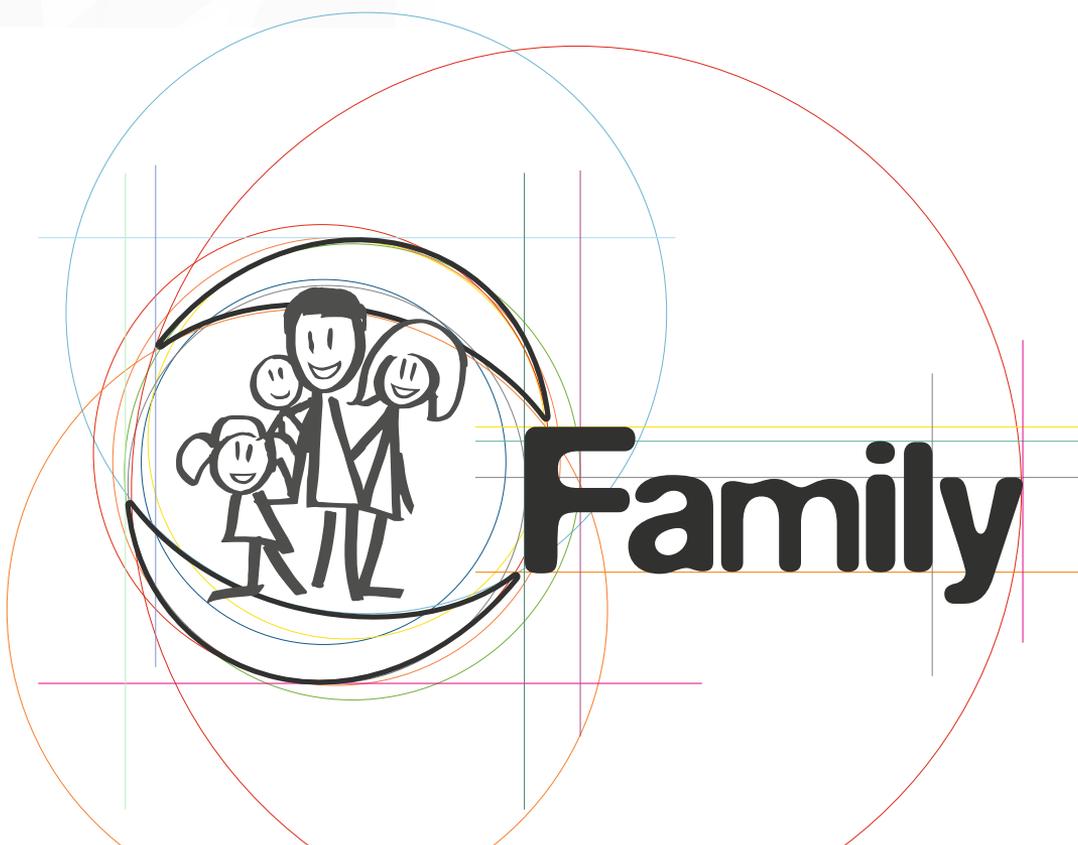


# Instruction manual for the Family sistem brand

Guidelines for correct use  
of the Municipal logo brand





## INTRODUCTION

To qualify a territory that is increasingly family-friendly, the Province of Trento has created, in compliance with article 16 of Provincial Law 1/2011 on family well-being, a system of "family brands", with the purpose of giving visibility to public and private organisations that have voluntarily decided to direct their activities towards the family target. The system of family brands implemented in Trentino is diverse and multifaceted. It goes beyond the classic traits of the "trademark" concept and intercepts a wide range of interests in the target user. The family trademarks have taken on a brand-like quality, because over time in the social and territorial context they have managed to position themselves in relation to the needs of families, they have their own identity, but above all they manage to generate economic value. A peculiarity of the family brand system implemented in Trentino is the awards aspect: the institutional public system in Trentino acknowledges organisations that have achieved family certification with administrative benefits in terms of accreditation, increased grants, additional points in public calls for tenders... Finally, the family brand system is part of the institutional process intended to certify the entire provincial territory as "family-friendly", introducing the principle of "family quality", guaranteed for all services provided by the territory, in both the public and private sectors.

The Family Brand Instruction Manual is an institutional and territorial marketing tool provided by the Autonomous Province of Trento to identify the set of entities that promote policies supporting family well-being, both inside the provincial borders and beyond. Operational management of the brand is part of the duties of the Provincial Agency for Family, Birth, and Youth policies, based on the duties assigned by the Provincial Council with resolution 1270 dated 11 August 2017, while resolution No. 878 dated 25 May 2018 approved the set of Family brands.

The Family brand portfolio was recently revised with the intention of simplifying the system, increasing efficiency, and defining a more coherent brand identity and image. The newly introduced logos were created in order to maintain a strong bond with the older brands, and linearity in terms of concept and graphic representation.

The manual defines the guidelines for correct use of these brands in relation to the

main communication tools, as well as possible uses in co-branding strategies combined with other family brands, institutional logos, and company trademarks.

The brands can be used only by those who have acquired the corresponding use license issued by the Agency for Families. Licensees are obliged to comply with the principles and rules contained in the manual, according to the individual types of use. Specific use cases that cannot be linked with any standard situations listed in the manual must receive prior authorisation from the Agency for Families.

Finally, the manual contains guidelines for using the graphic elements linked with the "family-friendly facilities", regulating the usability of spaces open to the public for family-friendly use: indoor spaces, outdoor spaces, cycling tracks, trails, baby little homes...

The manual is divided into the following sections:

1. Family in Trentino Brand
2. Family Audit Brand
3. Family in Italy Brand
4. Family in Europe Brand
5. Family District in Trentino Brand
6. Family Network in Italy Brand
7. European Family Network Brand
8. Family Product Brand
9. Co-branding
10. Family-friendly facilities

## **The system of family brands and its evolution**

In 2006, the Family in Trentino brand of attention was created, with the purpose of identifying "family-friendly" entities in both the public and private sectors. This refers to all those entities that promote initiatives and provide services in favour of families, following certain quality standards. The whole system is regulated by procedural guidelines divided into categories (municipalities, museums, hospitality businesses, sports associations, services for growing together in service of family life, information desks, catering businesses,



agritourism businesses, bed & breakfasts) and by a certification process managed by the Agency for Families, which covers the role of Certifying Third Party. The brand, owned by the Autonomous Province of Trento, was regularly registered with the Chamber of Commerce on 21 September 2005 (application No. TN - 2005 - C - 161 / licence number: 1169710) and recently renewed on 3 December 2015 (application No. 362015000080090).

The Family Audit brand was created in 2010 to certify public and private organisations that apply personnel management policies to ensure the well-being of employees and their families. The certification process is implemented through a systematic and standardised assessment of the company. In this case too, the Agency for Families plays the role of Certifying Authority. The brand, registered with the Chamber of Commerce of Trento on 5 August 2010, belongs to the Autonomous Province of Trento.



These two brands boast the same graphic appearance, the only difference being in the second line of text (Trentino/Audit). The close similarity between the two is due to the fact that, in both cases, the brands are linked with quality certification processes. The difference lies in the fact that the Family in Trentino brand certifies activities performed by the organisations externally, while the Family Audit certification concerns internal aspects of the organisations, and more specifically their employees.

Another two variations of the family quality certification brand, maintaining the same graphic features, were created in 2017 and 2018: the "Family in Italy" brand and the "Family in Europe" brand. These two family brands only concern family-friendly municipal administrations. The first is issued by the Agency for Families throughout the national territory, based on a protocol signed with the Associazione nazionale famiglie numerose [National association of large families].



The "Family in Europe" brand was created following an agreement signed on 1 June 2018 by the Autonomous Province of Trento with the European Large Family Confederation (ELFAC), intended to promote European-level family-friendly certification of municipalities. This brand is not issued by the Agency for Families of the Autonomous Province of Trento, however the agency, as part of a European team, oversees the criteria for assigning the brand. In these cases, the stylised representation of the family with the word "Family" remains the same, while the colours of the two "half-moons" and the second line of text identifying the national and European areas are the parts that change.



Following this same logic, a series of logos were created to identify family-friendly networks located throughout the territory. The networks are made up by multiple actors in different activity and purpose areas, working together with the objective of promoting and increasing appreciation of family policies. Any organisation participating in the network is committed to achieving family certification in the given period. In this case, too, the stylised graphic representation of a family, and the word "Family" remain constant, while the background of the iconographic part changes: the two half-moons are contained in a square geometric shape with rounded corners, which in this case is used to symbolise the concept of a network. Above the word "Family", the term "Districts" is added for local networks and "Network" for national and international networks. The territorial reference is specified in the third line of text: "Trentino", "Italy" and "Europe". In this way, three logos are created: Family District in Trentino, Family Network in Italy, and European Family Network.



During an overall review of the family brands, a decision was made to abandon the approach applied so far, which required the use of specific brands, derived from the general ones, to identify the location of the individual networks located in the Trentino and national territories. Now, a single distinctive sign is used for all Districts and Networks. Each individual entity can then create their own identifying brand, which can best represent the specific nature of the network and the peculiarity of the territory, accompanying it with the general logo according to the co-branding logic. The lines of coherence and correct positions to be followed in combining brands are regulated in the coming chapters of this manual.

The same concept of co-branding is replicable for the Family in Trentino and Family Audit certifications: the individual organisations can combine their own logo with the quality brand in their communication initiatives.

Furthermore, a series of brands are defined, linked with activities and projects organised by the Agency for Families which are not directly linked with quality certification processes. These projects are: Family Ski, Family Estate, Family Card, Family Sport, Family Café, Family Digital...



This type of brand is developed within the circular graphic element identified by the two “half-moons”, which remain constant together with the word “Family”. Actually, the word “Family” represents the graphic element that binds the entire portfolio of family brands, contributing significantly to make the brand recognisable.

In this case too, the co-branding logic is applied. The brands described above can be combined with other logos in the family brands range or company trademarks, according to the specifications contained in the manual.

Finally, it is important to mention the “Euregio Family Pass” brand, applied by the GECT Council with resolution No. 20 dated 8 November 2017 and subsequently implemented by the Provincial Council with resolution No. 1872 dated 16 November 2017. The initiative, coordinated by an inter-regional work group, provides for introduction of a system of discounts on goods and services offered in both the public and private sectors and acquired by families residing within the Tyrol-South Tyrol-Trentino Euroregion. The logo used for this project is regulated by a specific instruction manual and is intended to identify organisations participating in the project.



This brand is actually part of the family brand portfolio brands and is therefore represented in this manual in the part discussing co-branding.

## Co-branding



If it becomes necessary to use multiple Family brands described in this manual, they must be positioned beside one another according to the following order, from left to right: Family certifications, participation in Family networks, product trademarks, Euregio Family Pass. The following are a few examples of correct combinations.

If it becomes necessary to add a company trademark, we suggest putting it before the Family brands, following the order described above.





Municipality member of  
**European Family Network**

Instruction manual for the Family system brand - GUIDELINES  
Guidelines for correct use of the Municipal logo brand.

- 8.1 ESSENTIAL ELEMENTS
  - 8.1.1 Icon construction
  - 8.1.2 Icon proportions
  - 8.1.3 Icon buffer zone
  - 8.1.4 Brand construction
  - 8.1.5 Brand construction
  - 8.1.6 Brand buffer zone
- 8.2 COLOUR ELEMENTS
  - 8.2.1 Black and white positive brand
  - 8.2.2 Black and white negative brand
  - 8.2.3 Colour positive brand
  - 8.2.4 Colour negative brand
  - 8.2.5 Colour identification
- 8.3 FONT
  - 7.3.1 Main font
  - 7.3.2 Secondary font
- 8.4 APPLICATIONS
  - 8.4.1 Black and white reductions and enlargements
  - 8.4.2 Colour reductions and enlargements
- 8.5 SPECIFIC VARIATIONS FOR MEMBERS AND TERRITORIES
  - 8.5.1 Members brand proportions
  - 8.5.2 Members brand buffer zone
  - 8.5.3 Black and white positive members brand
  - 8.5.4 Black and white negative members brand
  - 8.5.5 Colour positive members brand
  - 8.5.6 Colour negative members brand

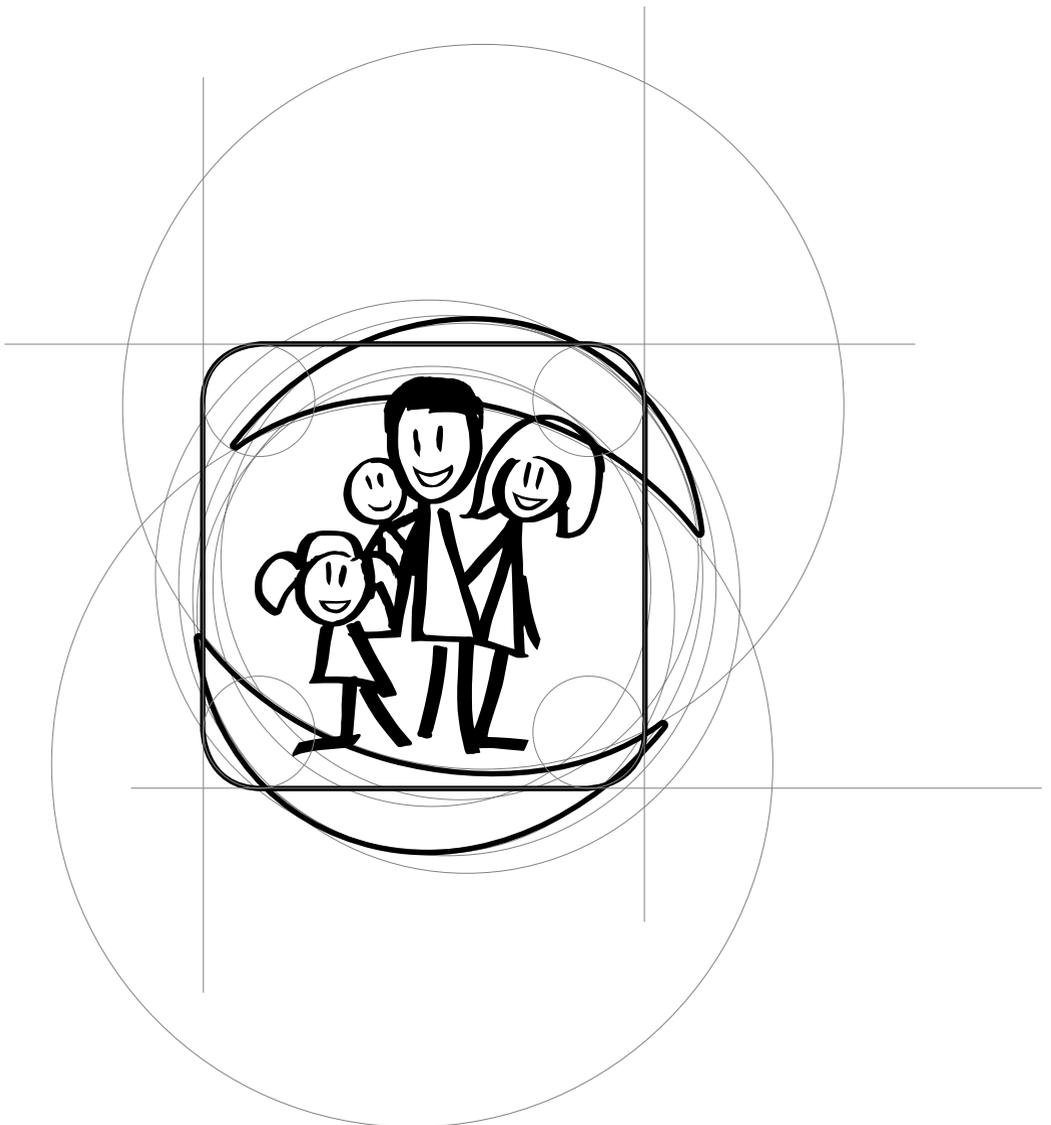




INSTRUCTION MANUAL	8.0 Municipality member of EuropeanFamily Network	8.1 Essenzial Element	8.1.1 Icon construction
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## 8.1.1 ICON CONSTRUCTION



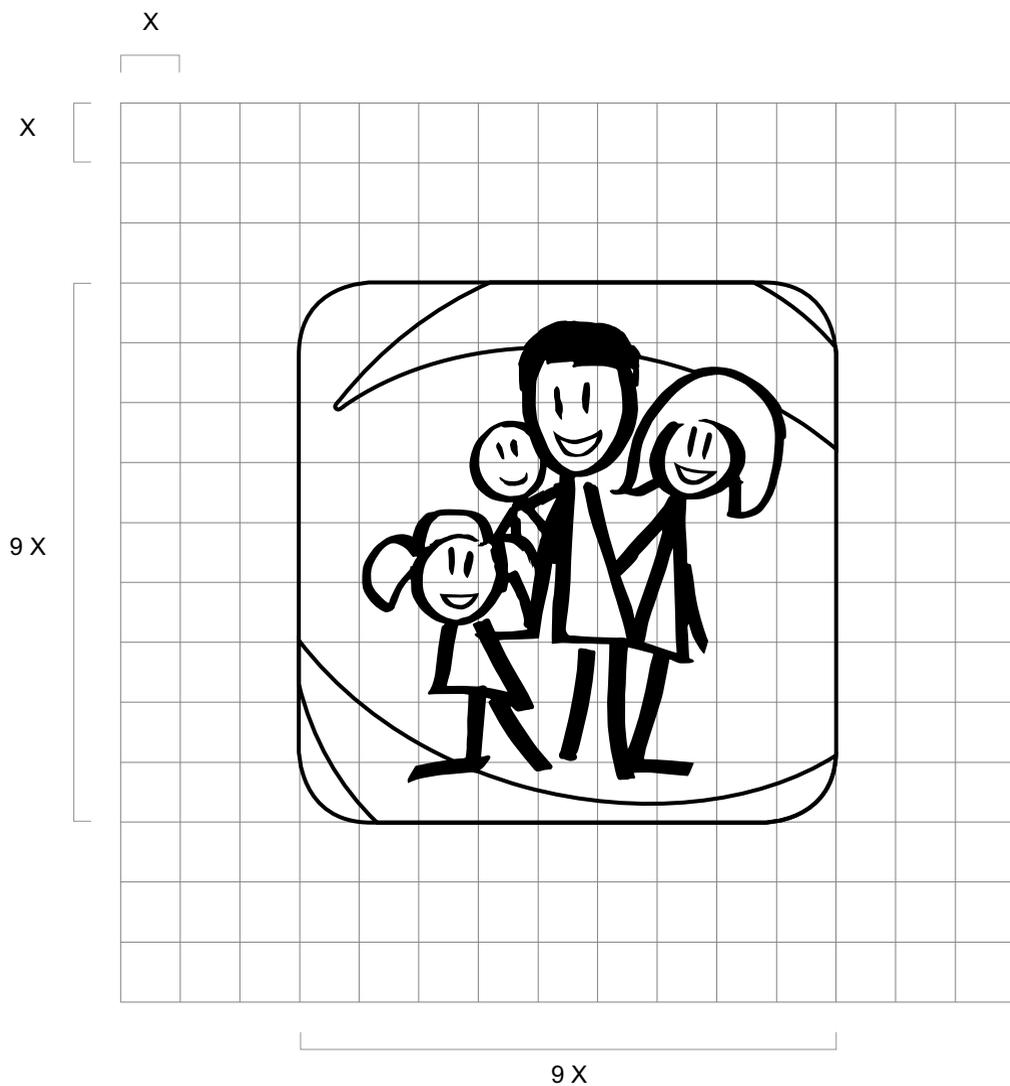
INSTRUCTION  
MANUAL

8.0 Municipality  
member of  
EuropeanFamily  
Network

8.1 Essenzial  
Element

8.1.2 Icon  
proportions

### 8.1.2 ICON PROPORTION



INSTRUCTION  
MANUAL

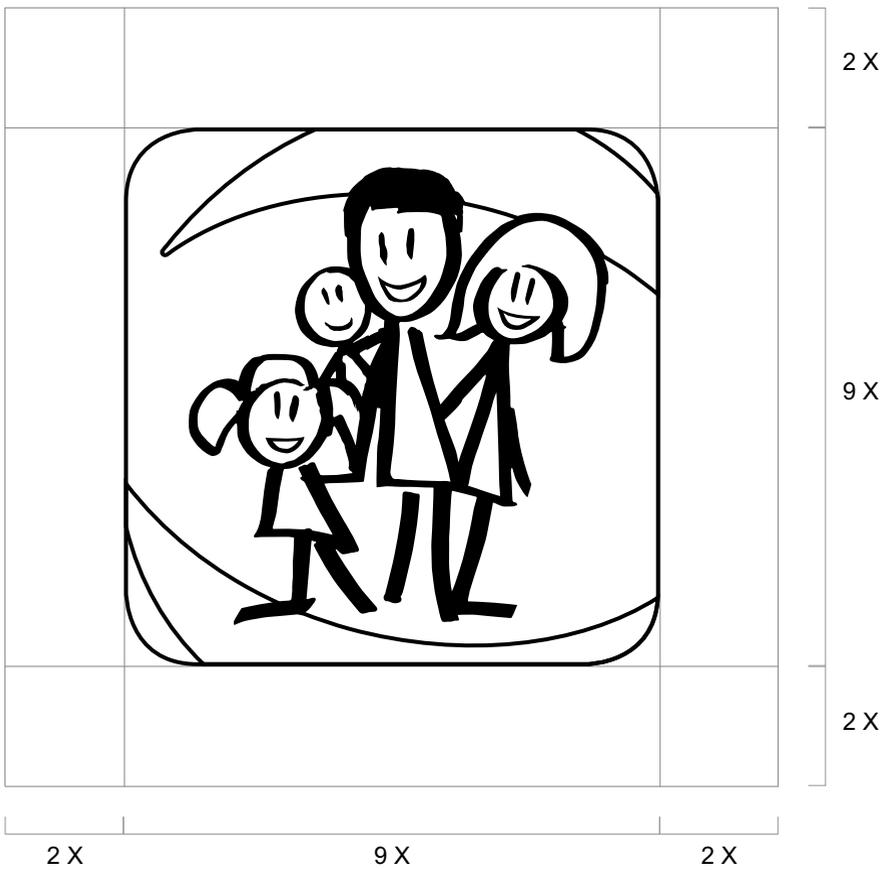
8.0 Municipality  
member of  
EuropeanFamily  
Network

8.1 Essenzial  
Element

8.1.3 Icon buffer zone



## 8.1.3 ICON BUFFER ZONE



INSTRUCTION  
MANUAL

8.0 Municipality  
member of  
EuropeanFamily  
Network

8.1 Essenzial  
Element

8.1.4 Brand  
construction

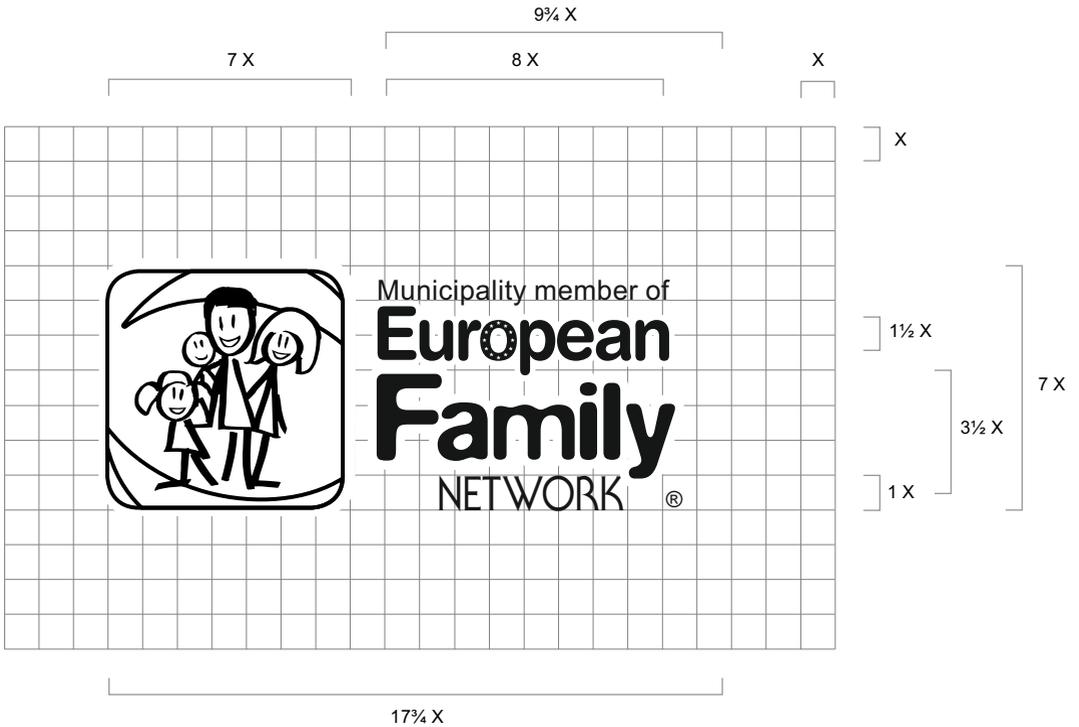
## 8.1.4 BRAND CONSTRUCTION

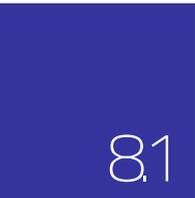


INSTRUCTION MANUAL	8.0 Municipality member of European Family Network	8.1 Essenzial Element	8.1.5 Brand proportions
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## 8.1.5 BRAND PROPORTION





INSTRUCTION  
MANUAL

8.0 Municipality  
member of  
EuropeanFamily  
Network

8.1 Essential  
Element

8.1.6 Brand buffer zone

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## 8.1.6 BRAND BUFFER ZONE

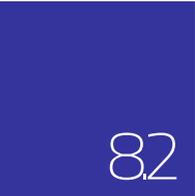


INSTRUCTION ELEMENT	8.0 Municipality member of EuropeanFamily Network	8.2 Colour elements	8.2.1 Black and white positive brand
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## 8.2.1 BLACK AND WHITE POSITIVE BRAND



Municipality member of  
**European  
 Family**  
 NETWORK®



INSTRUCTION  
MANUAL

8.0 Municipality  
member of  
EuropeanFamily  
Network

8.2 Colour  
elements

8.2.2 Black and white  
negative brand

## 8.2.2 BLACK AND WHITE NEGATIVE BRAND



Municipality member of  
**European  
Family**  
NETWORK®

INSTRUCTION MANUAL	8.0 Municipality member of EuropeanFamily Network	8.2 Colour elements	8.2.3 Colour positive brand
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## 8.2.3 COLOUR POSITIVE BRAND



Municipality member of  
**European  
 Family**  
 NETWORK

INSTRUCTION MANUAL	8.0 Municipality member of EuropeanFamily Network	8.2 Colour elements	8.2.4 Colour negative brand
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## 8.2.4 COLOUR NEGATIVE BRAND



Municipality member of  
**European Family**  
 NETWORK<sup>®</sup>

INSTRUCTION MANUAL	8.0	Municipality member of EuropeanFamily Network	8.2	Colour elements	8.2.5	Colour identification
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## 8.2.5 COLOUR IDENTIFICATION



CMYK 100 C 80 M 0 Y 0 K  
Pantone Reflex Blue C  
RGB 0 R 51 G 153 B



CMYK 0 C 0 M 0 Y 60 K  
Pantone Cool Gray 8 C  
RGB 115 R 117 G 118 B



CMYK 60 C 48 M 0 Y 0 K  
Pantone 279 C  
RGB 75 R 146 G 219 B



CMYK 0 C 0 M 0 Y 100 K  
Pantone Process Black C  
RGB 0 R 0 G 0 B



CMYK 0 C 0 M 100 Y 0 K  
Pantone Process Yellow C  
RGB 255 R 233 G 0 B



INSTRUCTION  
MANUAL

8.0 Municipality  
member of  
EuropeanFamily  
Network

8.3 Colour  
elements

8.3.1 Main font

## 8.3.1 MAIN FONT

# HELVETICA ROUNDED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 àèìòù @#><%?!&**

INSTRUCTION MANUAL	8.0 Municipality member of EuropeanFamily Network	8.3 Font	8.3.2 Secondary font
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## 8.3.2 SECONDARY FONT

### ITC SERIF GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 àèìòù @#><%?!&

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 àèìòù @#><%?!&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 àèìòù @#><%?!&**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 àèìòù @#><%?!&

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 àèìòù @#><%?!&

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 àèìòù @#><%?!&

INSTRUCTION  
MANUAL

8.0 Municipality  
member of  
EuropeanFamily  
Network

8.4 Applications

8.4.1 Black and white  
reductions and  
enlargements

## 8.4.1 BLACK AND WHITE REDUCTIONS AND ENLARGMENTS



INSTRUCTION MANUAL	8.0 Municipality member of EuropeanFamily Network	8.4 Applications	8.3.2 Colour reductions and enlargements
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## 8.4.2 COLOUR REDUCTIONS AND ENLARGEMENTS





85

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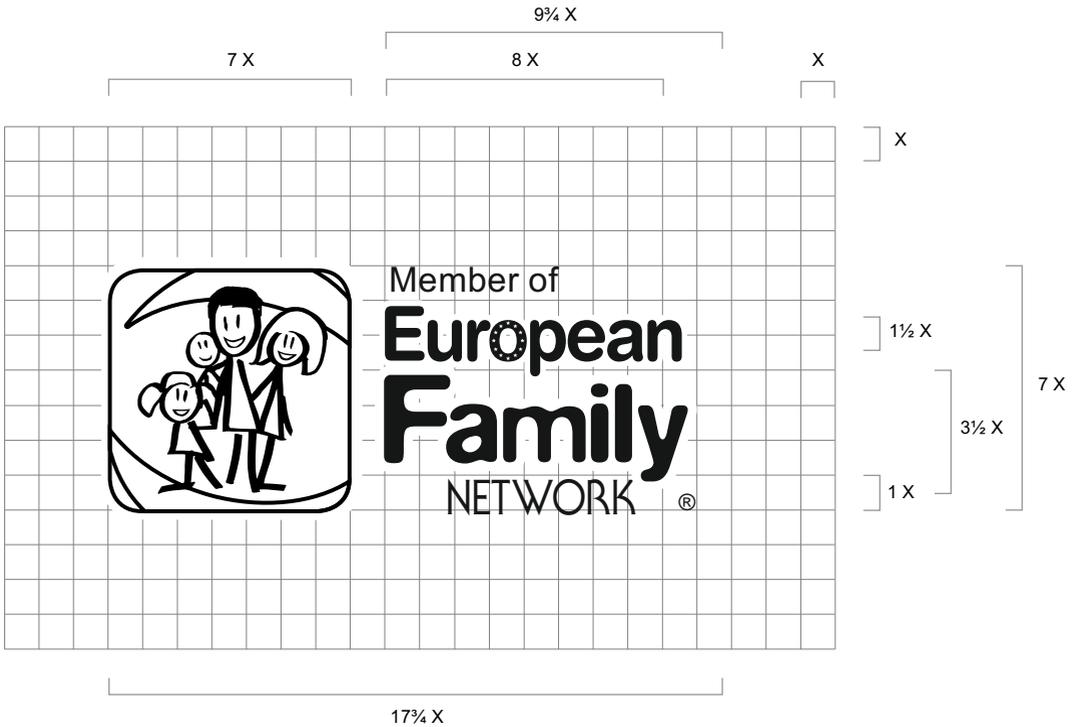
INSTRUCTION  
MANUAL

8.0 European Family  
Network

8.5 Specific variations  
for members and  
territories

8.5.1 Member brands  
proportions

## 8.5.1 MEMBER BRANDS PROPORTIONS



INSTRUCTION  
MANUAL

8.0 European Family  
Network

8.5 Specific variations  
for members and  
territories

8.5.2 Members brand  
buffer zone

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## 8.5.2 MEMBERS BRAND BUFFER ZONE



INSTRUCTION  
MANUAL

8.0 European Family  
Network

8.5 Specific variation  
for members and  
territories

8.5.3 Black and white  
positive members  
brand

### 8.5.3 BLACK AND WHITE POSITIVE MEMBERS BRAND



Member of  
**European  
Family**  
NETWORK<sup>®</sup>

INSTRUCTION  
MANUAL

8.0 European Family  
Network

8.5 Specific variation  
for members and  
territories

8.5.4 Black and white  
negative members  
brand

8.5

## 8.5.4 BLACK AND WHITE NEGATIVE MEMBERS BRAND



Member of  
**European  
Family**  
NETWORK®

INSTRUCTION  
MANUAL

8.0 European Family  
Network

8.5 Specific variation  
for members and  
territories

8.5.5 Colour positive  
members brand

## 8.5.5 COLOUR POSITIVE MEMBERS BRAND



European  
Family  
NETWORK<sup>®</sup>

INSTRUCTION  
MANUAL

8.0 European Family  
Network

8.5 Specific variation  
for members and  
territories

8.5.6 Colour negative  
members brand

8.5

## 8.5.6 COLOUR NEGATIVE MEMBERS BRAND



Member of  
**European  
Family**  
NETWORK®





**Provincia autonoma di Trento**  
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