

PARMIGIANO REGGIANO

LEAFLET GUIDELINES and DIGITAL/WEB BANNER

Version 03





Space for promo leaflets

Basic elements

Description and price will follow the style and graphic guidelines of the leaflet. Other elements must respect guidelines here showed.

Description and price

PARMIGIANO REGGIANO
maturation over 36 MONTHS

17,50
\$ per Kg



Aging seal with description of characteristics (for aging from 12 to 45 months).

PARMIGIANO REGGIANO IS:



*Nutritional claims.
Claims must always be preceded by the sentence:
Parmigiano Reggiano is:
All claims and different graphic combinations are available in high resolution files*

*Product picture.
(This picture is not mandatory)*

* A 25g serving contains respectively 36% and 24% of the daily requirement of calcium and phosphorus for an adult following a healthy and balanced diet of 2,000 kcal.

**PARMIGIANO
REGGIANO**

The *only* Parmesan.

Gradient background

FROM WHITE
TO WHITE GOLD: C0 / M5 / Y25 / K0

*External gold
frame with round corners*



DARK GOLD: C25 / M30 / Y65 / K0
LIGHT GOLD: C0 / M5 / Y25 / K0

*Sentence with nutritional indications.
Mandatory only for Calcium/Phosphorus.
Font: Baskerville italic*

*Consortium logo
with pay-off*

Space for promo leaflets

Examples with different formats and claims “Symbols”



PARMIGIANO REGGIANO
maturation over 36 MONTHS

17,50
\$ per Kg

PARMIGIANO REGGIANO IS:

- NATURALLY LACTOSE FREE
- SOURCE OF CALCIUM AND PHOSPHORUS
- 100% NATURAL PRESERVATIVE FREE



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* A 25g serving contains respectively 36% and 24% of the daily requirement of calcium and phosphorus for and adult following a healthy and balanced diet of 2,000 kcal.

PARMIGIANO REGGIANO
maturation over 36 MONTHS

17,50
\$ per Kg

PARMIGIANO REGGIANO
OVER 36 MONTHS
- INTENSE -

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OVER 36 MONTHS
- INTENSE -

PARMIGIANO REGGIANO IS:

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Space for promo leaflets

Examples with different formats and claims “only text”

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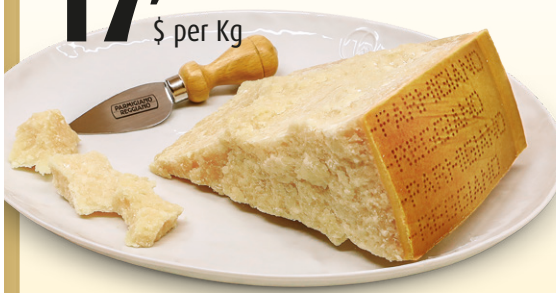
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Space for promo leaflets

Examples with different formats with various product pictures



PARMIGIANO REGGIANO
Gereift über 30 MONATE

17,50
euro/Kg



PARMIGIANO REGGIANO IST:

- 100% NATURLICH: OHNE ZUSATZSTOFFE UND KONSERVIERUNGSMITTEL
- REICH AN KALZIUM: EINE QUELLE FÜR PHOSPHOR
- NATURLICH LAKTOSEFREI

PARMIGIANO REGGIANO

* Die Laktosefreiheit ist eine natürliche Folge des Herstellungsprozesses von Parmigiano Reggiano. Enthält Galaktose in einer Menge von weniger als 0,01 g/100 g. Eine Portion von 25 g enthält jeweils 36% und 24% des täglichen Richtwerts von Kalzium und Phosphor für eine erwachsene Person, die eine gesunde und ausgewogene Diät von 2000 kcal befolgt.

Der Eine. Der Wahre.

PARMIGIANO REGGIANO
Gereift über 12 MONATE

14,50
euro/Kg



PARMIGIANO REGGIANO IST:

- REICH AN KALZIUM, EINE QUELLE FÜR PHOSPHOR
- 100% NATURLICH: NUR 3 ZUTATEN
- NATURLICH LAKTOSEFREI

PARMIGIANO REGGIANO

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Der Eine. Der Wahre.

PARMIGIANO REGGIANO DOP
PARMAREGGIO
grattugiato fresco,
stagionatura minima
12 mesi, 60 g

IL PARMIGIANO REGGIANO È:

- NATURALMENTE PRIVO DI LATTOSIO
- SENZA ADDITIVI E CONSERVANTI

TUTTI
00,00 €
00,00 € al Kg

PARMIGIANO REGGIANO

Quello vero è uno solo.



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euro/Kg



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STARKE MARKEN

METRO

PARMIGIANO REGGIANO
Gereift über 24 MONATE

1450
euro/Kg



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- 100% NATURLICH: NUR 3 ZUTATEN
- NATURLICH LAKTOSEFREI

PARMIGIANO REGGIANO

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Der Eine. Der Wahre.



Space for promo leaflets

Examples with "Parmigiano Reggiano Mountain Product"



Dark green colour typical for Parmigiano Reggiano Mountain Product



DARK
GREEN

DARK GREEN: C100 / M0 / Y100 / K75



Logo for confused background



Format for digital banners

Examples of various texts and messages

Post Instagram 1080x1080

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Square 250x250

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Large Rectangle 336x280

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PARMIGIANO REGGIANO



Format for digital banners

Examples of various texts and messages

Leader board 728x90



Banner 468x60



Wide Skyscraper 160x600



Skyscraper 120x600

