

LORENZETTI

This guide presents the elements of Lorenzetti's visual identity:
logo, basic elements, color palette, typography,
graphic elements, and more.

It also provides application examples to guide
everyone involved in managing the brand.

For questions, please contact the company's
marketing team.

lorenzetti

logo

colors

typography

graphics

applications

We are an iconic brand.

Born in Brazil more than 100 years ago.

Inventive and bold, we were among the first to manufacture electric showers and became synonymous with a product that won over Brazil and the world.

Innovation has always guided our actions, along with sustainability and concern for the future of our planet.

Side by side, these pillars have guided our journey, and today we are present in nearly every home in Brazil and in many others around the world.

Over the decades, we have invested in technology to create new products and solutions that make our consumers' lives more comfortable, practical, functional, and sustainable.

Reaching more than 100 years is rare. It is a privilege earned through hard work, dedication, and respect for the environment and for people.

Looking back, we take great pride in our history and our legacy.

That is why this centennial is a milestone we want to celebrate with everyone who has stood by us throughout this journey.

And renew our invitation to move toward a future that takes us beyond.

LORENZETTI

lorenzetti

logo

colors

typography

graphics

applications

LORENZETTI

LORENZETTI

lorenzetti

logo

colors

typography

graphics

applications

Colors

Primary

Our primary palette consists of signature colors that help create a stronger distinction between Lorenzetti and other brands in the category. They form the basis of all layouts and brand touchpoints.

#C10230

Pantone 200 C

C0 M100 Y100 K40

R193 G2 B48

#000000

C100 M100 Y100 K100

R0 G0 B0

#FFFFFF

C0 M0 Y0 K0

R255 G255 B255

Colors

Secondary

To support our primary color palette, we use a set of secondary colors.

Use the grayscale for text or to complement layouts and establish hierarchy.

Use these colors for details and selective accents, while always ensuring Lorenzetti red remains predominant.

#636466
C0 M0 Y0 K75
R99 G100 B102

#D1D3D4
C00 M00 Y00 K20
R209 G211 B212

lorenzetti

logo

colors

typography

graphics

applications

Typography

Segoe UI

Light

Light Italic

Regular

Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Black

Black Italic

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Typography

Hierarchy

Headlines (Segoe UI Black)

We use Segoe UI Black for headlines, with enough line spacing to keep the lines from touching.

Use between 100% and 120%.

Subheads (Segoe UI Bold)

We set subheads in Segoe UI Bold. The point size should be between 40% and 60%.

Body Copy (Segoe UI Regular)

For longer body copy, we use Segoe UI Regular. This improves readability in longer texts and helps establish hierarchy across our communications. The point size should be set between 20% and 30% of the headline size.

For other fonts in the family, follow the same guidelines and always use good aesthetic judgment.

Headlines

Innovation that
stands the test of time.

Subheads

We are an iconic brand.
Born in Brazil more than 100 years ago.

Body Copy

Inventive and bold, we created the electric shower and became synonymous with a product that won over Brazil and the world. Innovation has always guided our actions, along with sustainability and concern for the future of our planet.

lorenzetti

logo

colors

typography

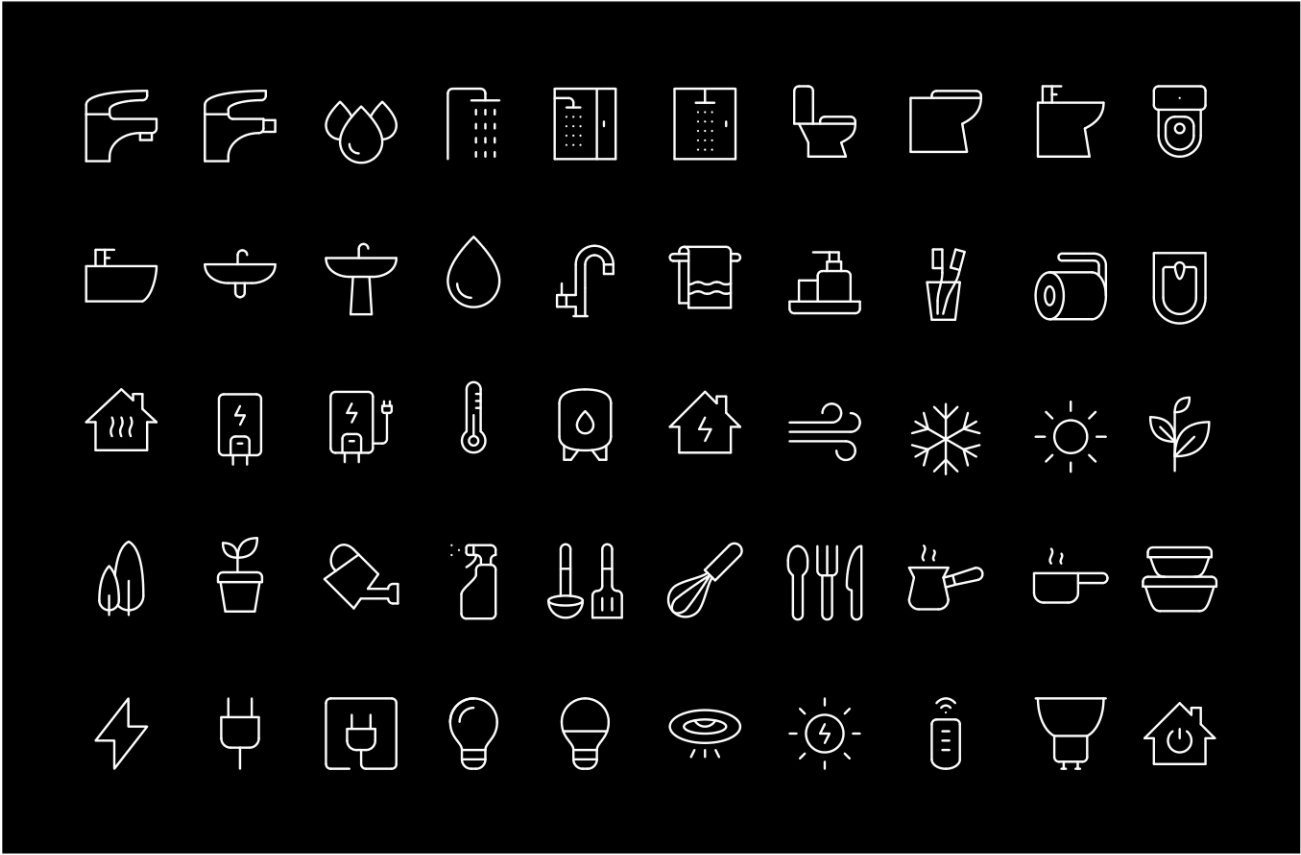
graphics

applications

Graphics

Iconography

Iconography is reserved for use in external documents to help visually describe content. It is used at small sizes to punctuate page layouts. Icons are primarily used in black on light or red backgrounds. When necessary, they may also be used in white on dark backgrounds.



Patterns

Used to create impact or build a layout. Patterns may be applied in full or as fragments to add a footer or title element, or expanded as a mask to improve the readability of overlaid content.

Bathroom (Faucets, Plastics, Electric Showers)

Kitchen (Faucets, Plastics, Electric Faucets)

Garden (Plastics)

Water Purifiers

lorenzetti

logo

colors

typography

graphics

applications

Applications

Monochrome

When the number of colors available in a printing or engraving process is limited, the monochrome versions of the brand may be used.

Monochrome versions



Reversed version



Applications

Image backgrounds

Logo application over photography
with good legibility.

Use the reversed logo to ensure
legibility.

Use a red area to support
logo application over
photography.



Applications

Point of Sale

For point-of-sale displays with laminate surfaces and limits on the number of colors available in adhesive printing or engraving, the monochrome versions of the brand may be used.

White solid laminate
Red adhesive vinyl



Red solid laminate
White adhesive vinyl



Colors refer to pages 08 and 09.

Black solid laminate
White adhesive vinyl



Dark gray solid laminate
Light gray adhesive vinyl



Light gray solid laminate
Dark gray adhesive vinyl



Wood laminate (e.g., ivory)
Black adhesive vinyl



Wood laminate (e.g., wenge)
Light gray adhesive vinyl



Applications

Incorrect Uses

The brand must not be altered in its colors, layout, or proportions. Examples of possible mistakes are shown here. Compare them with the original brand mark, identify incorrect uses, and ensure the Lorenzetti brand is never altered.



Do not distort

Do not change the slant

Do not change spacing

Do not change the typeface

Do not change proportions

Do not change colors

Do not compromise legibility



LORENZETTI