Brand Guidelines

scientifica

Table of contents

Brand Architecture 3
Logo Structure 4
Pictogram Usage 5
Clear Space Area 6
Brand Colors 7
Primary Typeface 9
Fallback Typeface 10
Brand Statement 11
Message Bible 13
Official Photo Gallery 14
Summary of correct brand usage 15
Brand governance 16

Brand Architecture

Scientifica S.p.A. serves as the Group's holding company; the "Scientifica" brand, embodied in its logotype, acts as the core identity anchor of the entire ecosystem.

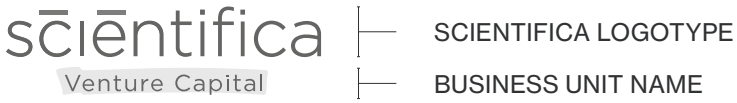
The Group is structured into the following business units:

- Scientifica Venture Capital
- Scientifica Lab
- Scientifica Academy

Each business unit must preserve a strong visual and semantic alignment with the holding brand.

Logo Structure

Each business unit logo consists of:



The name of the business unit must always appear below the Scientifica logotype.

The following are not permitted:

- ✕ separating the unit name from the Scientifica logotype
- ✕ using colors other than those assigned to the divisions
- ✕ altering the proportions, typography, or structure of the brand mark

Pictogram Usage

The “S” pictogram is reserved exclusively for Scientifica Holding.

It may be used:

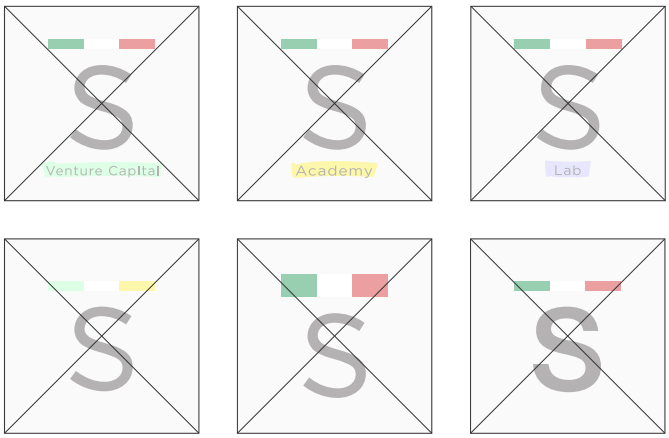
- ✓ as the institutional icon of the holding
- ✓ as a graphic element in materials related to the holding
- ✓ in contexts where the full logotype is not required.

The pictogram must not be used to represent individual business units.

Prohibited usage

It is not permitted to:

- ✗ insert the division name into the pictogram
- ✗ use the pictogram as the logo for Venture Capital, Lab, or Academy
- ✗ modify the proportions or structure of the pictogram



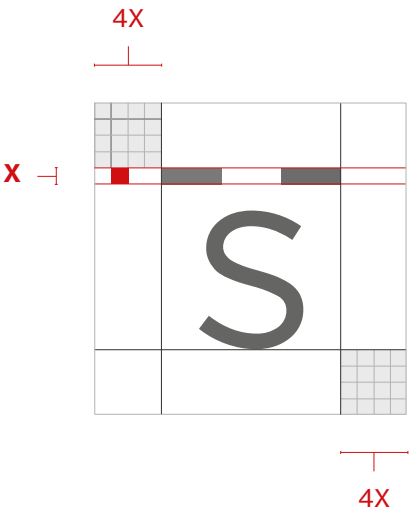
Clear Space Area

The clear space defines the minimum area surrounding the logotype and pictogram, required to ensure readability and visual impact.

No graphic element, text, or image may encroach upon this space, in order to preserve the integrity and recognizability of the brand.

Maintaining this clear space is essential to convey professionalism and consistency across all brand applications.

As shown, the height of the Italian tricolour - proportioned according to the module defined as X in the images below - is used as the reference to establish the clear space around the logotype and pictogram



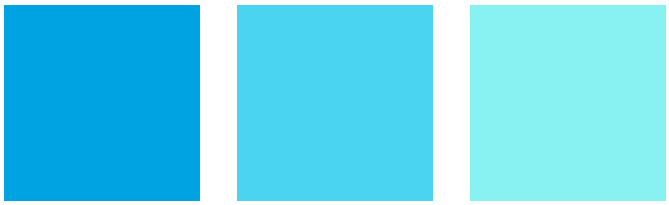
For the pictogram, a clear space of 4X must be maintained on all sides of its bounding area.

Brand Colors

Scientifica's color system is designed to reflect the identity and structure of its ecosystem The palette combines the corporate colors of the Scientifica brand, which represent the holding company's identity, with distinctive colors associated with the various business units.

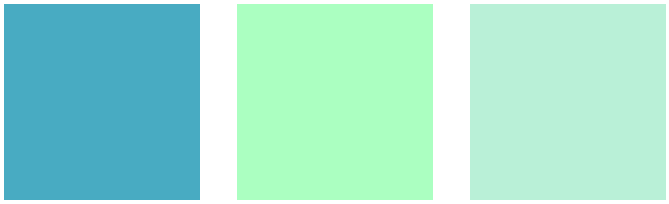
The business unit colors do not replace the primary color identity but rather extend and articulate it, serving to visually represent the three pillars of its model: capital, research and knowledge.

COLORS
Scientifica Holding



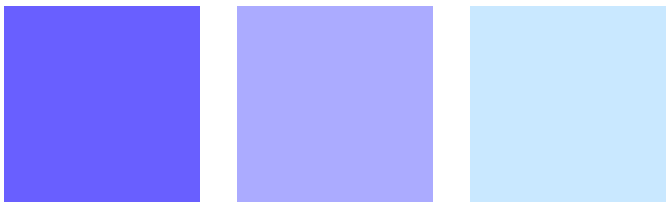
#00A3E1 #4BD4F2 #88F2F2

BUSINESS UNIT COLORS
Scientifica Venture Capital



#47ABC2 #ACFFC1 #BAF0D6

BUSINESS UNIT COLORS
Scientifica Lab



#695FFF #ABABFF #C9E8FE

Brand Colors

BUSINESS UNIT COLORS

Scientifica Academy

#F8B964 #FFFF68 #FDFCB9

More specifically:

GREEN

Scientifica Venture Capital

Represents growth, development and value creation, reflecting the role of investment in supporting the launch and scaling of new technology-driven companies.

PURPLE

Scientifica Lab

Evokes the world of scientific research and experimentation, symbolizing the intersection of rigor, technological innovation and the development of new solutions.

YELLOW

Scientifica Academy

Refers to knowledge, intellectual curiosity and the dissemination of ideas, reflecting the Academy's role in promoting scientific and entrepreneurial culture and in connecting research with new generations of innovators.

The correct use of the color palette is essential to preserve the visual integrity, consistency and recognizability of the Scientifica brand across all communication applications.

Primary Typeface

Neue Haas Grotesk is the primary typeface of the brand. Chosen for its clean and modern aesthetic, it effectively reflects the values of clarity, precision and reliability that the brand aims to convey.

As a sans-serif typeface, it ensures high legibility across all formats, from headings to promotional materials, while maintaining a consistent and professional appearance.

Its balanced structure and versatility across different weights make it ideal for creating clear and recognizable typographic hierarchies within the brand's visual identity.

Aa

Aa

ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Aa

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Aa

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Aa

MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Aa

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Aa

BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Fallback Typeface

Helvetica is the brand's fallback typeface. It is used when Neue Haas Grotesk is not available, ensuring visual consistency thanks to its similar sans-serif structure and high legibility.

It is recommended for shared documents, digital applications with font limitations, and operating environments where the primary typeface cannot be installed.

Aa

Aa

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Aa

LIGHT OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Aa

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Aa

OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Aa

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Aa

BOLD OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"£$%&/()=@

Brand Statement

The Brand Statement summarizes the identity and strategic positioning of Scientifica.

Science and Capital to build visionary ventures

This statement expresses Scientifica's mission: to integrate scientific research, capital, and strategic vision to create new high-tech companies.

ll The Brand Statement may be used across institutional communication materials, including:

- ✓ the corporate website
- ✓ presentations
- ✓ official documents
- ✓ editorial content

It defines the focus of the entire Scientifica ecosystem, encompassing its business units:

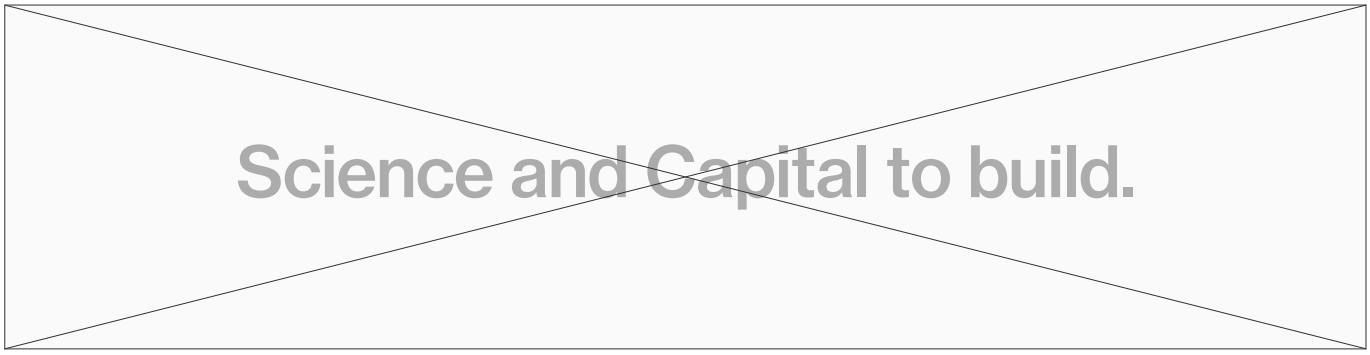
- Scientifica Venture Capital
- Scientifica Lab
- Scientifica Academy

Brand Statement

Prohibited uses

The Brand Statement:

- ✕ must not be modified
- ✕ must not be shortened or adapted
- ✕ must not be used independently of the business units



Message Bible

The Message Bible brings together the key messages used by Scientifica in its communication, including:

FUTURE	**We invest in the sparks that redefine the rules of the *future***
IDEAS	**We turn *ideas* into successful realities**
INNOVATION	**In an ever-evolving world, *innovation* is our constant**
SCIENCE	***Science* is a driver of economic competitiveness**

These texts constitute Scientifica's official narrative foundation, ensuring consistency across all brand communications.

Official Photo Gallery

It is essential to convey, through imagery, a consistent representation of Scientifica's values and reality.

For this reason, the brand relies on an official gallery of proprietary images, designed to visually portray a complex ecosystem of people, spaces and research infrastructures.

Each image in our gallery is carefully branded. They are not merely photographs, but assets crafted to reflect the brand's aesthetics, color palette and positioning ensuring that every visual touchpoint is instantly recognizable as Scientifica.

Summary of correct brand usage

- The pictogram is used exclusively to represent the holding.

For the business units:

- Scientifica logotype with the unit name positioned below
- Unit-specific color applied to the label

scientifica
Venture Capital

Scientifica Venture Capital
GREEN #ACFFC1

scientifica
Lab

Scientifica Lab
PURPLE #ABABFF

scientifica
Academy

Scientifica Academy
YELLOW #FFFF68

Brand Governance

Any use of the Scientifica brand by partners, across editorial or press materials, or in the context of events and external collaborations, is subject to approval by Scientifica's Marketing & Communication team.