



Guidelines

 **INDESIT**  
We work, you play.

# Indesit for communication.

The ability to evolve is one of Indesit's strongest points.

Today, its products meet constantly changing and increasingly sophisticated needs, thanks to their high level performance and attention to environmental issues. The evolution of the brand is crucial in a renewed communication format.

This document contains the major indications for the use of the Indesit brandmark and of the graphic elements created to build up the new brand identity.

Following these guidelines will maintain communication consistency and strengthen the Indesit image.

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# Brand Vision

Life should be devoted  
to chasing the extraordinary.



# Brand Mission

To create time for life through friendly home innovation.



# Brand Values

## Confidence

Peace of mind, delegation, always works, solid and dependable, strong after sales service.

## Friendliness

Closeness, easy to use, easy to find, easy to understand, dynamic, involving, quality without frills, communicates in a direct way, immediate.

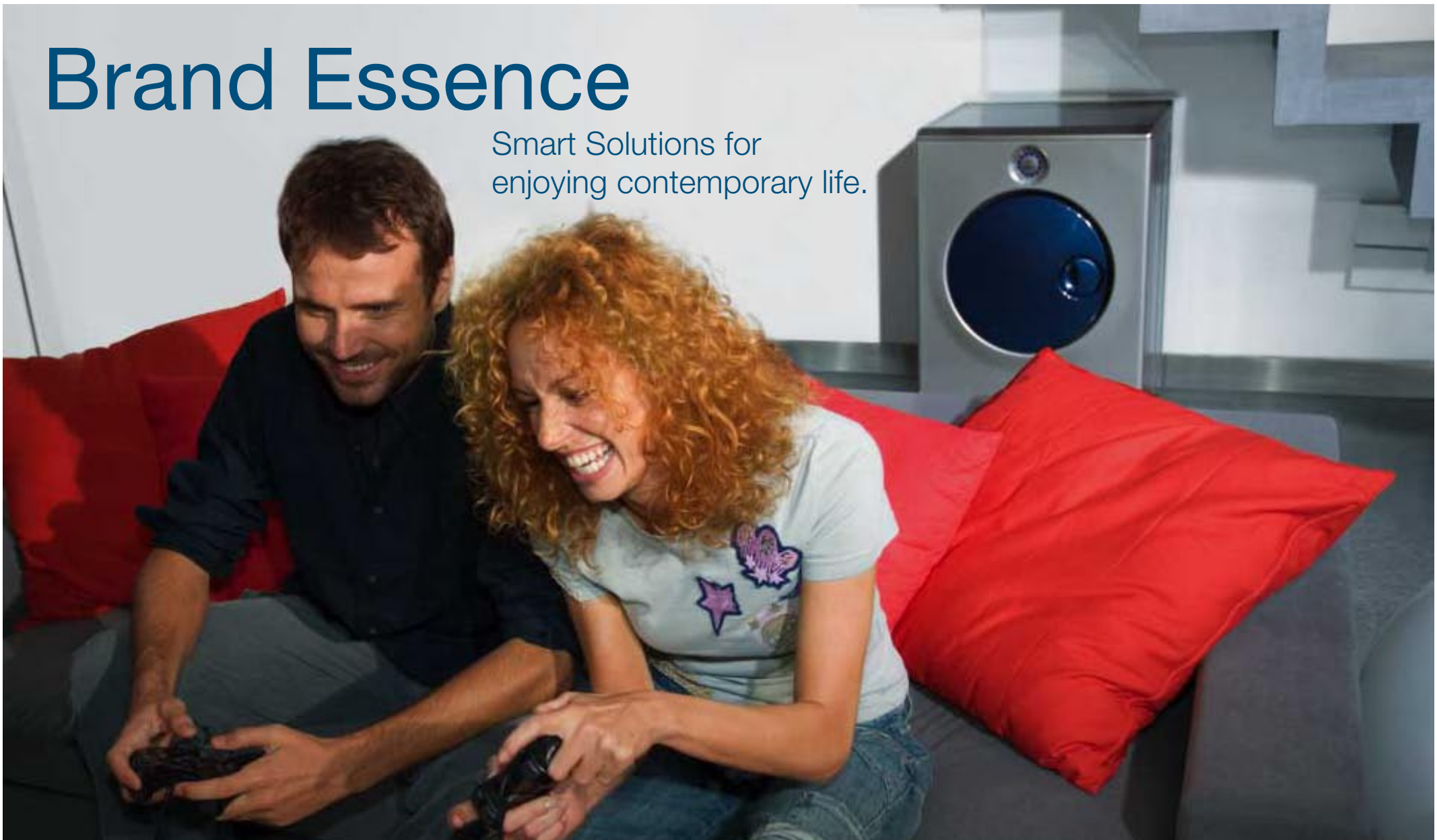
## Smartness

Enjoyment, self expression, brightness, cleverness.



# Brand Essence

Smart Solutions for  
enjoying contemporary life.



 **INDESIT**  
We work, you play.

The character and values of the Indesit brand have evolved to better satisfy the needs of a new, more modern and trendsetter target.

# Dynamic, young-in-spirit consumers whose housework is not the centre of their lives.

m/w 25-35 + 35-45 years old

## Socio-economic

Medium

## Attitudes

Low experience/experienced  
Occasional/frequent use  
Delegation with high expectations

## Needs

Easiness of use  
Reliability  
Time management  
Innovation  
Design



To communicate the new image and the changing reference world of the target from this new point of view, the images used in advertising need to portray different settings from those used before. In the board shown below, please note the different approaches between the old and the new target images.

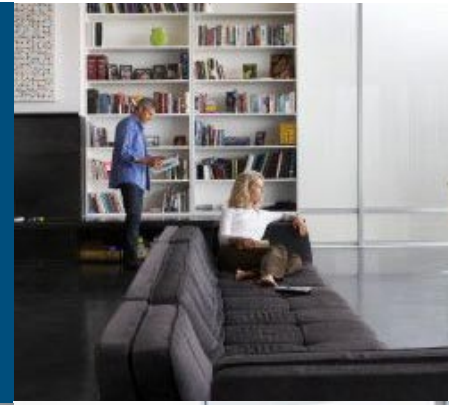
### Yesterday...

An unconcerned world, free of commitments, where passions, friends and entertainment are paramount. A world in which home is almost absent both in terms of images and of consumer's concerns. In this approach, Indesit is the sponsor of free time, a reliable friend to whom small and large domestic tasks can be delegated.



### ...today, tomorrow.

Needs and lifestyle are evolving and Indesit evolves along with them. Home becomes a place to share with friends, where one's own personality is revealed. Attention is focused on beautiful, innovative design objects, with a high technological content. Home appliances don't require instructions, because they are endowed with intelligent and intuitive controls that simplify life.

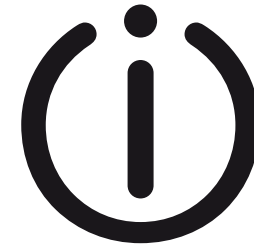


The Indesit mark is the cornerstone of the brand identity. It is made up of two elements: a simple, compelling symbol and a distinctive, modern logotype. It must be used carefully. It should never be altered and a clear area must always be maintained around it.

---

### Symbol

This can be used in combination with the logotype, see page 2.2, or on its own as a visual shorthand for the brand.



---

### Logotype

The logotype is the name of the brand, written in this unique way. It has been specially designed, so do not alter it. Use only the artwork provided with these guidelines. It should only be used in combination with the symbol, and never on its own.

**INdesIT**

### Normal mark

This is the version of the mark which we use in most applications.

Use this mark at sizes greater than 12mm.

For reproduction at sizes of 12mm or less use the small mark, here below.



### Centred mark

This version of the mark focuses more heavily on the symbol.

It is used only for applications where a centred form is more appropriate, such as signage.



### Small-use mark

Based on the normal mark, a modified small-use mark has been created for use at sizes of 12mm down to a minimum size of 8mm.



### Symbol

The symbol can be used on its own as a visual shorthand for the brand.



## Size reference

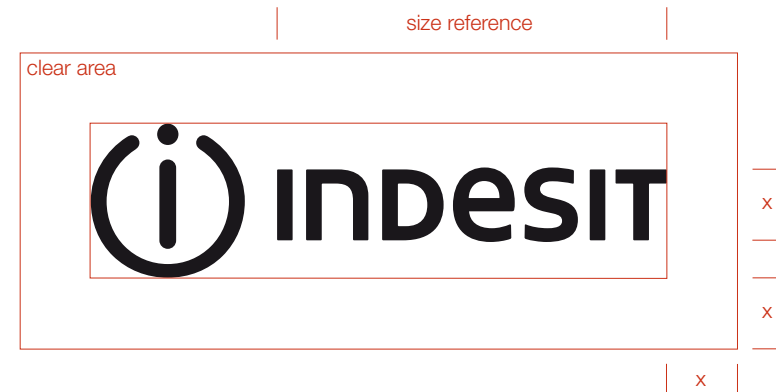
It is essential that the mark be always reproduced at consistent sizes across all our communication.

To aid this we have created a consistent 'size reference' for all versions, which is equal to the width of the logotype on its own. In these guidelines, wherever we mention the 'size' of the mark, we refer to the width across this size reference.

## Clear area

To ensure that the Indesit mark always appears in a prominent position, we have created a minimum clear area around it. Do not allow any other graphics or type to enter this area, and try to increase the clear area wherever possible. We refer to the height of the logotype as 'x'.

For the normal and centred versions of the mark, the clear area is equal to the height of the logotype.



**It is important that the Indesit mark is prominent and used consistently. This is why it may be reproduced only in the ways shown on this page.**

The Indesit brand must be reproduced in white on a blue ground. Blue is the only Indesit colour that may be used as ground.

When the only brand's logo is required, out of the official and institutional brand communication and advertising, it must be used this square version, which proportions are described at page 2.3.

For black and white reproduction, the logo must be used in white on black ground or in black on white ground.

Note: Only in extremely rare cases may the logo be reproduced in white or black on a different colour ground.



Indesit image evolution also entails a new brand usage for communication needs. The result is both authoritative and dynamic, thanks to the new shape that highlights the brand and makes it memorable.

In most materials, the logo and pay-off are placed in an institutional blue box that sags into a unique shape, the dimensions of which will be explained in the following pages.



For chromatic details see the relative colour page **2.13**.

**There are two different versions of the logo with the shape, in order to better meet all the communication and media needs.**

The first version (Version A) is the most widely used, while the second has been created for special format needs.

Correct measurements and some application examples are supplied below. The “i” of the brand, without its dot, is taken as the basic element to set the correct proportions between the logo and the shape. Its base

and height are the constants used to measure distances between the logo elements, the logo and the shape and the various distances within the blue box.

X = I height

Y = I width



## VERSION A

This version – with the logo aligned above the shape - is the most frequently used, both in ATL and BTL material. Its use is recommended whenever a small packshot appears within the blue box, so that it can be perfectly centred above the logo.

Correct usage proportions are supplied below and must always be respected.



Example extended shape - vertical.



Example extended shape - horizontal.



VERSION B

In case B, the logo is shifted with respect to the shape, leaving a larger space on the right-hand side of the blue box. This takes into account the needs of particular formats and whenever large packshots must be aligned above the logo.

Correct usage proportions are supplied below and must always be respected.



Example extended shape - vertical.



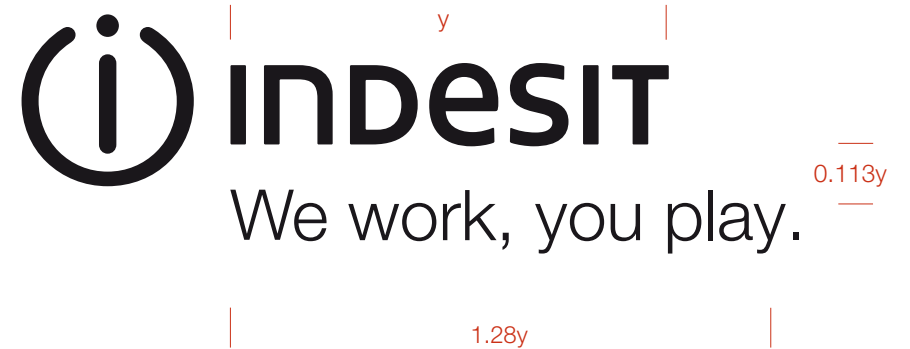
Example extended shape - horizontal.



The Indesit strapline sums up our unique positioning. It is a statement of our aim and supports the Indesit mark on all customer-facing communications.

# We work, you play.

The strapline is always set in Neue Helvetica 45 light, upper and lower case. The relation between brand and pay-off is fixed and can never be modified.



Examples of strapline and mark for different languages.

 **INDESIT**  
My pracujeme, vy žijte.

Czech

 **INDESIT**  
Noi lucrăm, tu bucură-te de viață.

Rumanian

 **INDESIT**  
My pracujemo, vy žite.

Slovene

 **INDESIT**  
My pracujemy, Ty masz wolne.

Polish

 **INDESIT**  
Мы работаем – Вы отдыхаете.

Russian

 **INDESIT**  
Játék a munka.

Hungarian

 **INDESIT**  
We work, you play.

English

 **INDESIT**  
We work, you play.\*

French

 **INDESIT**  
Nosotros trabajamos. Tú disfrutas.

Spanish

 **INDESIT**  
Hayatın keyfine varın

Turkish



Mark and strapline appear in different positions with respect to each other, depending on the length of the strapline in different languages. Short straplines account for a double version of the logo, as in the English “We work, You play” translation.

They need to be used in exactly the same way as versions A and B previously described, i.e. with small (A) or large (B) packshot on top of the logo.

The blue surface can be extended depending on the different applications.



Whenever possible, only one version of the logo has been set.  
In the case of a packshot, it is recommended to align it above the logo on an optical axis.

Correct usage proportions in different languages are supplied here below and must always be respected.

Russian



Polish



Rumanian



Turkish



Spanish



Hungarian



Indesit Blue is the unique colour that bestows identity on the brand and is used as page and logo ground. The tone of the institutional blue has been modified with respect to the previous version to be in line with the evolution of the brand and is a newer and more polished shade.

**Printing**

Indesit communications are printed on uncoated stock wherever possible. The recommended method for printing the Indesit colours is through a four-colour process, using the CMYK values given here.

Pantone®\* inks may also be used.

\*Pantone® is a registered trademark of Pantone Inc.

**Television:** use the RGB (TV) values given here.

**Website:** use the RGB (Web) or Hex values given here.

**Products/vehicles:** use the RAL paint references given here.

Different colours may be used only rarely in graphic elements to highlight a piece of information.

**Attention:**

For accurate colour reproduction avoid relying on video output and commit exclusively on the chromatic pointers outlined in this section. Colour proofing is suggested for a thorough control of the chromatic results.



**CMYK**  
C100, M72, Y30, K0

**Pantone®**  
653C

**RGB TV**  
R 20, G56, B81

**RGB (Web)**  
R0, G50, B125

**HEX**  
#00327D

**RAL**  
5010

CMYK	Pantone®	RGB (TV)	RGB (Web)	HEX	RAL
C35, M0, Y100, K0	382U	R137, G159, B29	R204, G204, B29	#CCCC1D	110 70 60

CMYK	Pantone®	RGB (TV)	RGB (Web)	HEX	RAL
C70, M0, Y20, K0	311U	R42, G160, B167	R102, G204, B204	#66CCCC	210 70 25

CMYK	Pantone®	RGB (TV)	RGB (Web)	HEX	RAL
C0, M90, Y100, K15	1797U	R174, G30, B6	R204, G51, B6	#CC3306	040 40 67



## Typeface Colour



### Headings

On white page, titles must be written in institutional blue.

# Sed ut perspiciatis unde.

### Introduction text

On white page, texts must be written in institutional blue.

## Sed ut perspiciatis unde.

### Subheadings

On white page, texts must be written in institutional blue.

## Sed ut perspiciatis unde.

### Body text

On white colour, texts must be written in institutional blue. For a long text or when using small dimension founts, use 60% grey to improve texts readability.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

### Headings

On institutional blue pages, titles must be written in white.

# Sed ut perspiciatis unde.

### Introduction text

On institutional blue pages, texts must be written in white.

## Sed ut perspiciatis unde.

### Subheadings

On institutional blue pages, texts must be written in white.

## Sed ut perspiciatis unde.

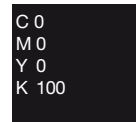
### Body text

On institutional blue pages, texts must be written in white.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.



The black typeface usage is allowed when necessary, depending on the context and on specific communication material.

All the indications in this section refer to ATL material and must always be followed in order to maintain the consistency and strength of Indesit communication.

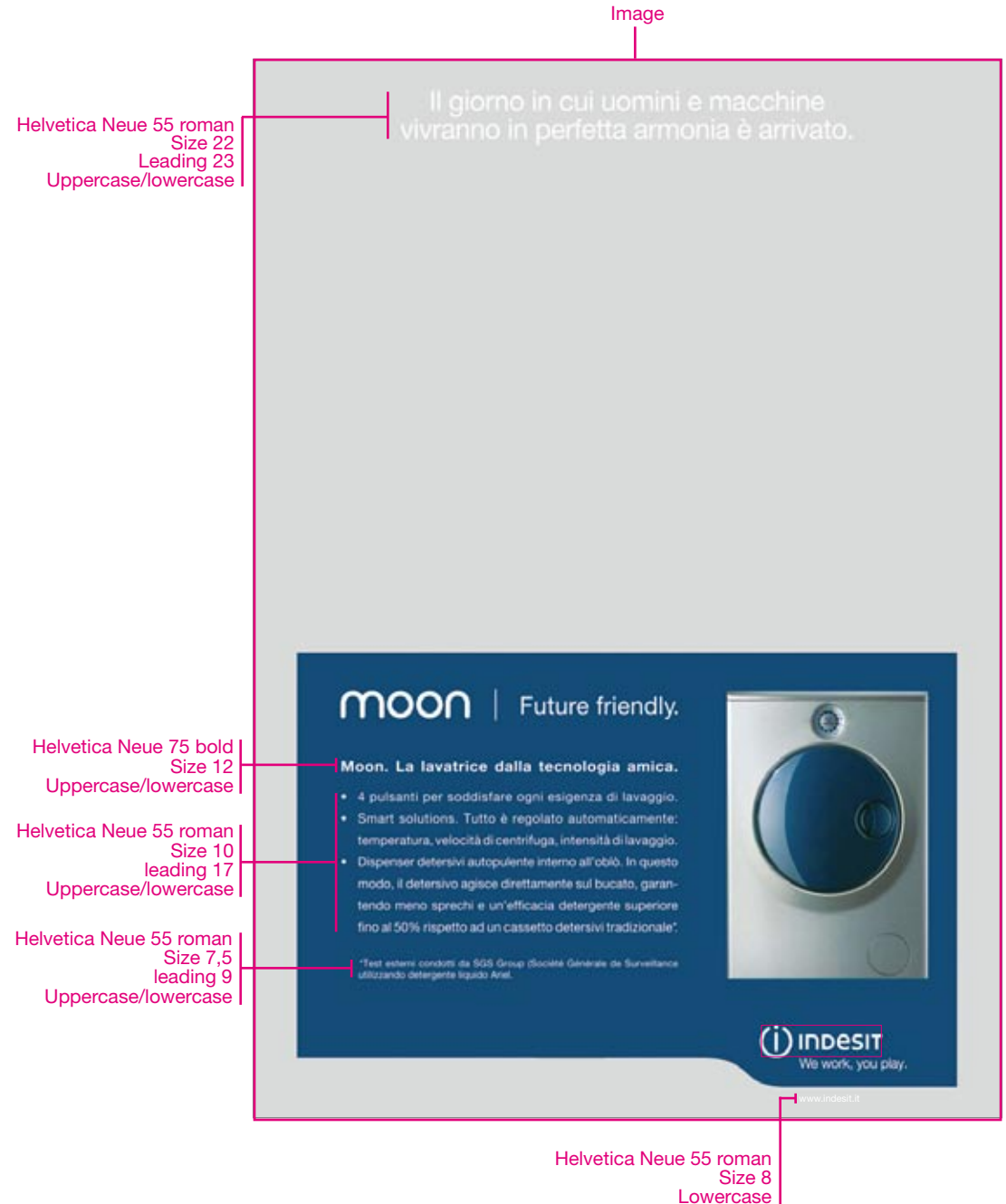
The new print pages format prescribes the use of “in vivo” photos and of a blue box, in which texts and product images are inserted.

Titles must be centred in the page and written in small letters with capital initial on photographic ground, either in white or in blue, according to text readability.

Texts (product name, subheads, body copy) and product image must be inserted within the shaped box. Texts must be printed in negative colour on an institutional blue ground.

Internet website must be aligned with the logo and posted beneath the shape, on photographic ground.

For shaped blue box proportions in relation to pages, see examples.



Image

Il giorno in cui uomini e macchine  
vivranno in perfetta armonia è arrivato.

Helvetica Neue 55 roman  
Size 26  
Leading 25  
Uppercase/lowercase

moon | Future friendly.

**Moon. La lavatrice dalla tecnologia amica.**

- 4 pulsanti per soddisfare ogni esigenza di lavaggio.
- Smart solutions. Tutto è regolato automaticamente: temperatura, velocità di centrifuga, intensità di lavaggio.
- Dispenser detersivi autopulente interno all'oblò. In questo modo, il detersivo agisce direttamente sul bucato, garantendo meno sprechi e un'efficacia detergente superiore fino al 50% rispetto ad un cassetto detersivi tradizionale.\*

\*Test estivi condotti da SGS Group (Società Generale di Sorveglianza) utilizzando detersivo liquido Ariel.



**i INDESIT**  
We work, you play.

[www.indesit.it](http://www.indesit.it)

Helvetica Neue 75 bold  
Size 12  
Uppercase/lowercase

Helvetica Neue 55 roman  
Size 10  
leading 17  
Uppercase/lowercase

Helvetica Neue 55 roman  
Size 7,5  
leading 9  
Uppercase/lowercase

Helvetica Neue 55 roman  
Size 10  
Lowercase

- 1 Single page
- 2 Double page

1

Il giorno in cui uomini e macchine vivranno in perfetta armonia è arrivato.

**moon** | Future friendly.

**Moon. La lavatrice dalla tecnologia amica.**

- 4 pulsanti per soddisfare ogni esigenza di lavaggio.
- Smart solutions. Tutto è regolato automaticamente: temperatura, velocità di centrifuga, intensità di lavaggio.
- Dispenser detergente autopulente interno all'obolo. In questo modo, il detergente agisce direttamente sul bucato, garantendo meno sprechi e un'efficacia detergente superiore fino al 50% rispetto ad un cassetto detergente tradizionale\*.

\*Test interni condotti da SGS Group Società Generale di Sorveglianza e Ricerca, dirigenti Paolo Anzi.

**Indesit**  
We work, you play.

www.indesit.it

2

Il giorno in cui uomini e macchine vivranno in perfetta armonia è arrivato.

**moon** | Future friendly.

**Moon. La lavatrice dalla tecnologia amica.**

- 4 pulsanti per soddisfare ogni esigenza di lavaggio.
- Smart solutions. Tutto è regolato automaticamente: temperatura, velocità di centrifuga, intensità di lavaggio.
- Dispenser detergente autopulente interno all'obolo. In questo modo, il detergente agisce direttamente sul bucato, garantendo meno sprechi e un'efficacia detergente superiore fino al 50% rispetto ad un cassetto detergente tradizionale\*.

\*Test interni condotti da SGS Group Società Generale di Sorveglianza e Ricerca, dirigenti Paolo Anzi.

**i Indesit**  
We work, you play.

www.indesit.it

**Billboard**

The ground colour for billboards is the Indesit Blue.

Important: in billboards only, a lighter glow behind the packshot has to be inserted. The font to be used is Helvetica Neue 55 Roman.

For the application of white frame see page 2.20.

moon

Future friendly.

La lavatrice dalla tecnologia amica.

 **INDESIT**  
We work, you play.

[www.indesit.it](http://www.indesit.it)

When the logo and the shape are not inserted within a picture, as in billboards and in a variety of Btl material, they need to be enclosed with a white frame, as in the quoted examples.

The white band width that shapes the frame corresponds to the height of “i” =  $x$ , already used to measure proportions of the different brand elements.



Trade Catalogue

- 1 Cover
- 2 Back

Helvetica Neue 45 light  
Size 30,6  
Uppercase/lowercase

Elettrodomestici  
Libera Installazione



Helvetica Neue 45 light  
Size 20,4  
Lowercase

collezione casa 2008



1

Helvetica Neue 55 roman  
Size 9,5  
Lowercase

Indesit Company S.p.A.  
Viale Aristide Merloni, 47  
60044 Fabriano (AN)  
www.indesit.it

Ed. 02/08 - Cont. # 99506



2

## Trade Catalogue

1 Introduction page

2 Index page

Helvetica Neue 45 light  
Size 14,5  
Uppercase/Lowercase

Crescere vuol dire evolversi. Da sempre, Indesit è impegnata a migliorare i suoi prodotti e a fare del rinnovamento la chiave del suo successo. E' per questo che oggi rappresenta uno dei marchi di punta in Europa. I suoi prodotti sono la risposta ad esigenze sempre più evolute che richiedono performance sempre più avanzate. Elettrodomestici efficienti, affidabili, facili da usare e rispettosi dell'ambiente, frutto di soluzioni innovative capaci di semplificare la vita. Creare prodotti che permettono di avere più tempo libero da dedicare a sé stessi ed alla propria vita in tutta tranquillità e sicurezza: è questa la filosofia di Indesit, è questa la direzione verso cui continuerà a muoversi. Sempre.

www.indesit.it

1



2

## Indice

4	Lavabiancheria, Lavasciuga e Asciugatrici
26	Lavastoviglie
32	Frigoriferi
56	Congelatori
62	Cucine
78	Servizi

Helvetica Neue 55 roman  
Size 13  
Uppercase/Lowercase

Consumer Folder

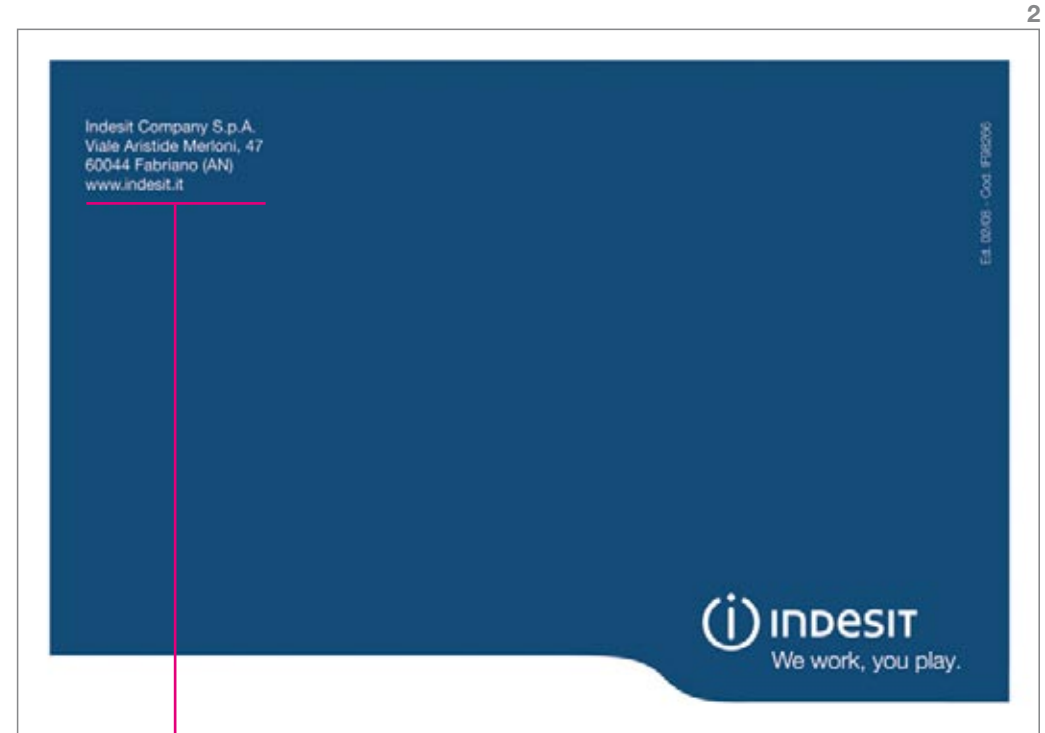
1 Cover

2 Back

Helvetica Neue 45 light  
Size 16  
Lowercase



Helvetica Neue 45 light  
Size 24  
Uppercase/Lowercase



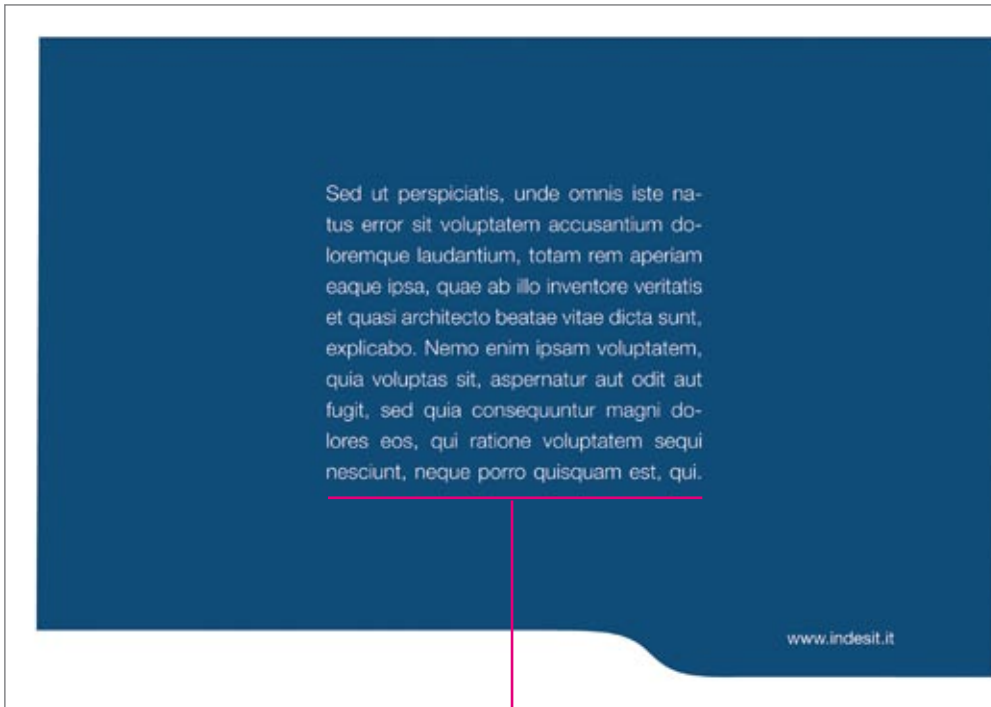
Helvetica Neue 55 roman  
Size 9,5  
Uppercase/Lowercase

Consumer Folder

1 Introduction page

2 Index page

1



Helvetica Neue 45 light  
Size 13  
Uppercase/Lowercase

2



Helvetica Neue 45 light  
Size 11  
Uppercase/Lowercase

Indice

- 4** Soluzioni intelligenti
- 6** Il futuro, tra noi:  
Lavabiancheria Moon
- 8** Maxi carico:  
Lavabiancheria 7kg e 6kg
- 10** Bucato Regular:  
Lavabiancheria 5kg
- 12** Piccoli spazi:  
Lavabiancheria Snella
- 13** Più comodità:  
Carica dall'alto
- 14** Doppia funzione:  
le Lavasciuga
- 16** Grande praticità:  
le Asciugatrice

Helvetica Neue 45 light  
Helvetica Neue 75 bold  
Size 11  
Uppercase/Lowercase

3

Moon POS Material

- 1 Sticky Note front
- 2 Sticky Note back
- 3 Leaflet front
- 4 Leaflet back

1 Simple gestures. Refined Intelligence.

Simple gestures. **Refined Intelligence.**

The innovative control panel that makes life easier for you.

- 4 special buttons for the instant setting of all wash cycles.
- LEDs that display wash cycle status.

Self-cleaning detergent dispenser inside the door.

- Less wastes and a washing effectiveness up to 50% more than traditional detergent drawers.\*\*
- The direct water action automatically cleans detergent drawer.
- Detergent directly where it is needed.
- Internal flaps for faultless detergent level control when filling.
- Removable control grille for use with detergent tablets.

**SMART SOLUTIONS**  
Intelligent features for optimum results.

- Automatic temperature regulation, spin cycle speed, washing intensity.
- Variable load function that optimizes consumption of water, time and energy according to the amount of washing.
- Automatic stress regulation sensor that ensures complete elimination of detergent traces.
- Internal load balancing system for maximum possible vibration reduction.

\*\*For more info visit [www.indesit.it](http://www.indesit.it)

www.indesit.it

All the colours of technology.

moon moon Silver moon Pearl

All the features of innovation.

CLASS	CLASS	CLASS	CLASS
Super Wash	12 kg	1000 rpm	1400 Wh/rev.
Standard	8 kg	1000 rpm	1400 Wh/rev.

Indesit Company S.p.A.  
Viale Venezia, 10 - 37044 Verona (VR) - Italy  
www.indesit.it

moon Future friendly.

Indesit We work, you play.

The innovative control panel that makes life easier for you.

- LEDs that display wash cycle status.
- Audio signal at the end of wash cycle.
- Just 4 special buttons for all your washing needs:

- For all non-delicate cotton clothes.
- For all more delicate white or coloured cotton garments and for all synthetic clothes. For easy and quick ironing.
- For all your precious clothes in wool or silk.
- For washing lightly-stained cotton or synthetic clothes, or clothes with a label saying "Wash at 30°" in 30 minutes. For mixing hand-washed clothes.

Self-cleaning detergent dispenser inside the door.

- Less wastes and a washing effectiveness up to 50% more than traditional detergent drawers.\*\*
- The direct water action automatically cleans the detergent drawer.
- Internal flaps for faultless detergent level control when filling.
- Removable control grille for use with detergent tablets.

\*\*For more info visit [www.indesit.it](http://www.indesit.it)

Simple gestures. Refined intelligence.

**SMART SOLUTIONS**  
Intelligent features for optimum results.

- Automatic temperature regulation, spin cycle speed, washing intensity.
- Variable load function that optimizes consumption of water, time and energy according to the amount of washing.
- Automatic stress regulation sensor that ensures complete elimination of detergent traces.
- Internal load balancing system for maximum possible vibration reduction.

www.indesit.it

Moon POS Material

- 1 Cd case
- 2 Leaflet dispenser
- 3 Totem and roll up



Moon POS Material

- 1 Crowner
- 2 Institutional Sticker
- 3 Poster



Moon POS Material

- 1 Podium with monitor
- 2 Podium with LEDs
- 3 Podium with product information



Financial Trade Material (special project related to Italian financial law)

- 1 Sticker
- 2 Stopper front
- 3 Stopper back



Financial Trade Material (special project related to the Italian financial law)

- 1 Press Folder
- 2 Leaflet dispenser with crowner
- 3 Leaflet outside
- 4 Leaflet inside

