



Reggio Emilia  
città  
delle persone

# GIOCHI DEL TRICOLORE 2023 | LOGO AND IMAGE MANUAL



**GIOCHI DEL  
TRICOLORE**

Reggio Emilia  
7th edition 2023

**SPORTS CAN CHANGE PEOPLE  
PEOPLE CAN CHANGE THE WORLD**

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## Presentation

### GIOCHI DEL TRICOLORE 2023

Giochi del Tricolore were created in 1997 as an occasion to celebrate the Bicentenary of the Italian Tricolour flag that was born in Reggio Emilia.

This event is an important amateur sports competition, as well as a social, educational and intercultural opportunity for young people.

The logo chosen to identify this event is a multicolor sphere representing the world and the international scope of the event. The globe is composed of countless colored segments, some longer, some shorter, symbolizing the diversity, the different cultures, the stories that will meet and compare in the week of the Games. The colors are those of the Olympic rings that represent the individual continents and together compose and embrace the world bringing a sign of peace.

The logo is accompanied by a slogan “*Sports can change people. People can change the world*” which wants to reiterate the different values that characterize this event and more generally the sports world and which become essential elements for education and growth of children: the game of respect, confrontation through shared rules, collaboration and inclusion.



**GIOCHI DEL  
TRICOLORE**  
  
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The brand of Giochi del Tricolore 2023 consists of the logo and slogan.  
It is preferable to use them together but by necessity it is also possible to use only the logo,  
instead it is never possible to use the slogan alone.



**SPORTS CAN CHANGE PEOPLE**  
**PEOPLE CAN CHANGE THE WORLD**




**YES**

~~**SPORTS CAN CHANGE PEOPLE**  
**PEOPLE CAN CHANGE THE WORLD**~~






**NO**

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### Globe color e slogan

 PANTONE: 112-16U    PANTONE: 14-8U    PANTONE: BlackU    PANTONE: 145-7U    PANTONE: P55-7U

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 C: 82  
M: 39  
Y: 0  
K: 0    C: 0  
M: 36  
Y: 84  
K: 0    C: 91  
M: 79  
Y: 62  
K: 97    C: 79  
M: 1  
Y: 86  
K: 0    C: 0  
M: 89  
Y: 58  
K: 0






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 R: 16  
G: 129  
B: 196    R: 249  
G: 176  
B: 53    R: 1  
G: 1  
B: 1    R: 16  
G: 166  
B: 81    R: 232  
G: 56  
B: 80

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### Flag color (trace 0,25 p)

 PANTONE: 17-6153U    PANTONE: 11-0601U    PANTONE: 18-1662U    PANTONE: 112-16U    PANTONE: 179-10U

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 C: 100  
M: 0  
Y: 100  
K: 0    C: 0  
M: 0  
Y: 0  
K: 5    C: 0  
M: 100  
Y: 100  
K: 0    C: 29  
M: 21  
Y: 22  
K: 3    C: 50  
M: 39  
Y: 29  
K: 21

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 R: 0  
G: 140  
B: 69    R: 244  
G: 249  
B: 255    R: 205  
G: 33  
B: 42    R: 190  
G: 190  
B: 190    R: 127  
G: 127  
B: 127

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The “Stenciletta solid” font has been chosen for its eye-catching aesthetics. It is a fresh and youthful font suitable for the Giochi target audience.

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#### TITLES AND HEADINGS

### **Stenciletta solid Bold**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ÀÈÉÌÒÙ  
abcdefghijklm  
nopqrstuvwxyz  
àèéìòù  
1234567890**

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#### TEXTS

### **Stenciletta solid Regular**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ÀÈÉÌÒÙ  
abcdefghijklm  
nopqrstuvwxyz  
àèéìòù  
1234567890**

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The logo of GIOCHI DEL TRICOLORE 2023 is placed in a box for uses on background where it would be barely visible. Please respect the abundances.



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For all one-color prints, or in cases where the printer does not guarantee optimal print quality, it is not recommended to use the logo in sizes smaller than 16 mm.



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To always allow clear readability of the logotype, reductions below 16 mm are not recommended.





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The Giochi del Tricolore slogan can be used in two versions: transparent underneath or with the bubble.  
It cannot be used alone but must always be accompanied by the logo.

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Following are some examples of logo use:



poster



card

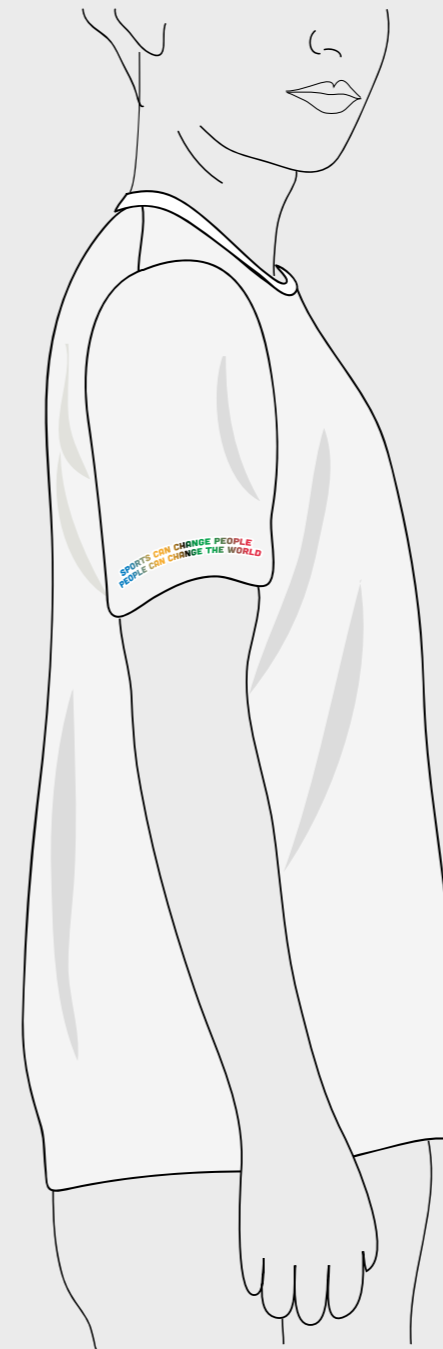


totem

Following are some examples of logo use:



Following are some examples of logo use:



For info how to use the logo, please contact:  
[info@giochideltricolore.it](mailto:info@giochideltricolore.it)

by the Comune di Reggio Emilia

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