



Style guides

COLOR PALETTE



#1f385e



#52b7df



#73bec4



#2fa490



#018a9e



#d63f79



#e33143



#f9b233



#c6c6c5

FONT

USED FOR MAIN TITLES AND BODY TEXTS ON PRINT AND SCREEN MATERIAL

weight: bold and regular style: normal

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1234 /()&!@\$

Lorem Ipsum

Arciis doluptur? Tume is dolorib usaecta-
tur secerna temquam qui dist rent eum
volupta- tem de veliquas et ut fugit por
secto tetur? Qui totat fugiaep elliquid
maxime reperis eius id elicat acitaec tores-
sincid mo tempore velen- da quam quunt
ut rerspererum alitis esciaep erepres tota-
tur aceaque dolupta tiasinu Ila- bora
tquunducia eaquiae es arumquia der- rum
reribusam hil mos sunt et

Arciis doluptur?
Tume is dolorib
usaectatur secer-
na temquam qui
dist rent eum

WEB FONT

USED FOR TITLES AND TEXTS ON WEBSITES AND DIGITAL PLATFORMS

weight: bold and regular style: normal

Nunito

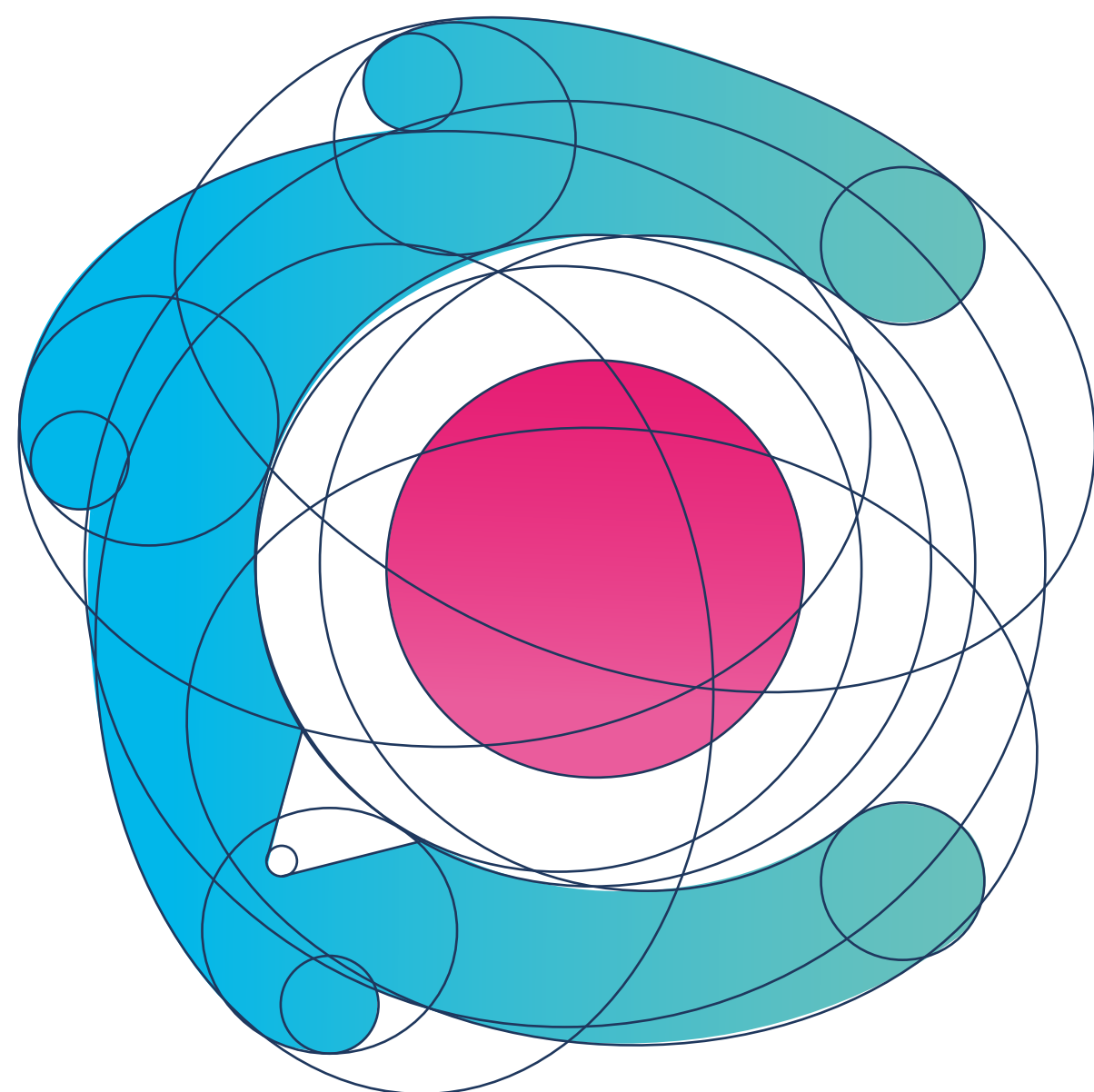
Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234 /()&!@\$

Lorem Ipsum

Arciis doluptur? Tume is dolorib usa-
ectatur secerna temquam qui dist rent
eum volupta- tem de veliquas et ut
fugit por secto tetur? Qui totat fugiaep
elliquid maxime reperis eius id elicat
acitaec toressincid mo tempore velen-
da quam quunt ut rerspererum alitis
esciaep erepres totatur aceaque do-
lupta tiasinu lla- bora tquunducia ea-
quiae es arumquia der- rum reribusam
hil mos sunt et

Arciis doluptur?
Tume is dolorib
usaectatur se-
cerna temquam
qui dist rent eum

PICTOGRAM CONSTRUCTION



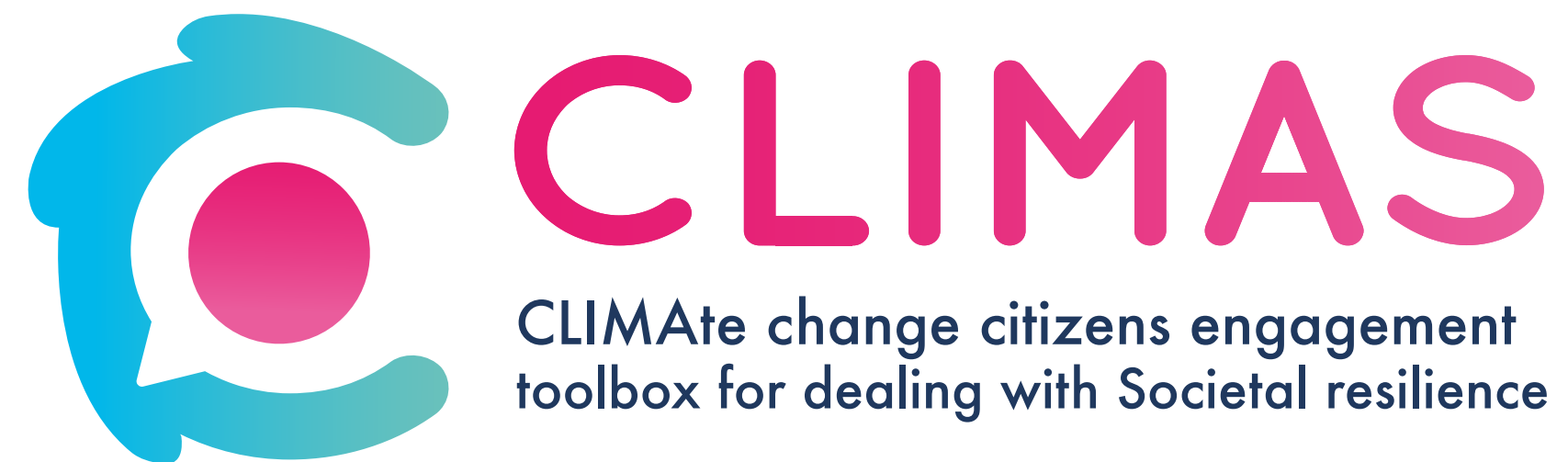
LOGO



FULL VERSION



PLAIN VERSION



NEGATIVE VERSION



GRADIENT BACKGROUND VERSION





ICON



SOCIAL LOGO

GRAYSCALE VERSION

PLAIN VERSION



NEGATIVE VERSION

PLAIN VERSION



USE LOGO ON GRAPHICAL BACKGROUNDS IN GRAYSCALE

Light background			<p>The brand is legible on all backgrounds.</p> <p>On medium dark intensity backgrounds it is advisable to use the logo with colored pictogram and white logotype.</p> <p>On backgrounds of high intensity, it is recommended to use the logo in the white version.</p>
Medium background			
Dark background			

USE LOGO ON GRAPHICAL BACKGROUNDS IN GRAYSCALE



SCALABILITY

Minimum size

5,5 mm



10 mm



20 mm



40 mm



80 mm



Minimum size

14 mm



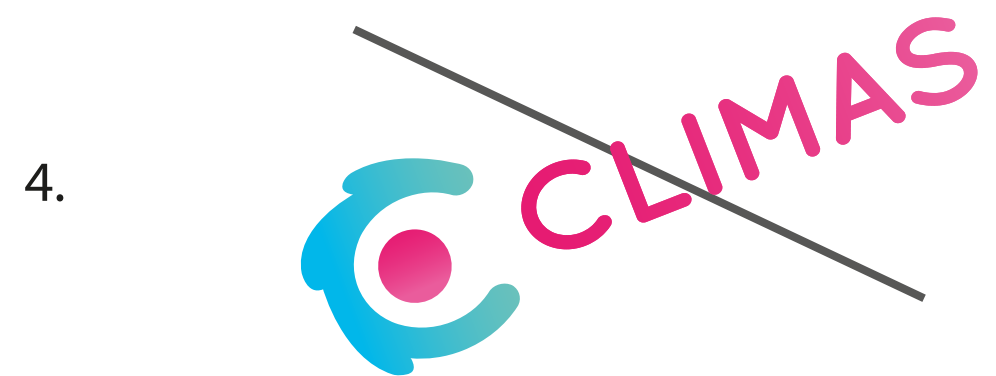
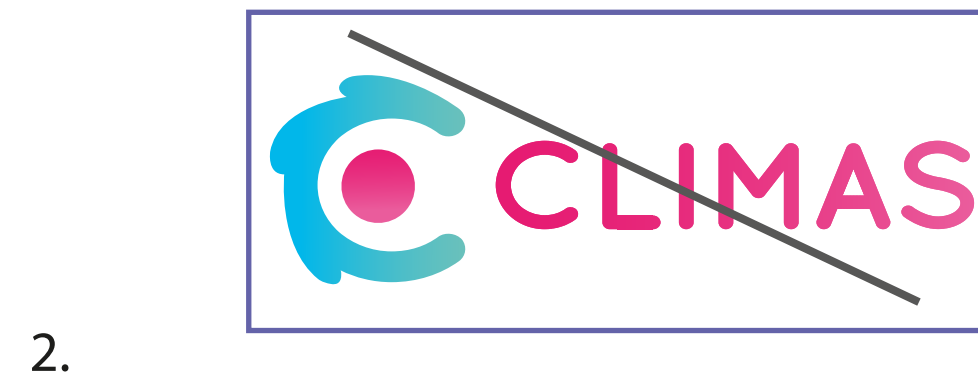
30 mm



60 mm



WRONG USES



1. Never use shadows under the logo.
2. Never use the logo inserted in a rectangle.
3. Never use colors other than those indicated.

4. Never rotate the logo.
 5. Never distort the logo.
 6. Never attach another element to the logo.
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USE ON BACKGROUND



White version on
dark/homogeneous
background



Use the version with colored
pictogram and white text on
medium intensity backgrounds.



Full colors version on
light/homogeneous background
