





# RomaBio Visual Identity

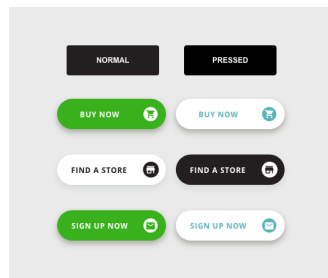
## LOGO & VISUAL BRANDING



## Colors

Nero	Bianco	Verde	Azzurro
			
R 35 G 31 B 32	R 255 G 255 B 255	R 57 G 177 B 28	R 89 G 180 B 186
Hex #000000	Hex #FFFFFF	Hex #39B11C	Hex #59B4BA

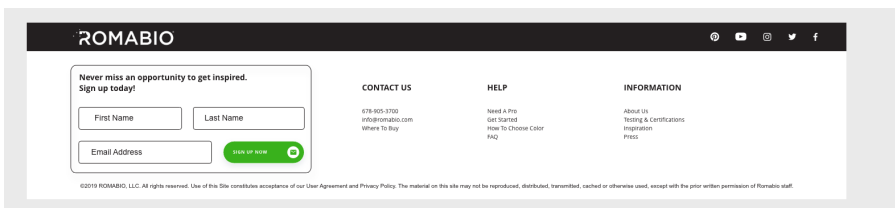
## Buttons



## Navigation Bar



## Footer



## Typography

### Character Styles

### Headline

Bold 40pt

### Title

Bold 30pt

### Subheader

Regular 20pt

### Quote

Italic 20pt

### Large Body

Bold 14pt

### Body

Regular 14pt

### Body Quote

Regular 14pt

### Secondary Body

Regular 12pt

### Placeholder

Italic 12pt

### BUTTON

Bold 12pt

### Paragraph Styles

#### Large Body

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est eopksio laborum. Sed ut perspiciatis unde omnis istpoe natus error sit voluptatem accusantium doloremque eopsloi laudantium,

#### Body

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#### Small Body

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TYPOGRAPHY

# Playfair Display: Header

Pp

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- Regular
- Regular Italic*
- Bold**
- Bold Italic***
- Black**
- Black Italic***

# Open Sans: Copy

Oo

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčć  
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- Light
- Light Italic*
- Regular
- Regular Italic*
- Semi-Bold**
- Semi-Bold Italic***
- Bold**
- Bold Italic***
- Extra-Bold**
- Extra-Bold Italic***

# NOVECENTO: CLASSICO LIMEWASH

BUSINESS CARDS

American Business Cards



Mark Spackman  
Chief Operating Officer

3555 Atlanta Industrial Pkwy NW  
Atlanta, GA 30331

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RomaBio.com

Follow us

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**COPY & STYLE GUIDE**

**Name Branding**

When writing out a product name, the all caps version of **ROMABIO** with the registered trademark symbol, or ® is required. When writing out the name in text, print or digital copy, it shall be written as **RomaBio**. This will allow for a consistent use of our name and build a cohesive global brand, and help the various American markets with proper name pronunciation.

**Limewash vs. limewash vs. lime-wash vs. lime wash**

RomaBio will write out Limewash when referring in short hand to ROMABIO Classico Limewash as the product.

When writing about the technique, it is RomaBio style to write it out as one word, "limewash" never lime wash.