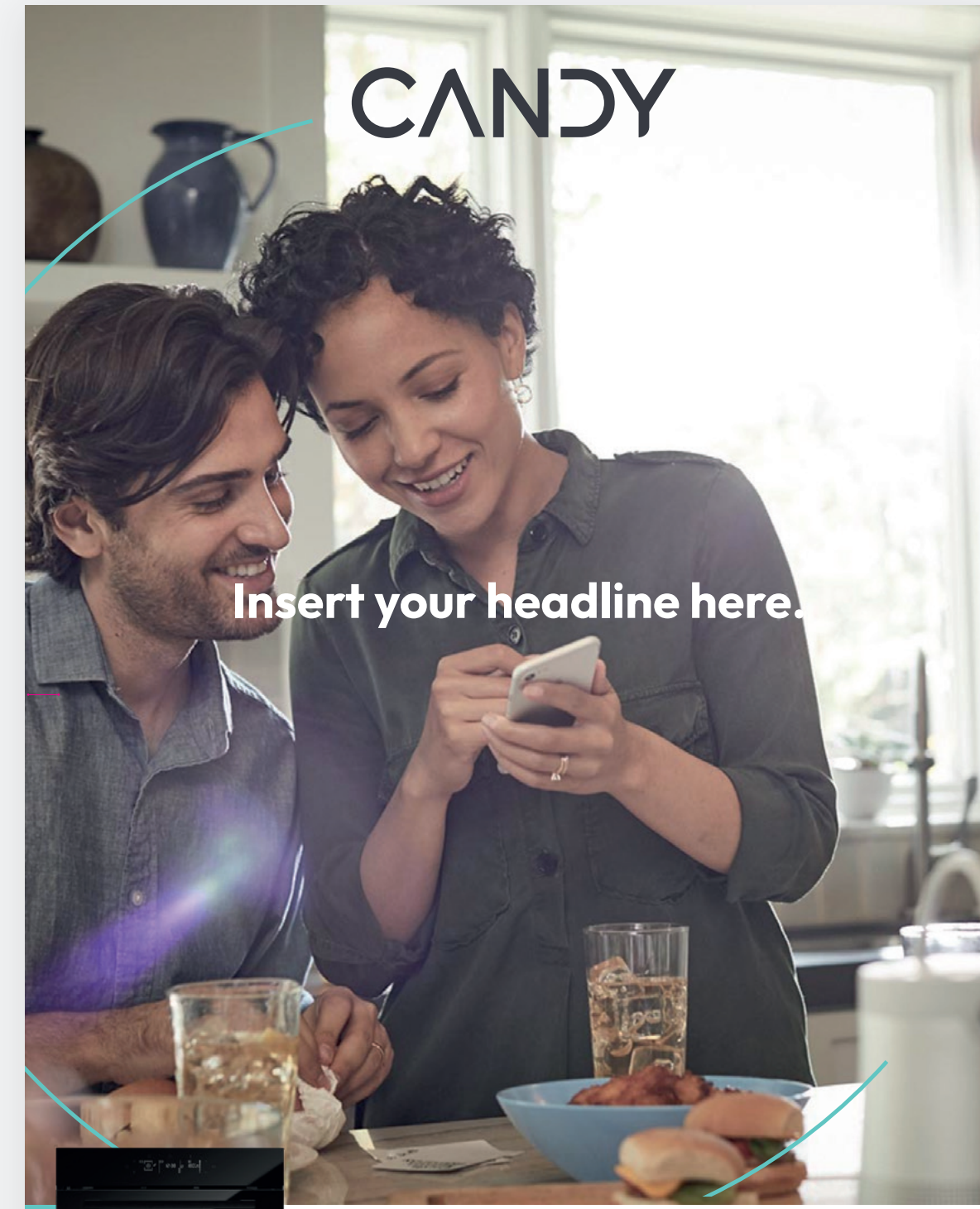


**C-Cook XXX  
with FullMenu**

Featuring the FullMenu with 6 cooking levels,  
the new Candy oven cooks a whole meal all at once.




PRINT




**CANDY**

Insert your headline here.



**C-Cook XXX  
with FullMenu**

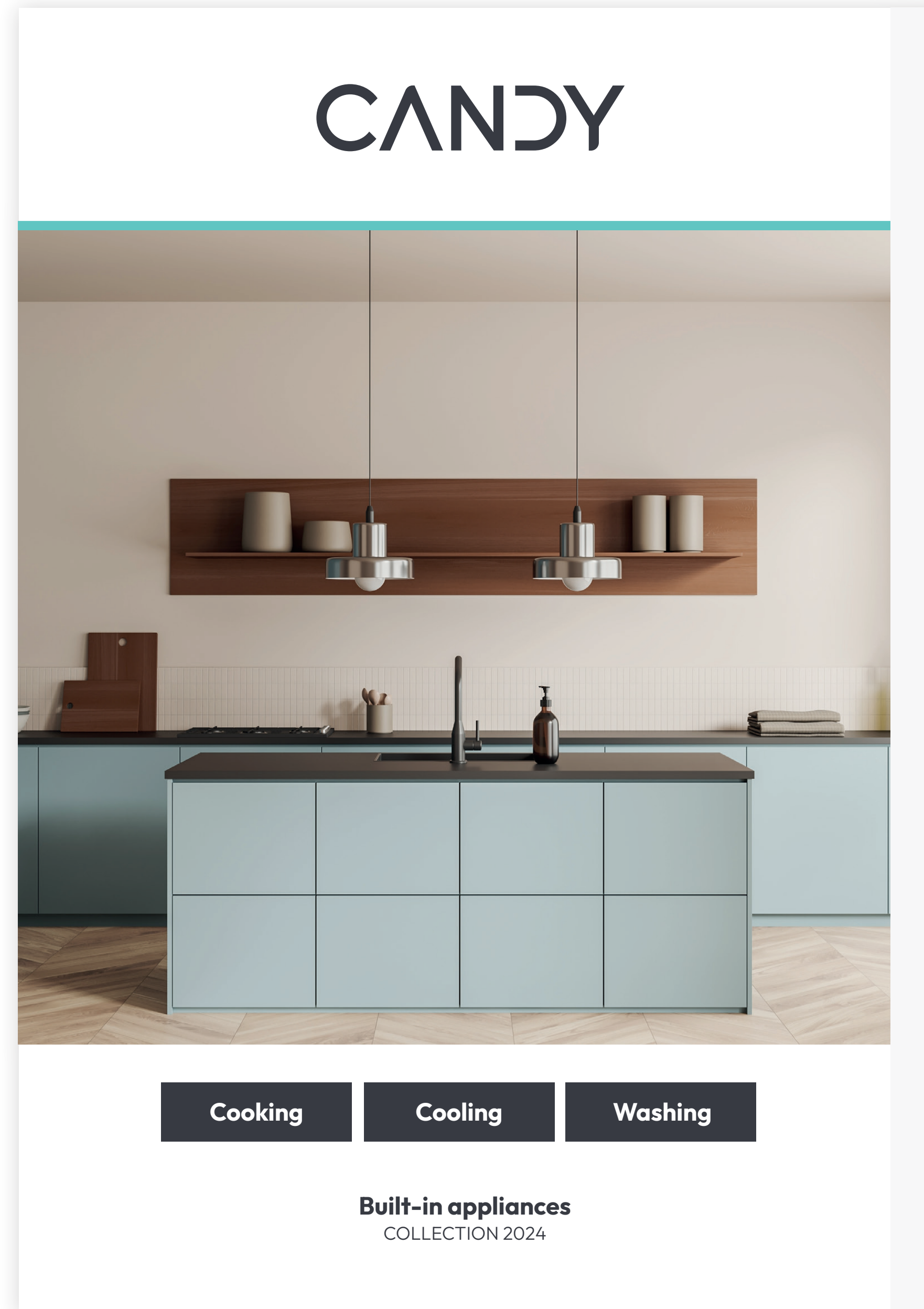
Featuring the FullMenu with 6 cooking levels,  
the new Candy oven cooks a whole meal all at once.

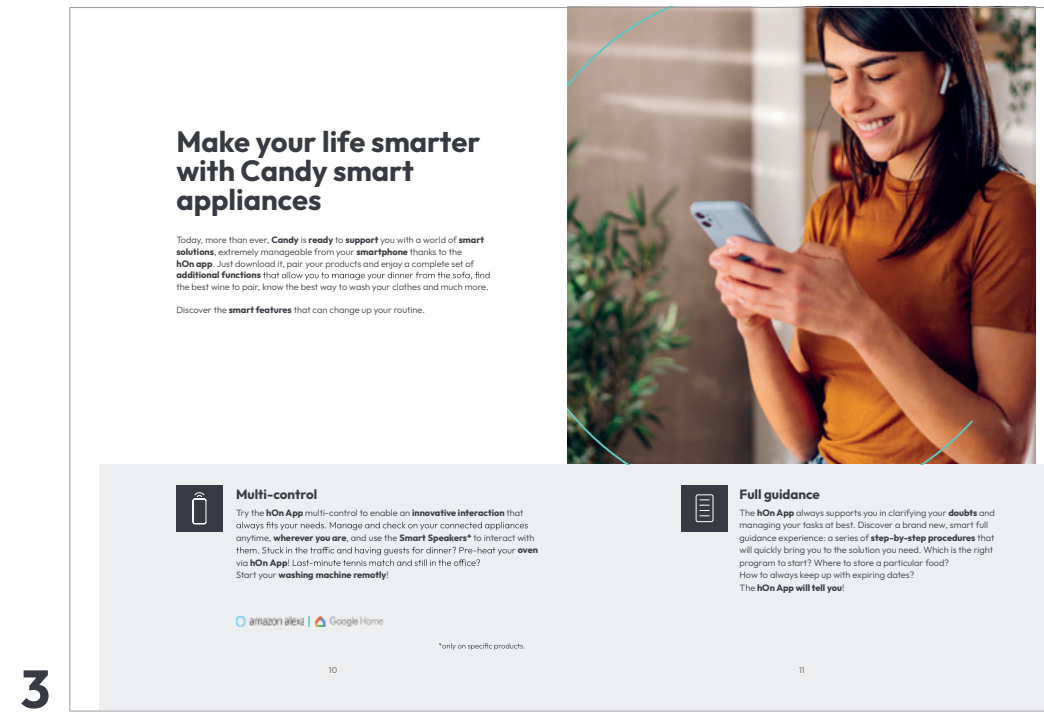
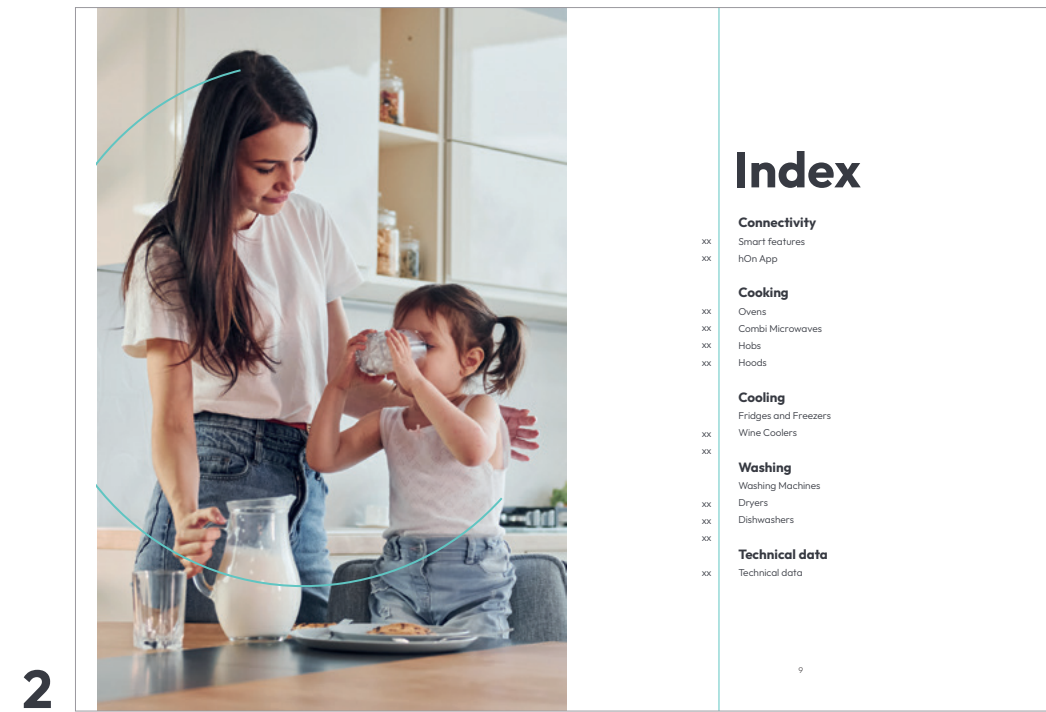
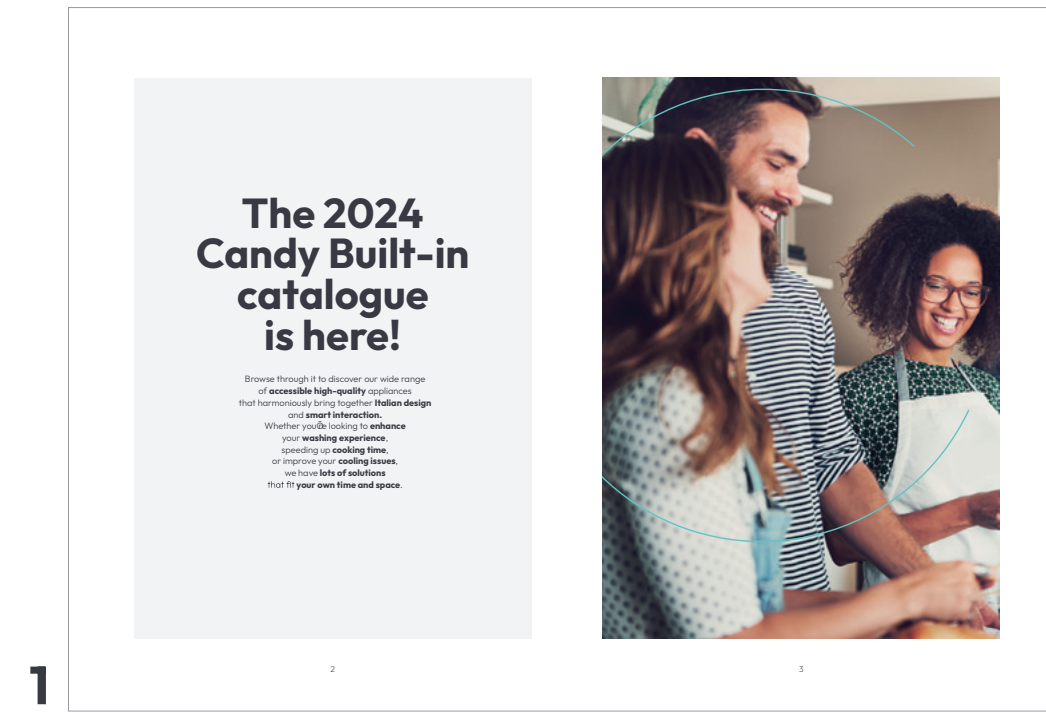


PRINT

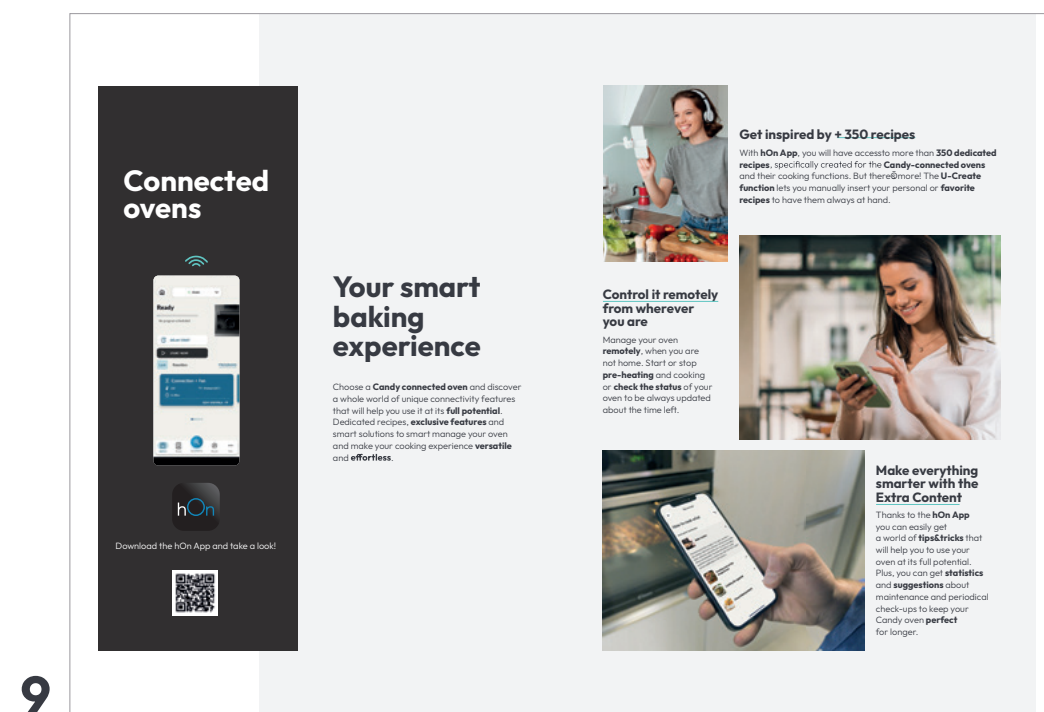
The cover of the catalogue consists of:

- The Candy logo
- The Riviera Rectangle
- A lifestyle photo



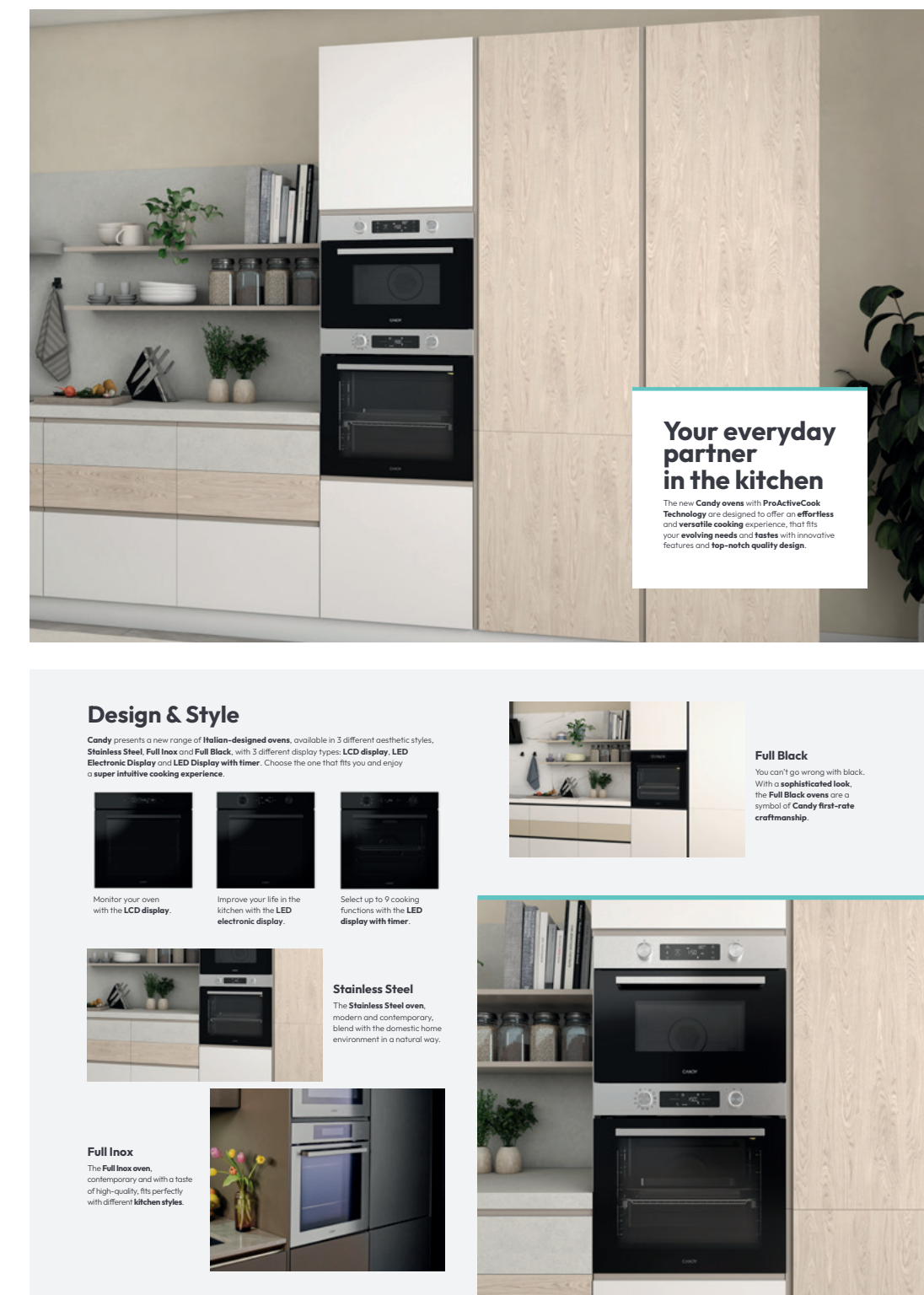
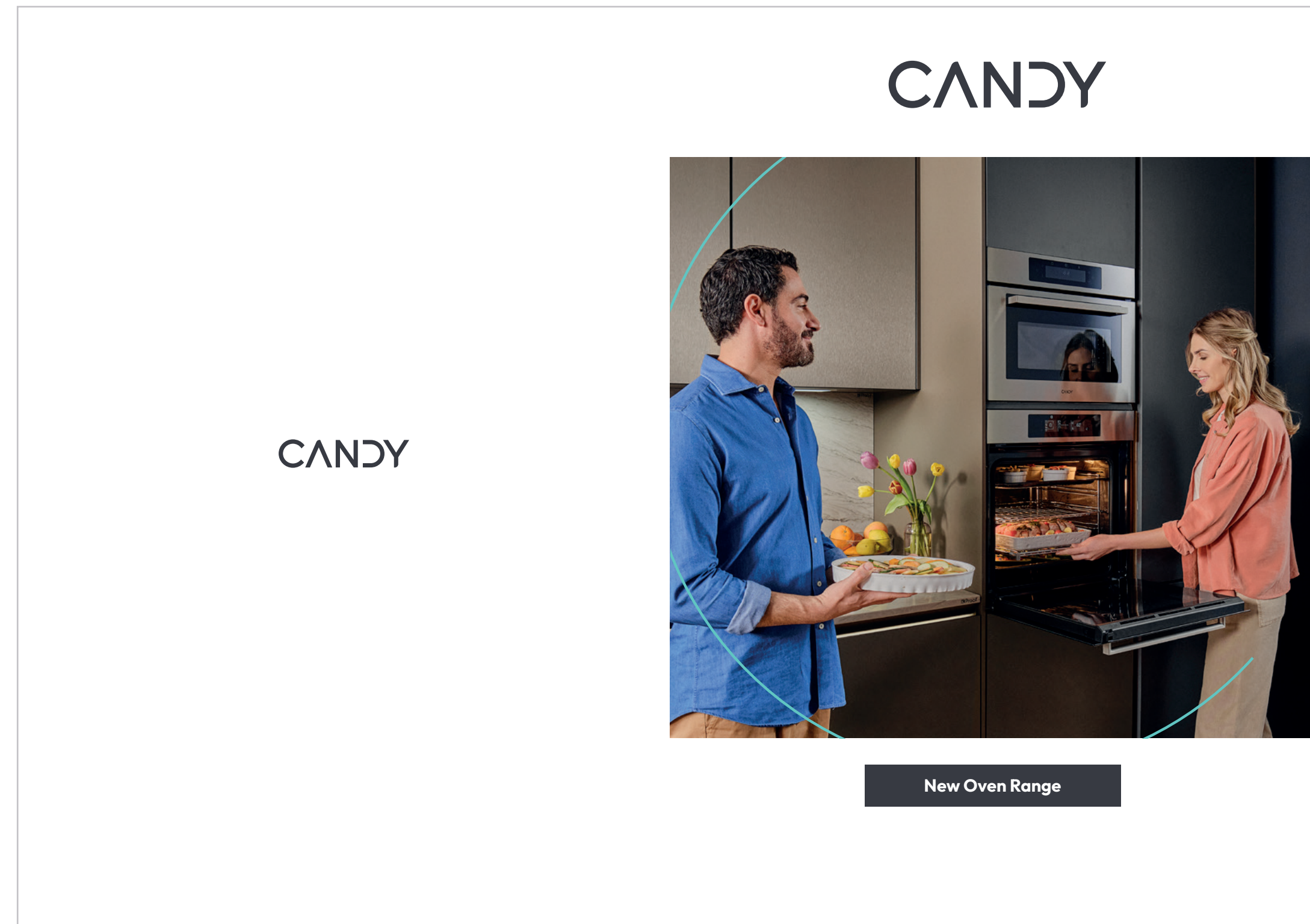


1. Introduction Page
2. Index
3. Connectivity introduction
4. Category chapter
5. Product chapter page
6. Introduction product page
7. Product features page
8. Programs and functions
9. Connectivity product features



The cover of the folder consists of:

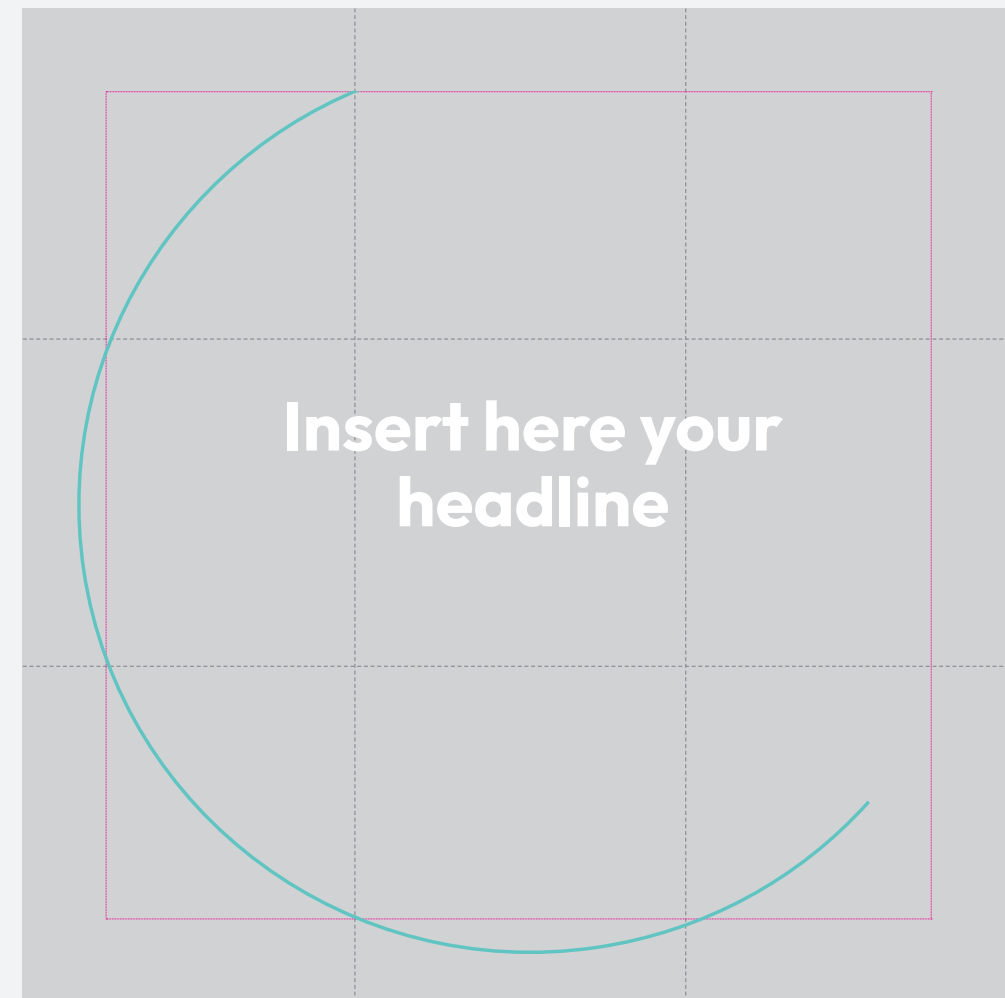
- Candy Logo
- Riviera Rectangle
- A lifestyle photo in which the target is present
- The Candy C



# Social

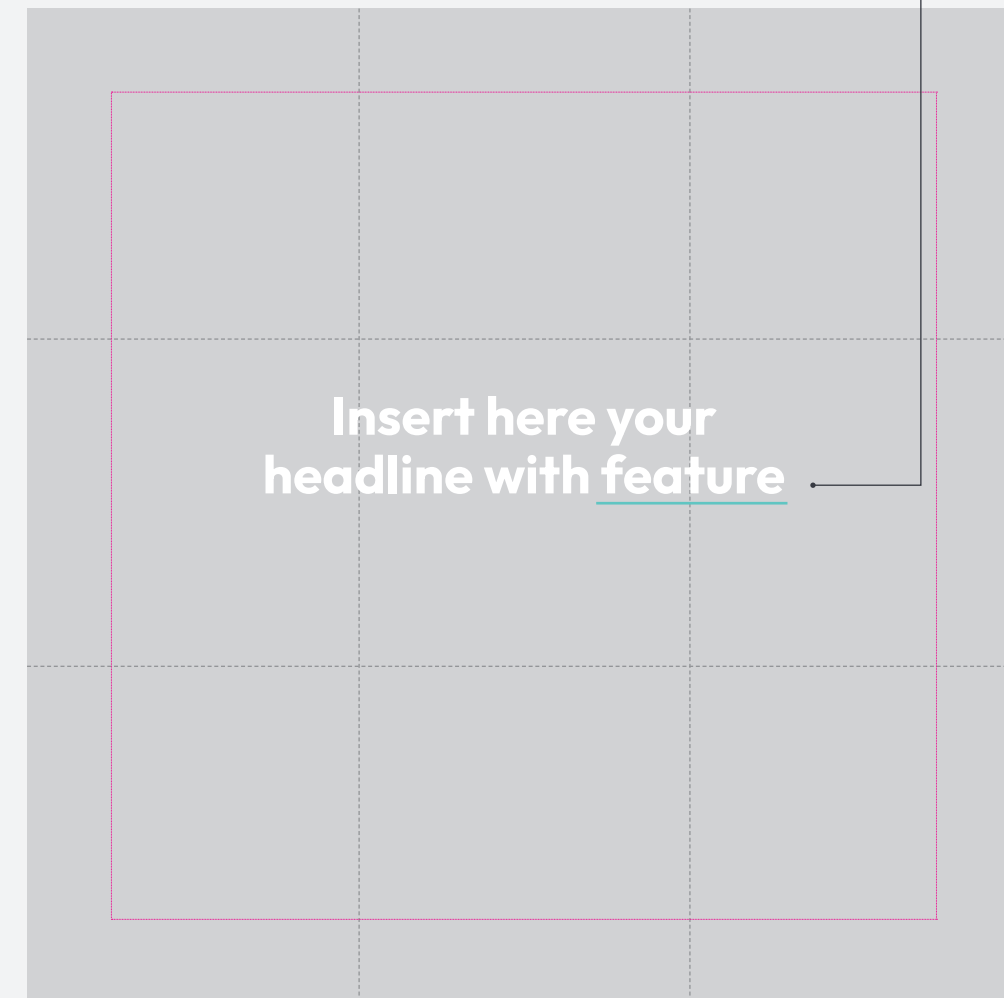
Post

The graphic element starts from 1/3 of the post size



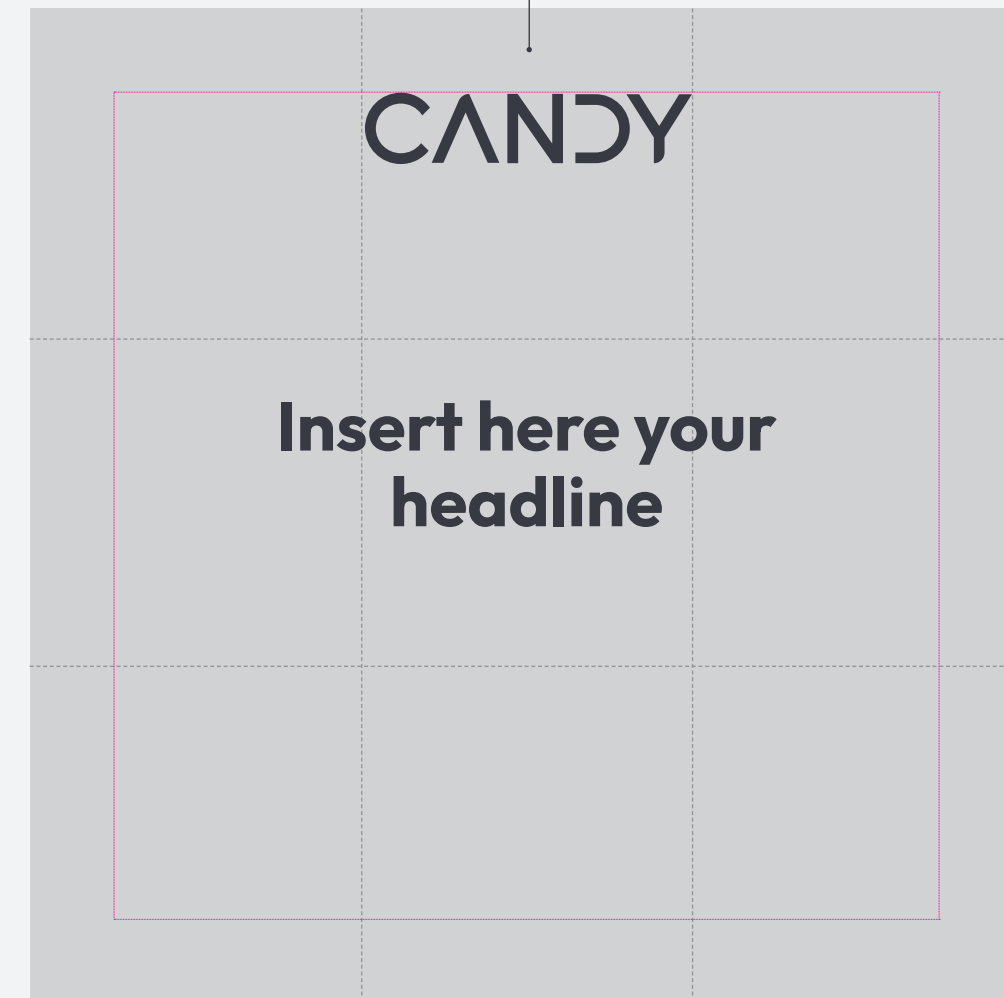
**Candy C**  
When we have the target

The Candy line underlines the features naming in the headline



**Candy line**  
When we have the features

The Candy logo must be 1/3 of the post size



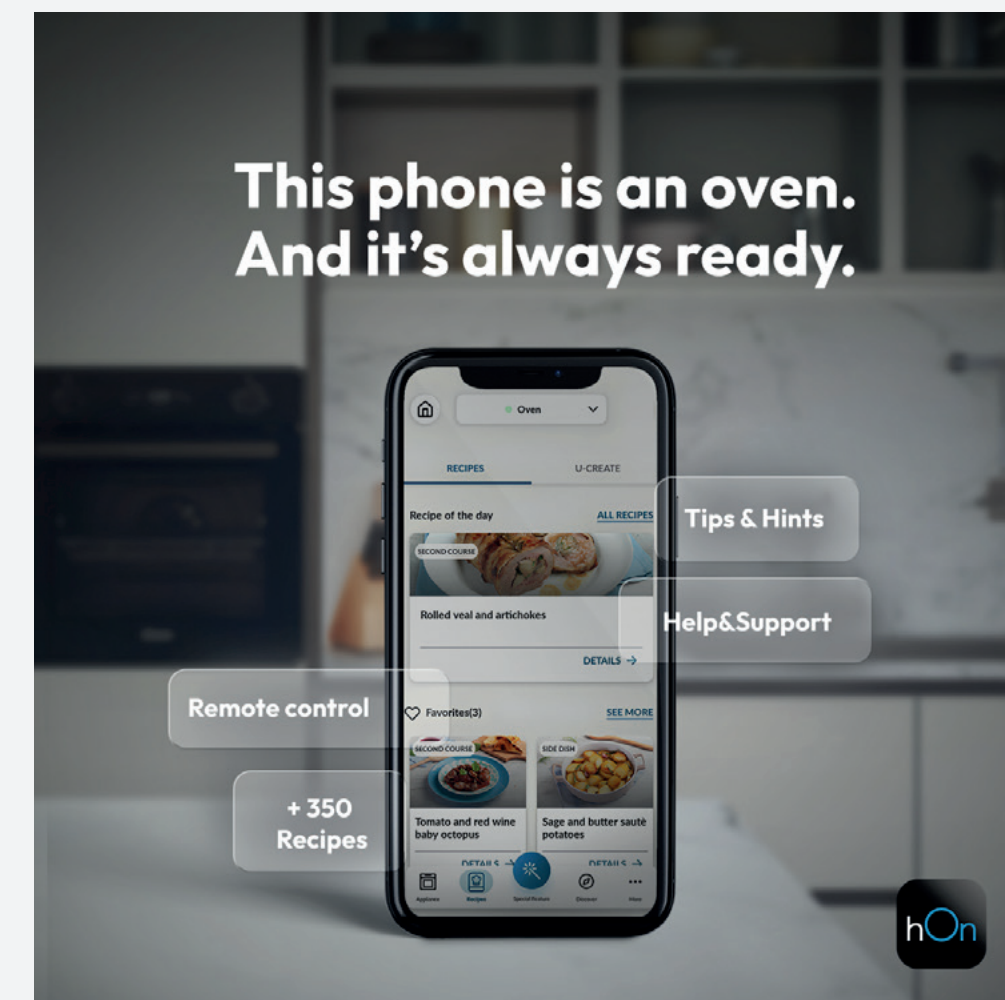
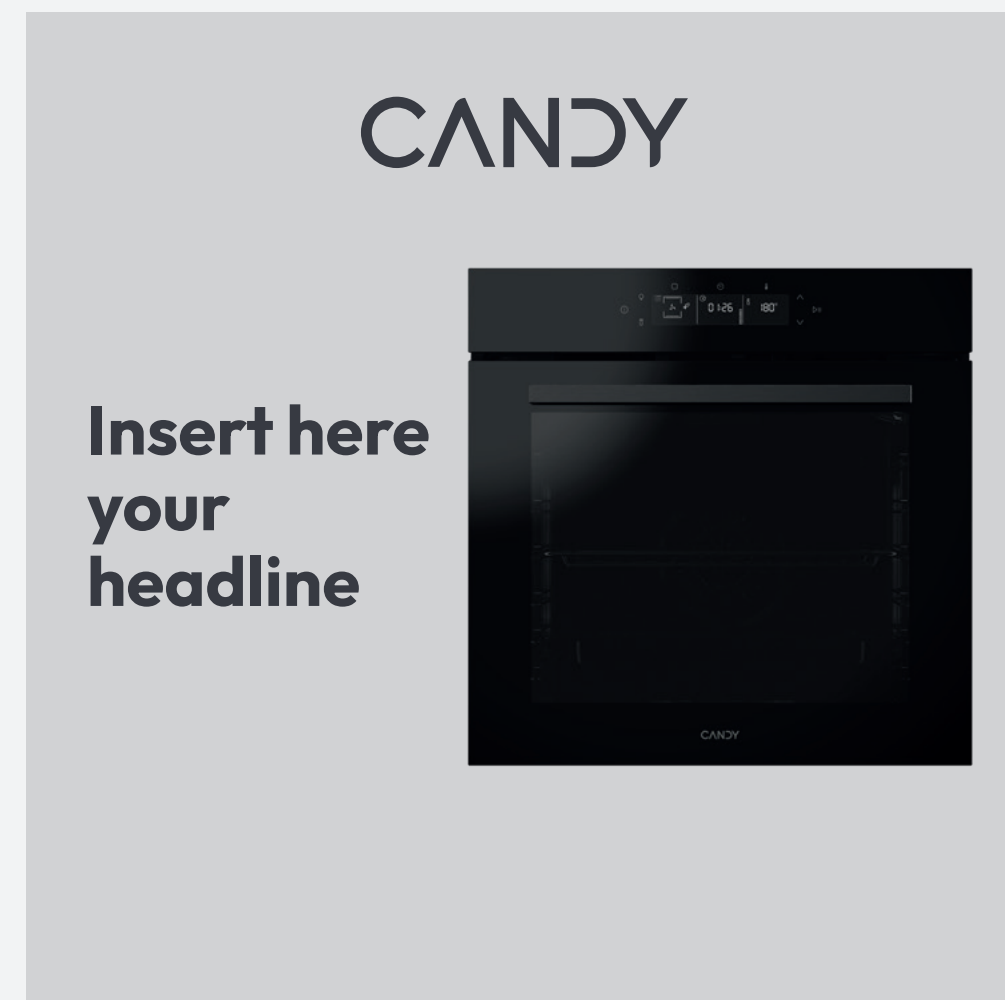
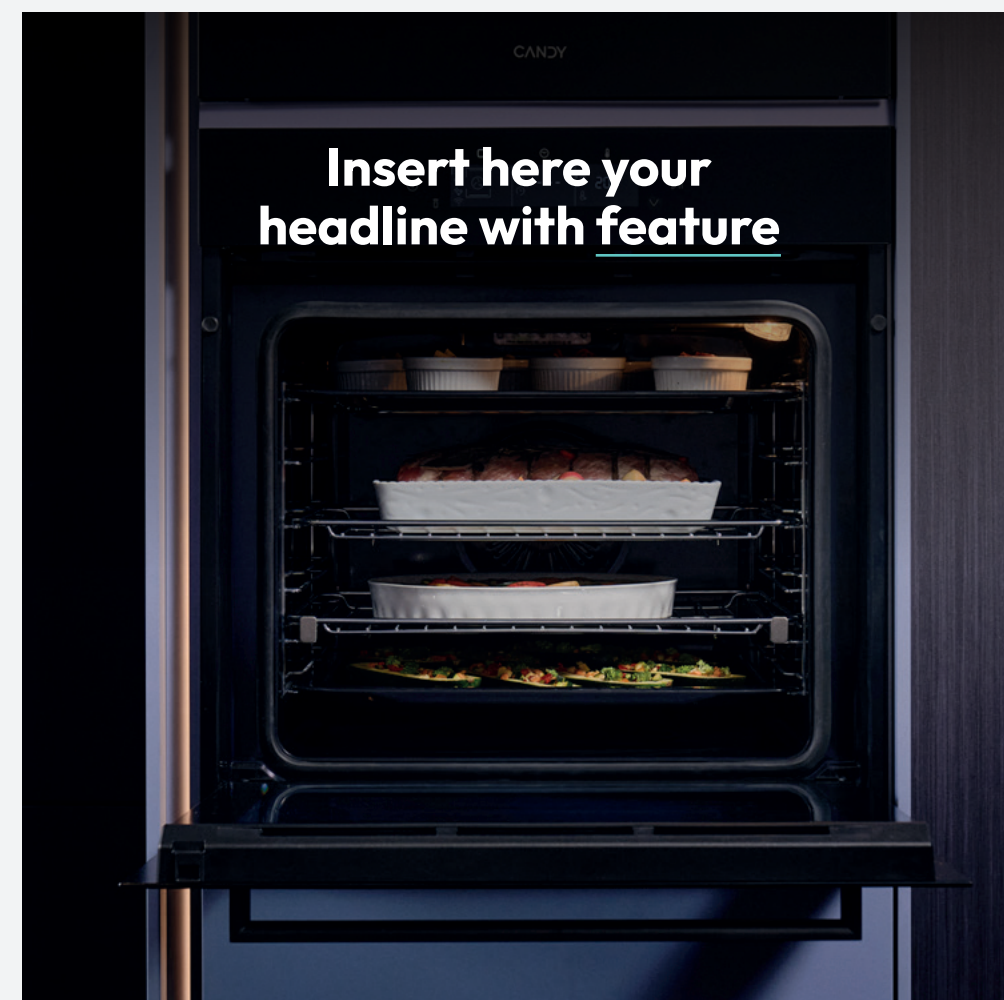
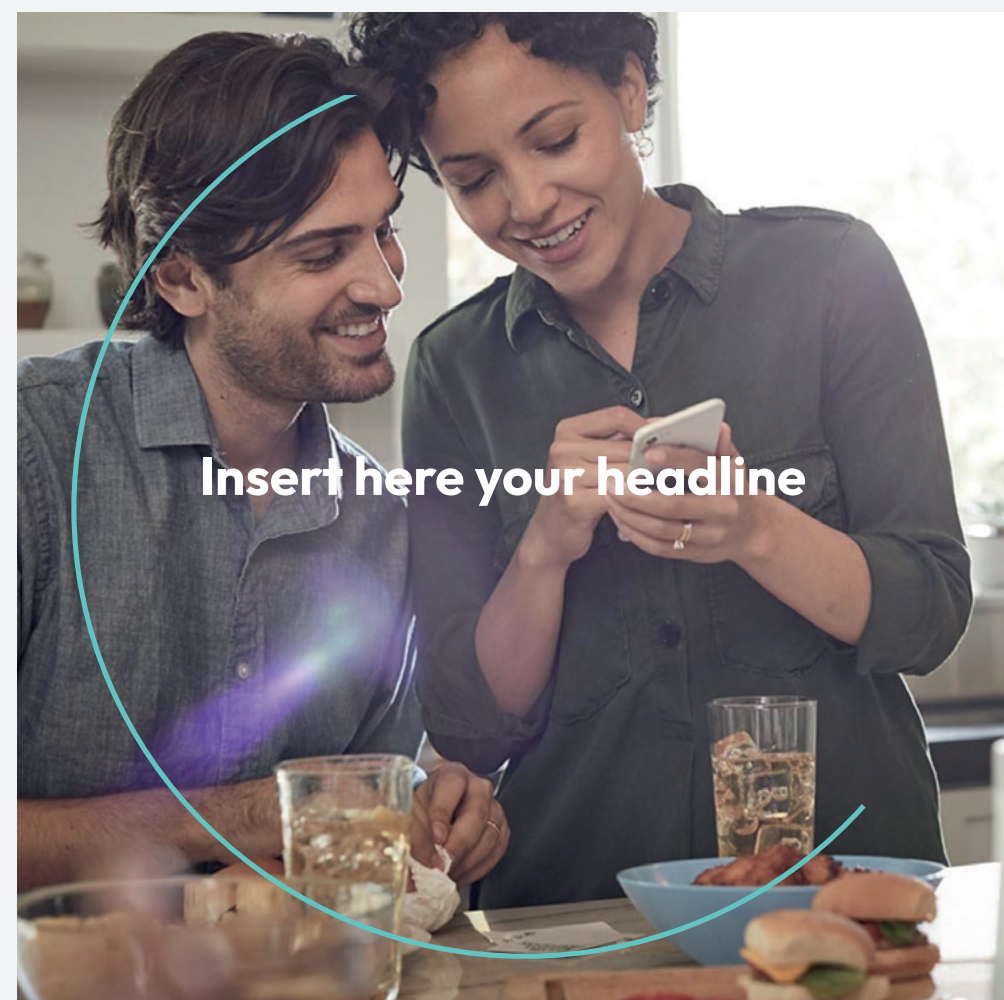
**Candy logo**  
When we have a post without target or features

The Candy logo must be 1/3 of the post size



**Candy hOn**  
When we have a post without target or features

Post



Insert the logo  
in the first frame

1/4

CANDY

**The Candy  
menu**



Lasagne

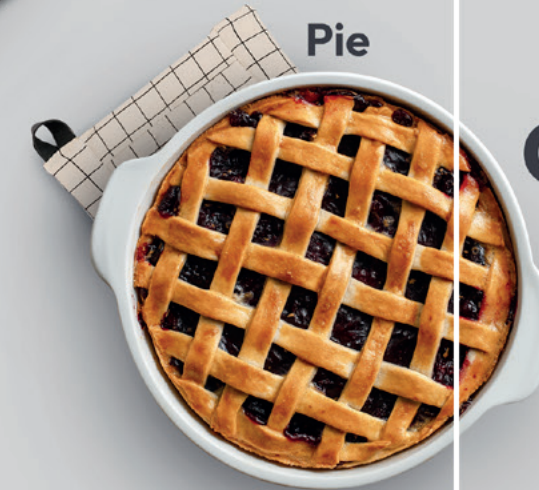
Images should continue accross multiple  
cards, in order to stimulate the scrolling.



Stuffed  
eggplant



Pizza



Pie

**Cook 4 dishes  
at once**

In the last frame  
we should insert the product together  
with the name and the function.


**New Candy Oven  
with FullMenu**



**Post**  
Carousel


**Post**

Sponsored carousel




**New Candy oven**  
Full Black

Candy.it



**New Candy oven**  
Full Inox

Candy.it



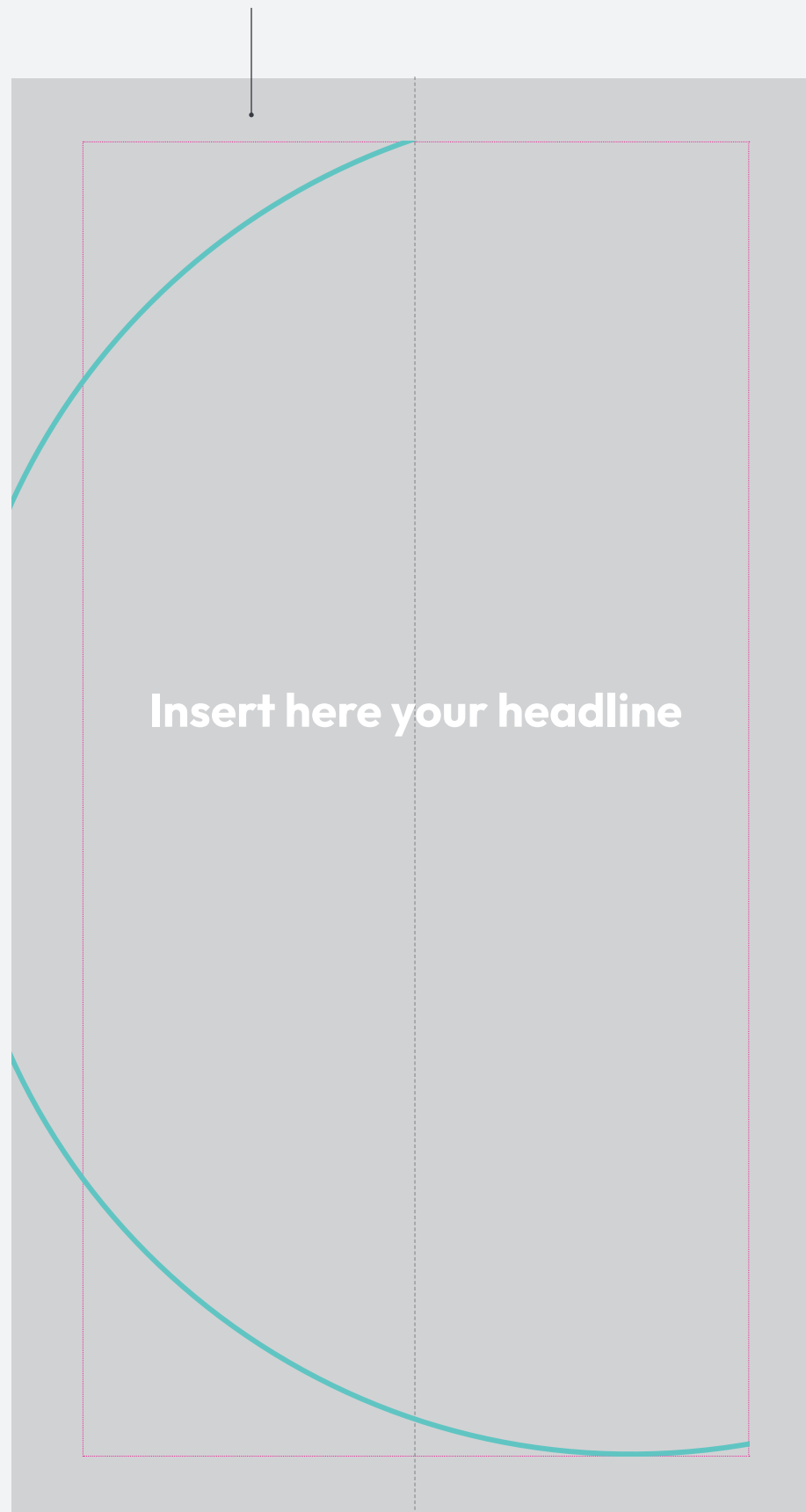
**New Candy oven**  
Stainless Steel

Candy.it

With the **sponsored carousel** we can highlight **different products, showcase specific details about one product**, or tell a **story** about **Candy** that develops across each carousel card.

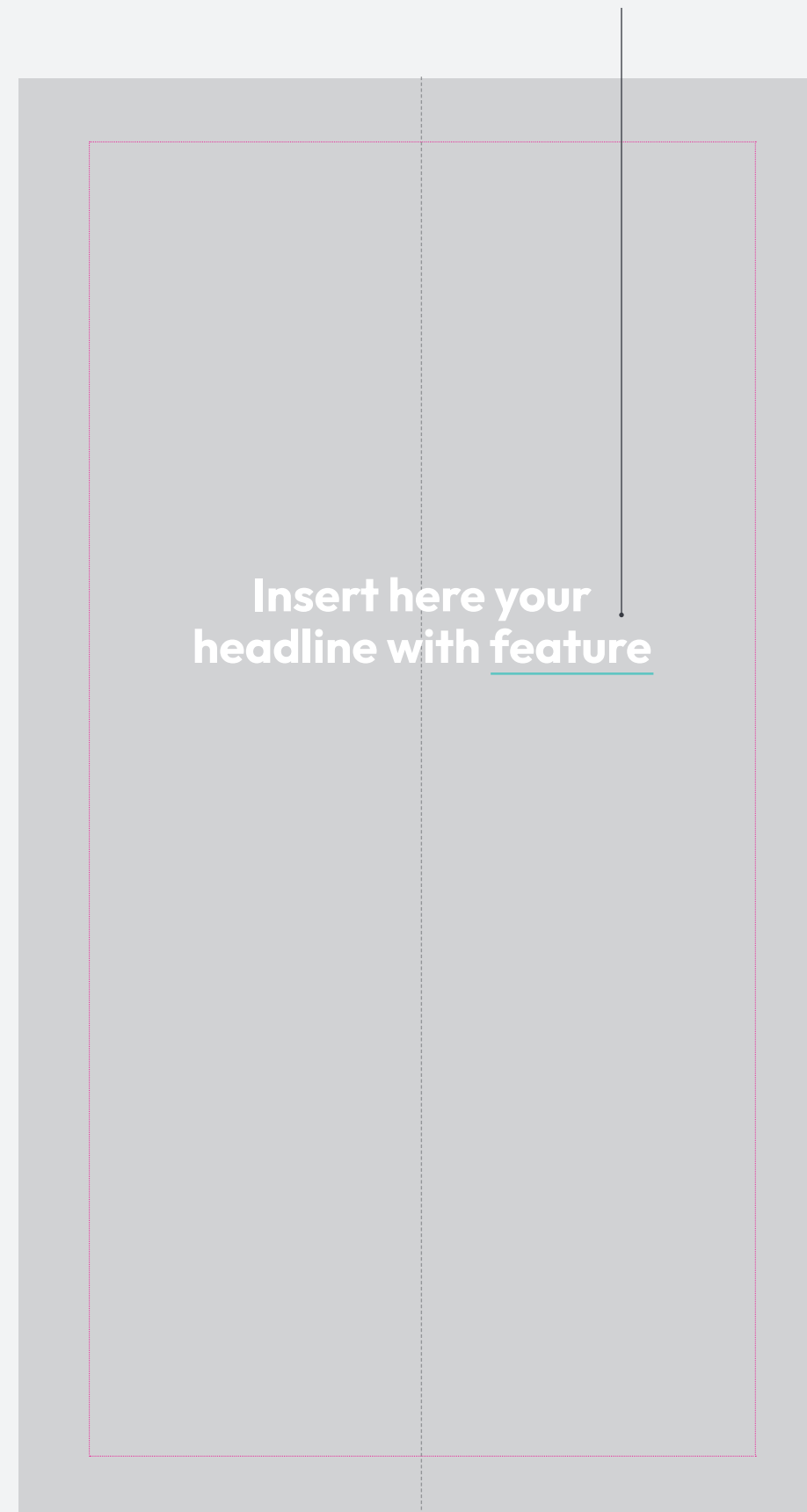
Stories

The graphic element starts from  
1/2 of the story size



**Candy C**  
When we have the target

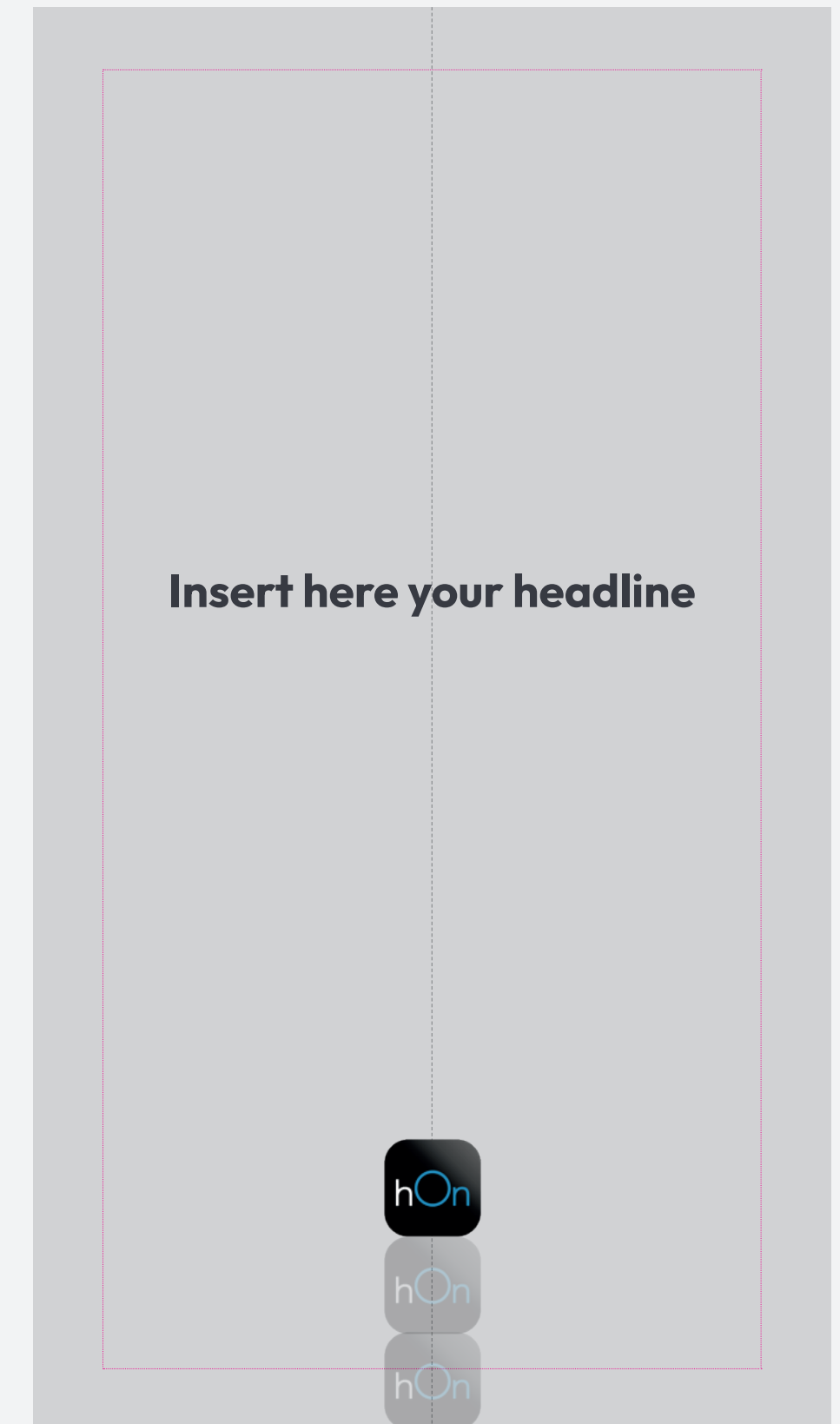
The Candy line underlines  
the features naming in the headline



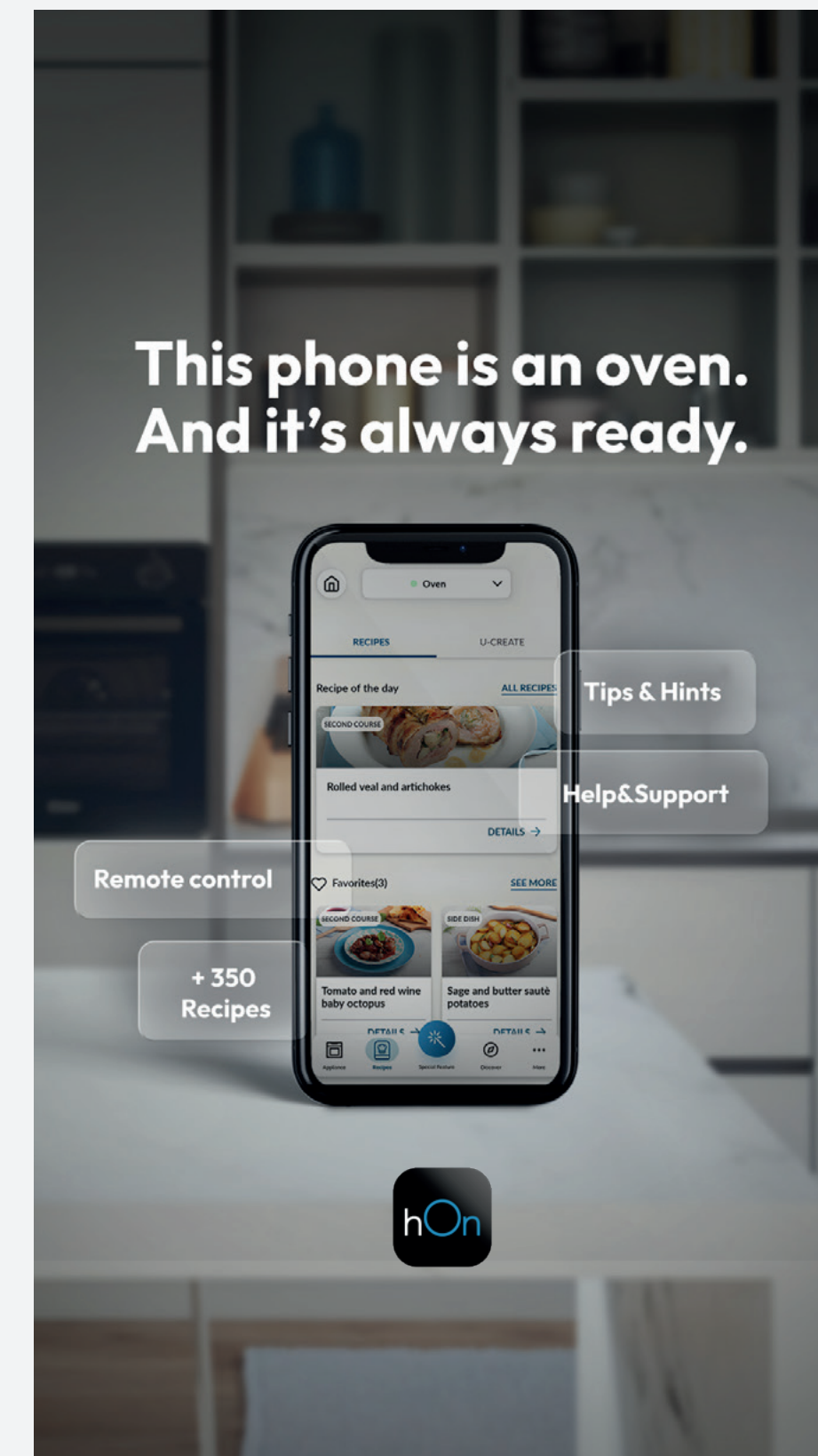
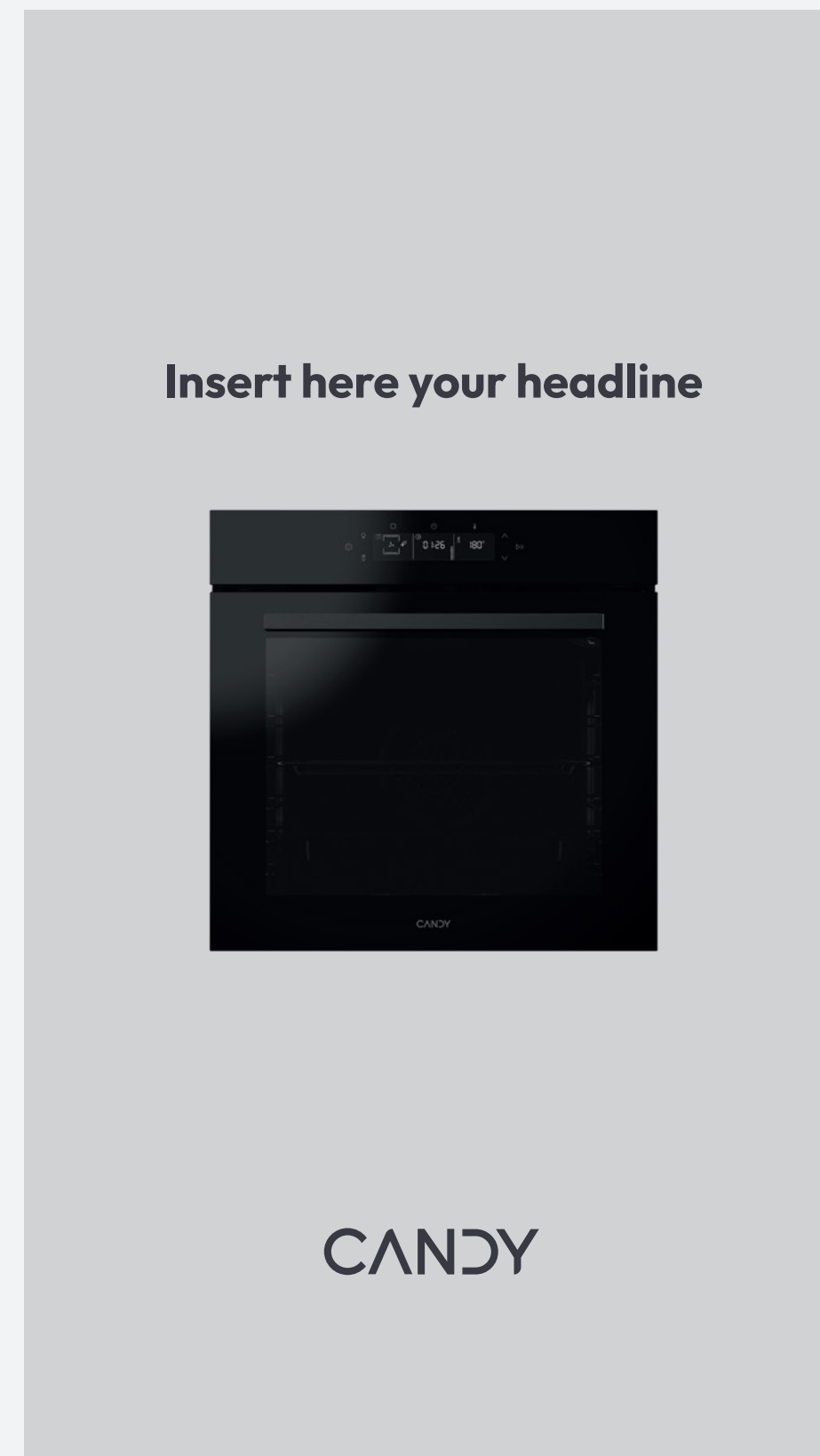
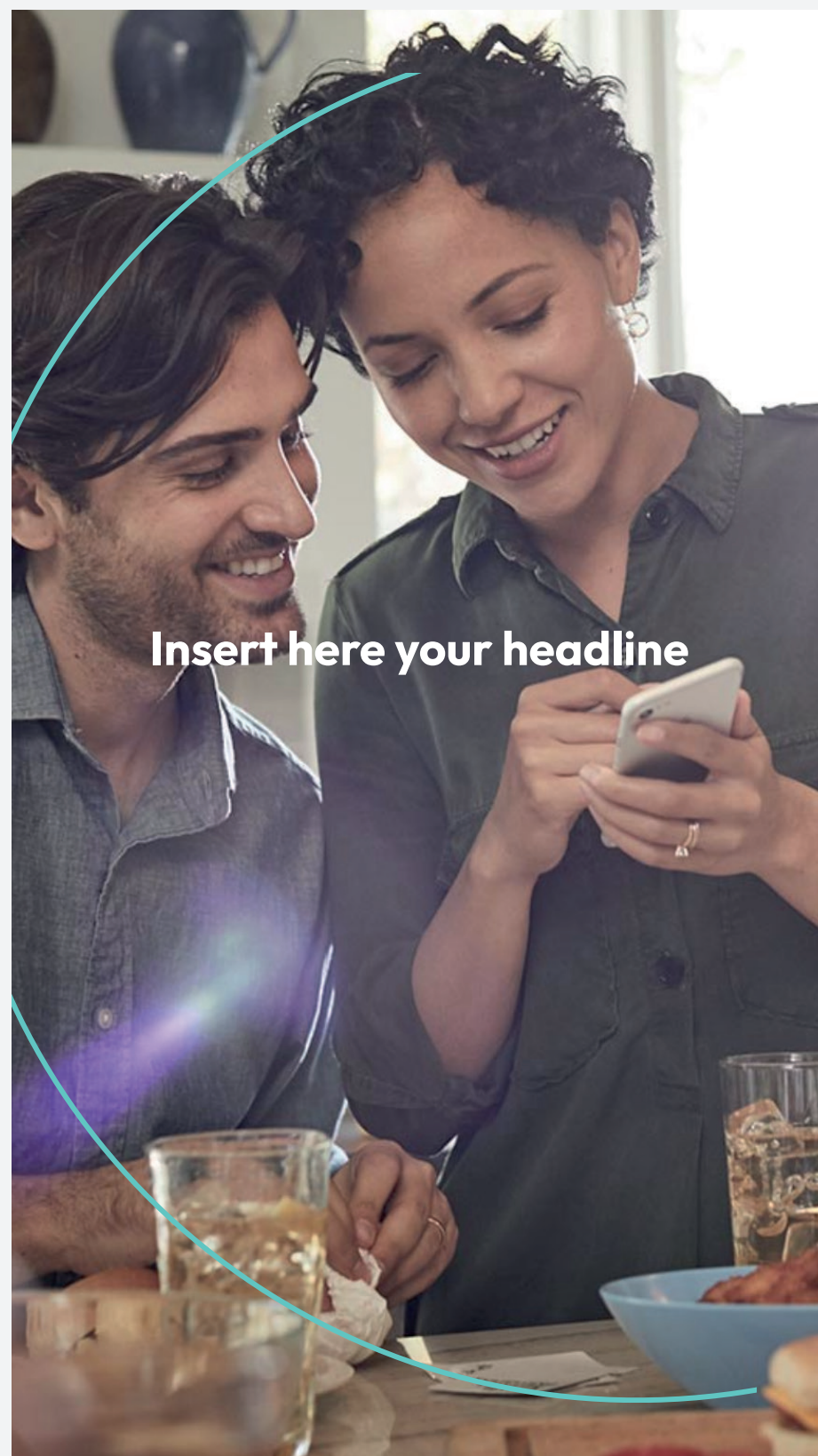
**Candy line**  
When we have the features



**Candy logo**  
When we have a post  
without target or features

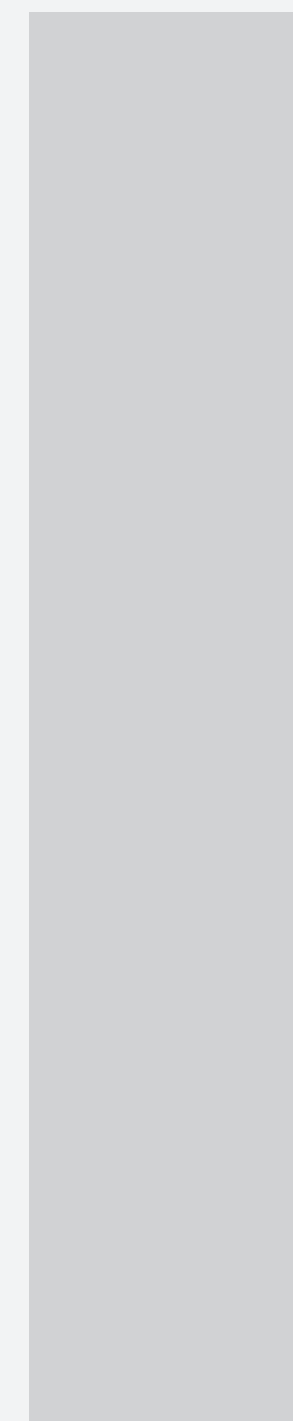


Stories

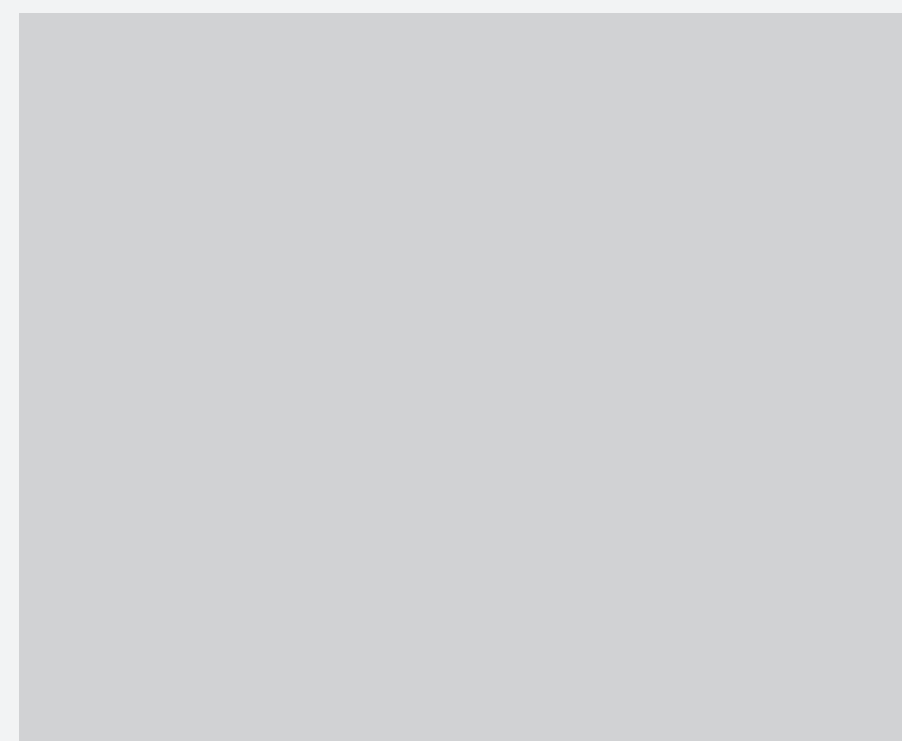


# Digital communication

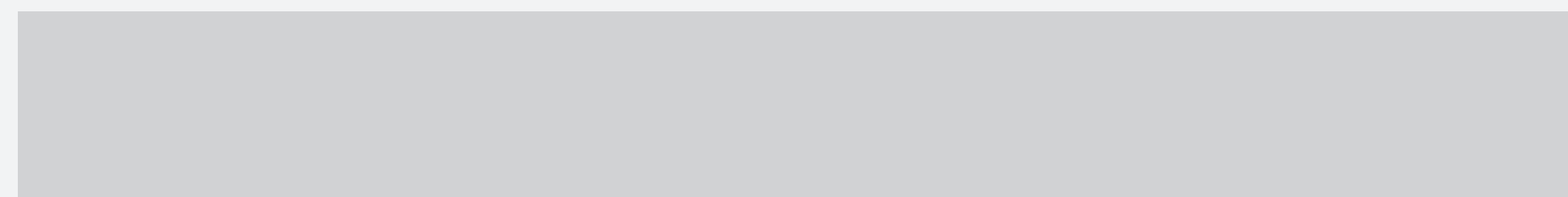
**Skyscraper**  
**120x600px**



**Medium** 300x250px



**Leaderboard** 728x90

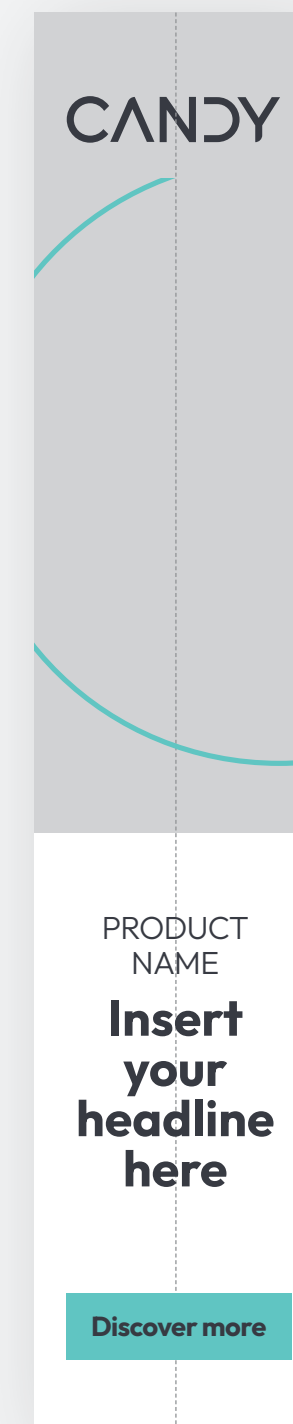


**Banner**  
Type A

The graphic element starts from the 1/3 of the page



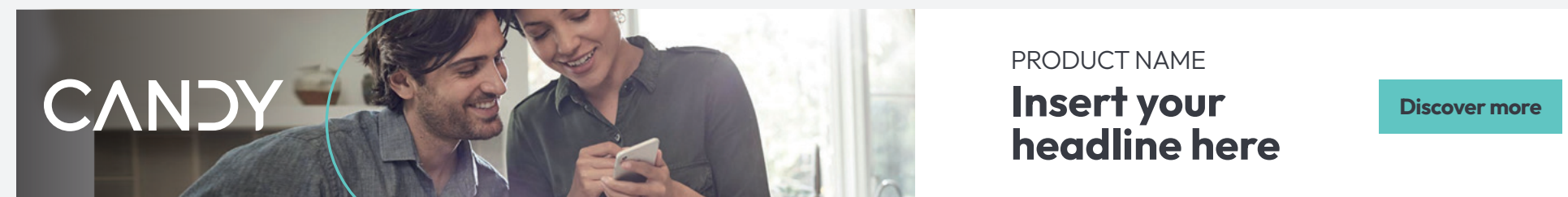
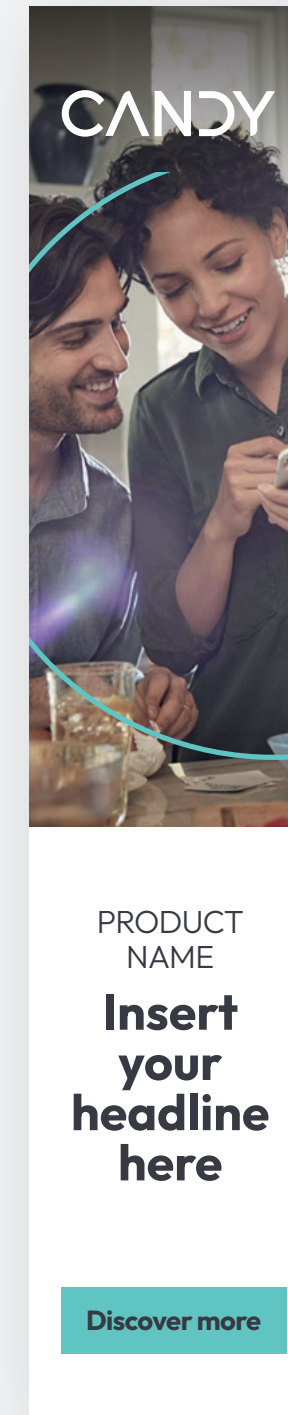
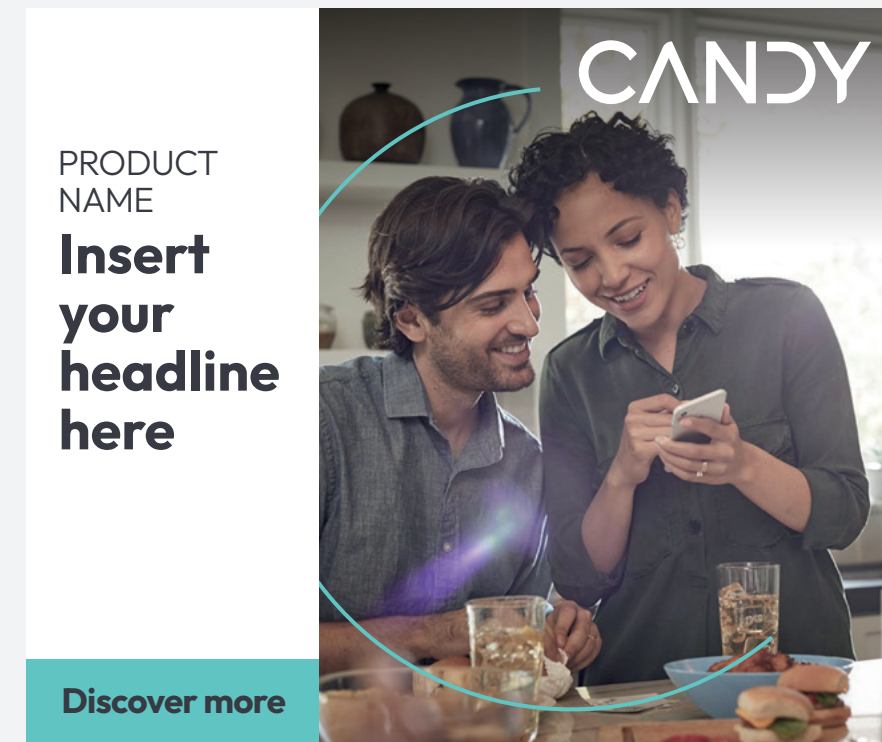
The graphic element starts from the center of the page



a The CTA button is in Riviera color while the copy is in Candy grey Riviera color



**Banner**  
Type A

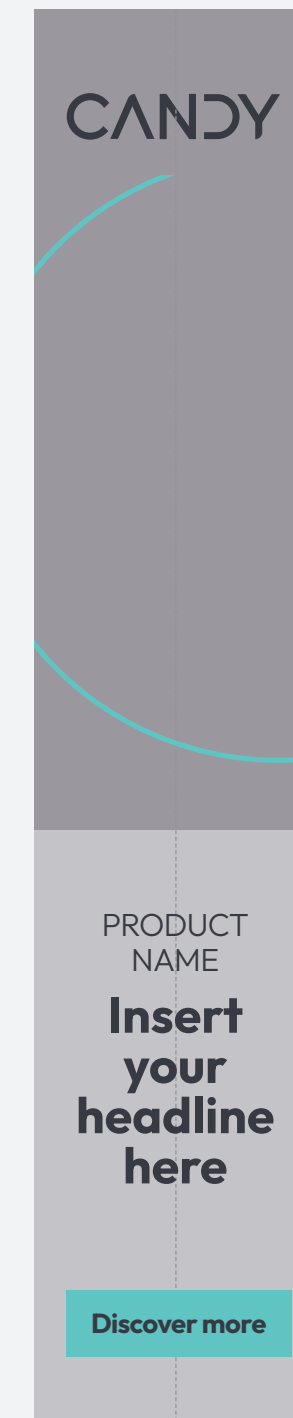


**Banner**  
Type B

The graphic element starts from the 1/3 of the page

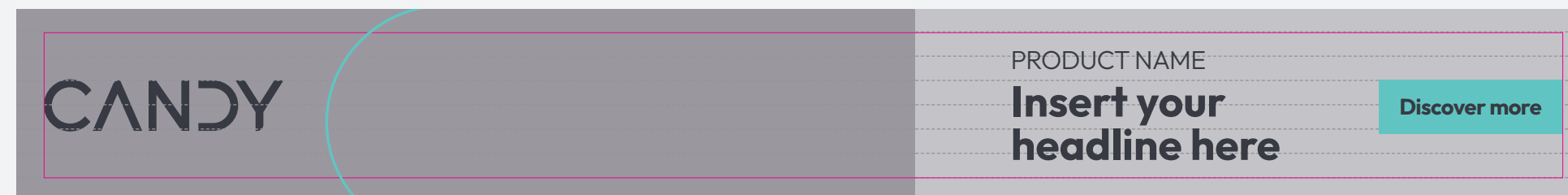


The graphic element starts from the center of the page

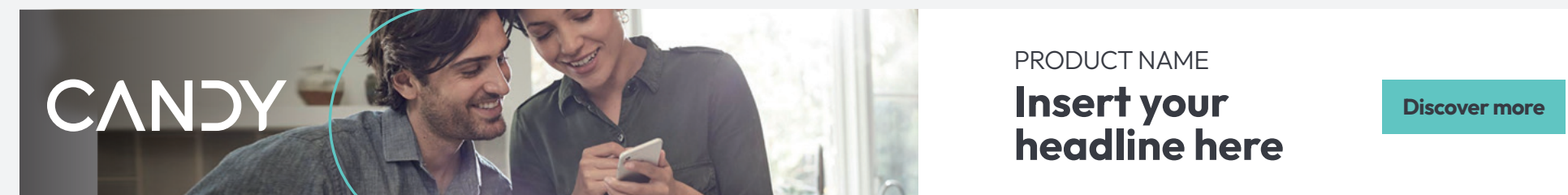
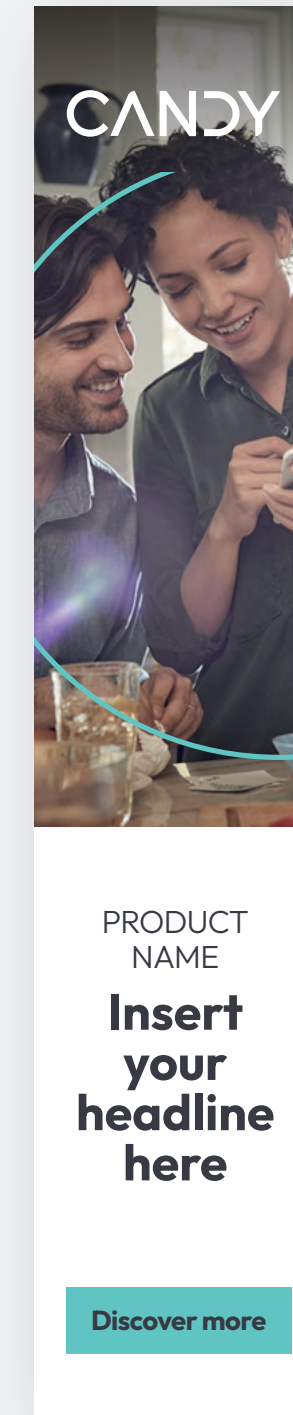
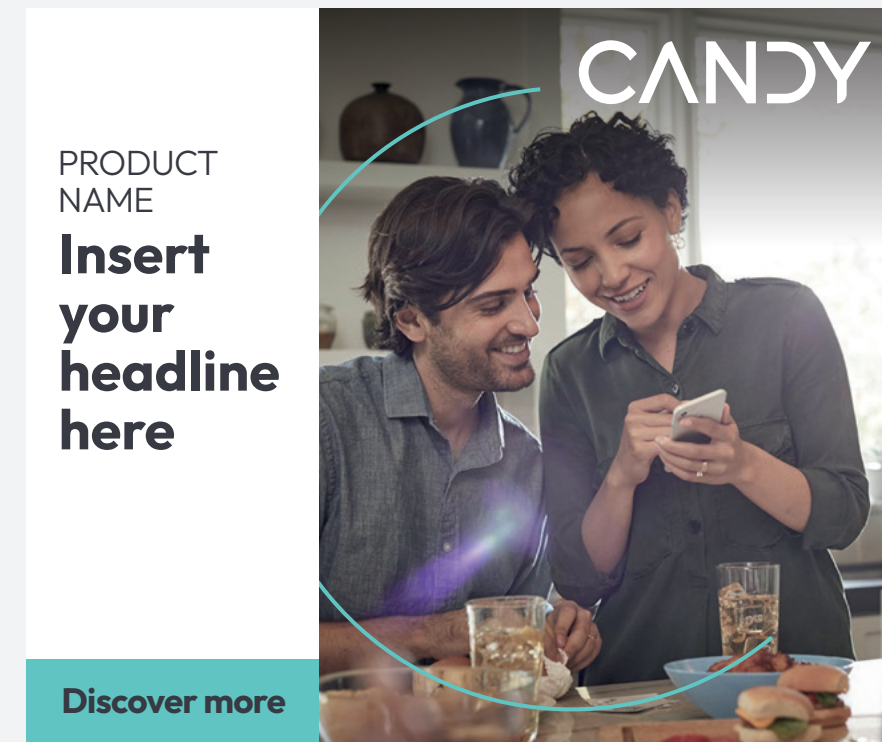


The banner background should be colored in Candy grey or with a supporting color

a The CTA button is in Riviera color while the copy is in Candy grey Riviera color



**Banner**  
Type B



**Banner**  
Type C

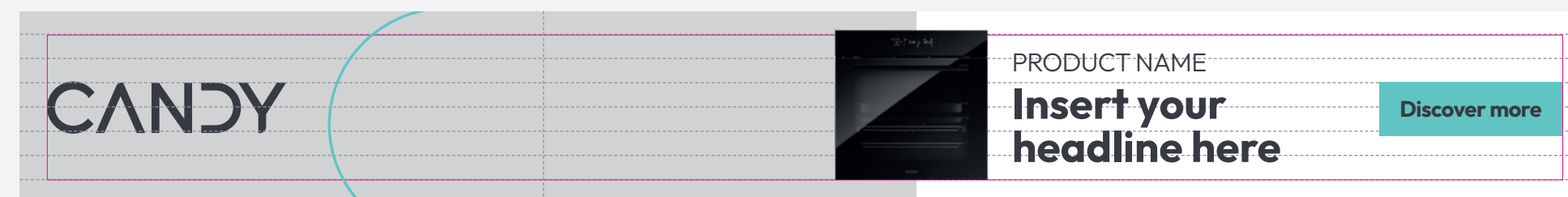
The graphic element starts from the 1/3 of the page



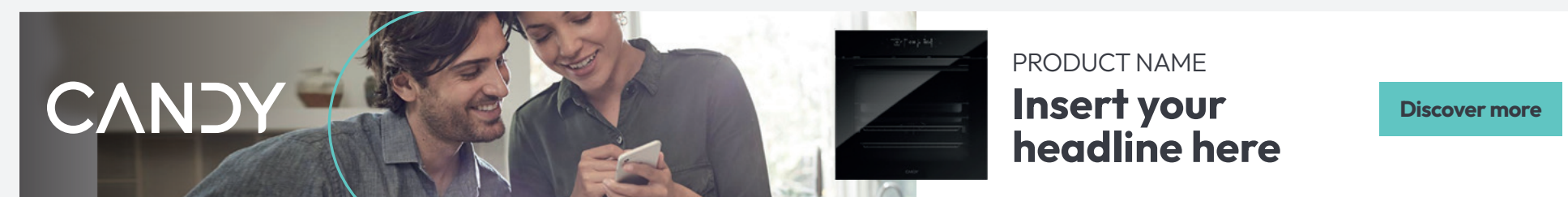
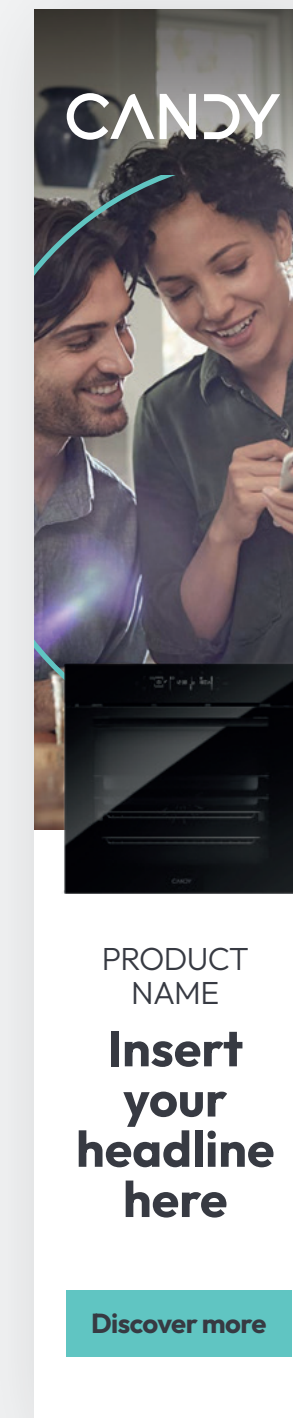
The graphic element starts from the center of the page



a The CTA button is in Riviera color while the copy is in Candy grey Riviera color



**Banner**  
Type C



**Banner**  
Type D

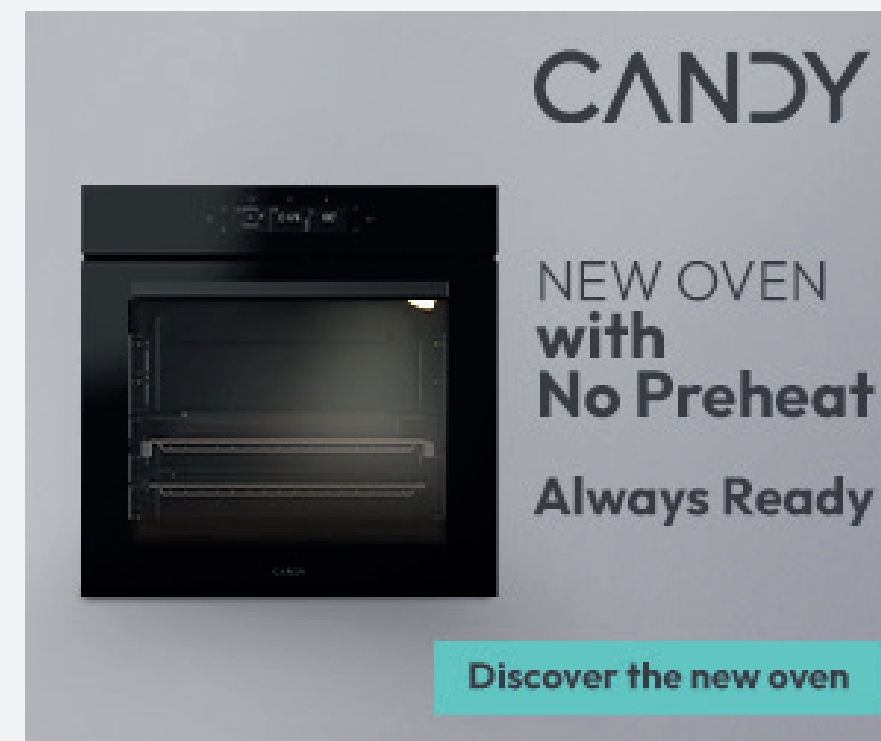
The banner background should be colored in Candy grey or with a supporting color



a The CTA button is in Riviera color while the copy is in Candy grey Riviera color

**Banner**

Type D



CANDY

NEW OVEN  
with  
No Preheat

Always Ready

Discover the new oven



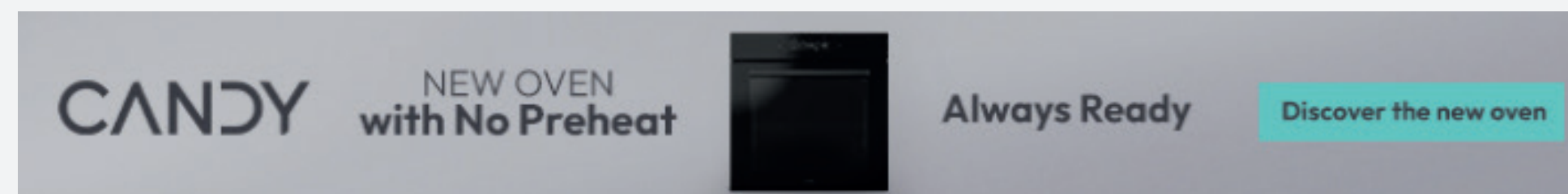
CANDY

NEW OVEN  
with  
No Preheat




Always Ready

Discover  
the new oven



CANDY

NEW OVEN  
with No Preheat



Always Ready

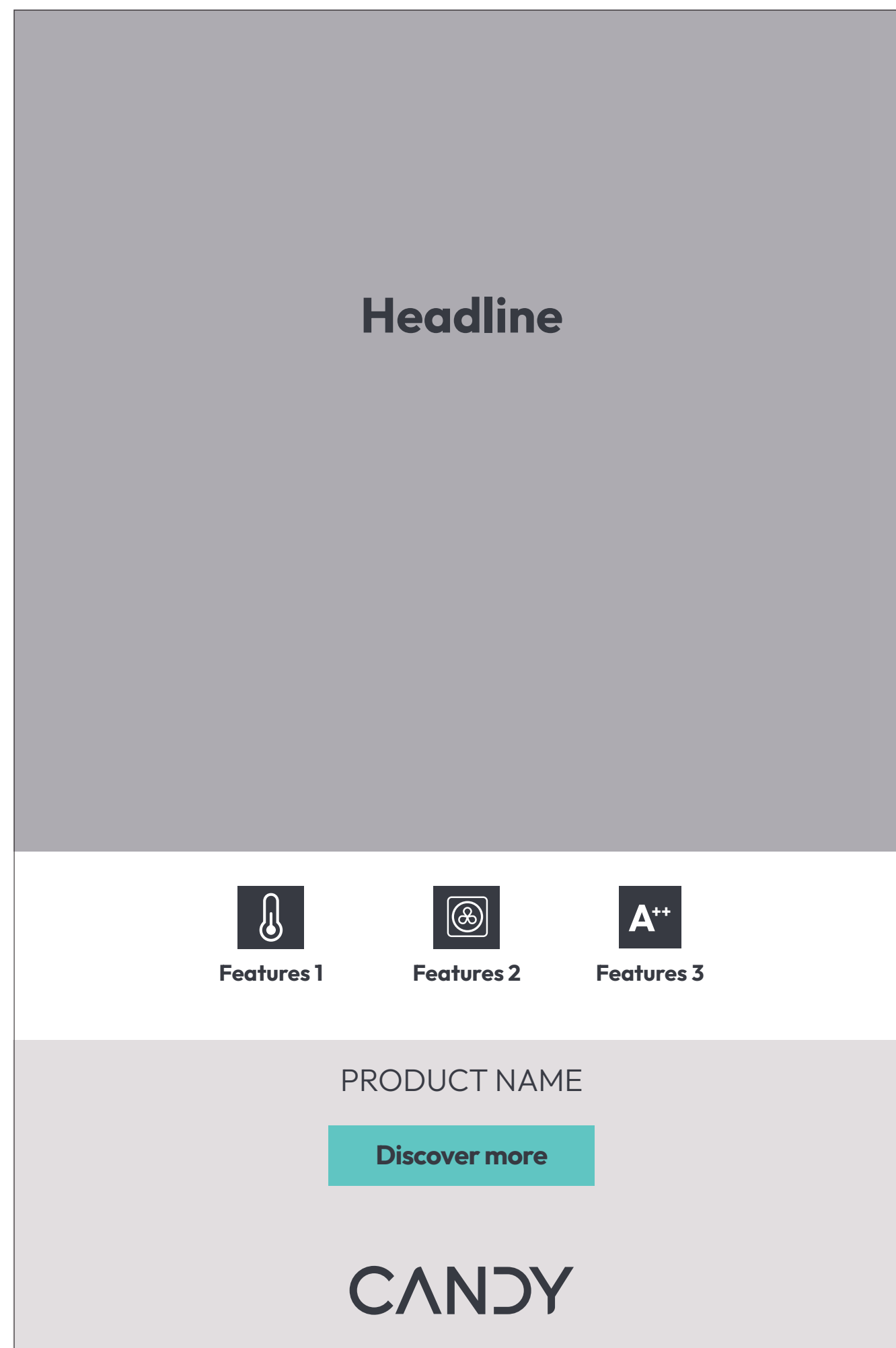
Discover the new oven

**Banner**  
GIF



**Banner**  
Pinterest


1000x1500px






1080x2330px



**Banner**  
Pinterest




**Ready to cook 4 dishes at once**

 **No Preheat technology**    **Full Menu**    **A++ class**

NEW CANDY OVEN

[Discover more](#)

CANDY



18:01


← 12

**NEW CANDY OVEN**  
**Ready to cook 4 dishes at once**

CANDY

[Discover more](#)

Annuncio

 Dal 21 dicembre solo al cinema

Ricevi fino a **20€ di sconto\*** con Visa e celebra la magia di Disney Wish.

\*Fino al 21/12/23. Verifica termini e condizioni

# Pop Materials

Sticker

Box with special features

Candy C

Image with target



**KITCHEN DESIGN FIT**  
TO MATCH ANY STYLE

**CANDY**

**Fresco 300**

**Ready to refresh**

**XL**

**Extra capacity**  
Maxi space in 60 cm  
355 lt



**Fresh 0° C Area**  
The drawer that preserves  
the most delicate food

**Circle Fresh**

**Circle Fresh**  
Food fresh 40% longer  
as freshly harvested

**hOn**

A world of additional contents via app  
to make your experience smarter  
**Download it now**



The Candy logo must be 1/2  
of the white background

Product name

Product claim

Product features name  
should be in bold

Product features body  
should be in light

The icon should be  
on Candy grey square

**Porthole tag**  
3 features

**CANDY**

**New Candy Washing Machine**  
Ready for any washing challenge

**Product name**  
Font: Outfit bold  
Colour: C O - M O - Y O - K 88

**Product claim**  
Font: Outfit bold  
Colour: C O - M O - Y O - K 88

**Product features**

**ProActive Wash**  
Act deep in the fibers removing the most stubborn stains.

**Anti Pollution Cycle**  
Garments fresh and free of pollutants at all times.

**Smart Spray**  
Super effective drum and glass cleaning.

**Riviera rectangle**

**visual**

X

X

X

0,5X

**Porthole tag**

1 feature

**CANDY**

**New Candy Oven**  
**Always Ready**

**AirFry**  
Enjoy crispy texture and rich flavors  
without using excessive oil

**Product name**  
Font: Outfit bold  
Colour: C O - M O - Y O - K 88

**Product claim**  
Font: Outfit bold  
Colour: C O - M O - Y O - K 88

**Product feature**

**Riviera rectangle**

**visual**

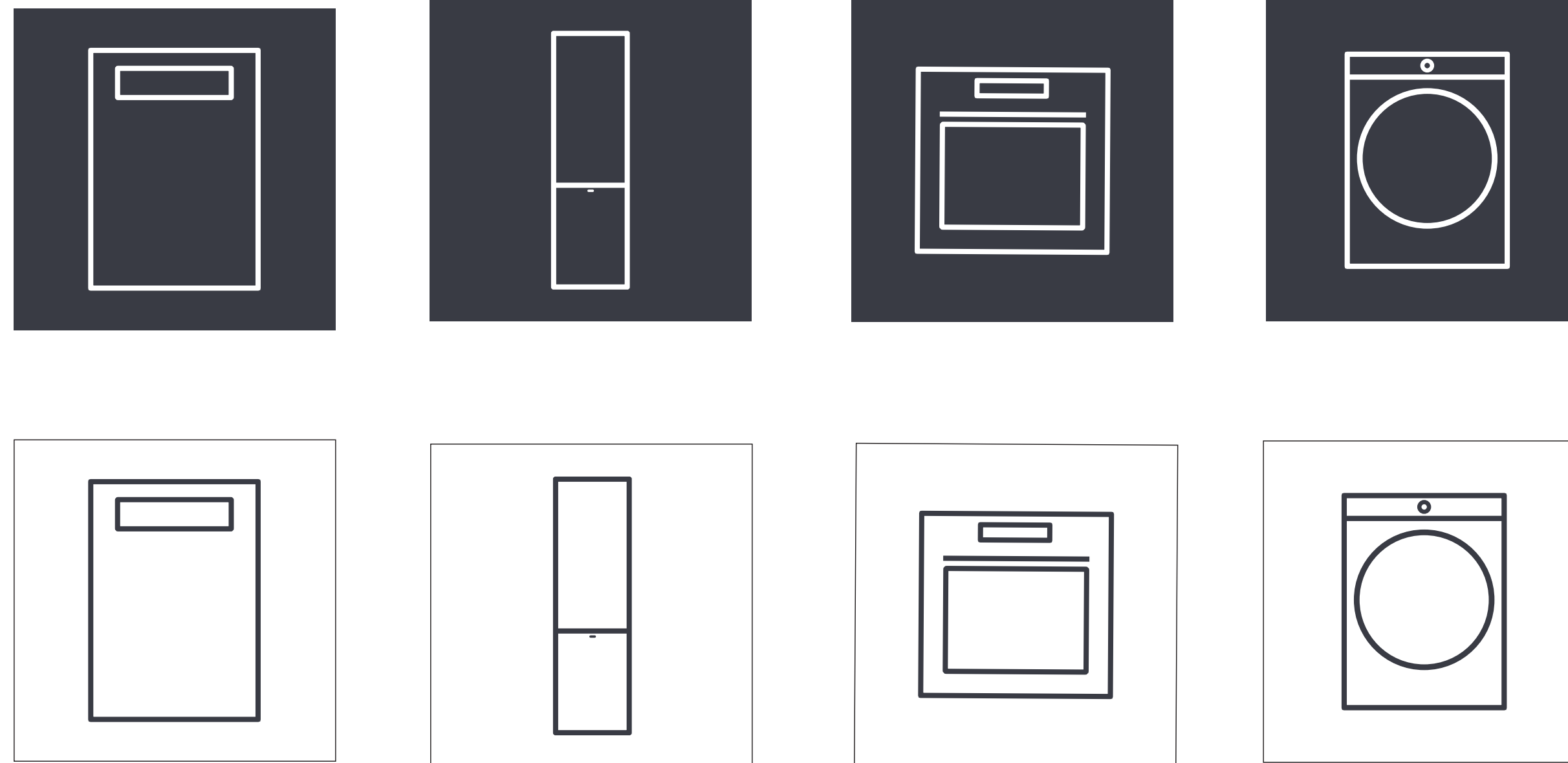
X

X

X

0,5X

# Icons



## discover the full icon set

Find all the existing **Candy icons** on Gulp website.  
You can find all the **tips** and **rules** to create **new icons**  
and how to use them in **communication materials**.

**On Sharepoint website you can find the dedicated guidelines, have a look!**

- **Video Guidelines**
- **Digital Guidelines**
- **Social Guidelines**
- **Retail and POP Guidelines**
- **CRM Guidelines**

**Thanks**