



BRAND MANUAL

GIASCO

GIASCO.COM

BRAND



For over fifty years, Giasco has passionately and innovatively interpreted the concept of workplace safety, designing and manufacturing technical safety footwear that combines protection, comfort, and design. Based in Chiampo (VI), we operate with a “Made in Italy” culture recognized in both national and international markets.

In this brand manual, you will find the guidelines, values, and principles that define our identity — from our communication tone to visual consistency, and the way we wish to be perceived by clients, partners, and stakeholders. Our goal is to ensure that every touchpoint — digital, printed, or exhibition-related — faithfully reflects the spirit, quality, and reliability that distinguish Giasco.

For us, the brand is not just a logo or a name: it is the promise we make to everyone who wears our shoes, to the collaborators who create value, and to the communities in which we operate. It is our daily commitment to raising standards, innovating with respect, and building relationships based on trust.

DESIGN LOGO



Agile, swift, and free — the **squirrel** is the symbol of our way of interpreting safety.

Giasco shoes are designed to move confidently in any environment, from work to leisure, without compromising on protection or style.

Go for it is our call to action — to move, to choose, to dare.

With shoes that give you the courage and confidence to take the first step and face every situation with the same natural ease and trust... wherever you're heading.





positive and negative version





Use the colored version only on a black background or on a color with a high percentage of black. Avoid using it on a white background.



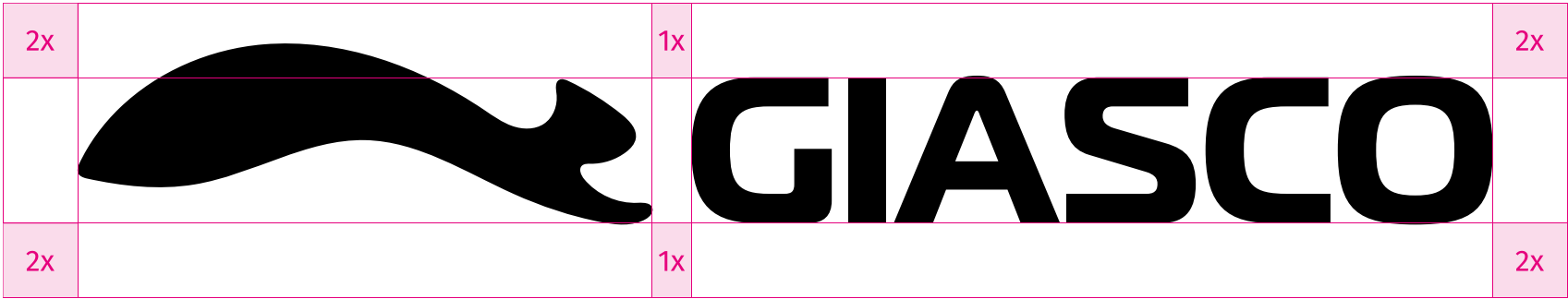


Masterbrand construction and clear space.



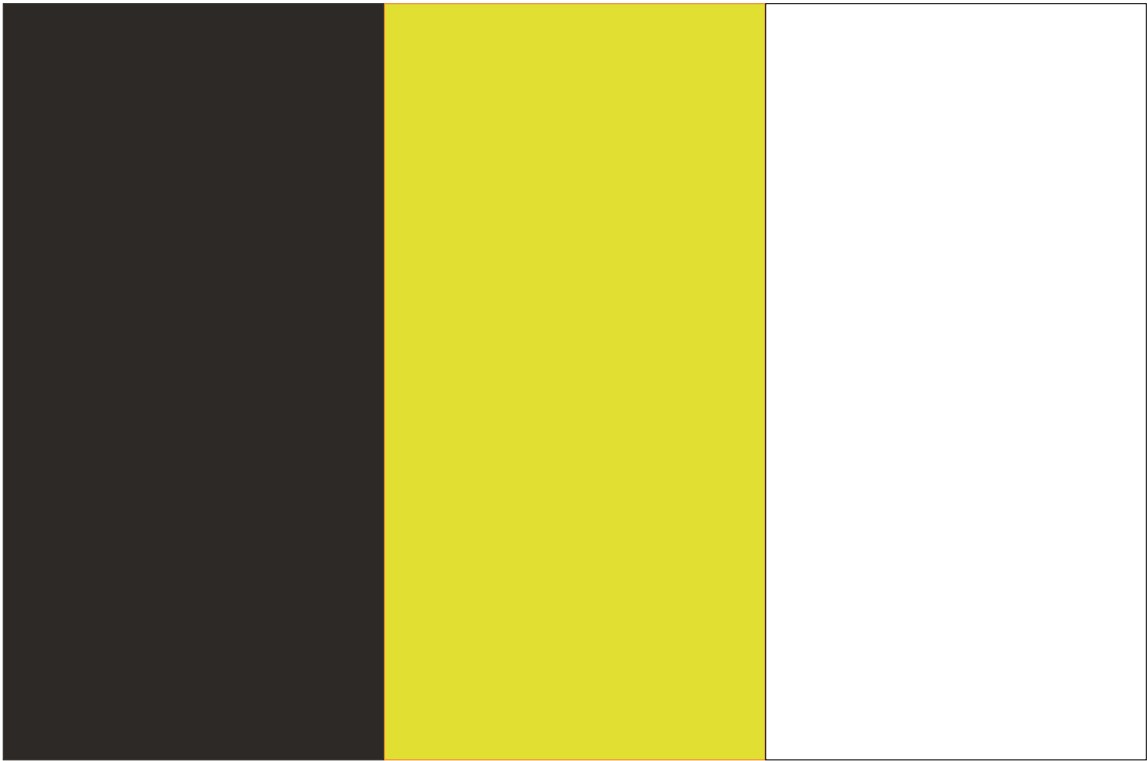


Alternative positive and negative versions, to be used when the main version does not fit the available space.





Institutional colors



Pantone: Process Black C
CMYK: 67 / 62 / 60 / 74
RGB: 33 / 30 / 22
HEX: 211E16

Pantone: 809 C
CMYK: 19 / 0 / 87 / 0
RGB: 227 / 232 / 41
HEX: E3E829

Pantone: White C
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFFFF



Magistral Bold is the font used in the construction of the logo.

Aa

Fira Sans is the secondary font to be used for both print and digital communication. It is a variable, free font available for download at: <https://fonts.google.com/specimen/Fira+Sans>

Bb



Image to use as a business avatar on platforms, sites or social media.





Pattern to be used on various surfaces and to be printed in one color among those provided in the new company palette .



HOW TO USE IT



A minimum base size of 20 mm is recommended.
There are no constraints for the maximum size.



100%



70%



50%

DIMENSIONS



A minimum base size of 35 mm is recommended.
There are no constraints for the maximum size.



100%



70%



50%



Avoid changing the composition, the proportions of the typefaces, deform or distort the brand.

✗ Do not change the proportions



✗ Do not change the proportions



✗ Don't change the inclination



✗ Don't change colors



✗ Don't deform



✗ Don't rotate



✗ Don't add shadows



✗ Do not change the font



✗ Maintain safety space around the logo



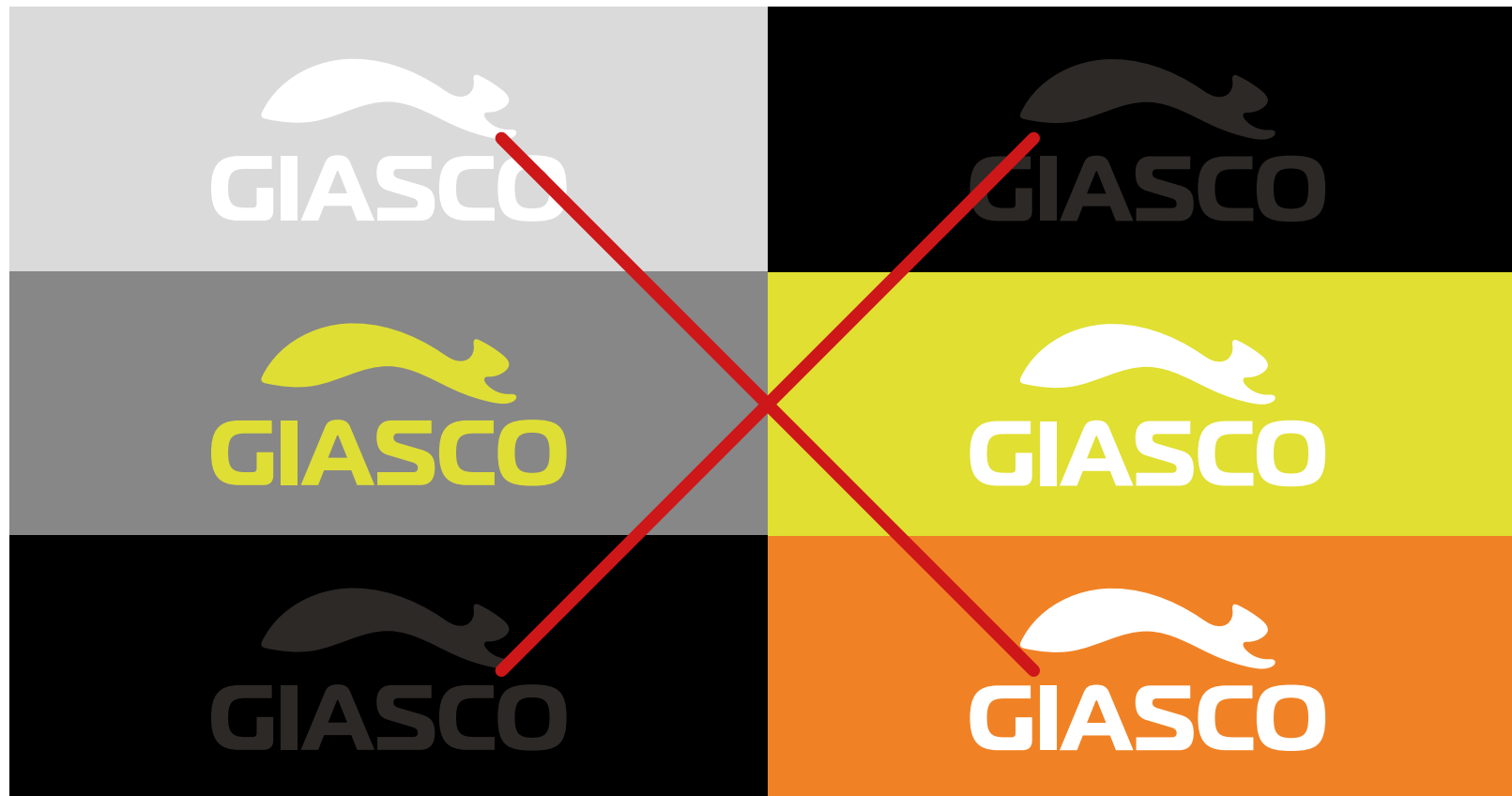


Examples of correct use of different versions.





Examples of incorrect use of the brand.





Examples of correct use of the secondary font, Fira Sans.

Name: Fira Sans extra bold italic, 14pt.

Role: Fira Sans bold, 9pt.

Email and phone: Fira Sans light, 9pt.

Company contacts: Fira Sans regular, 7pt.





Examples of correct use of the secondary font, Fira Sans.

Title: Fira Sans bold, 70pt and 40 pt.
Subtitle: Fira Sans bold, 18pt and Fira Sans regular, 16pt.
Text: Fira Sans light, 11pt and 9pt.
Number: Fira Sans bold, 50pt.
Subtitle: Fira Sans medium, 18pt.
Text: Fira Sans light, 10pt.

16 | OUR PRODUCTION CHAIN

WE ARE NOT MADE IN ITALY BUT...

OUR SAFETY SHOES ARE DESIGNED, CREATED, AND MANUFACTURED IN OUR COMPANY

- GIASCO safety shoes are designed, born, and take shape directly within our company, located in ITALY
- Headquarter is located in Chiampo, heart of one of the most renowned leather production districts in the world, the Veneto Leather District
- Only uppers construction takes place outside (Romania and Tunisia)

1
ITALY

Product design and prototyping

2
ITALY

Reception and control of raw materials

3
EU/ETRA

Upper construction

OUR PRODUCTION CHAIN

WHAT COUNTRY IS LISTED ON THE MADE IN LABEL?

- The EU Customs Code (EU Regulation 952/2013) specifies that the origin of footwear must be identified as the country where construction of the uppers are made (if already primary sole attached)
- Therefore, although GIASCO carries out most of the production process and investment in Italy, with key personnel and technologies at its headquarters in Chiampo (VI), the product is labeled with a country other than Italy, in compliance with the applicable regulations.
- We are still confident that the quality and technology inherent in GIASCO safety footwear are clearly communicated when the product is worn by the consumer.
- In 2024 GIASCO decided to ask the Customs and Monopolies Agency for a technical-legal opinion on the origin of the footwear
- The Agency analyzed the product and GIASCO's production process, and agency confirmed the philosophy that "made in" labels must show the country where the production of the uppers, complete with insole, is carried out.

BEWARE OF FALSE MADE IN LABELS

- The production of footwear from foreign semi-finished products, as mentioned above, is widely practiced.
- On shelves quite often products bears labels such as MADE IN ITALY/MADE IN GERMANY/MADE IN FRANCE, which may conceal the actual origin, which, if correctly identified, should be associated with countries such as China, India, Romania, Tunisia, Brazil, Vietnam, etc.
- GIASCO is committed to maintaining communication that is respectful of the law and transparent
- We recommend that distributors and retailers carefully check the origin of the products on their shelves

4
ITALY

Upper injection

5
ITALY

Finishing and quality control

6
ITALY

Packaging and shipments

CLAIM

Claim provided to accompany communication
on paper and digital media.

The font used is Fira Sans Black Italic.

GO FOR IT

GO FOR IT

GO FOR IT

examples



GO FOR IT

Scopri la linea di scarpe da lavoro su [GIASCO.COM](https://www.giasco.com)



PRODUCT LOGOS



Icons that identify the different product technologies of the soles.



SET ICONS

SET ICONS



| 30

Set of icons that represent the specific characteristics for each shoe model.

WR	FO	S	SRC	WR	E	A
HRO +300°C	CI -17°C	CI -30°C	HI	CHEMICAL RESISTANCE	CLASSE 2 24 M/S	SB
P	PS	PL	WPU	WPA	SC	LG
HIGH VISIBILITY	ESD	NO METAL	METAL	XL MONDO POINT 11	DGVU 112-191	TECHNICAL TEXTILE
500 V SOLE	20.000 V SOLE	SB	ROOF GRIP	SR	MICROTECH	CLICK OPEN

Giasco Srl
Via Zaupa, 50
36072 Chiampo - Vicenza

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