



Trentino Destination Book

CONTENTS

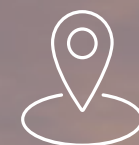
Destination Strategy

THE MAP	6
STARTING POINT	9
IN THE BACKPACK	21
ALONG THE WAY	24
AT THE TOP	27

Destination Manual

LOGOS	30	TEMPLATES	71
Trentino logo	31	Social media channels	72
Applications	43	Stories Format	73
Derivative logos	44		
IDENTITY	47		
Graphic elements	48		
Colour	50		
Font	52		
STYLE	55		
Approach	56		
Photos and Videos	62		
Infographics and icons	67		
Illustrations	68		
Writing style	69		

Destination Strategy

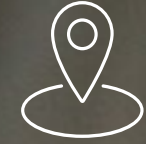
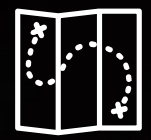


Visit Trentino



5,500 km. That's the total length of trails in Trentino. Winding routes that take in forests, mountains, villages and lakes, in an open, welcoming nature. Routes that are all about encounter and knowledge, community and the local area.

We will help you explore this region and its authenticity. Step by step you will learn about Trentino and how to take care of it, because everyone here is at home if they want to be.



THE MAP

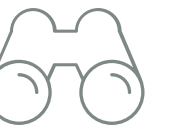
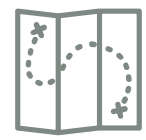


Our Mission



HOW TO GO ABOUT
GETTING TO THE TOP.

We are **stories**, we are **the territory** and we are **scenery**.
Together with many, we are
building a distinctive, balanced,
long-lasting future for Trentino
as a destination.



Vision

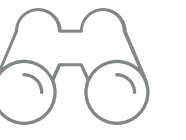
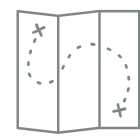


WHAT DO WE EXPECT TO FIND AT THE END OF OUR JOURNEY?

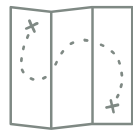
To make Trentino a system that is **distinctive** (based on the needs of the region and not those of the market), **balanced** (able to mitigate excesses and seize opportunities), **long-lasting** (looking to the next generations).



STARTING POINT

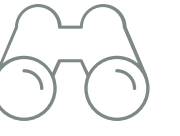
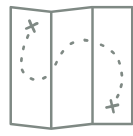


Here we are finally at the starting point. This is where our journey begins: our first steps already tell us something. Look around: you've seen many mountains and forests, but this is something different. You're surrounded by nature, but everything seems so hospitable.



Positioning

Open by nature

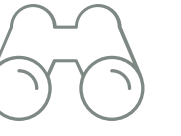
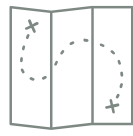


What it means

OPEN

Because it is a definition more physical than symbolical of Trentino's most **spontaneous** and sincere DNA. Hospitality in Trentino is a universal value. Open spaces, attention to people and **relationships**, and fewer crowds are confirmed as indispensable priorities when choosing holidays post pandemic.

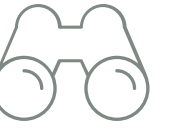
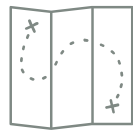




BY NATURE

Trentino is **Nature**. More than any other driver, in everyone's mindset Nature is what characterises our **region**. Trentino is open space, woodland, rock, water, earth and sky, everywhere. A solid tangible promise.





Lifestyle

This is so representative of our destination that we decline it in three strategic assets, three 'lifestyles' of our Community.

CULTURE

Traditions and history,
openness and welcome.



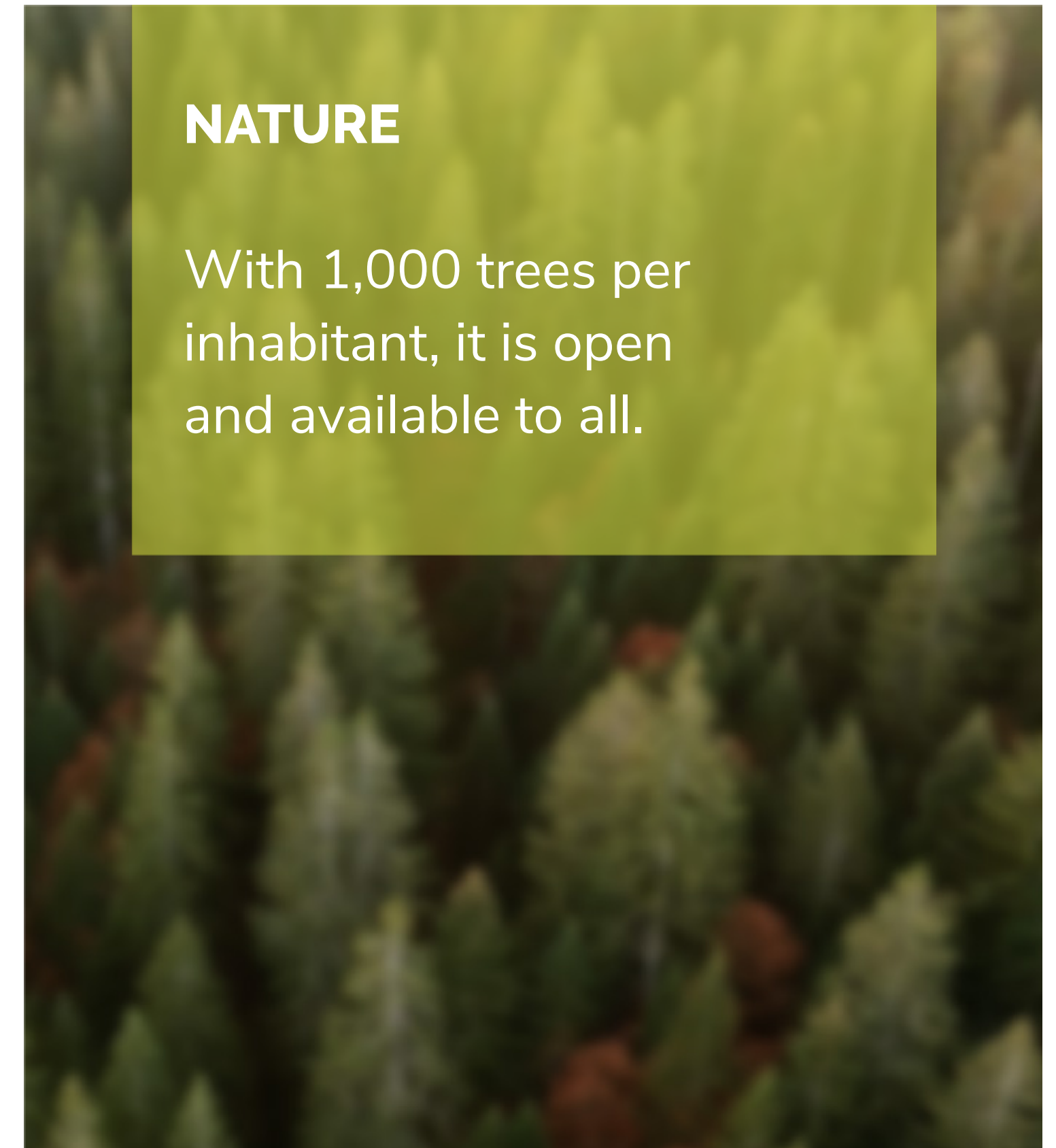
MOUNTAIN

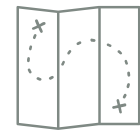
Open to all, welcoming
and hospitable.
People-friendly, cultivated
and familiar.



NATURE

With 1,000 trees per
inhabitant, it is open
and available to all.

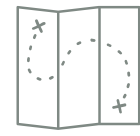




Pay off



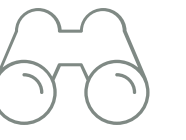
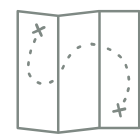
Breathe, you're in Trentino



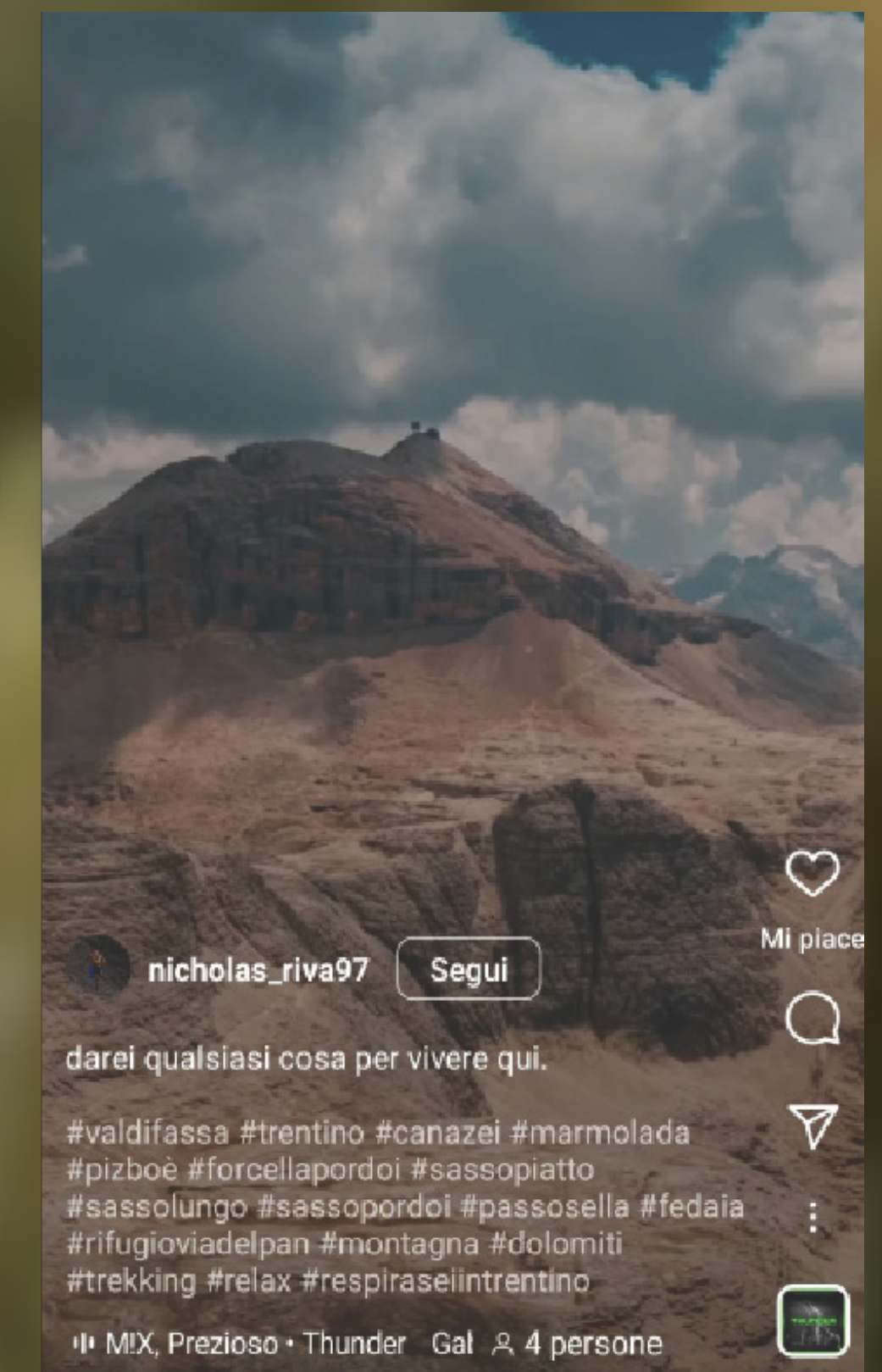
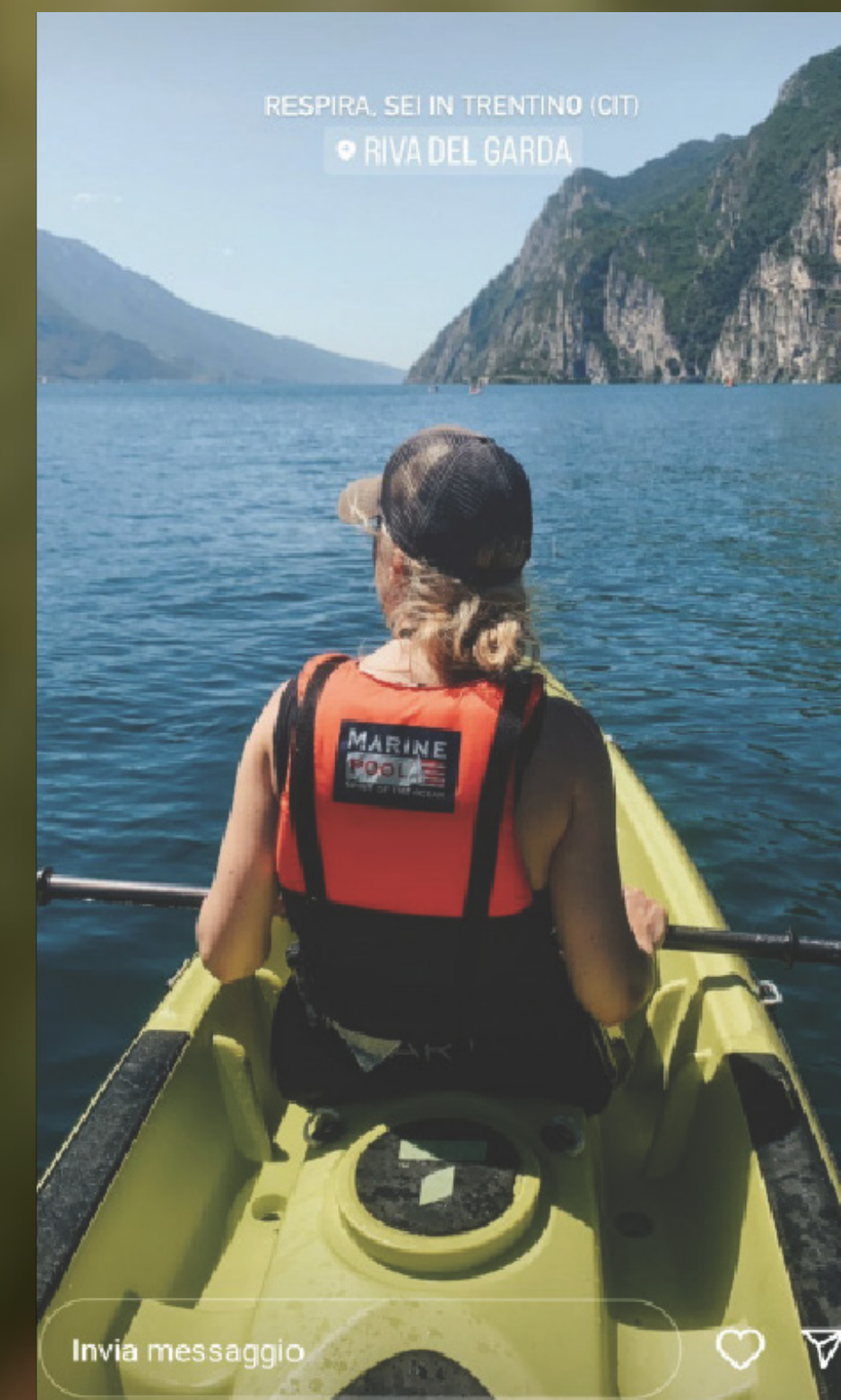
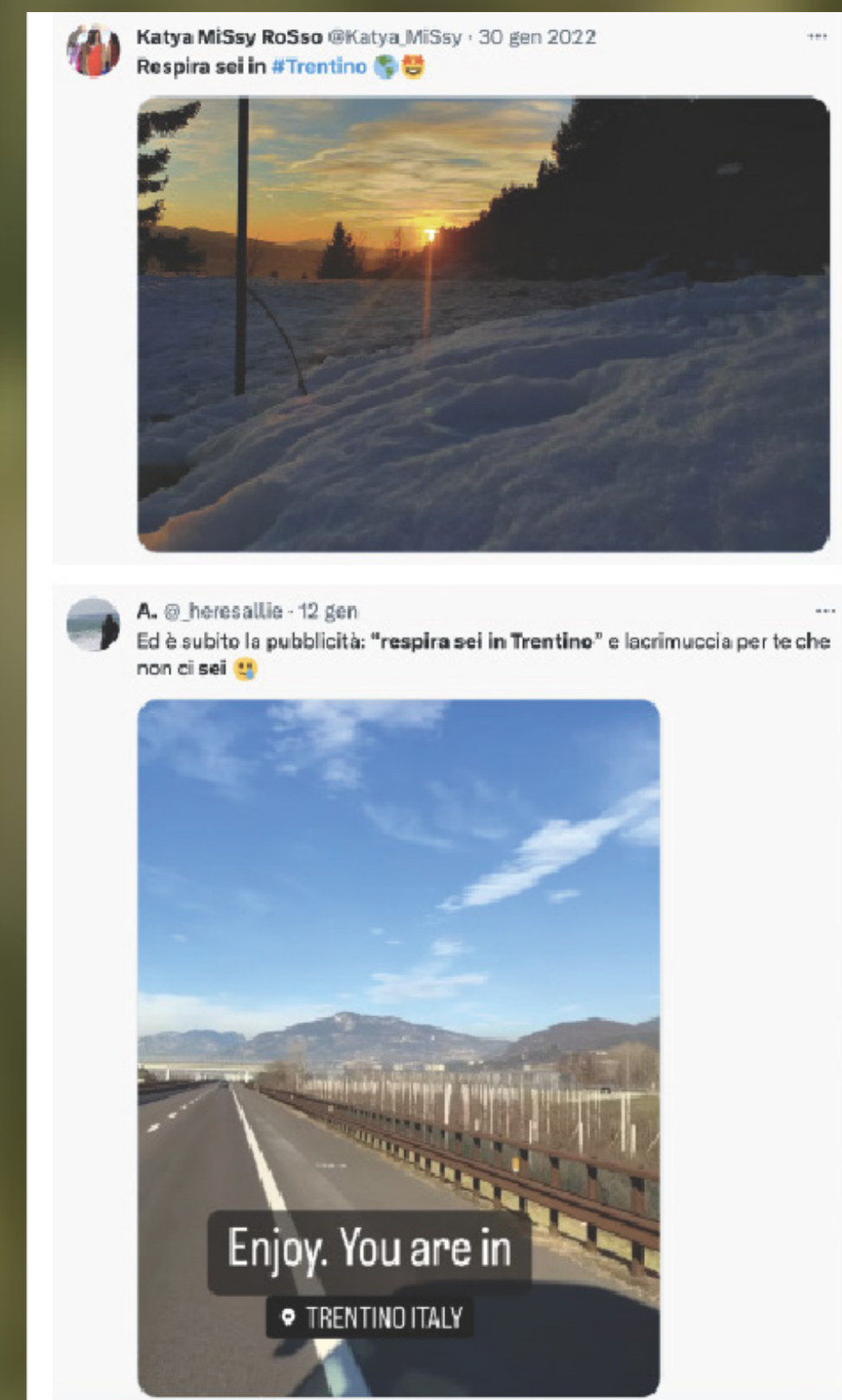
Pay off

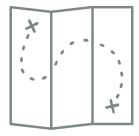
Breathe, you're in Trentino

A little like returning to a place full of memories, where we had a good time. A little like coming home. Or like finding someone who understands us. The natural openness of this region and the welcoming nature of its community make everyone feel at home in Trentino. Air and nature, people and culture. Everything is welcoming, inviting us to experience not only our time here but also the land itself.



More than a pay off: a lifestyle



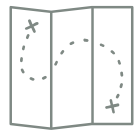


Strategic approach

Trentino changes with every season

Nature changes colours, scents and sounds throughout the year with the passing of the seasons.

While travellers are invited to discover the beauty and authenticity of each period, the people of Trentino recognise the land's seasonal needs and share their teachings according to nature.



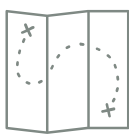
Strategic approach

In spring and autumn

Amaze travellers with this region's distinctiveness and all its possible experiences

In summer and winter

Keen awareness-raising regarding active sustainability

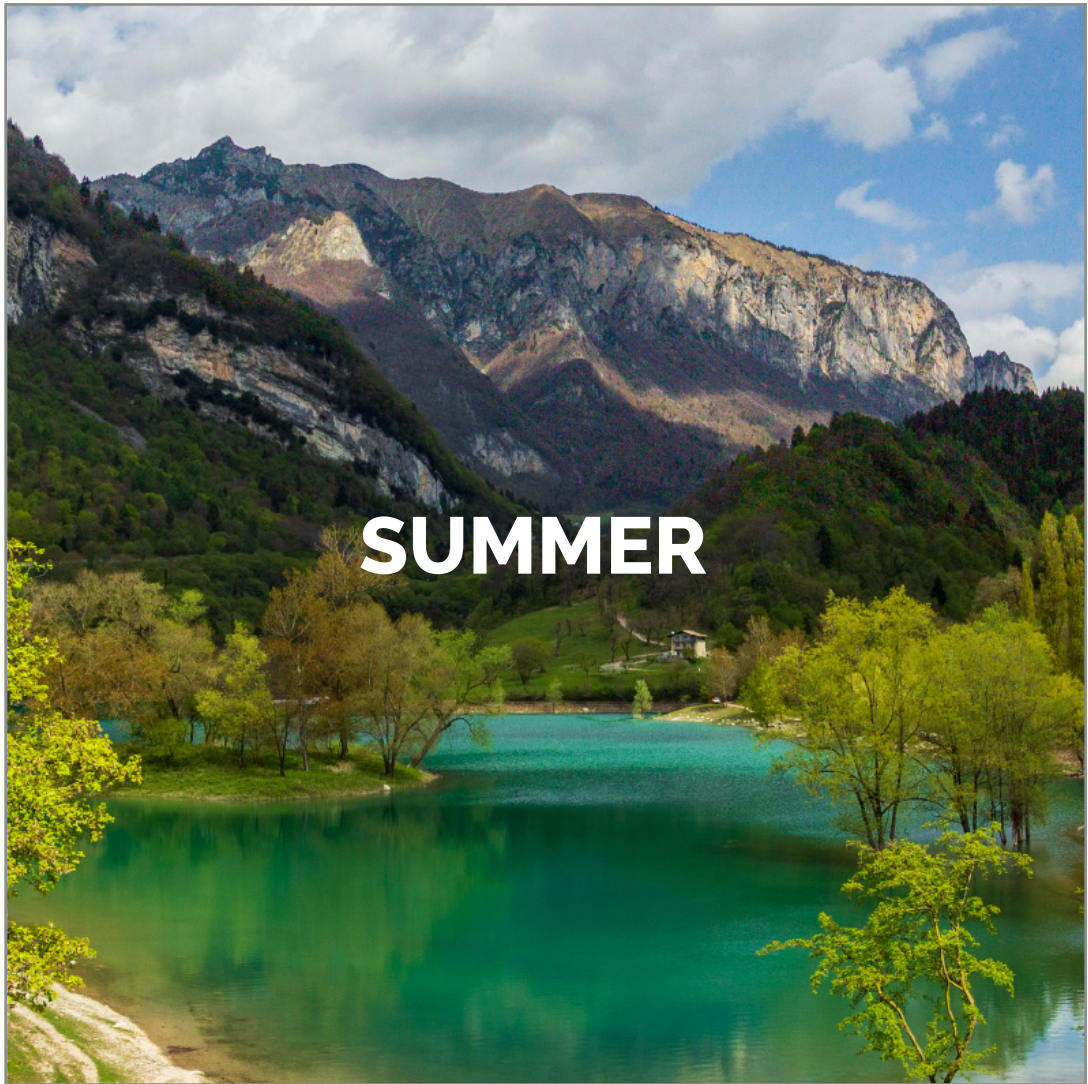


Strategic approach

Aspirational Amazement Seasonal awareness
| Increased admissions



SPRING



SUMMER

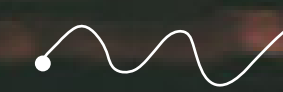
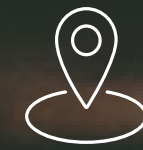
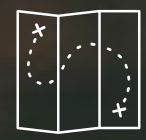


AUTUMN

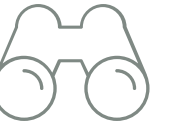
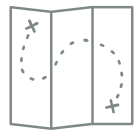


WINTER

Active Sustainability
Awareness-raising | Increase in high-spending target



IN THE BACKPACK

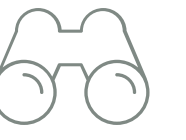
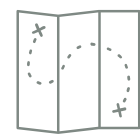


Before starting an excursion, it is always important to study the route and know what our destination is.

How will we get to the top?

What do we expect to find at the end of our journey?

Every inhabitant of Trentino knows this: only by studying the map can we enjoy our surroundings.

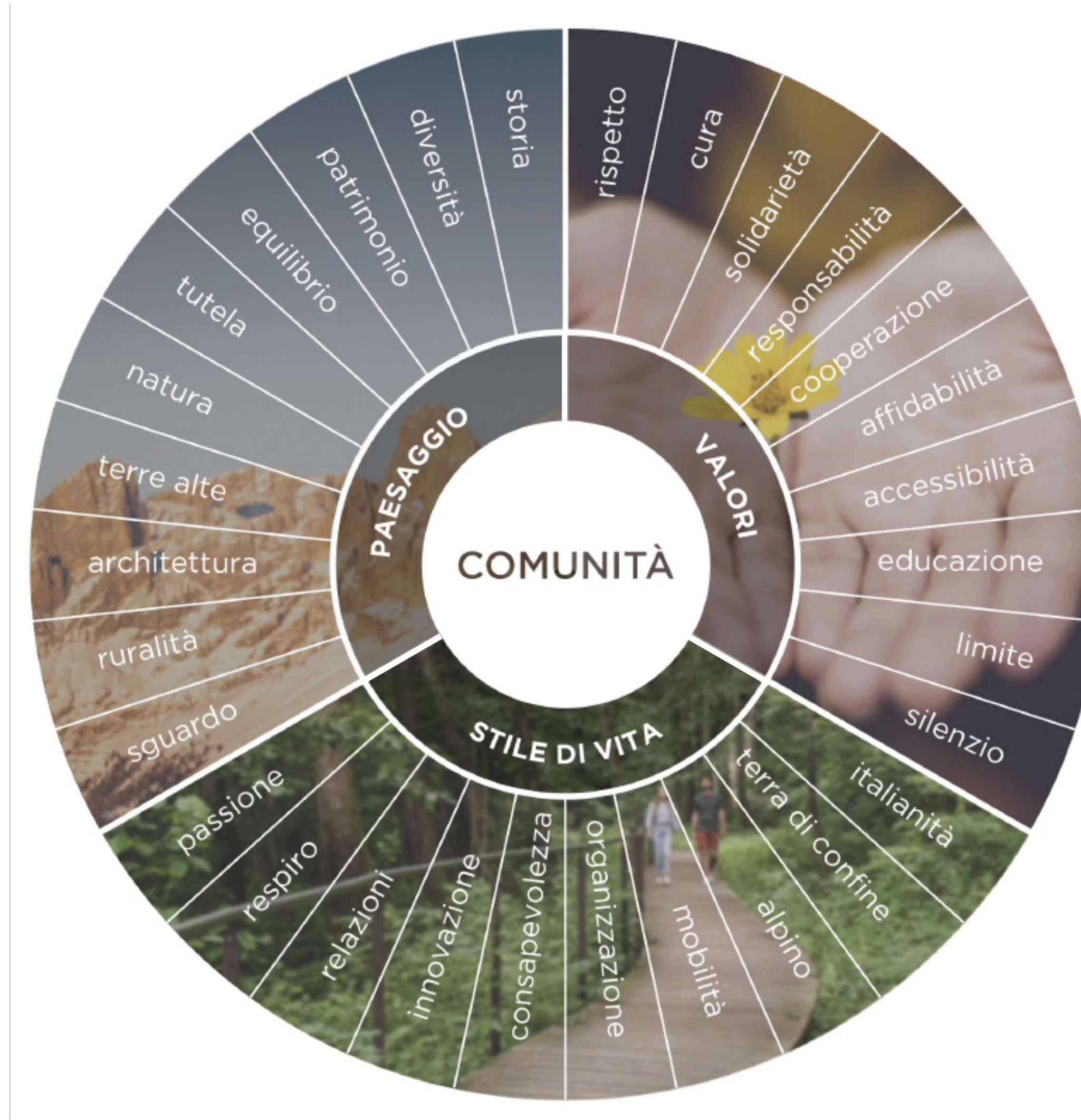


Community values

HOW TO RECOGNISE A TRUE INHABITANT OF TRENTINO

Those who live here **identify** with everything around them and draw inspiration from it, creating the community we call Trentino.

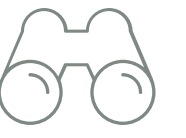
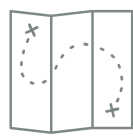
Every aspect is encapsulated in this **value vision** that represents our DNA.





ALONG THE WAY





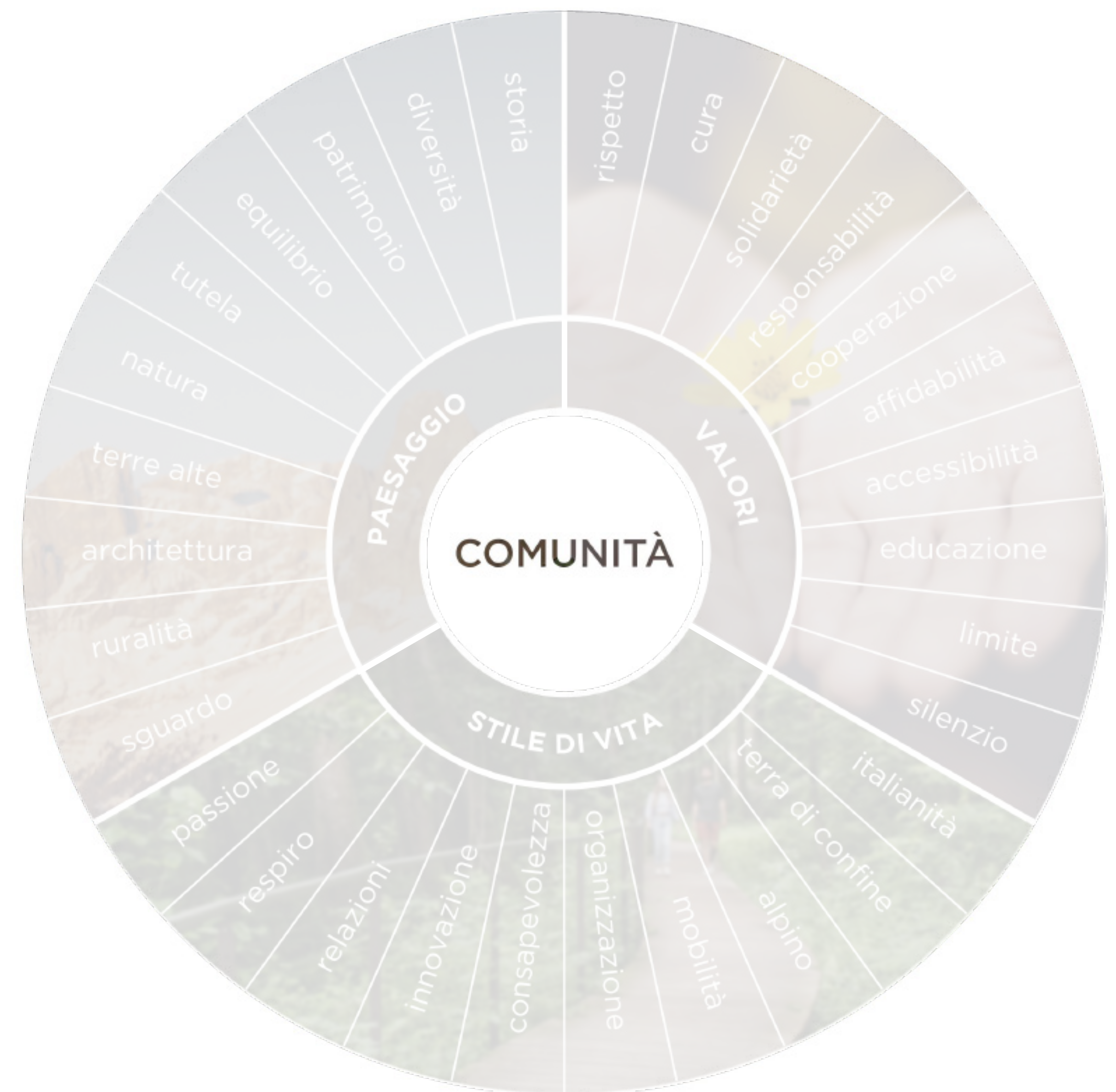
Communication goal

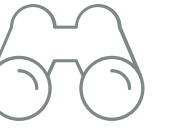
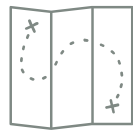
THE COMMUNITY AT THE CENTRE

The **story** of Visit Trentino, the region and what it offers tourists **is alive** in the people of **Trentino**.

Trentino inhabitants by birth or adoption, each of these people embodies the values of their territory because they choose to care for it every day, now and in the future.

Our aim is to always put the **community** at the centre: the protagonists become the people of Trentino and each traveller who chooses **an authentic experience here**.





Communication pillars

WHAT IDENTIFIES US

Scenery

Values and lifestyle are the result of what that the inhabitants of Trentino see every day. With their eyes, they learn about nature, its highlands and the region's diversity. Rurality, history and architecture intertwine in a balance that becomes a heritage to be protected for future generations.

Values

The people of Trentino respect and care for everything around them: from land to community. Solidarity and cooperation are the forces that create accessible hospitality. And while education is the basis of all action, the recognition of limits is part of their very DNA. Each of them will be able to explain to you the power of silence.

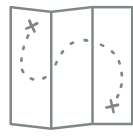
Lifestyle

They breathe their passion for Trentino. Organisation that brings innovation. The awareness of being an Alpine region, on the border but Italian. The power of relationships that drives mobility. A unique, authentic lifestyle.





AT THE TOP



Our future

A region for living

Nature changes colours, scents and sounds throughout the year with the passing of the seasons. While travellers are invited to discover the beauty and authenticity of each period, the people of Trentino recognise the land's seasonal needs and share their teachings according to nature.

Destination Manual

LOGOS

Trentino logo

Construction	31
Buffer zone	32
Dimensional Scale	33
Colour versions	34
Incorrect uses	40
Use with pay off	42

Applications

Stakeholder	43
-------------	----

Derivative logos	Quality mark	44
-------------------------	--------------	----

Trentino logo

Construction

This page shows the logotype broken down into its constituent parts: the stylised butterfly (a.) which recalls the shape of the province and the style of the name (b.), characterised by an angular font and irregular alignment of the letters. With its combination of symbol and name style, the

Trentino logotype (c.) communicates the idea of a multiform territory, with lakes, valleys, forests, and peaks.



Trentino logo

Buffer zone

This page shows the monochrome version of the logotype which must always be used on a white background or on suitable light-coloured illustrations and photographic backgrounds, maintaining the buffer zone, i.e. the minimum distance from other elements.

 Buffer zone



Trentino logo

Dimensional
scale

When particular circumstances call for increased legibility, this version of the logo with specific proportions must be used. The butterfly symbol is in fact 20% bigger (**a.**) than in the main logotype. In cases calling for a very small reproduction of the Trentino mark (less than 25 mm in length) the

logotype shown on this page must be adopted, with a scale of 2:1, to maintain legibility (**b.**). This features the symbol measuring an obligatory 5 mm whatever size the logotype is, but less than 25 mm.



b.



Trentino logo

Multicoloured version

The multicoloured logotype shown on this page is referred to as the 'main logotype'. The colour palette used enriches and distinguishes the brand, helping to reinforce the image of a dynamic, varied region, forward looking and devoted to tourism. This version must always be applied on a white

background while maintaining the buffer zone, i.e. the minimum distance from other elements. The minimum permitted size is not less than 25 mm in length.



Trentino logo

Monochrome
foreign
versions

The positive (a.) and negative (b.) versions of the main logotype shown on this page must be used for foreign communication, respecting the same rules of use as the monochrome versions for Italy. The foreign version features the word 'Italy' in the official typeface, Soho Gothic Pro, and

can be used in institutional Pantone monochrome and monochrome white.



Trentino logo

Pantone monochrome versions

This page shows the main institutional monochrome Pantone logo (*Pantone 2728*) in the positive (**a.**) and negative (**b.**) versions. The main institutional monochrome Pantone logotype must be used on white or light backgrounds or on light-coloured illustrations and photographic backgrounds. The main monochrome white logotype must be used on dark or dark or black backgrounds or on dark illustrations and photographic backgrounds.

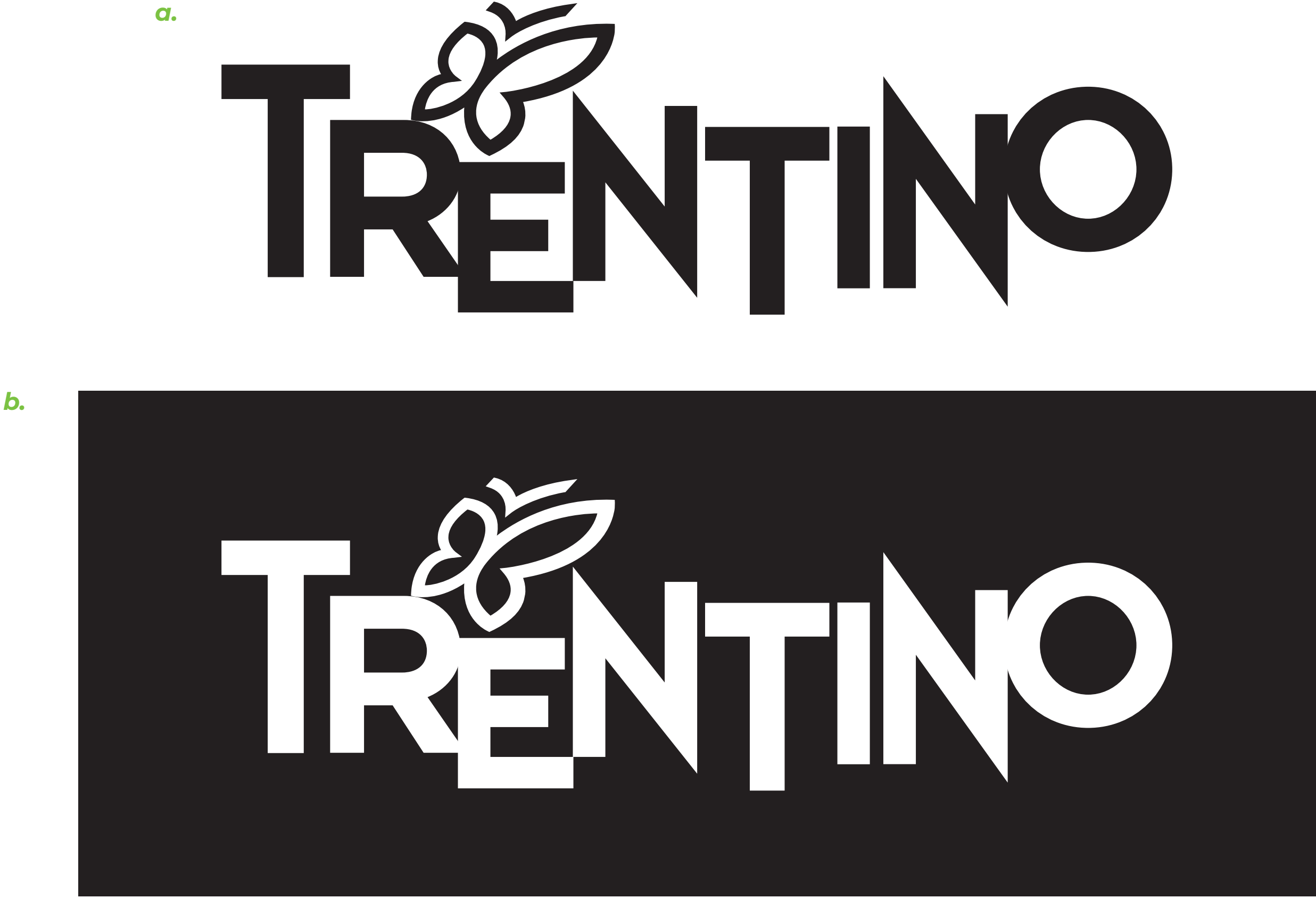


Trentino logo

Black and white monochrome versions

Both versions must be adopted where use of the institutional multicoloured and monochrome Pantone logotype is not possible. This may be because there is no colour in the design or because the colour layout as a whole requires the use of monochrome black (a.) or white (b.) to match

the main logo monochrome white must be used on dark or black backgrounds, or on dark illustrations and photographic backgrounds.



Trentino logo

Positive
monochrome
versions

This page shows the main monochrome logotype in institutional pantones.



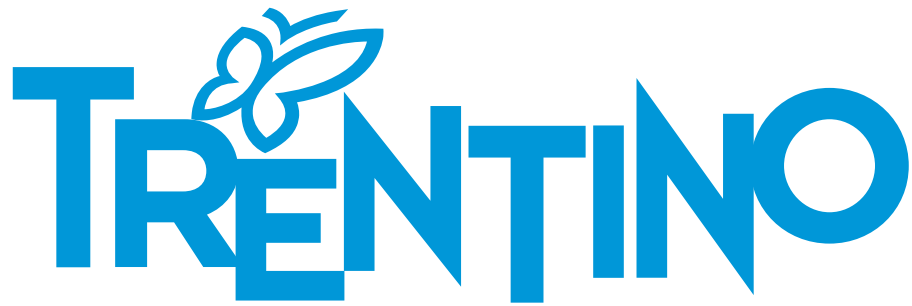
Pantone 308 CMYK 100 5 0 47 RGB 0 99 144



Pantone 3145 CMYK 100 0 19 23 RGB 0 130 164



Pantone 368 CMYK 57 0 100 0 RGB 131 184 26



Pantone 2925 CMYK 85 24 0 0 RGB 0 146 208



Pantone 2728 CMYK 96 69 0 0 RGB 0 83 159



Pantone 382 CMYK 29 0 100 0 RGB 203 211 0

Trentino logo

Negative
monochrome
versions

This page shows the main negative monochrome white
logotype on backgrounds with institutional colours.



Pantone 308 **CMYK** 100 5 0 47 **RGB** 0 99 144



Pantone 3145 **CMYK** 100 0 19 23 **RGB** 0 130 164



Pantone 368 **CMYK** 57 0 100 0 **RGB** 131 184 26



Pantone 2925 **CMYK** 85 24 0 0 **RGB** 0 146 208



Pantone 2728 **CMYK** 96 69 0 0 **RGB** 0 83 159



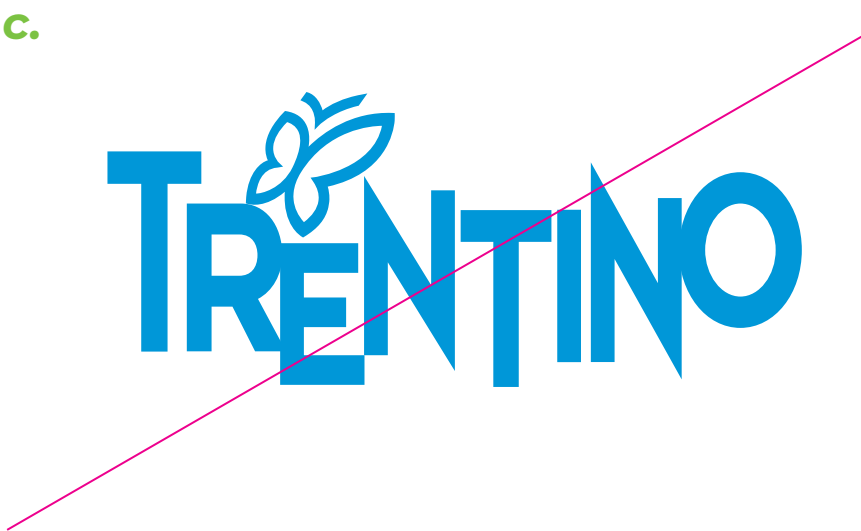
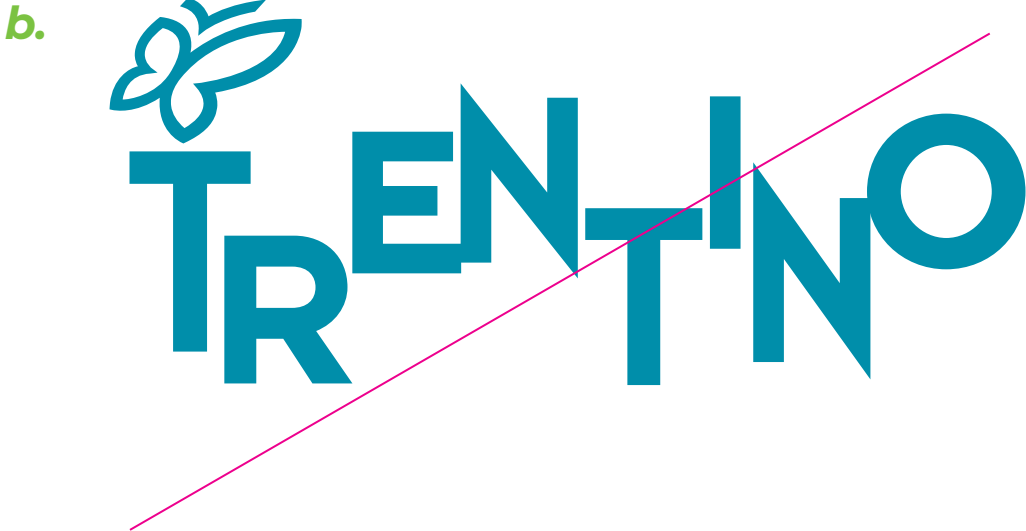
Pantone 382 **CMYK** 29 0 100 0 **RGB** 203 211 0

Trentino logo

Incorrect
uses

In order to ensure that the logotype is correctly applied and that no mistakes are made, certain rules must be observed. This page shows some incorrect uses of the monochrome logotype. You must not arbitrarily alter the proportions of the symbol and name style (**a.**),

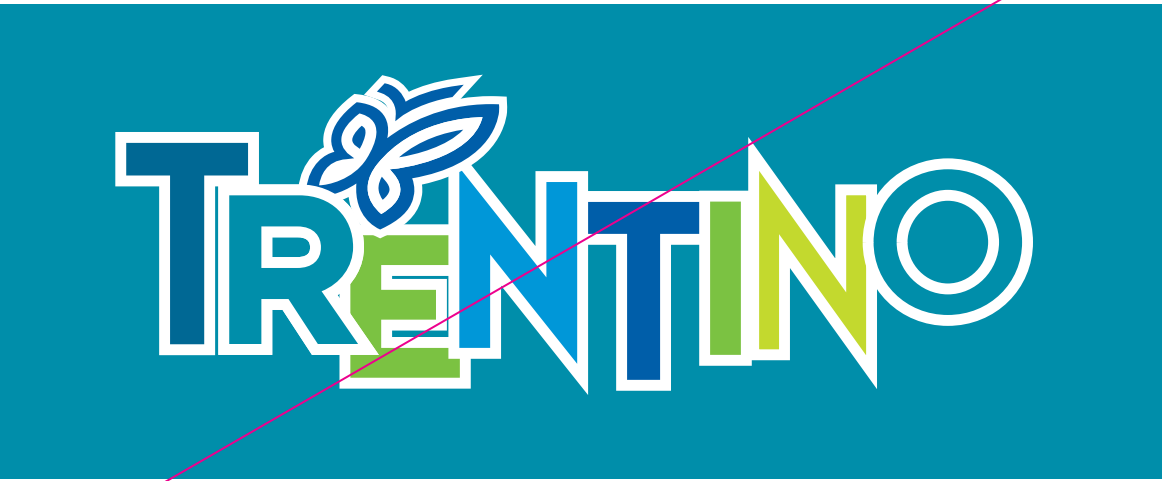
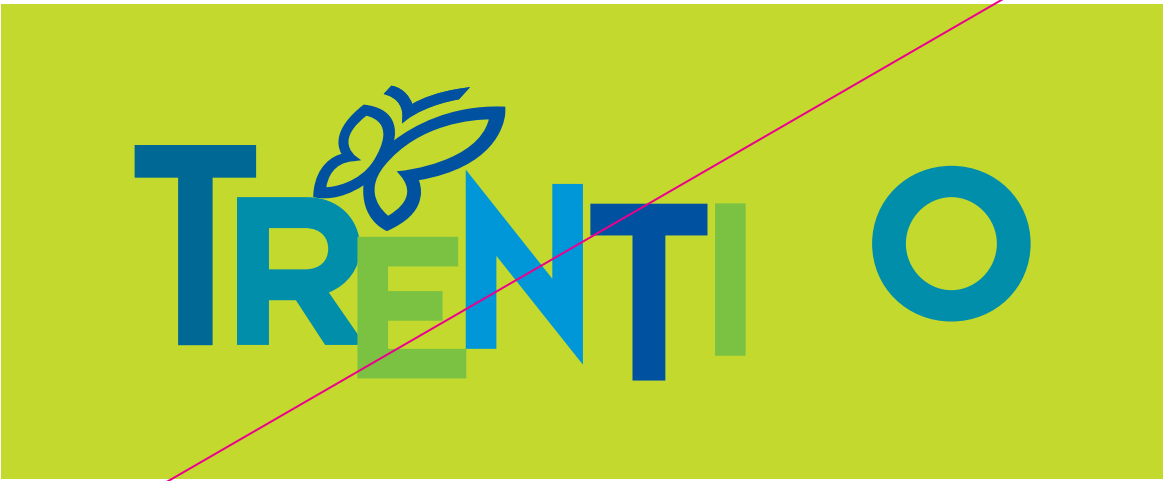
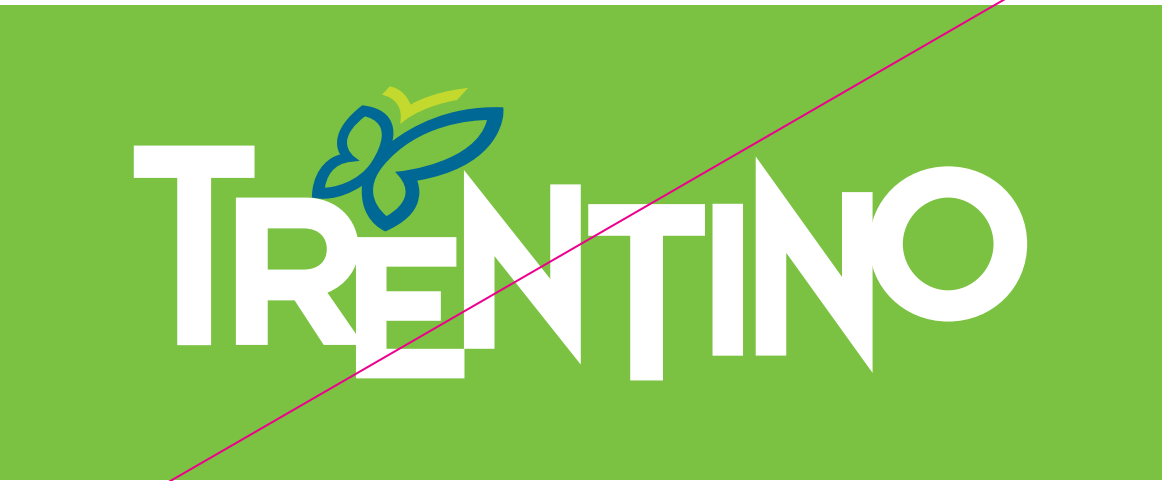
change the position of the elements (**b.**), distort the logo (**c.**); do not reverse the direction of the logo (**d.**), do not change the colours of a multicoloured logo (**e.**) or rotate the logo (**f.**).



Trentino logo

Incorrect uses

This page shows incorrect use of colour. Do not arbitrarily use the palette colours or other usable colours. Also, do not arbitrarily add coloured contours or any shadows.



Trentino logo

Use with
pay off

The pay off encapsulates all the essence of Trentino. It is to be used in association with the logotype on all institutional communication materials except where there are space limitations that compromise legibility.

a.



RESPIRA, SEI IN TRENTINO

b.



RESPIRA, SEI IN TRENTINO

Applications

Stakeholder

If the Trentino brand is to be included in a communication medium where the brand of a possible partner is present, it must always be positioned in the top right-hand corner. The Trentino logotype can be chromatically declined according to the colour of the background.

This page shows several different uses, both on light and dark backgrounds. If, on the other hand, there is a predominant colour in the layout, the logotype may be in that colour.



Derivative logos

Trentino has consolidated its identity by developing a series of logos relating to the activities and services offered by the region, respecting the brand's own aesthetics and creating visual cohesion with the style of the main logo.

Derivative logos

The derivative logos have been designed to integrate harmoniously and coherently with the territorial brand identity. Graphic design effectively and concisely represents the areas they refer to, while colouring and lettering recall the Trentino brand identity.



Derivative logos

Quality mark

The purpose of the Quality Mark with indication of origin is, firstly, to communicate and identify the quality of the local agri-food product according to known, objective and selective criteria and, secondly, to specify its origin. This presents a main version in colours with a palette taken from that

of the territorial logo. The logo can be used in a monochrome version to harmoniously match the aesthetics of the member companies. Both versions can be used on light or dark backgrounds and their minimum width is 20mm.

Primary mark on light backgrounds



Primary mark on dark backgrounds



Minimum size for primary version 20mm



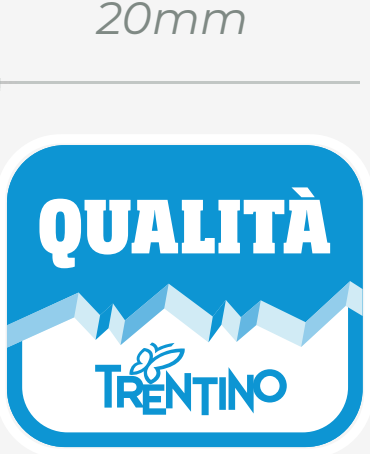
Monochrome mark on light backgrounds



Monochrome mark on dark backgrounds



Minimum size for monochrome version



IDENTITY

Graphic elements

Butterfly 48 Patterns 49

Colour

Palette 50

Gradient 51

Typeface

Primary 52

Secondary 53

Accent font 54

Graphic
elements

Butterfly

As previously mentioned, the butterfly recalls the shape of the province and it is a simple distinctive symbol that can be used on its own without the main Trentino logo.. This can be used in its positive version (**a.**), which can be applied in all the colour variants described in the institutional palette (**c.**),

on coloured backgrounds by matching them in the correct manner according to guidelines, and in its negative version (**b.**) suitable for application on the shades of the brand palette and on photographic backgrounds.



Graphic elements

Patterns

The pattern is created using coloured triangular graphic elements which, when placed side by side, represent the stylised landscape of the Trentino mountains. Depending on the space available, its extension may vary and it can be placed at the bottom of the page or cover the whole page.

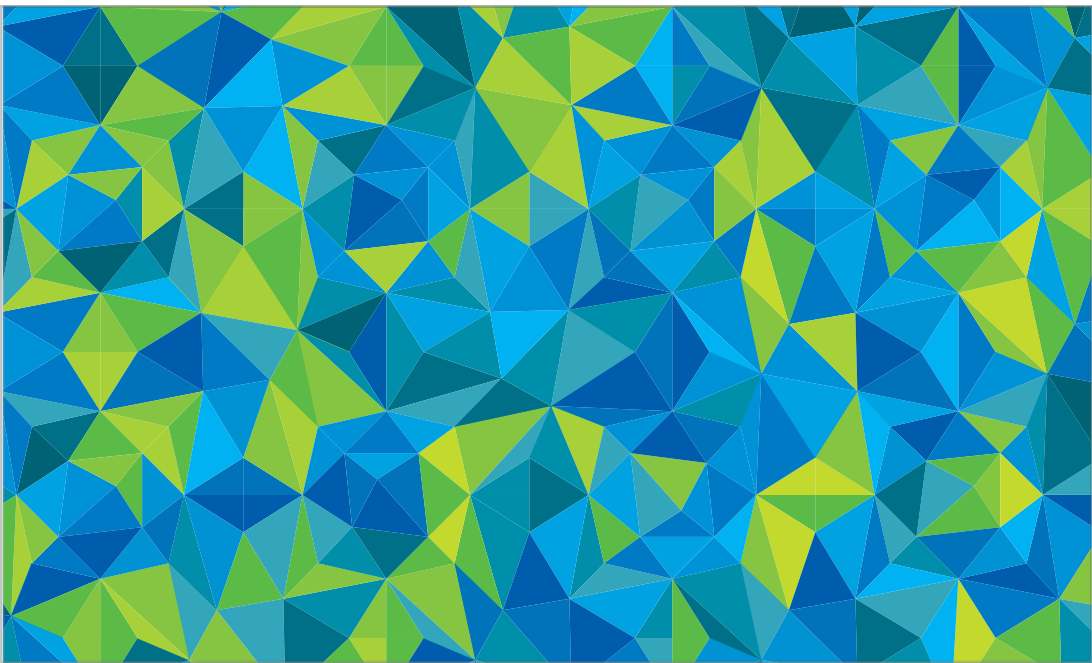
The pattern is declined in its multicolour primary version and in secondary monochrome versions. The colours that make up the palette echo those of the Trentino brand.



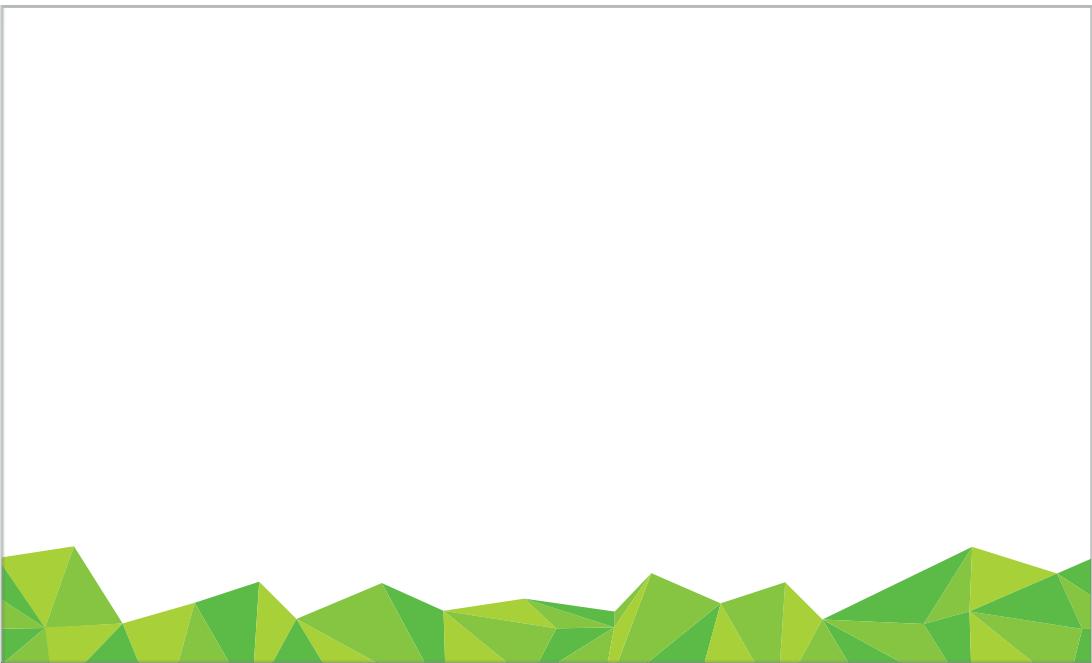
Example of partial multicolour pattern



Example of partial monochrome pattern



Example of total multicolour pattern



Example of partial monochrome pattern without prisms



Example of transport logo pattern application



Example of monochrome transport pattern application

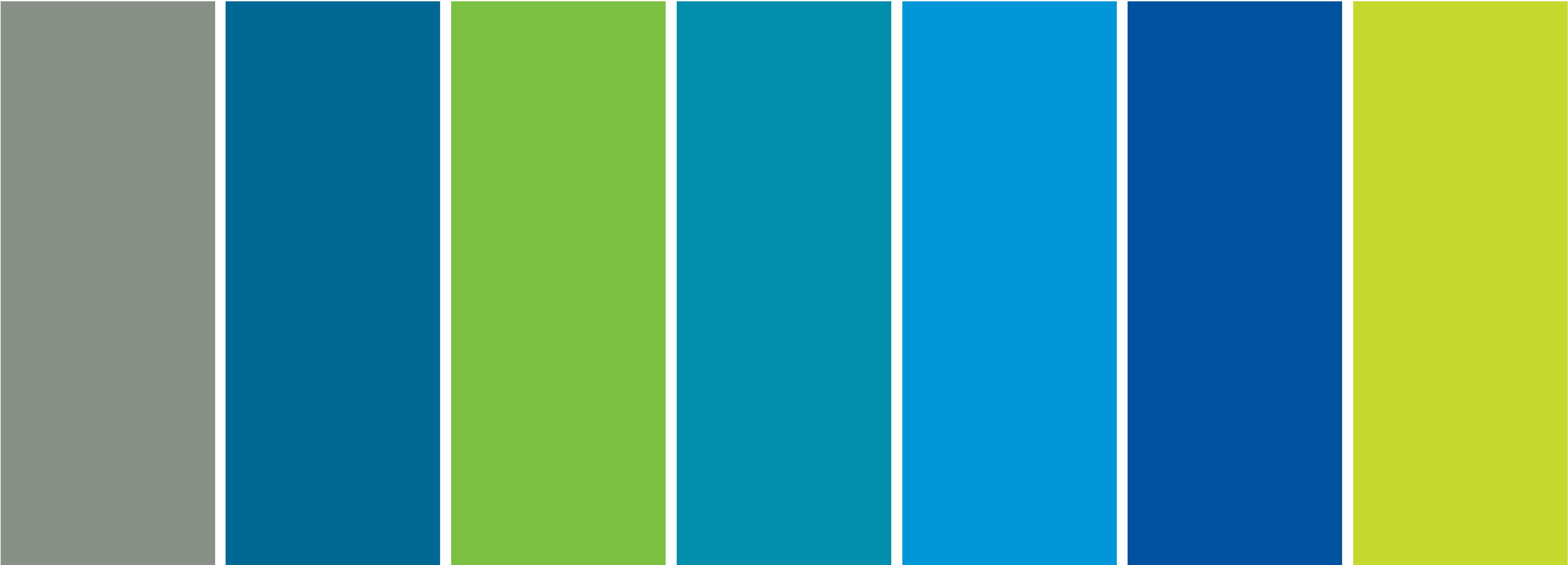


Example of road signs

Colour

Palette

The chromatic palette follows the colours of the Trentino logotype with the addition of a grey that refers to the colour of the mountains, thus completing the chromatic ecosystem



Pantone XXX
CMYK 47 33 40 15
RGB 137 143 136

Pantone 308
CMYK 100 5 0 47
RGB 0 99 144

Pantone 3145
CMYK 100 0 19 23
RGB 0 130 164

Pantone 368
CMYK 57 0 100 0
RGB 131 184 26

Pantone 2925
CMYK 85 24 0 0
RGB 0 146 208

Pantone 2728
CMYK 96 69 0 0
RGB 0 83 159

Pantone 382
CMYK 29 0 100 0
RGB 203 211 0

Colour

Gradient

The concept of a multiform open territory is reinforced by a gradient that presents the main colours of Trentino in a new form. This does not replace the main colours but represents a possible new way of depicting the colours.

Thanks to this gradient, the brand identity communicates the vitality of a region that is constantly moving and opening up. We recommend the use of the gradient at the start of internal digital materials, such as in institutional PPT files.



Typeface

Primary

Gotham, belonging to the family of characters defined as linear, has been identified as the primary font. It has a modern, clear, institutional design that copies the angular shapes of the Trentino logotype, but at the same time its rounded parts express the spirit and welcome that characterise the region.

It is easy to read in different sizes and has a wide range of styles.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz`Z
0123456789
:,'?!"%^&*()/#@

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz`Z
0123456789
:,'?!"%^&*()/#@

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz`Z
0123456789
:,'?!"%^&*()/#@

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz`Z
0123456789
:,'?!"%^&*()/#@

Typeface

Secondary

Bitter, a secondary typeface belonging to the category defined as contemporary slab serif fonts, may be associated with the primary font in some communication templates.

This too is characterised by a wide range of styles, bold shapes and a design developed to be easily readable, especially on digital devices.

Bitter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz`Z
0123456789
:,'?!"%^&*()/#@

Regular Bitter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz`Z
0123456789
:,'?!"%^&*()/#@

Bitter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz`Z
0123456789
:,'?!"%^&*()/#@

Typeface

Accent font

Accent font that accompanies the Trentino logo in general. It features different variants for each individual letter, characterised by clean, oblique cuts, which recall the angular geometric shapes of the Trentino territorial brand.

A A B B B C C D D E E E E E F F G G H H
I I J J K L L M N O O O O O P P P P Q
R R R R S S S T T U U V W X Y Z

a a b b c c c d d e e f g g h h i j k l m n
o o o o o p p q q r s s t u u v w x y z

1 2 3 4 5 6 7 8 9 0
: , ' ? ! " % ^ & * () / # @

Examples of font applications

TRENTINO
MUSIC
ARENA

Ciao
da Trentino

Come and
enjoy the
music

STYLE

Approach	56
----------	----

Photos and Videos

Framing	62
Composition	63
Acting	64
Light and colour	65
Stock Images	66
Infographics and icons	67
Illustrations	68

Words

Writing style Correct and incorrect expressions	69
	70

Approach

It is the nature of Trentino that tells us a story. In a way that is authentic, emotional, and based on identity. This is the goal that must guide the production of all visual content, with the unique stylistic input of each contributor.

Content must above all be an experience for the viewer. This is achieved by choosing dynamic camera movements, subjective shots and close-ups. It is always the snapshot from a story, never just a nature photo.



Majestic images, asymmetrical compositions, unexpected viewpoints: an immersive experience in the scenery.

Human presence is a key element in brand storytelling. It is important that interactions between characters and situations are always believable, authentic.

Always natural, real light with vigorous chiaroscuro adds intensity to the narrative and volume to each scene.

Framing

Photos and videos

It is advisable to use a point of view that makes the scene appear as seen through the eyes of someone present at the time of the story. Even wide-angle/aerial views must appear to be seen through the eye of a living being (like a bird's-eye view).



Framing

Composition

Asymmetrical compositions are preferable, with the main subject/element off-centre in relation to the chosen framing of the photo. Extremely regular and/or specular compositions are to be avoided wherever possible.

Ideal



Not recommended



Framing

Acting

Human presence is a key element in brand storytelling. It is important that the interactions between the characters and the landscape are always believable, authentic. Forced poses that betray deliberate staging are to be avoided at all costs. For this reason, except when storytelling

provides for it, looking directly at the camera and stock smiles are to be avoided.

Ideal



Not recommended



Framing

Light
and colour

Around sunrise and sunset are the best times of day, in order to capture that special atmosphere known technically as the 'magic hour'.
The use of chiaroscuro is recommended in order to add intensity to the story and volume to each scene.

No colour treatments must be used that alter the colours to such an extent that they make the scenery appear improbable or unnatural.



Framing

Stock Images

Even when choosing stock images, photos with imperfections that make them look real and credible should be preferred. Colours and artifices that make the image look artificial must never be used. File resolution must always be high quality.

Correct



Incorrect



Infographics and icons

Example Higher education and resources



Example School enrolments



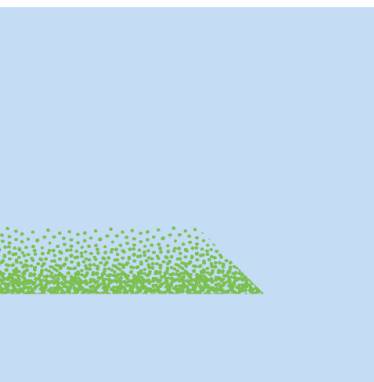
Example Human Resources



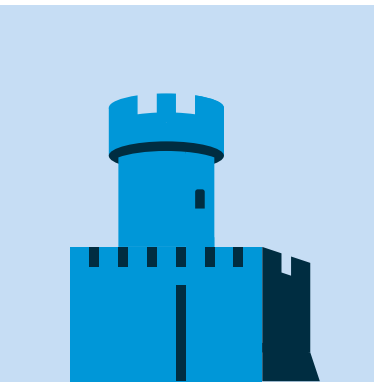
Pillar Icons



Highlands



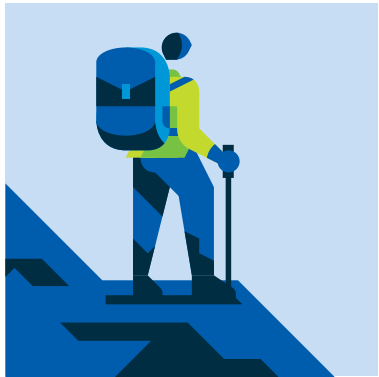
Lakes



Culture



Major Events



Outdoor & sport



Wellbeing in nature



Food and wine



Personal care

Illustrations

Illustrations can be used to support the communication content. Artwork with defined contours is preferable, where angular features prevail over excessively soft ones. All colours can be used freely for storytelling as long as they are not artificial or unnatural.

Illustrations should not be used if they are excessively childish, or that have a childish feel, or undefined or heavily inked contours that convey a vintage or cartoonish effect.

Ideal



Not recommended



Writing style

When producing content, precise guidelines regarding writing style should be followed to ensure consistency with the brand and develop texts in an appropriate and effective manner.

We always write for someone else, not for ourselves.

We do not fall in love with our words but use only those that serve our purpose: to inform, convey emotions, engage, or prompt action.

Everything has already been written.

Originality lies in the sincerity of our gaze and the truth of our words. It is our point of view, our perspective that makes the scene unique and lends us authority.

TEMPLATES

Social media channels Channel ecosystem 72

“Stories” campaign format 73
Print 74

Technical Notes 75

Social media channels

Following the rules described above for the production of photo and/or video content, let's see the social media channels involved.

Channel ecosystem: roles

Each channel has its own tone of voice, in terms of both visuals and text, as they have different targets.



INSPIRE TO SHARE

Instagram offers inspiration to all travellers with itineraries and wonders waiting to be discovered, in the most authentic way possible. The authenticity of the region, the culture and the history of its everyday inhabitants are narrated through storytelling dedicated to discovery and travel planning support.



ENTERTAIN & DISCOVER

The TikTok profile aims to get people to discover the most iconic experiences in the Trentino region through entertaining content and vertical information about what’s on offer. The keyword here is genuineness.



TALK WITH ME

Facebook plays the role of a social and promoting connector, facilitating content sharing, community building and targeted events. It is used to share relevant information and practical updates for the end user, with inspiration as the essential component.



AUTHENTICITY & DEEP DIVE

YouTube is all about in-depth detail. The aim here is to deepen interest in the region and to transmit knowledge, values and awareness, improving overall brand presence on the platform.

“Stories” campaign format

Stories Format

Print

"Stories" is a campaign format dedicated to each season, told through glimpses of the lives of people who discovered Trentino, fell in love with it, and decided to move here.



Technical Notes

Adapting images to media formats is an important step to ensure that they can be viewed correctly on different devices and platforms. Here are some general suggestions.

Size:

It is important to adapt the size of the image to the intended media format. For example, an image intended for a social media feed might require a different size to an image for a website. Make sure you comply with the recommended size specifications for the media format you are using.

Compression:

Use image compression to reduce file size without excessively compromising visual quality.

File format:

Choose the appropriate file format according to the intended media. Common formats include JPEG for photographs, PNG for images with transparent backgrounds or text, and GIF for simple animations. Be sure to save the image in the correct format to avoid compatibility problems or loss of quality.

Optimising for mobile devices:

Consider optimising images for mobile devices, as more and more people access content via smartphones and tablets. Reduce the size of the image and optimise its display on smaller screens.

Testing on different devices:

Before publishing or distributing an image, be sure to test it on different devices and platforms to make sure it displays correctly everywhere. This may include desktop computers, smartphones, tablets and different web browsers.

Adapting text and details:

If the image contains text or important details, make sure they are clearly visible and legible on all devices. You may have to adapt the size of the text or the layout of the image to ensure good readability on different screen sizes.

Preserving resolution:

If you are creating high-resolution images for printing, be sure to preserve the resolution and quality of the image when adapting to different media formats. Avoid excessive reduction of the resolution, as this may compromise the quality of the print.

Notes on images

The images used in this document are for demonstration and non-commercial purposes. They serve as style guidelines to all the authors who will be responsible for producing communication content.

Trentino Destination Book