



CTA LOGO USER MANUAL

The logo for the ‘Commitment to accessibility’ portal, created as part of the special complex assignment ‘Milan Cortina 2026 Winter Olympic and Paralympic Games’ of the Autonomous Province of Bolzano, was developed by the independent social cooperative L. and may be used freely, provided that the instructions in this document are followed.

VERSIONS



The logo comes in four versions: two in four-colour process, one of which has a border, and two in black and white, also with a border.

The black and white versions are to be used in documentation and files that will be printed in black and white or greyscale.



The logo expresses the concept of “commitment” in a simple and direct way through the representation of two hands shaking to seal a pact of cooperation and mutual aid for the achievement of the common goal, which is accessibility.



The associated claim directly echoes the name of the portal, “COMMITMENT TO ACCESSIBILITY”, and, in the four-colour versions, highlights the initials of each word that form the acronym CTA, used by professionals but also easily understood by the general public.



The versions with borders have been designed for use in combination with other brands or to avoid diminishing the logo’s identity when used within complex or chaotic graphics.



MINIMUM DIMENSIONS

In the logo without border, the reference to be taken into account is the overall height of the text block of the logo, which must never be less than 10 mm.



In the logo with border, on the other hand, it is the height of the border that must be taken as a reference, which must not be less than 13 mm.



MINIMUM DISTANCES

The area surrounding the logo is delimited by specific measurements.

The minimum distance that any other object must maintain from the CTA logo, both vertically and horizontally, corresponds to 1/3 of the height of the text block for the logo without a border and 1/3 of the height of the whole for the logo with a border.



FONTS AND COLOURS

The font used for the logo slogan is Acumin Variable Concept - light (under licence from Adobe).

The CMYK and RGB colour codes are shown on the side.

■ CMYK: 69, 24, 100, 8 | RGB: 91, 141, 49

■ CMYK: 26, 0, 96, 0 | RGB: 209, 216, 4