

VISUAL IDENTITY

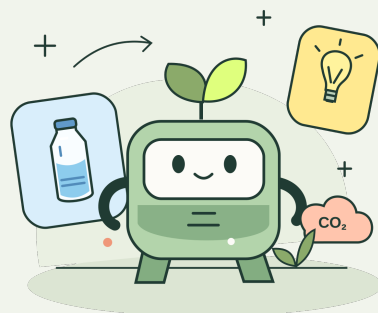
Guidelines for logo, colour, typography and visual language

Operational guide for the website, corporate materials and external applications.

GUIDING PRINCIPLE

**Understandable technology.
Rigorous data. Human tone.**

The visual language should make impact visible without feeling alarmist, overly technical or cold.



01. Brand essence

A concise definition of the visual character that should remain consistent across every touchpoint.

AIMPRONTA IN ONE SENTENCE

Make the impact of AI understandable through credible data and a human visual language.

CLEAR

Strong hierarchy, few messages per screen.

CREDIBLE

Visible method and sources, no absolute claims.

HUMAN

Accessible tone and friendly illustration.

LIGHT

Generous space, uncluttered interfaces.

MEASURED

Colour and motion used with discipline.

CORE RULE

Visual design should simplify the data, not decorate it.

02. Logo system

The SVG is the vector master and has no resolution limit.



PRIMARY LOGO



REVERSED VERSION



CLEAR SPACE

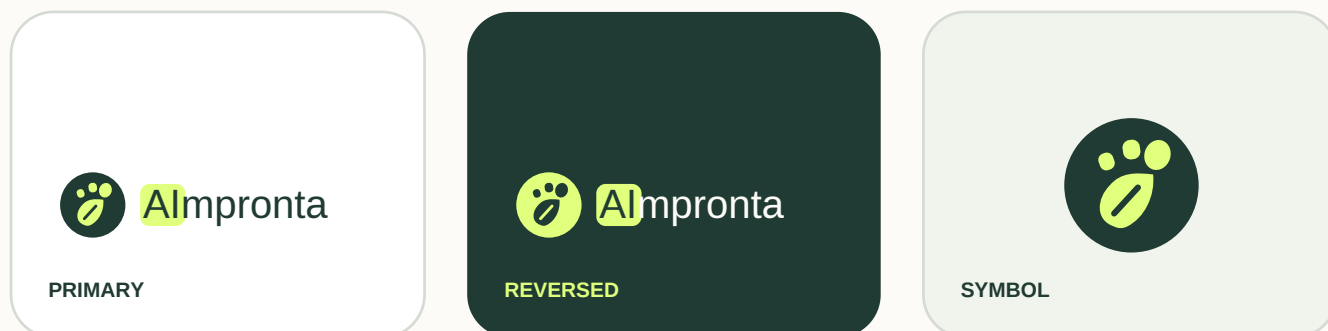
Keep at least 1/4 of the symbol diameter as clear space on every side.

MINIMUM SIZE

DIGITAL	logo 140 px symbol 28 px
PRINT	logo 35 mm symbol 8 mm

03. Correct logo use

Consistency first: few variants, always readable.



AVOID



Do not distort

Do not stretch, compress or alter proportions.



Do not recolour

Do not replace green and ink with arbitrary colours.



Do not add effects

No glow, bevel, heavy shadows or 3D.



Do not break the system

Do not arbitrarily move AI, symbol and wordmark.

PRODUCTION NOTE

For print and suppliers always use vector SVG/PDF. Use PNG only when the channel requires it.

04. Colour palette

Colour has a narrative function, not only an aesthetic one.

Ink

#203B33

Text, outlines, CTA, footer

Paper

#FCFBF7

Primary background

Almpronta Green

#DFFF7D

Accent, highlight, brand

Water

#D9EEF7

Water and informational content

Energy

#FFE990

Energy and attention

Carbon

#FFC5AD

CO2e and impact

Line

#D5DBD3

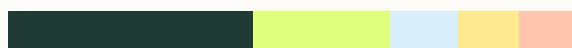
Borders and separators

Muted

#5B6D64

Secondary text

RECOMMENDED BALANCE



05. Typography

The website uses Arial for universality, legibility and broad digital compatibility.

Arial / Helvetica / sans-serif

Fallback web stack

H1 44-80 px / 800

AI impact, made understandable.

H2 30-47 px / 700

Clear data. Better decisions.

H3 22-24 px / 700

Almpronta Model

BODY 16 px / 400

Short, concrete, readable copy.

EYEBROW 12 px / 800 / tracking 0.11em

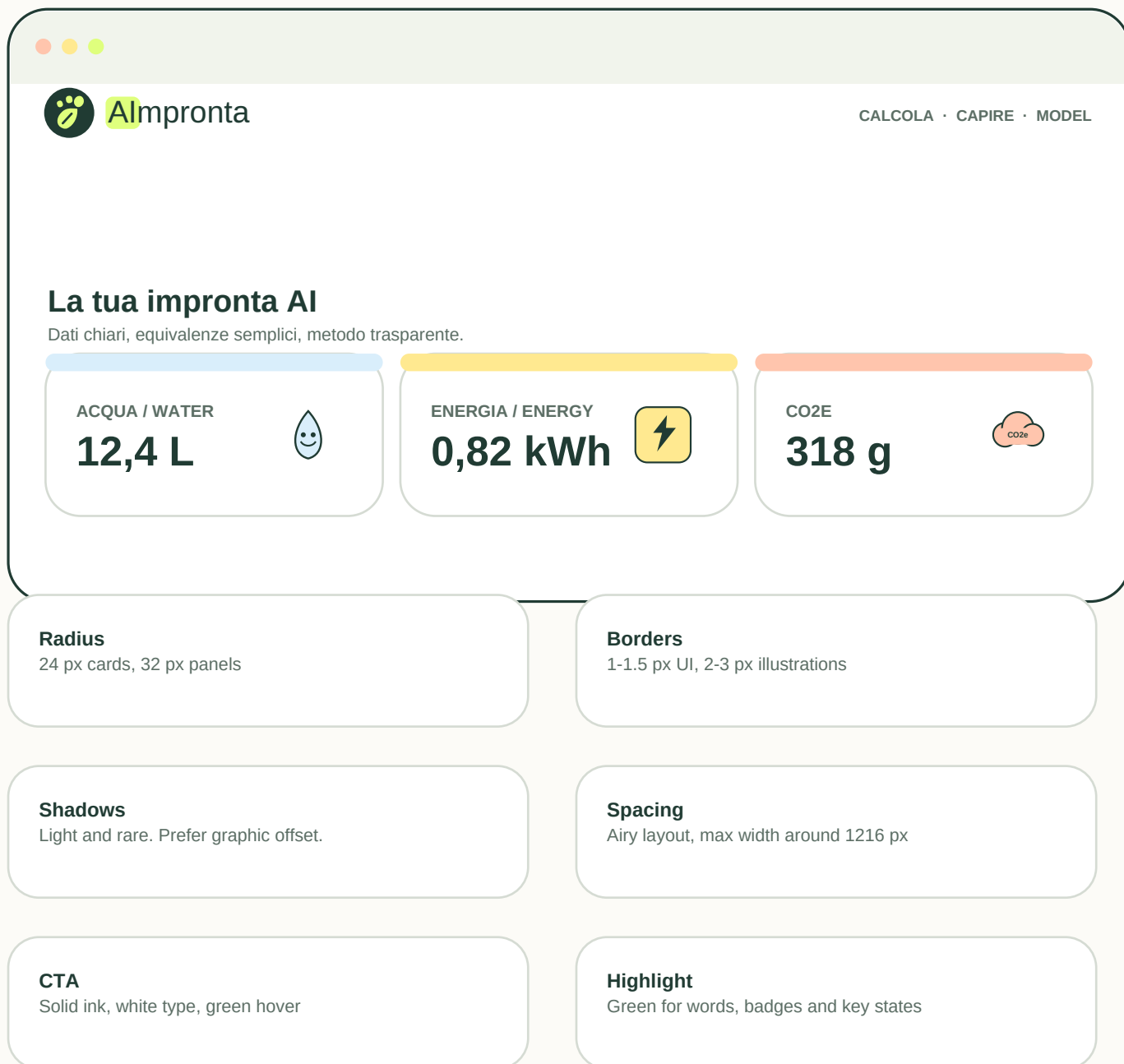
AIMPRONTA MODEL • METHOD 2.0.0

EDITORIAL RULE

Use short headings, direct sentences, large numbers and highlighted keywords. Avoid dense text blocks.

06. UI and components

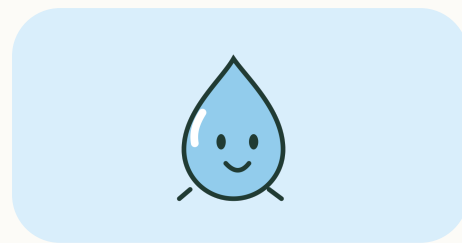
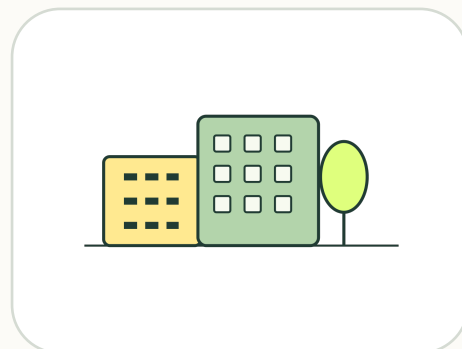
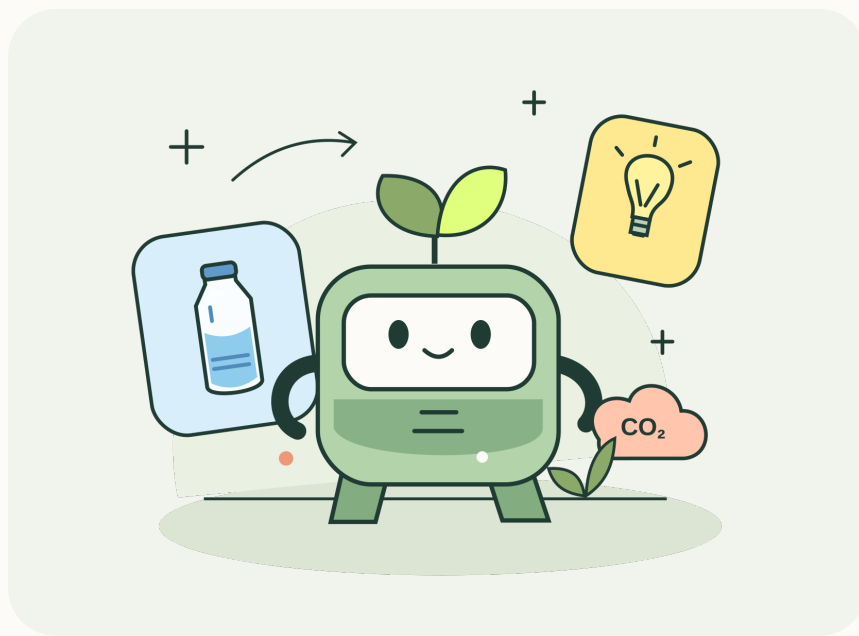
The personality comes from soft geometry, dark outlines and generous white space.



Mobile first: readable components, generous tap targets, restrained motion.

07. Illustration and icons

The visual language is flat, editorial, friendly and slightly cartoon-like.



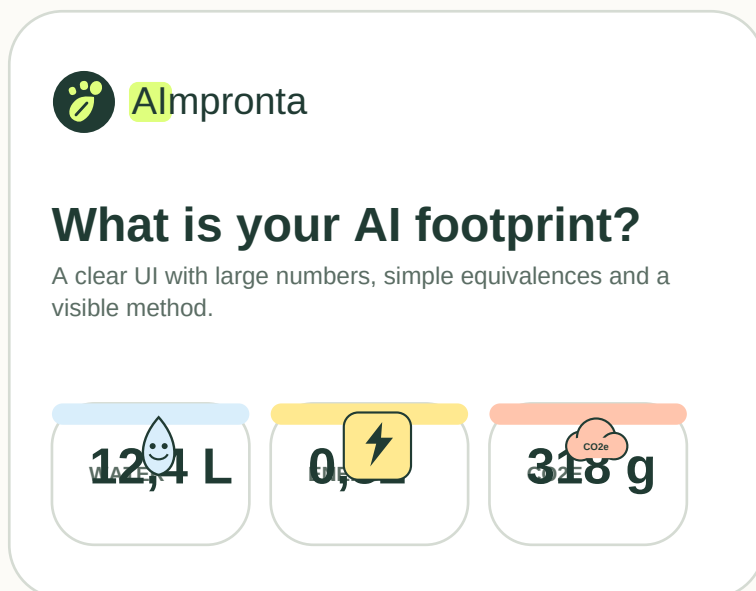
CHARACTERISTICS

Simple shapes, dark green outlines and flat fills.

- Limited palette: green, water, energy, carbon, sage and paper.
- Forms must remain readable at small sizes.
- Characters and objects should feel positive, not childish.
- Avoid generic stock photography, glossy 3D and aggressive tech gradients.
-

08. Digital applications

Every format should feel like part of the same system, from the website to shareable cards.



RULES FOR EXTERNAL TOUCHPOINTS

Keep aimpronta.it clearly visible.

- Associate data with Alimpronta Model when relevant.
- Keep at least 60% neutral or Paper space.
- Use one dominant accent family per content piece.
- Avoid dense dashboards, techno-glow and decorative motion.
-

09. Tone, signature and governance

An operational checklist to keep the identity consistent over time.

AIMPRONTA SHOULD FEEL

- CLEAR
- CREDIBLE
- HUMAN
- LIGHT
- MEASURED

AVOID

- greenwashing
- alarmism
- techno-glow
- overload
- absolute claims

BRAND SIGNATURE

Your AI leaves a footprint. See how much.

aimpronta.it

CORPORATE MATERIALS

Almpronta Model v1.0

Method 2.0.0

Updated 2026

FINAL NOTE

This guide formalises the current visual identity of the website. For trademark registration, industrial prepress or large campaigns, prepare dedicated technical specifications.

10. Quick reference

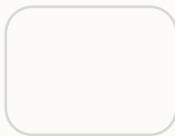
The essential references for day-to-day work.



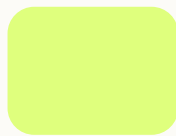
MASTER: VECTOR SVG



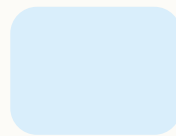
INK



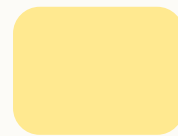
PAPER



GREEN



WATER



ENERGY



CARBON

PRE-PUBLISH CHECKLIST

- ✓ Logo is readable and unmodified
- ✓ Palette is consistent
- ✓ Typography and hierarchy are correct
- ✓ aimpronta.it is visible on external content
- ✓ Almpronta Model is cited on data and corporate materials
- ✓ No absolute claims or alarmist tone
- ✓ Mobile and accessibility have been checked

aimpronta.it

Almpronta Visual Identity v2 · 2026