RomaBio Visual Identity

TYPOGRAPHY

Playfair Display: Header

Pp

Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic

Open Sans: Copy

Oo

Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic

NOVECENTO: CLASSICO LIMEWASH
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.