

3 ZINNEN
DOLOMITES

CORPORATE DESIGN MANUAL KONSORTIUM

Vers. 3.0 04/2023

CORPORATE DESIGN | 3 ZINNEN DOLOMITES

INHALT

I. Core Elements	3
1. Trademark	4
2. Colours	5
3. Typography	6
4. Design elements	9
5. Grid	10
II. Application examples	11
1. Advertisements / Posters	12
2. Catalog and Brochure Covers	14
3. Merchandising	15
4. Powerpoint Presentation	16
5. Applications at a Glance	17
III. Guidelines and digital templates	18
1. The 10 most important rules	19
2. Digital Templates	20
Legal notice	22



I. CORE ELEMENTS

1. TRADEMARK

The new trademark brings the strategy to life visually - with the distinctive silhouette of the Three Peaks, the characteristic typography, and the striking colours. The power lies in the combination: the transparent overlay of the three peaks creates a sense of light, space, and perspective. A perfect harmony of contemporary spirit and timelessness.

Structure

- › The new trademark consists of the “3 ZINNEN Dolomites” wordmark and the icon of the Three Peaks.
- › The bright red highlights the brand name “3 ZINNEN”, which stands out in all media and applications.

Versions

- › Our trademark is always placed on a white background. For images or coloured backgrounds, a second version with a white badge is available. The badge’s shape resembles a ribbon and subtly alludes to excellence/quality.
- › The outline version is used for merchandising or special applications.

Protection Zone

- › The space around the trademark must be at least two cap heights (uppercase height of the “3 ZINNEN” wordmark).

Minimum Size

- › The width of the trademark, with or without the badge, must never be less than 25 mm.
- › For optimal browser display, the width should be 110 pixels.

Don'ts

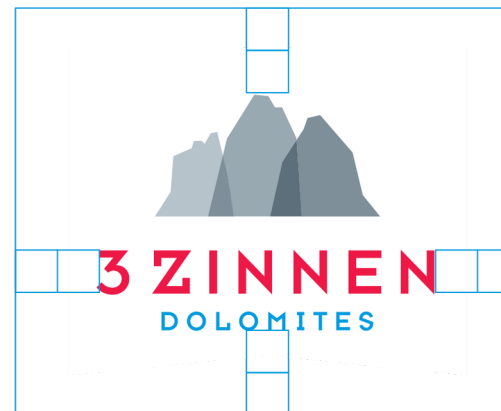
- › The trademark must not be distorted, compressed, rotated, or altered in colour.
- › On images and coloured backgrounds, never use the version without the badge.



Trademark without badge



Trademark with badge



Protection zone = at least two cap heights



Trademark Outline



25 mm



110 px

2. COLOURS

Colours shape the character and emotional impact of a brand like no other design element and ensure recognition across all media and applications.

Primary Colours

- › The vibrant and luminous red stands for emotion and energy in our brand as well as the sporty/active momentum.
- › The blue is inspired by our natural surroundings: from the radiant sky and clear mountain water to snow crystals.
- › Together, they create a striking contrast that makes our brand unique and unmistakable.
- › The gray tones represent the rock and add a distinctive value to the appearance.

Secondary Colours

- › The secondary colours black and white are used for text, icons, and the outline logo.

Colour References

- › The 3 ZINNEN colours are defined as solid spot colours and based on the PANTONE® SYSTEM.
- › They serve as a reference and should be used in print media production.
- › Pantone values and approximations for CMYK and RGB applications are listed in the overview.

Don't

- › Changing the colours or adding new ones is not permitted.

Primary Colours

Rot
Pantone 185 C
CMYK 0/100/70/0
RGB 232/13/50



Blau
Pantone Prozess Blue C
CMYK 100/15/0/0
RGB 7/130/188



Felsgrau
Pantone 7545 C, 100 %
CMYK 24,4/0/0/81,25
RGB 76/83/91



Felsgrau 80 %
Pantone 7545 C, 80 %
CMYK 80 %
RGB 104/113/119



Felsgrau 60 %
Pantone 7545 C, 60 %
CMYK 60 %
RGB 142/148/153



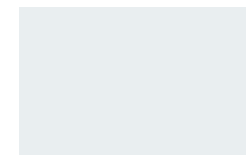
Felsgrau 45 %
Pantone 7545 C, 45 %
CMYK 45 %
RGB 170/175/179



Felsgrau 30 %
Pantone 7545 C, 30 %
CMYK 30 %
RGB 198/201/204



Felsgrau 7 %
Pantone 7545 C, 7 %
CMYK 7 %
RGB 238/237/237



Secondary Colours

Schwarz
Pantone Process Black C
CMYK 0/0/0/100
RGB 0/0/0



Weiß
CMYK 0/0/0/0
RGB 255/255/255



3. TYPOGRAPHY CONSORTIUM

Primary Font

› The preferred typeface for promotional materials – both as a primary and secondary font – is the distinctive “Pepi”.

The following styles can be used:

- Pepi Regular
- Pepi Bold

Font Pepi

Aä

AÄBCDEFGHIJKLMNOÖ

PQRSTUÜVWXYZ

aäbcdefghijklmnoöpqrs

ßtuüvwxyz

1234567890€@%&,;+-

3. TYPOGRAPHY TOURISM ASSOCIATIONS

Primary Fonts of the Tourism Associations

› To ensure strong alignment with the South Tyrol umbrella brand, we use the following font families:

The handwritten, lively character of “Südtirol Pro” conveys strength and authenticity, clearly communicating the core values of the umbrella brand.

Now, the original typeface has grown: the modern “Südtirol Next” complements the family.

- “Südtirol Pro” continues to be used primarily for headlines.
- “Südtirol Next” is used for sublines and quotes. Its even character makes it ideal for URLs and short body texts (up to 3 lines).

Font Südtirol Pro

Aä

AÄBCDEFGHIJKLMNOPQ
RSTUÜVWXYZ
aäbcdefghijklmnoöpqrsßtu
üvwxyz
1234567890€@%&/,;+ -

Font Südtirol Next

Aä

AÄBCDEFGHIJKLMNOPQ
RSTUÜVWXYZ
aäbcdefghijklmnoöpqrsßtu
üvwxyz
1234567890€@%&/,;+ -

Note: All font styles must be checked for proper licensing before use.

3. TYPOGRAPHY TOURISM ASSOCIATIONS

Secondary Fonts of the Tourism Associations

› Within the South Tyrol design system, another font is used: “FF Kievit”. It is especially suitable for technical information or longer texts.

› FF Kievit is a licensed font and must be purchased separately (e.g., via www.fontshop.com).

Available styles include:

- FF Kievit Light / Light Italic
- FF Kievit Book / Book Italic
- FF Kievit Regular / Regular Italic
- FF Kievit Medium
- FF Kievit Bold
- FF Kievit Black

Secondary Font: FF Kievit

Aä

AÄBCDEFGHIJKLMNOPQ
RSTUÜVWXYZ
aäbcdefghijklmnoöpqrsßtu
üvwxyz
1234567890€@%&/,;+ -

Secondary Font: Source Sans Pro

Aä

AÄBCDEFGHIJKLMNOPQ
RSTUÜVWXYZ
aäbcdefghijklmnoöpqrsßtu
üvwxyz
1234567890€@%&/,;+ -

› A free alternative to “FF Kievit” is Google’s “Source Sans Pro”.

The following font weights/styles can be used:

- Source Sans Pro Light
- Source Sans Pro Light Italic
- Source Sans Pro Regular
- Source Sans Pro Regular Italic
- Source Sans Pro Semibold
- Source Sans Pro Bold
- Source Sans Pro Black

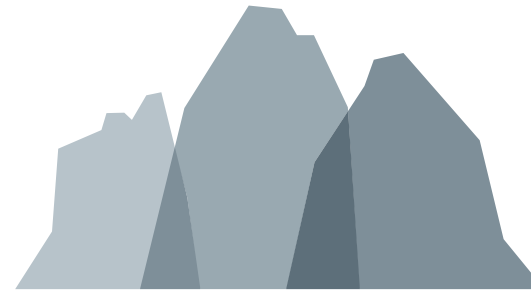
Note: All font styles must be checked for proper licensing before use.

4. DESIGN ELEMENTS

For the design of communication media, there are two strong elements: 1) For applications without images, the iconic pictorial mark can be used, and 2) for applications with images, such as advertisements and catalogs, we have defined a designated placement area.

Pictorial mark as a branding element

- › The pictorial mark is an iconographic element and may be used as a standalone branding feature.
- › Especially in applications where no imagery is used, the pictorial mark is the ideal branding choice.
- › The original brand colours are used.
- › The branding element is always placed at the bottom edge of the format and may be cropped on the left or right if necessary.
- › Important note: The shape is binding and must not be changed.



Pictorial mark as a branding element in the defined shades of grey

Mountain Silhouette as Placement Area

- › If copy or partner logos cannot be clearly placed on catalog covers due to image content, we use either the distinctive mountain silhouette or a straight placement area.
- › The shape and colour of the mountain silhouette are fixed and provided digitally.
- › The placement area is always positioned at the bottom right, cropped at the edge.
- › Important note: Shape and colour must not be altered.



Mountain silhouette as a placeholder in grey



Mountain silhouette as a placeholder in white

Note: These design elements do not replace the trademark and may only be used in combination with it.

5. GRID

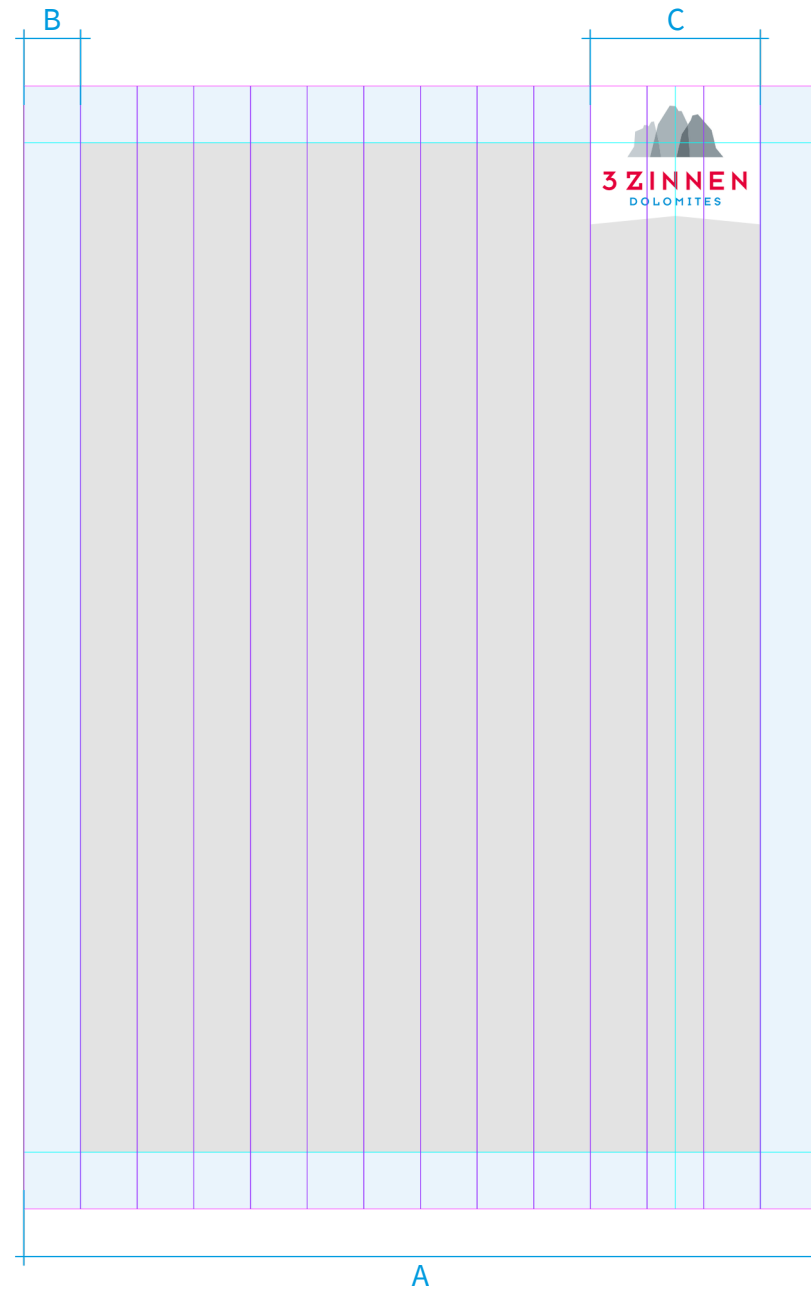
To ensure that both the logo size and logo position are always optimally proportioned in relation to the format, a grid system has been developed. This system works for any format.

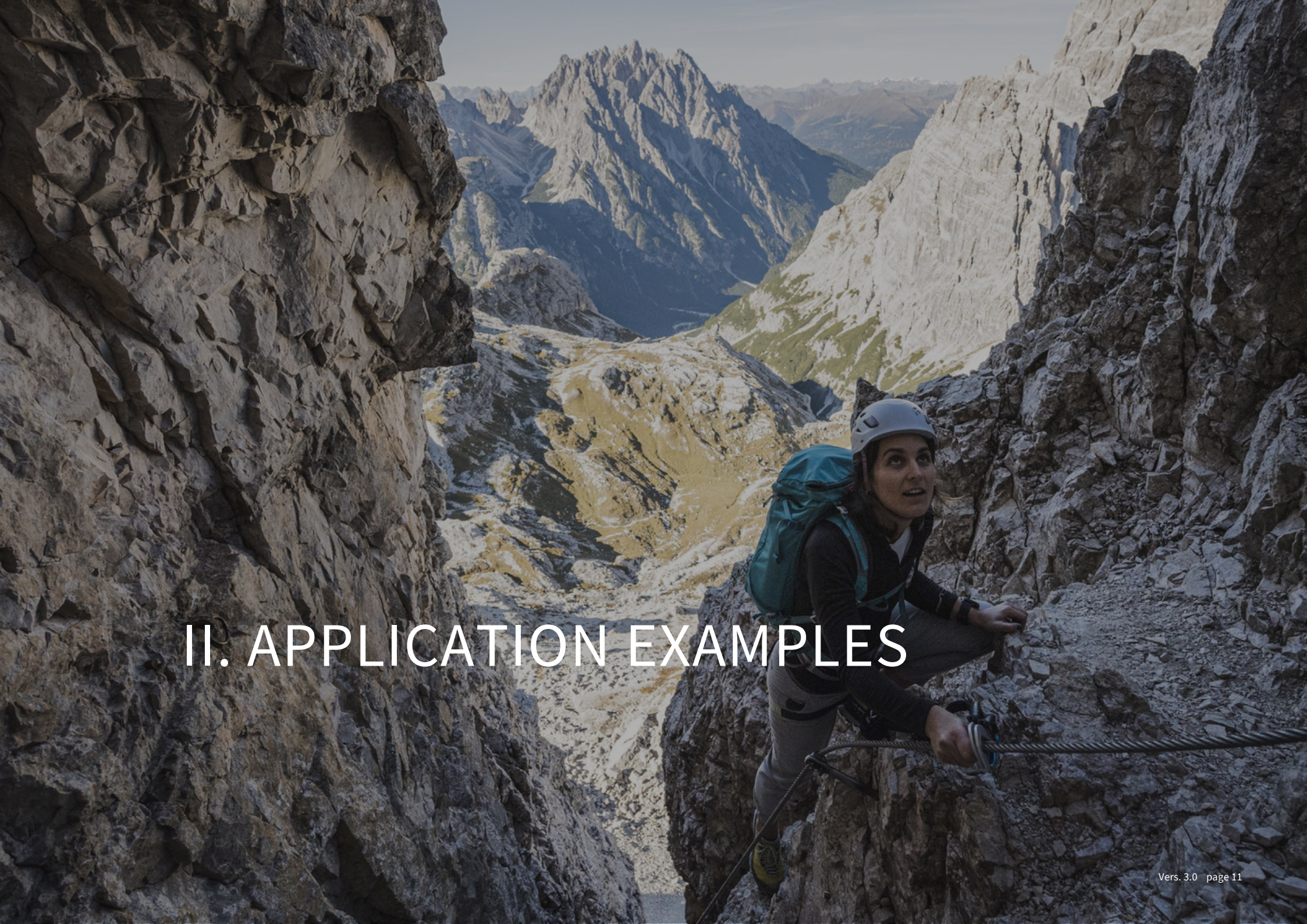
Grid Formula

Seitenbreite = A

$A \div 14 =$ Page margin B

$3 \times B =$ Logo width C



A woman wearing a white helmet, a dark long-sleeved shirt, and a large teal backpack is rappelling down a steep, rugged rock face. She is holding onto a thick metal cable. The background shows a vast mountain landscape with steep, rocky slopes and a valley below. The text "II. APPLICATION EXAMPLES" is overlaid in white on the left side of the image.

II. APPLICATION EXAMPLES

1. ADVERTISEMENTS / POSTERS



**GENUSS
AUF HÖCHSTEM NIVEAU!**

Sommer in der Dolomitenregion 3 Zinnen bedeutet nicht nur atemberaubende Aussichten auf mächtige Gipfel sondern auch viele Attraktionen für Wanderer und Familien.
Finde Dein Erlebnis in den Dolomiten.

DOLOMITI
UNESCO WORLD
NATURAL HERITAGE

Erfahren Sie mehr!
www.dreizinnen.com



GLÜCK HOCH 3
AUF DEN SCHÖNSTEN PISTEN.

Das ergreifendste Skierlebnis der Alpen: das mehrfach preisgekrönte Skigebiet 3 Zinnen Dolomites. 115 Pistenkilometer auf 5 Bergen. Nirgendwo sonst finden sich so viele Glücksmomente.

Erfahren Sie mehr!
www.dreizinnen.com

1. ADVERTISEMENTS / POSTERS & TITLE GRID USAGE

To ensure logo size and position are always optimal relative to the format, we use the grid system as previously defined.

Grid Formula

Seitenbreite = A

$A \div 14 = \text{Page margin B}$

$3 \times B = \text{Logo width C}$

Co-Branding Südtirol

D = The badge of the new umbrella brand is placed left within the grid and sized at 40–50% of the 3 Zinnen logo.

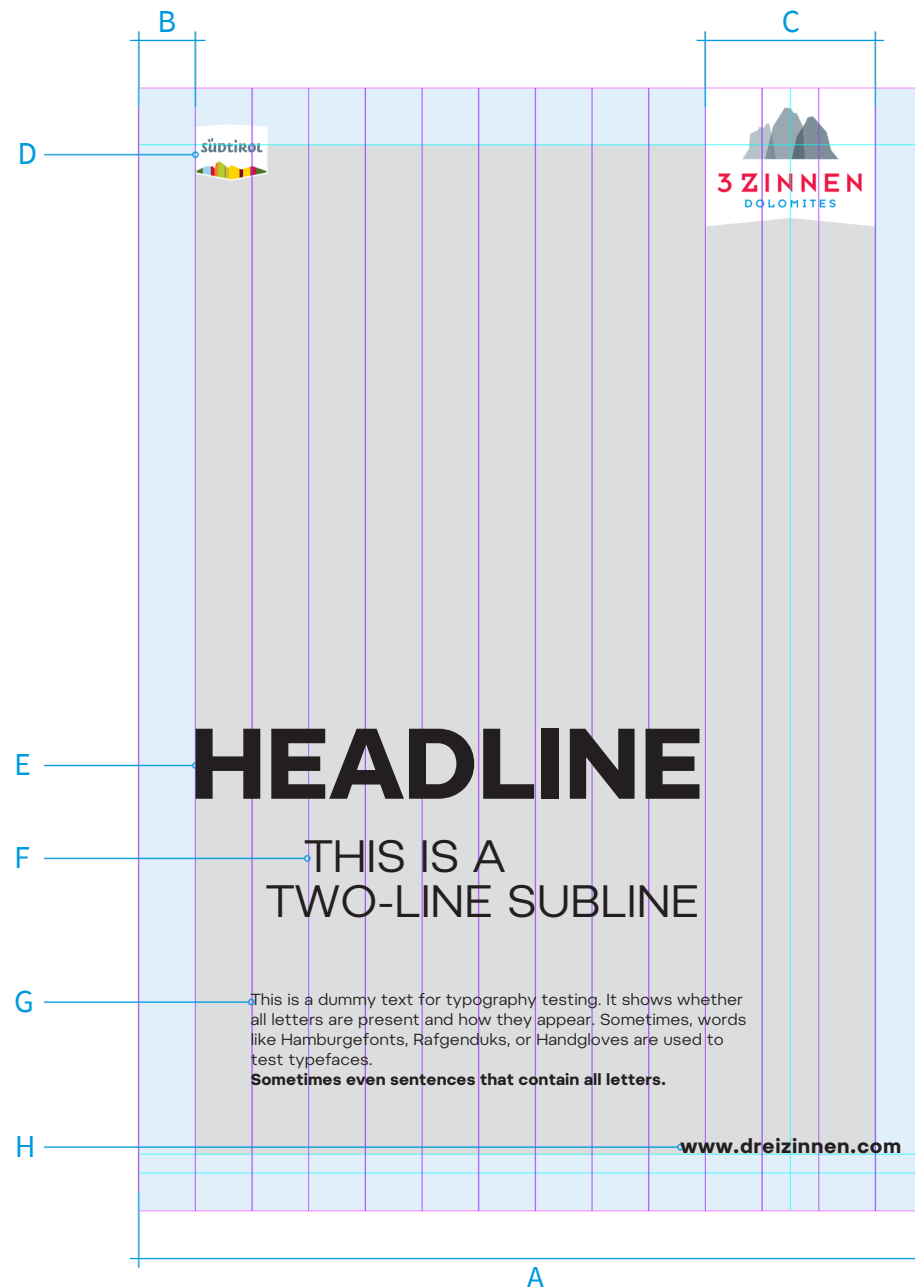
Typography Guidelines

E = Headline in Pepi Bold, all caps

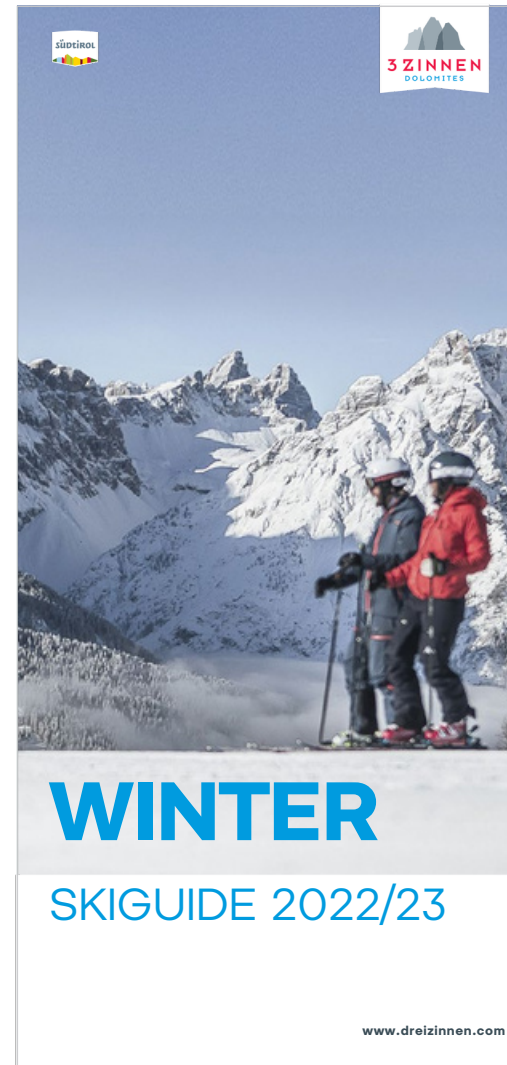
F = Subline in Pepi Regular, all caps, approx. 50% the size of the headline

G = Body copy in Pepi Regular, ideally no more than 4 lines plus a one-line closing statement. Closing line in Pepi Bold

H = Website address in Pepi Bold, centered below the 3 Zinnen badge, aligned with the lower page edge (B), or slightly lower if necessary



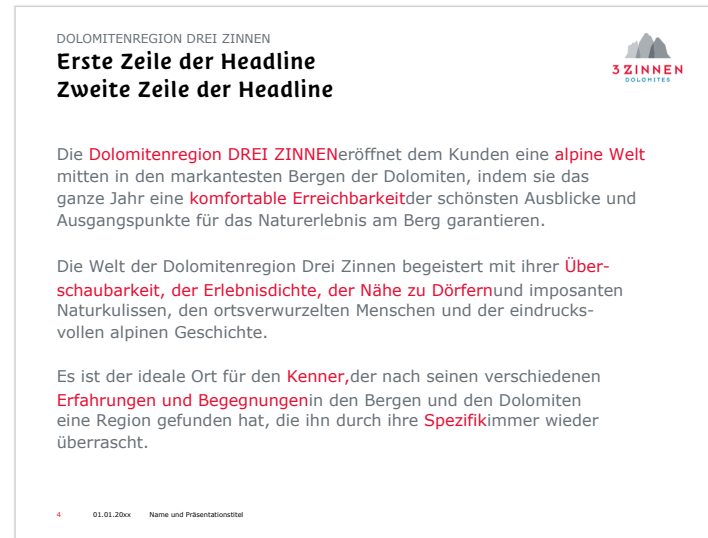
2. CATALOG AND BROCHURE COVERS



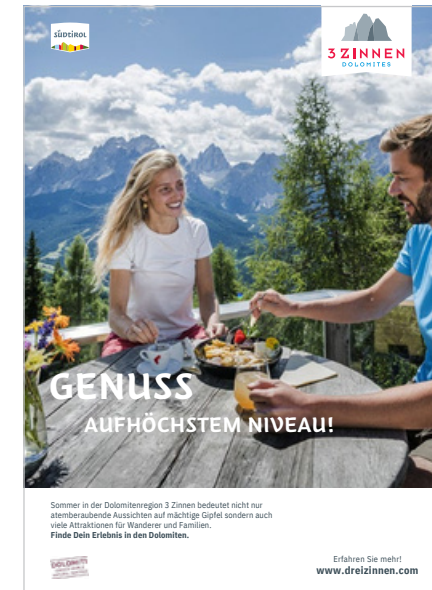
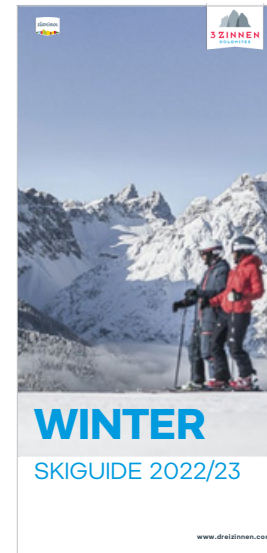
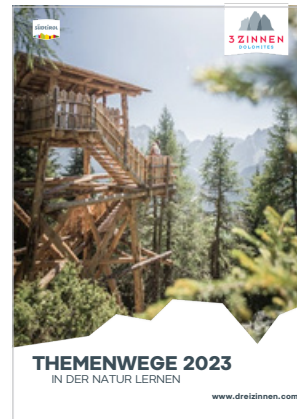
3. MERCHANDISING



4. POWERPOINT PRESENTATION



5. APPLICATIONS AT A GLANCE



A group of people are seen from behind, standing on a mountain ridge. They are looking towards a sunset over a vast mountain range. The sun is low on the horizon, casting a warm orange glow. The sky is filled with soft, colorful clouds. The people are dressed in outdoor gear, and some are holding up their phones to take pictures of the landscape. The overall atmosphere is serene and majestic.

III. GUIDELINES AND DIGITAL TEMPLATES

1. THE 10 MOST IMPORTANT RULES

- | | |
|-------------------|---|
| Trademark | <ul style="list-style-type: none">› On white backgrounds, use the version without badge - on images or coloured backgrounds, always use the version with badge.› The outline version is exclusively for merchandise or special applications and only available to the consortium.› The minimum clear space around the logo must equal at least two cap heights (of the “3 ZINNEN” wordmark).› The minimum width of the logo is 25 mm or 110 px. |
| Colours | <ul style="list-style-type: none">› Primary and secondary brand colours are binding and defined for all colour systems. |
| Fonts | <ul style="list-style-type: none">› The primary fonts are “Pepi”, “Südtirol Pro”, and “Südtirol Next”.› The secondary font is “FF Kievit”, alternatively “Source Sans Pro”. |
| Design Elements | <ul style="list-style-type: none">› The symbol may be used as a standalone branding element in applications without images and on white backgrounds.› A placement area is defined for ads and catalog covers, positioned in the bottom right corner.› The branding elements must not be altered in shape or colour. Only predefined graphic files are to be used.› These elements do not replace the trademark and must always be used in combination with it. |
| Digital Templates | <ul style="list-style-type: none">› Digital files are provided by the brand manager of the 3 Zinnen Dolomites Consortium. All applications must be submitted for approval (brand@dreizinnen.com) |

2. DIGITAL TEMPLATES: LOGO FILES

	DTP				OFFICE				INTERNET	
	EPS 4C	3-Zinnen_4C.eps	PDF 4C	3-Zinnen_4C.pdf	PNG RGB	3-Zinnen_RGB.png	WMF RGB	3-Zinnen_RGB.wmf	RGB Master	3-Zinnen_RGB.eps
	EPS SC	3-Zinnen_SC.eps	PDF SC	3-Zinnen_SC.pdf	PNG GR	3-Zinnen_GR.png	WMF GR	3-Zinnen_GR.wmf	SVG	3-Zinnen_RGB.svg
	EPS GR	3-Zinnen_GR.eps	PDF GR	3-Zinnen_GR.pdf						
	EPS 4C	3-Zinnen_Badge-White_4C.eps	PDF 4C	3-Zinnen_Badge-White_4C.pdf	PNG RGB	3-Zinnen_Badge-White_RGB.png	WMF RGB	3-Zinnen_Badge-White_RGB.wmf	RGB Master	3-Zinnen_Badge-White_RGB.eps
	EPS SC	3-Zinnen_Badge-White_SC.eps	PDF SC	3-Zinnen_Badge-White_SC.pdf	PNG GR	3-Zinnen_Badge-White_GR.png	WMF GR	3-Zinnen_Badge-White_GR.wmf	SVG	3-Zinnen_Badge-White_RGB.svg
	EPS GR	3-Zinnen_Badge-White_GR.eps	PDF GR	3-Zinnen_Badge-White_GR.pdf						
	EPS 4C	3-Zinnen_Wortmarke-4C.eps	PDF 4C	3-Zinnen_Wortmarke-4C.pdf	PNG 4C	3-Zinnen_Wortmarke-4C.png	WMF 4C	3-Zinnen_Wortmarke-4C.wmf	PNG/SVG 4C	3-Zinnen_Wortmarke-4C.png/svg
	EPS BL	3-Zinnen_Wortmarke-Black.eps	PDF BL	3-Zinnen_Wortmarke-Black.pdf	PNG BL	3-Zinnen_Wortmarke-Black.png	WMF BL	3-Zinnen_Wortmarke-Black.wmf	PNG/SVG BL	3-Zinnen_Wortmarke-Black.png/svg
	EPS WH	3-Zinnen_Wortmarke-White.eps			PNG WH	3-Zinnen_Wortmarke-White.png	WMF WH	3-Zinnen_Wortmarke-White.wmf	PNG/SVG WH	3-Zinnen_Wortmarke-White.png/svg
	EPS BL	3-Zinnen_Outline-Black.eps	PDF BL	3-Zinnen_Outline-Black.pdf	PNG BL	3-Zinnen_Outline-Black.png	WMF BL	3-Zinnen_Outline-Black.wmf	PNG/SVG BL	3-Zinnen_Outline-Black.png/svg
	EPS WH	3-Zinnen_Outline-White.eps			PNG WH	3-Zinnen_Outline-White.png	WMF WH	3-Zinnen_Outline-White.wmf	PNG/SVG WH	3-Zinnen_Outline-White.png/svg

DTP

.eps = Encapsulated PostScript

PostScript logo for print. The drawing size of the logo is 100 mm based on the width of the badge. The width of the badge in millimetres corresponds to the usage size in percent.

.pdf = Portable Document Format

PDF logo for print. The PDF format can include true transparency if needed. File size is typically smaller than that of equivalent EPS files. The logo is drawn at a width of 100 mm, measured by the width of the badge. The badge width in millimetres corresponds to the intended usage size as a percentage.

OFFICE

.wmf = Windows Meta File

Vector-based logo for use in Office programs. WMF files have the advantage that, once placed in Office or exported to PDF, they cannot be downsampled in resolution. The logo is drawn at a width of 100 mm, based on the width of the badge.

.png = Portable Network Graphics

Pixel-based logo for use in Office programs. PNG files can contain true transparency and, unlike JPGs, do not require a background colour. The logo is drawn at a width of 100 mm, based on the width of the badge.

INTERNET

RGB-Master (EPS-Format)

Vector template for creating pixel-based web logos in the required size and resolution. The 3 Zinnen RGB master file is set up so that the text line as well as the left and right edges of the badge render sharply in Photoshop at any size. After rasterizing in Photoshop, the canvas can be adjusted as needed. The drawing size of the RGB master file is 100 pt, based on the width of the badge. At 72 ppi, the width of the logo in pixels corresponds to the intended usage size of the file in percent.

.svg = Scalable Vector Graphics

Vector-based web logo. It displays sharply on screen at all application sizes and zoom levels. It is particularly well-suited for use on mobile devices and Retina displays. Another advantage is the very small file size, even at large display sizes. The drawing size of the RGB master file is 100 pt, based on the width of the badge.

2. DIGITAL TEMPLATES: DESIGN ELEMENTS

DTP

	EPS 4C	3-Zinnen_Bildmarke-Grey_4C.eps	PDF 4C	3-Zinnen_Bildmarke-Grey_4C.pdf
	EPS SC	3-Zinnen_Bildmarke-Grey_SC.eps	PDF SC	3-Zinnen_Bildmarke-Grey_SC.pdf
	EPS GR	3-Zinnen_Bildmarke_GR.eps	PDF GR	3-Zinnen_Bildmarke_GR.pdf
	EPS WH	3-Zinnen-Stellfläche_White.eps		
	EPS WH	3-Zinnen-Stellfläche_Grey.eps	PDF SC	3-Zinnen-Stellfläche_Grey.pdf

LEGAL NOTICE

Responsible for content:

Konsortium 3 Zinnen Dolomites

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