

TRADEMARK OF
THE
CONSORZIO
ITALIANO
TUTELA
MORTADELLA
BOLOGNA

GUIDELINES



This document presents the Trademark of the Consorzio italiano tutela Mortadella Bologna (Italian Consortium for the Protection of Mortadella Bologna), defines its characteristics and establishes the rules for its usage.

In addition, in particular, use of the Consortium's trademark accompanied by the wording Mortadella Bologna in product labelling is regulated.

The rules contained in these guidelines must be complied with by all consortium members in order to reinforce the identity and recognisability of Mortadella Bologna.

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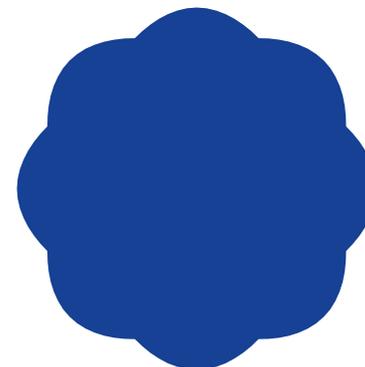
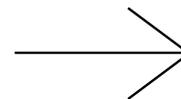
INSTITUTIONAL TRADEMARK OF THE CONSORTIUM

MEANINGS OF THE TRADEMARK: QUALITY, HISTORY, CONGENIALITY

The Consorzio italiano tutela Mortadella Bologna trademark stems from the intention to express the three founding values of the Consortium's identity:

- the quality of Mortadella Bologna;
- the history of Mortadella Bologna, defined as *the queen of cold cuts*;
- the congeniality that Mortadella Bologna arouses in the public.

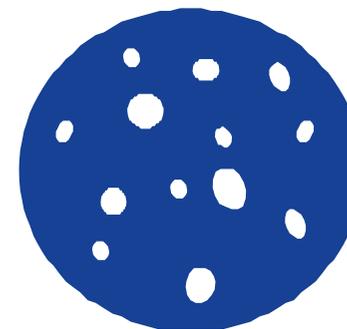
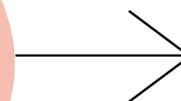
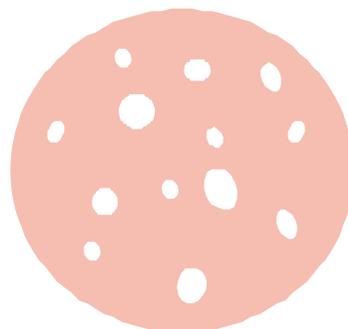
QUALITY



HISTORY



CONGENIALITY



INSTITUTIONAL TRADEMARK

The trademark of the Consorzio italiano tutela Mortadella Bologna consists of a frame with eight arcs of a circle that is reminiscent of the shape of a seal; inside it contains the wording in capital letters arranged in a circular shape: CONSORZIO ITALIANO TUTELA MORTADELLA BOLOGNA; in the centre there is the stylised representation of a slice of Mortadella Bologna with a crown on top, consisting of three connected triangles.

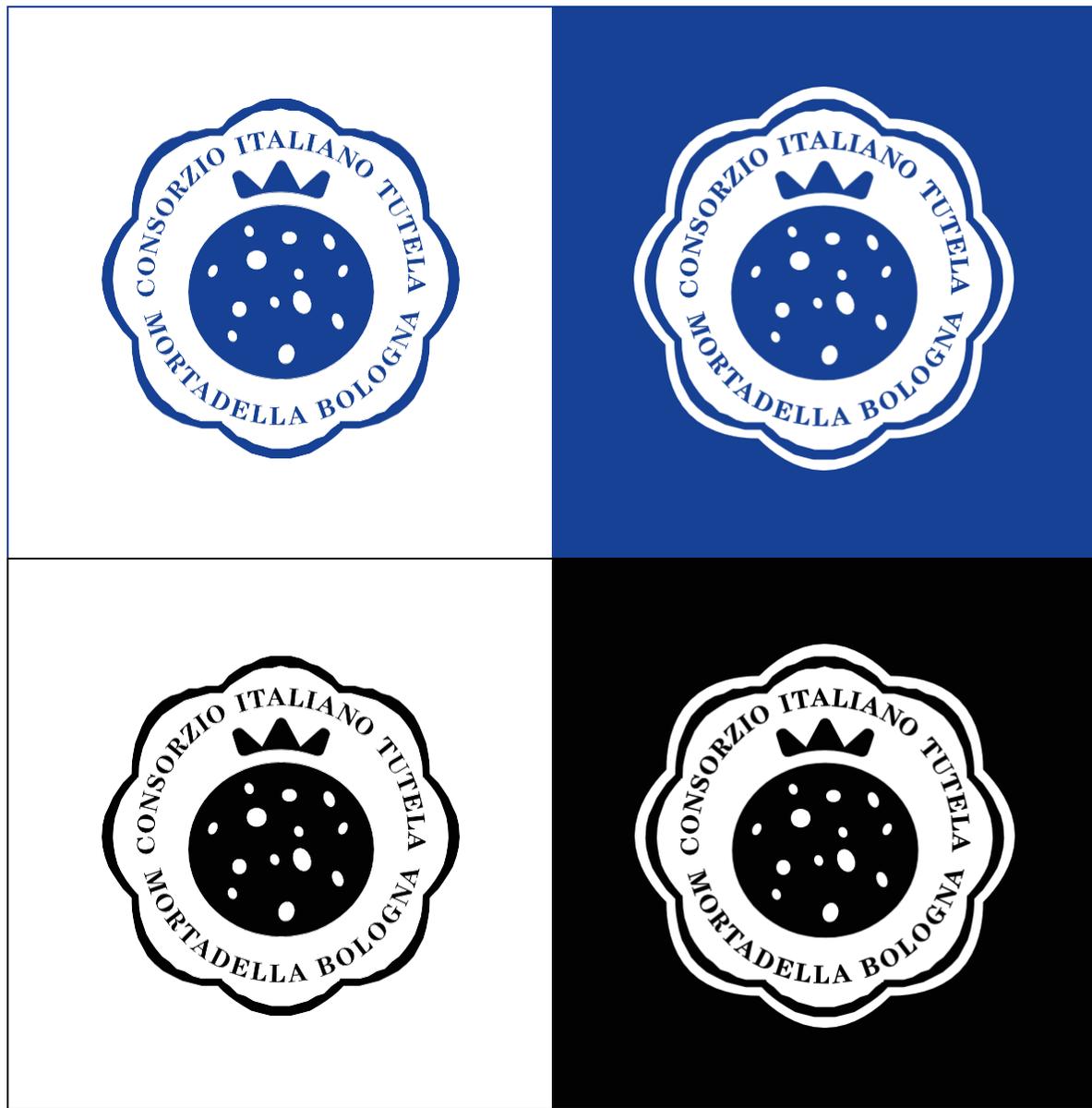


INSTITUTIONAL
TRADEMARK.
COLOUR AND BLACK
AND WHITE VERSIONS

The institutional trademark in the colour version is in Pantone Reflex Blue C, as further specified on page 10 Institutional Colour and in the black white version is in black: CMYK 0 / 0/ 0 /100.

On dark backgrounds the trademark is in the same colours but isolated by a white shape.

The preferred versions are always those in colour.



INSTITUTIONAL
TRADEMARK.
SPECIAL VERSIONS

In cases where the Consortium's trademark is reproduced in dimensions that do not permit legibility of the CONSORZIO ITALIANO TUTELA MORTADELLA BOLOGNA logo, it is possible to use these versions in which the logo is also present outside the trademark on four or two lines.



CONSORZIO
ITALIANO TUTELA
MORTADELLA
BOLOGNA



CONSORZIO ITALIANO TUTELA
MORTADELLA BOLOGNA

INSTITUTIONAL FONT

The font with which both the CONSORZIO ITALIANO TUTELA MORTADELLA BOLOGNA logo and the MORTADELLA BOLOGNA wording were originally composed is ITC Century Std in the Book and Bold versions.

This font, available in the Adobe Font Folio collection, is to be used, in case of future need, to compose institutional logos.

ITC Century Std Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9

ITC Century Std Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ITC Century Std Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9

ITC Century Std Book Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ITC Century Std Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ITC Century Std Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

INSTITUTIONAL COLOUR

The Institutional Colour of the Consortium is Pantone Reflex Blue C, chosen because it is the specified colour of the PGI logo, which allows optimisation in the use of printing colours in communication and product labelling. The most used version will be the four-colour version:
CMYK: 100 / 80 / 0 / 0.

Further institutional colour specifications:
RGB: 0 / 20 / 137
HTML: 001489
RAL: 5002



BLUE
PANTONE REFLEX BLUE C
CMYK: 100 / 80 / 0 / 0

USE OF THE TRADEMARK ON PRODUCTS. BASIC ELEMENTS

TRADEMARK AND WORDING

In product labelling, there will be the Consortium's trademark together with the MORTADELLA BOLOGNA wording graphically characterised with a strong link to the trademark.

It is not possible to modify the graphics of the wording in any way, nor to compose it typographically in a different way.

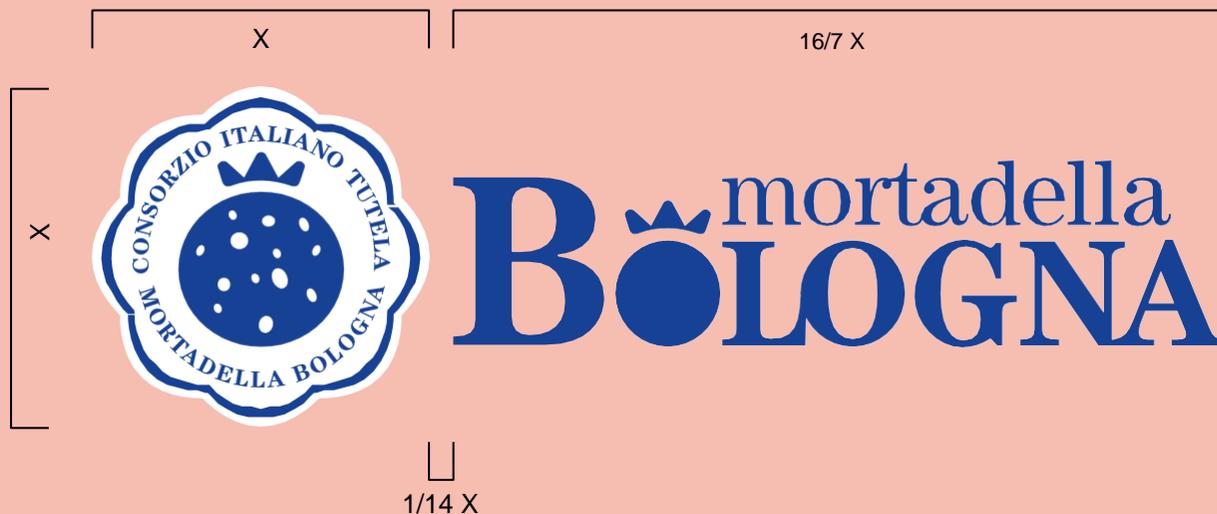
The composition of trademark and wording is unique and with proportions that cannot be changed.

N. B. All the trademark dimensions expressed in this document also take into account the white border that extends outside the frame. This is because in the vast majority of applications the trademark will be on a coloured background and therefore the white border will also be obligatory and must therefore be considered in the dimensions used.

Clearly on a white background the white border is not perceptible.



B ^omortadella
LOGNA



TRADEMARK AND WORDING.
USE OF COLOUR

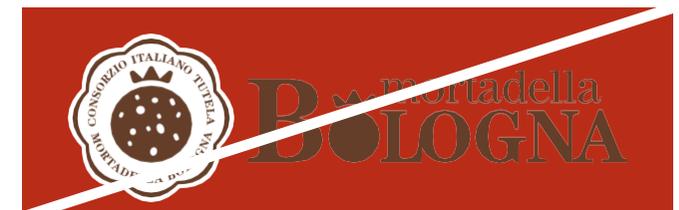
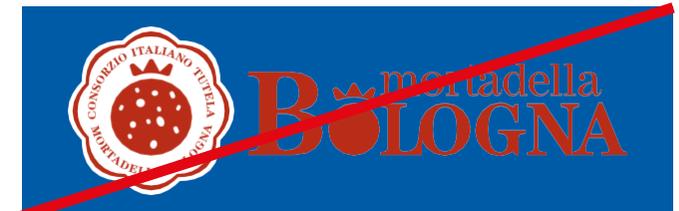
The use of colour in the trademark and wording composition applied in product labelling is optional: each company can use the colour it considers most consistent with its identity.



TRADEMARK AND WORDING. RULES FOR THE USE OF COLOUR

The trademark and wording applied to product labelling must be clearly legible. There must therefore always be an adequate colour contrast with the background. On coloured backgrounds (the vast majority of cases) the trademark is always isolated by a white border.

The trademark and wording may also be of different colours, bearing in mind that the criterion of colour contrast is always valid to facilitate better legibility.



LABELLING. GENERAL RULES

BASIC ELEMENTS

The elements that comprise the “block” to be applied in product labelling and which must always be present are the following:

- TRADEMARK AND WORDING;
- PGI LOGO or PGI ACRONYM together with PGI LOGO;
- SUPPLEMENTARY MENTION in abbreviated or extended form.

In the following pages we use the term “block” to indicate the composition of these elements in a regulated and unmodifiable form.

TRADEMARK AND WORDING



PGI LOGO



PGI ACRONYM

IGP

SUPPLEMENTARY MENTION

Certified by a Control Body authorized
by the competent Ministry - **ITALY**

Certified by
a Control Body authorized
by the competent Ministry - **ITALY**

**BLOCK WITH PGI LOGO.
ABSOLUTE MINIMUM
DIMENSIONS**

There are two compositions which differ only in the position of the PGI logo and the supplementary mention.

The diagram shows the absolute minimum dimensions for use of the block.

Please note that the minimum dimension for use of the PGI logo is 15 mm in diameter

[Resolution of the Assembly dated 30.10.2024:](#)

Exclusively for self-service products, the area occupied by the block may be reduced by up to 30%. Consequently, in these cases, the minimum dimensions of the block shall be as follows: COMPOSITION A = 95 mm x 23 mm
COMPOSITION B = 78 mm x 33 mm
(seal diameter: 23 mm)



**BLOCK WITH PGI ACRONYM.
ABSOLUTE MINIMUM DIMENSIONS**

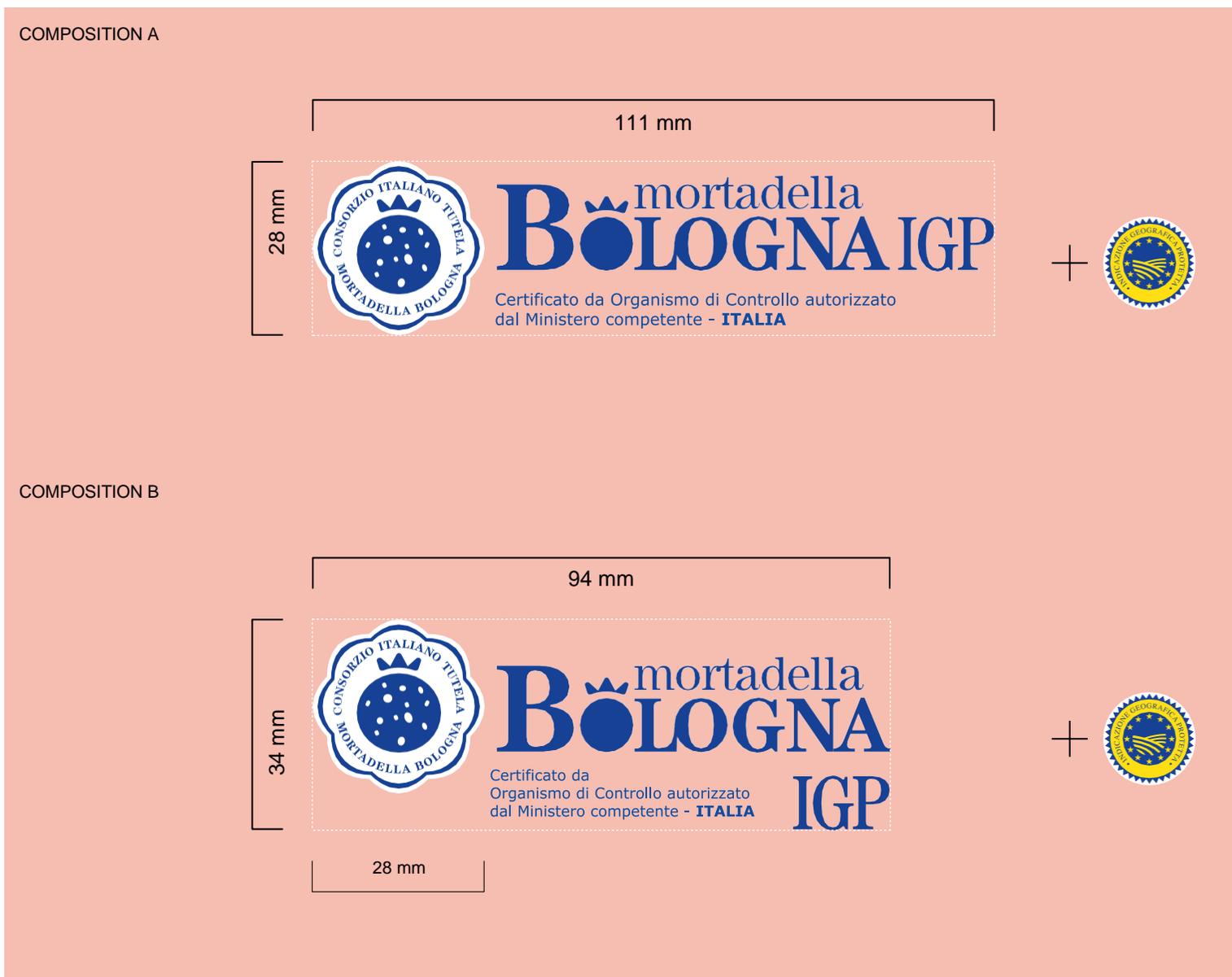
This version of the block differs from the previous one because instead of the PGI logo it uses the PGI acronym. The font of the PGI acronym has been defined in line with the wording and cannot be changed.

If this version is used, it is nevertheless mandatory to also include the PGI logo in the same field of view as the block.

Please note that the minimum dimension for use of the PGI logo is 15 mm in diameter. The diagram shows the absolute minimum dimensions for use of the block.

Resolution of the Assembly dated 30.10.2024:

Exclusively for self-service products, the area occupied by the block may be reduced by up to 30%. Consequently, in these cases, the minimum dimensions of the block shall be as follows: COMPOSITION A = 95 mm x 23 mm
COMPOSITION B = 78 mm x 29 mm
(seal diameter: 23 mm)



REAR LABEL BLOCK, SPECIAL VERSION BY WAY OF EXCEPTION. ABSOLUTE MINIMUM DIMENSIONS

For rear labels, there is a special version of the block which, by way of exception, does not include the Consortium's trademark. This is because it is necessary to have a more compact block for very small labels.

Please note that this is a *special version by way of exception*, to be used only when it is not possible to apply the full version of the block with the Consortium's trademark (see pages 17 and 18). On trays that have the complete block with the Consortium's trademark on the front, the special version by way of exception can be freely used.

On trays that *do not* have the complete block with the Consortium's trademark on the front (*that is, they have neutral laminate, therefore, they do not have on the front any other mark, trademark, fantasy mark or third party mark*), the special version by way of exception can be used only if the small dimensions of the label do not permit application of the complete block.

On trays where at least 2 labels are present, one of the two must have the complete Consortium's block and respect the minimum dimensions - both absolute and relative - indicated for the same block.

The maximum dimension of the base of rear label on which the special version by way of exception can be used is 100 mm. Above 100 mm, composition B of the complete block must be used; above 120 mm, composition A or B of the complete block must be used (see pages 17 and 18). There are two different versions of the special block by way of exception: with PGI logo and with PGI acronym and logo.

The diagram shows the absolute minimum dimensions for use of this block. Please note that the minimum dimension for use of the PGI logo is 15 mm in diameter.

VERSION WITH PGI LOGO



VERSION WITH PGI ACRONYM AND LOGO



Resolution of the Assembly dated 30.10.2024:

Also in this case, exclusively for self-service products that meet the requirements to use the derogation version, the area occupied by the block may be reduced by up to 30%.

Consequently, in these cases, the minimum dimensions of the block shall be:

56 mm x 16 mm

**BLOCKS.
RELATIVE MINIMUM DIMENSIONS**

Application of the block, in addition to complying with the absolute minimum dimensions established in the previous pages, must comply with an additional dimensional constraint represented by the relative dimensions of the block in relation to the total area of the package or label. The area occupied by the block cannot be less than 10% of the total area. This rule applies to all specified blocks and all types of labelling including rear labels. Both dimensional constraints must always be complied with in the design of the label: the absolute minimum dimensions and the relative minimum dimensions.

Resolution of the Assembly dated 30.10.2024:
For self-service products only, the area occupied by the block shall not be less than 7% of its printable surface.

