

A semi-truck is driving away from the viewer on a multi-lane bridge. The bridge has blue metal railings. In the background, there are green hills and mountains under a blue sky with some clouds. The image is part of a presentation slide with rounded corners.

Corporate Design · Guide 2025



Our identity is... ...our Trademark

SOR group build up premium quality refrigerated vehicles. Our products set benchmarks concerning payload, handling, operational life.

We are specialists and this is the key of our success. We build up vehicles according to customer needs and far away from standard solutions.



Logo y proporcionalidad

Colores primarios, secundarios y tipografías

Aplicación del logotipo

Papelería

Estilo gráfico de comunicación interno y externo

Estilo gráfico publicitario

Aplicación logo sobre vehículo

Otras aplicaciones

GRÁFICO

APLICACIONES

Índice





SOR

Società Officina Romagnola +



SOR

Logo





Logo y proporcionalidad





PANTONE P-2765
HEX #262340
RAL 5022
CMYK 100%/100%/39%/42%
RGB 31/22/70



PANTONE P-2765
HEX #262340
RAL 5022
CMYK 99%/98%/26%/17%
RGB 1r/3g/109b



PANTONE P-2765 al 40%

Familia Inter

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Familia DM San serif

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
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Colores y tipografías



Interna Externa



Estilo gráfico y comunicación

Formato .png



Formato GIF



Formato Impreso



Estilo publicitario

