

CO-BRANDED LOGO GUIDELINES



BAGLIETTO
DERTHONA TORTONA

Version 1.0 - July 2026

Introduction

This document defines the rules for using the Derthona Basket | Baglietto co-branded logo in communications for the 2026-27 season, until further notice.

The co-branded logo is already one of the official assets of the Club's new Brand Identity.

**DERTHONA
BASKET**



Official logos

Two configurations of the co-branded logo are approved. No reconstructions, separations or alternative versions not supplied by the Club are permitted.

HORIZONTAL CONFIGURATION



VERTICAL / STACKED CONFIGURATION



Reference Derthona logo

The Derthona Basket mark used in the lockup is the reference element for the proportions, hierarchy and clear space of the co-branded system.

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BASKET**

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Preferred use

The horizontal configuration is the primary version and should be used whenever the available space allows.

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The vertical configuration is the secondary version, to be used in vertical formats, narrow spaces or layouts where the horizontal lockup would be less legible.

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Clear space • Horizontal

Always maintain a minimum clear space around the logo. No text, image or graphic element may enter this area.



Rule: recommended minimum clear space = 2X on all sides.

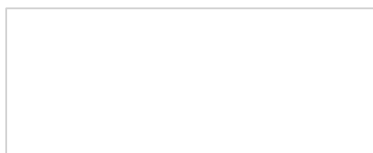
Clear space • Vertical

Apply the same protection principle to the vertical / stacked configuration.



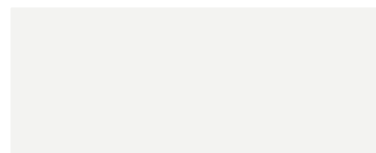
Colours and backgrounds

Use the supplied logo on light, white or neutral backgrounds. Avoid dark or photographic backgrounds if they reduce legibility or if no approved version is available.



WHITE

#FFFFFF



LIGHT GREY

#F3F3F1



BLACK

#101010



BAGLIETTO BLUE

#193655

RECOMMENDED USE ON LIGHT BACKGROUNDS

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Minimum sizes

Minimum sizes ensure the Derthona Basket mark, the Baglietto logo and the separator remain legible.

HORIZONTAL

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**Print: 50 mm
Digital: 250 px**

VERTICAL / STACKED

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**Print: 35 mm
Digital: 180 px**

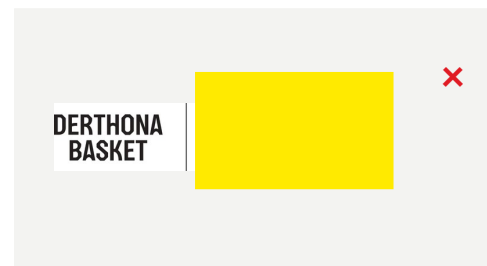
Prohibited uses



Do not distort



Do not rotate



Do not change colours



Do not separate the brands



Do not add effects



Do not reconstruct