

GUIA DA MARCA

2024

USO DA MARCA

NOSSA LOGO



VERSÃO PRINCIPAL

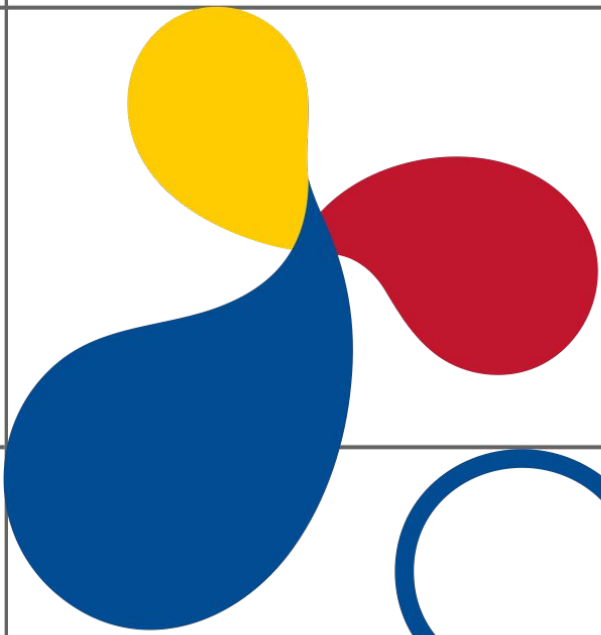


VERSÃO POSITIVA



VERSÃO NEGATIVA

MARGEM DE SEGURANÇA

	X	
X		
	CIEDS	X
	X	

CC = X

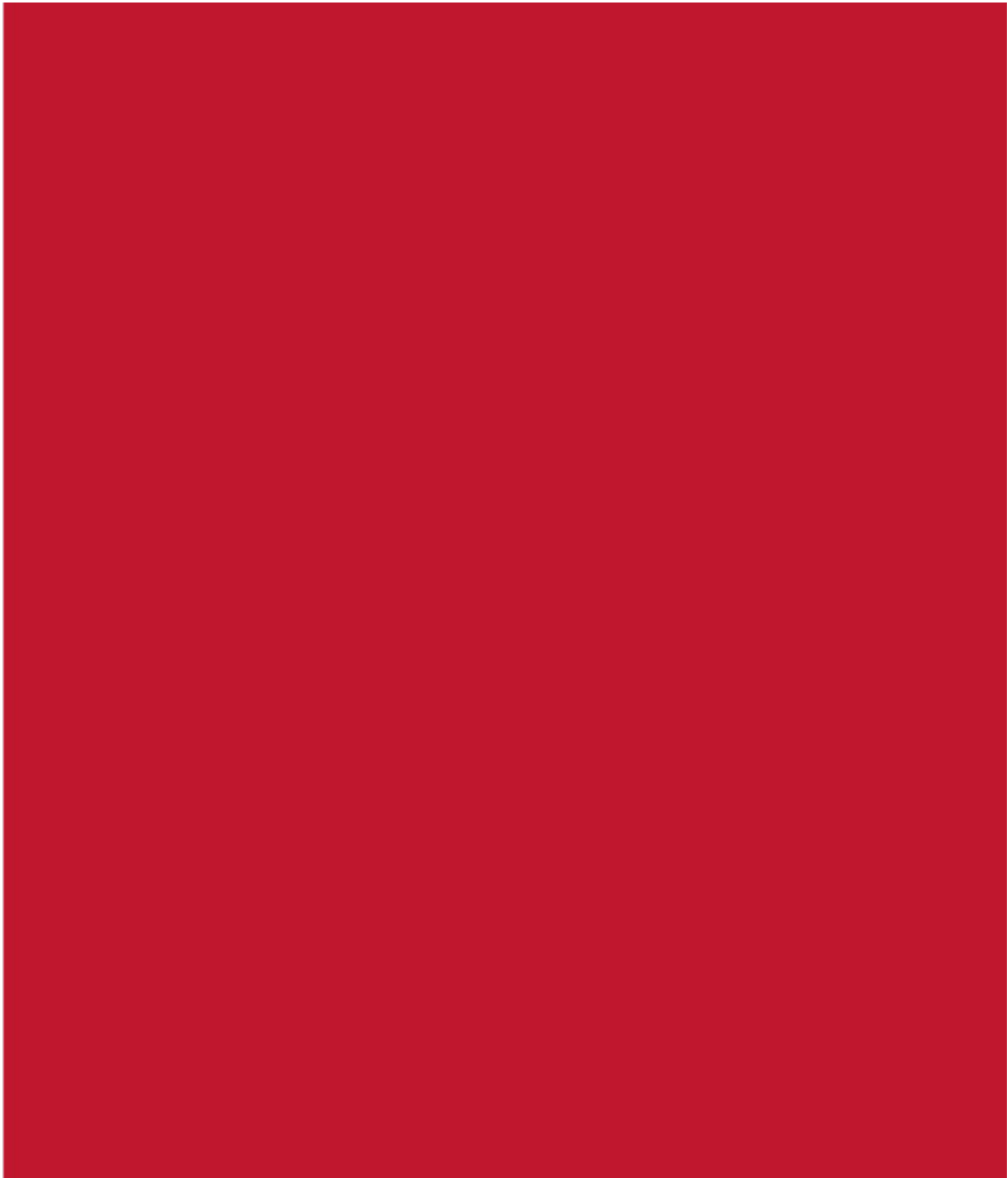
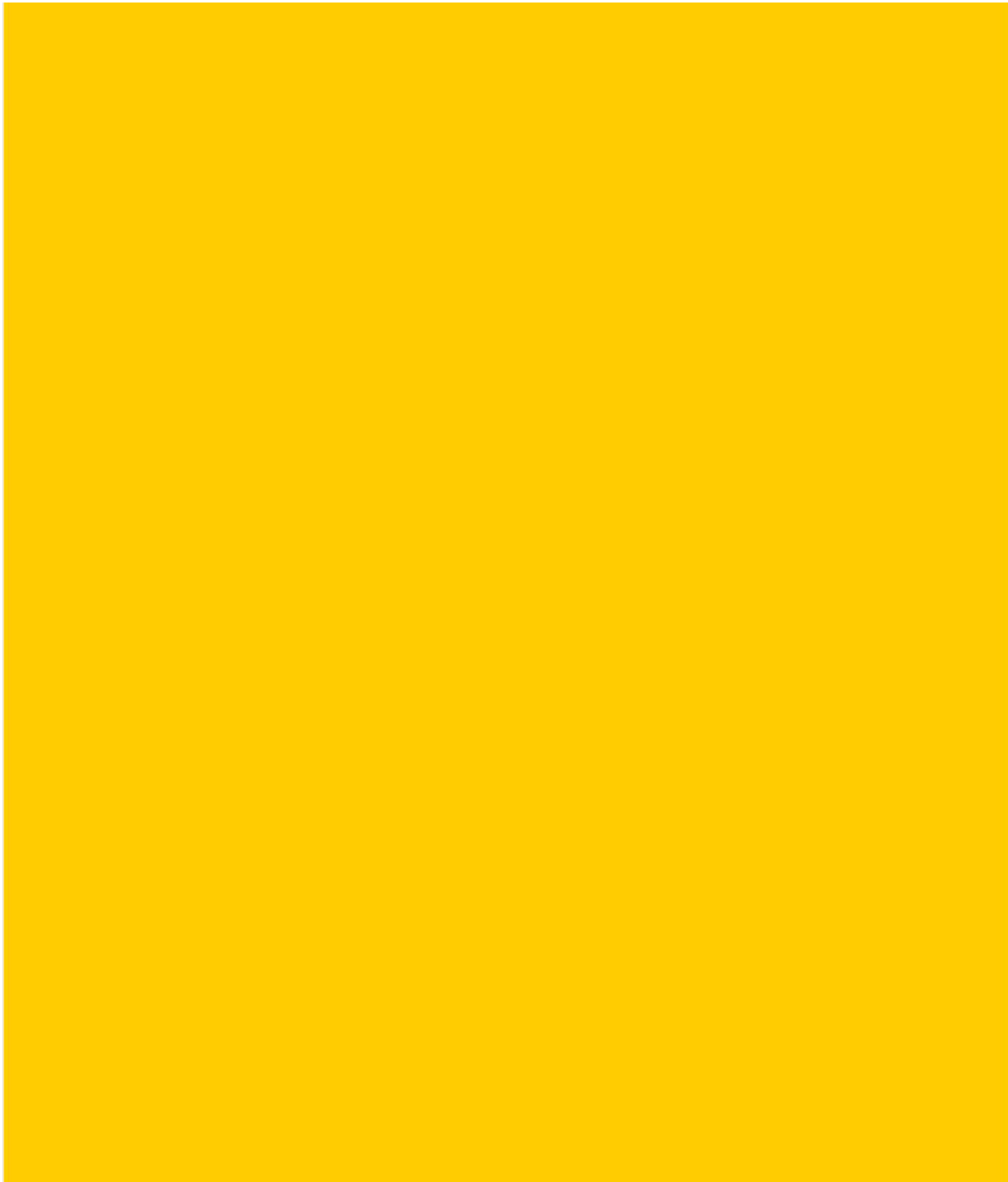
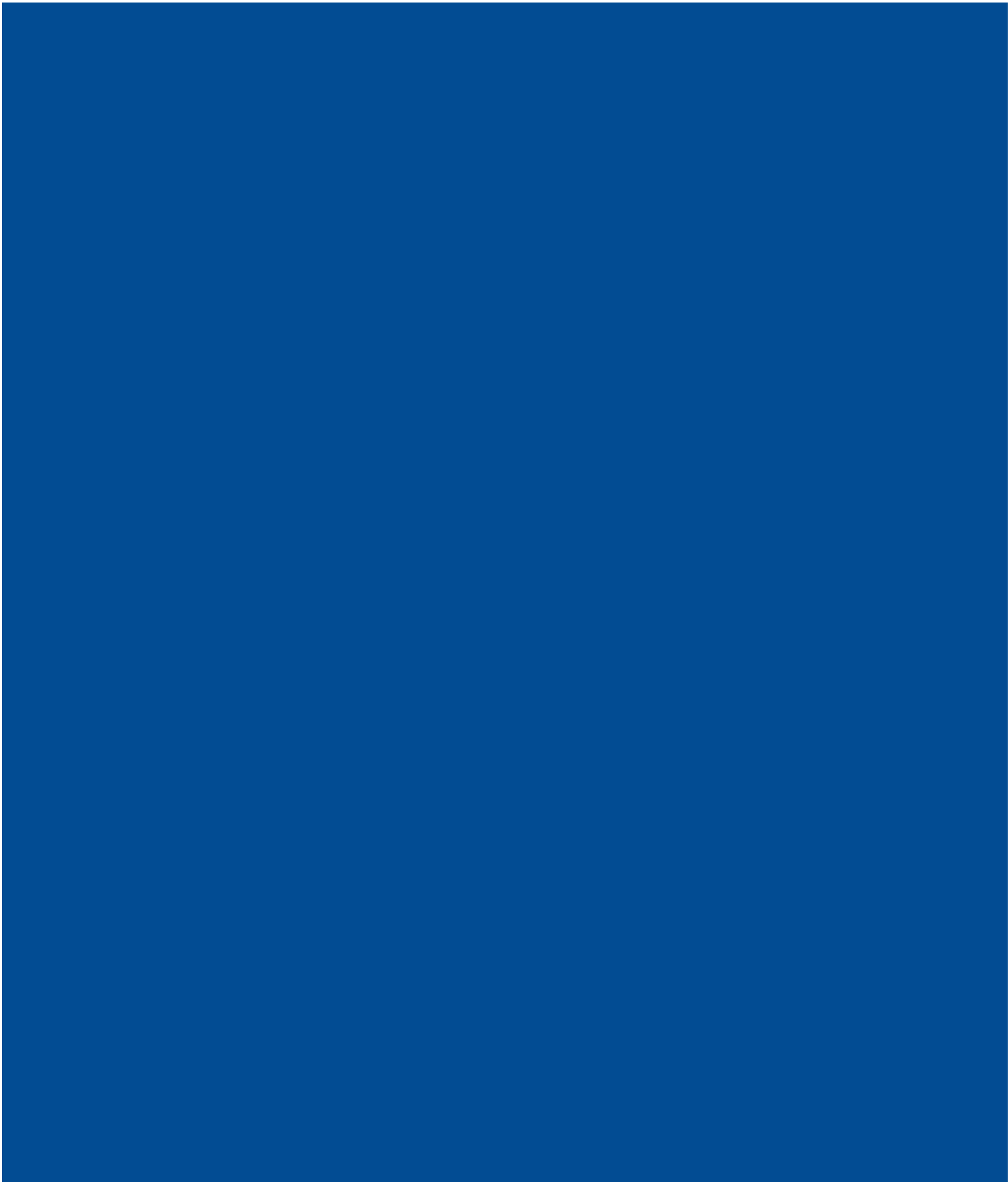
O QUE NÃO FAZER

 <p>DISTORCER A MARCA</p>	 <p>USAR COM A ORIENTAÇÃO INVERTIDA</p>	 <p>ALTERAR A POSIÇÃO DO ÍCONE</p>	 <p>ALTERAR AS CORES DO SÍMBOLO</p>
 <p>ALTERAR O SÍMBOLO</p>	 <p>APLICAR DEGRADÊ NA MARCA</p>	 <p>USAR COM PERSPECTIVA FORÇADA</p>	 <p>UTILIZAR SOBRE FUNDOS QUE PODEM ATALHAR A LEITURA DA MARCA</p>



NOSSAS CORES

CORES PRINCIPAIS



USO DA MARCA





NOSSAS CORES

CORES SECUNDÁRIAS



USO DA MARCA



TIPOGRAFIA

FAMÍLIA TOPOGRÁFICA OSWALVD - USAR IDEALMENTE EM CAIXA ALTA PARA CHAMADAS E DESTAQUES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%&/'()*=?*^|_<:>

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%&/'()*=?*^|_<:>**

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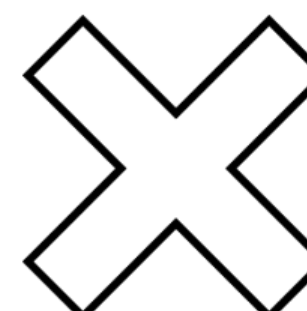
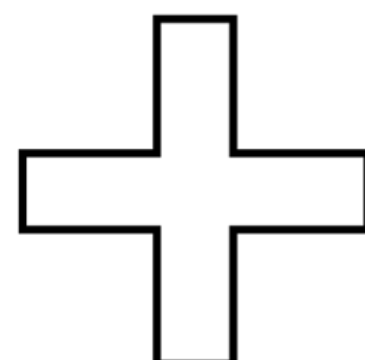
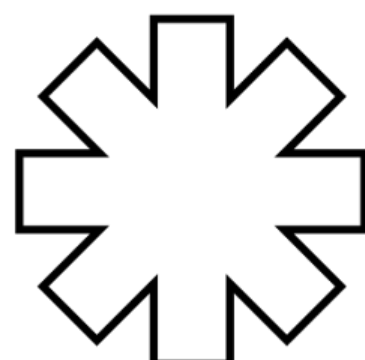
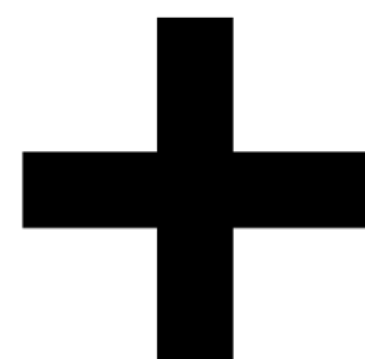
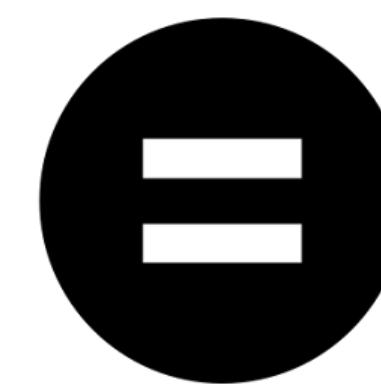
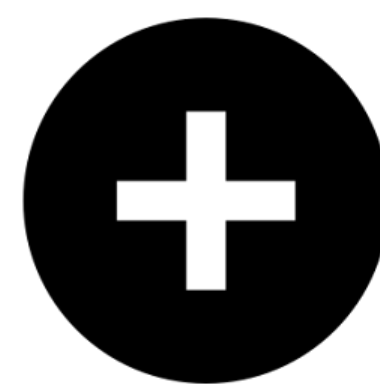
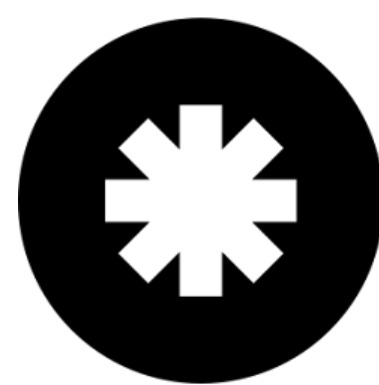
FAMÍLIA TOPOGRÁFICA HANKEN - USAR IDEALMENTE EM CAIXA BAIXA E EM TEXTOS MAIORES

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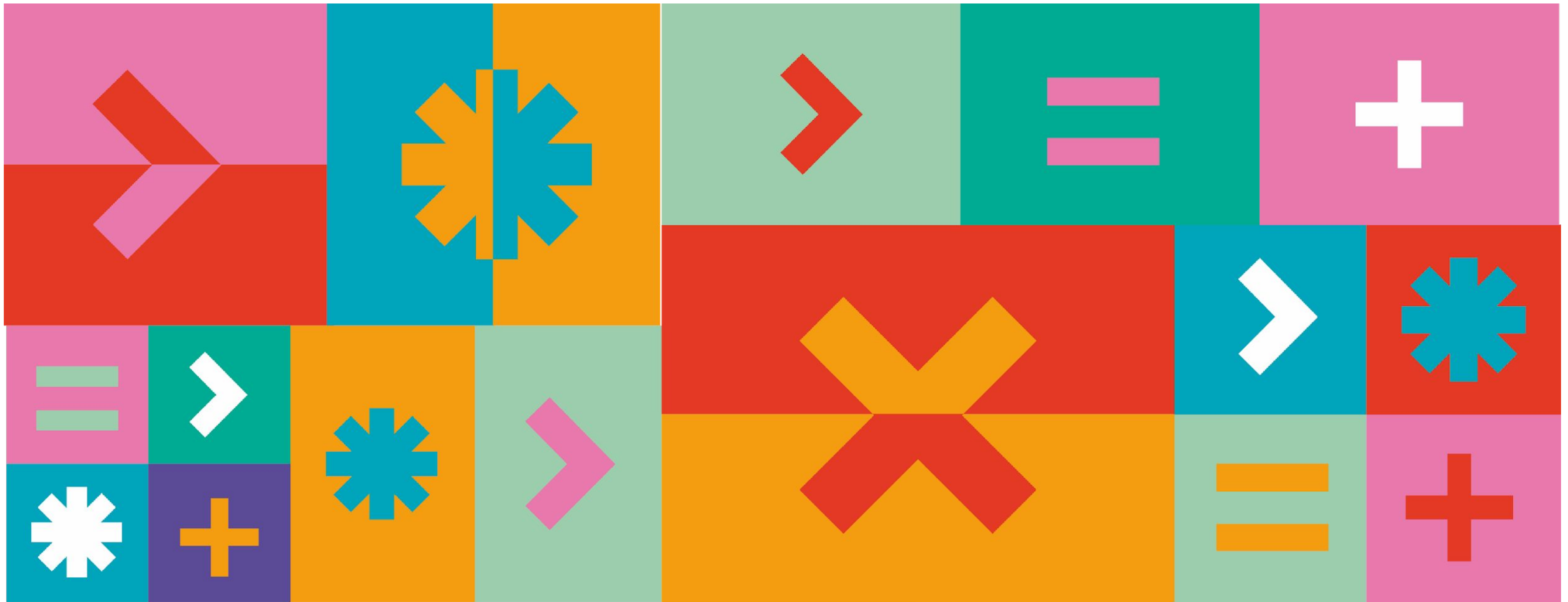
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GRAFISMOS DE APOIO



GRAFISMOS DE APOIO

DESDOBRAMENTO DOS ELEMENTOS DE APOIO



USO DA MARCA

IMAGENS

ORIENTAMOS QUE AS FOTOS SEJAM, SEMPRE QUE POSSÍVEL, DE PESSOAS OU AÇÕES



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