SeeCheese
INTERNATIONAL CONGRESS ON TRADITIONAL CHEESES

RAGUSA, SICILY · 01/03 DECEMBER 2026

SEE CHEESE 2026 · INTERNATIONAL CONGRESS ON TRADITIONAL CHEESES

BRAND GUIDELINES.

BRAND IDENTITY BY
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INTRODUCTION

ABOUT THIS GUIDE.

How to use the See Cheese 2026 logo, colours and typefaces in print, web, social media, slides and co-branded materials.

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THE CONGRESS

SEE.
KNOW.
BE.

See Cheese 2026 is the first International Congress on Traditional Cheeses, hosted by CoRFiLaC in Ragusa, Sicily, on 1–3 December 2026, in collaboration with the University of Catania.

MADE OF VOICES.

A congress is people taking the floor: presenting, quoting, answering. In the logo the two **"ee"** of See and Cheese become **quotation marks**, the signs that open and close every talk.

The group **"Ch"** rises and opens a space inside the logo. The payoff **International Congress on Traditional Cheeses** sits there: it qualifies the name and is part of the logo.

DIALOGUE

Quotation marks open and close a speech, like every talk and every abstract.

FACES

Each mark, taken alone, is also a face with an open mouth: the people of the congress.

RHYTHM

Orange and purple alternate like two lines of a conversation: See, Cheese.

FOUR VERSIONS.

In **formal materials** (letters, abstracts, academic communication) the payoff is always present: use the primary or the horizontal version.

In **creative materials** (social media, posters, merchandise) the name can stand alone: use the wordmark or the symbol.

Always use the original files from the media kit.

PRIMARY
Main version. "Ch" rises and opens a space for the payoff.

HORIZONTAL
Payoff top right, for wide and low spaces.

WORDMARK
Name only, for creative materials.

SYMBOL
Avatars, icons, patterns, small spaces.

03 · BACKGROUNDS

COLOUR, WHITE, BLACK.

Use the **colour logo** on white and light backgrounds.

Use the **white logo** on purple, dark and photographic backgrounds. On photos, add a purple overlay to keep contrast.

Use the **black logo** only for single-colour printing.

COLOUR ON WHITE

COLOUR ON OFF-WHITE

BLACK · SINGLE COLOUR

WHITE ON PURPLE

WHITE ON DARK

WHITE ON PHOTO

04 · CLEAR SPACE & SIZE

GIVE IT ROOM.

Keep a clear space around the logo equal to **x**, the height of one quotation mark. No text, image or other logo may enter this area.

Below the minimum sizes the payoff is no longer legible: switch to the wordmark or the symbol.

40 mm · 160 px
Primary & horizontal

25 mm · 100 px
Wordmark

8 mm · 32 px
Symbol

ORANGE & PURPLE.

Orange and purple are the colours of the logo and the core of the palette. Off-white is the base for pages and backgrounds.

Dark supports long texts and night backgrounds. Use **CMYK** values for print, **HEX/RGB** for screen.

PRIMARY

ORANGE

HEX #F59C12
RGB 245 · 156 · 18
CMYK 0 · 45 · 95 · 0

PRIMARY

PURPLE

HEX #4F348B
RGB 79 · 52 · 139
CMYK 85 · 91 · 0 · 0

BASE

OFF-WHITE

HEX #FAFAFA
RGB 250 · 250 · 250

SUPPORT

DARK

HEX #1A1030
RGB 26 · 16 · 48

BARLOW, TWO WAYS.

Barlow Condensed Black for titles, always in capitals. **Barlow Regular** for text. Both are free on Google Fonts.

When Barlow is not available, as in shared PowerPoint files, use **Impact** for titles and **Arial** for text.

The payoff inside the logo is part of the artwork: never retype it.

AA

BARLOW CONDENSED BLACK

Titles, numbers, labels · uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

TITLE	PREPARE YOUR TALK.
LABEL	FOR SPEAKERS

Aa

BARLOW REGULAR

Body text, captions · sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ abc defghijklmnopqrstuvwxyz 0123456789

BODY	Three days of scientific exchange in Ragusa.
FALLBACK	**Impact** + Arial

07 · LOGO MISUSE

DON'T.

Keep the logo as it is. Any change weakens the recognition of the brand.

- ✖ Don't stretch or squash it
- ✖ Don't rotate it
- ✖ Don't change its colours
- ✖ Don't add shadows or effects
- ✖ Don't place it on busy photos
- ✖ Don't use the colour logo on orange

SEE. KNOW. BE.

The campaign headline is always written in capitals, with full stops: **SEE. KNOW. BE.**

Three verbs, three steps. The tone is precise, essential and institutional: short sentences, real facts, no superlatives.

SEE.

Watch traditional cheese through the eyes of science.

Observation, the founding act of research.

KNOW.

Know the territory that shaped it.

Knowledge of the process, the supply chain, the culture.

BE.

Become part of a tradition that continues.

From spectator to member of a scientific and human community.

SeeCheese

INTERNATIONAL CONGRESS
ON TRADITIONAL CHEESES

BRAND IDENTITY & GUIDELINES

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