

# SALTO

BRAND GUIDELINE

# SALTO

Primäre Schrift / Font primario

**Source Serif Pro // Semibold**  
(Open Source Font)

## Primäre Schrift / Font primario

# Source Serif Pro

(Open Source Font)

abcABC

light	<i>light italic</i>	0123456789?!*àéèòùäöüß
regular	<i>regular italic</i>	0123456789?!*àéèòùäöüß
semibold	<i>semibold italic</i>	0123456789?!*àéèòùäöüß
<b>bold</b>	<b><i>bold italic</i></b>	<b>0123456789?!*àéèòùäöüß</b>

Source Serif is a serif typeface created by Frank Grießhammer for Adobe Systems. It is the third open-source font family from Adobe.

The typeface is inspired by the forms of Pierre Simon Fournier and is a complementary design to the Source Sans family. The first version, named “Source Serif Pro”, was released in 2014.

## Sekundäre Schrift / Font secondario

# Source Sans Pro

(Open Source Font)

abcABC

light	<i>light italic</i>	0123456789?!*àéèòùäöüß
regular	<i>regular italic</i>	0123456789?!*àéèòùäöüß
semibold	<i>semibold italic</i>	0123456789?!*àéèòùäöüß
<b>bold</b>	<b><i>bold italic</i></b>	<b>0123456789?!*àéèòùäöüß</b>

Source Sans Pro is a sans serif typeface created by Paul D. Hunt, released by Adobe in 2012. It is the first open-source font family from Adobe.

The typeface is inspired by the forms of the American Type Founders’ gothics by Morris Fuller Benton, such as News Gothic, Lightline Gothic and Franklin Gothic, modified with both a larger x-height and character width and more humanist-influenced italic forms.

**SALTO**

Schwarz / Nero

**SALTO**

Blau / Blu

**SALTO<sup>+</sup>**

**SALTO**  
**COMMUNITY**

**SALTO**  
**POLITICS**

**SALTO<sup>+</sup>**

**SALTO**  
**COMMUNITY**

**SALTO**  
**POLITICS**

**SALTO<sup>+</sup>**

**SALTO**  
**COMMUNITY**

**SALTO**  
**POLITICS**

**salto.music**

**salto.music**

**salto.music**

**Primäre Schrift / Font primario**

**Mayenne Sans**

**Primäre Farbe / Colore principale**

## **Hyperlink Blue**



R 13 G 110 B 253  
#0D6EFD  
Pantone 2174

Die für **SALTO** gewählte Farbe ist Hyperlink-Blau, eine RGB-Farbe die heutzutage ein Symbol für Weblinks ist. **SALTO** wird so zu einer „lebendigen“ Verbindung zwischen Menschen, Nachrichten und dem Webportal.

Il colore scelto per **SALTO** è l'hyperlink blue, un colore RGB che è ormai simbolo dei collegamenti del web. **SALTO** diventa così a sua volta un collegamento "vivo" tra le persone, le notizie e il portale web.

# SALTO



R 13 G 110 B 253  
#0D6EFD

Pantone 2175 C  
97 M 51 Y 0 K 0



R 3 G 206 B 164  
#03CEA4

R 125 G 0 B 104  
#7D0068

R 255 G 87 B 87  
#FF5757

R 255 G 183 B 0  
#FFB700

R 97 G 105 B 113  
#616971

Gradient R 0 G 199 B 127 / R 0 G 209 B 255  
#00C77F / #00D1FF

Gradient R 195 G 0 B 199 / R 255 G 153 B 0  
#C300C7 / #FF9900