Manual de Identidade

Welcome to the future of care!

This document establishes the standards for consistent application of the AIDE brand. It presents key guidelines for the use of colours, typography, the logo, and other visual elements, ensuring clear and cohesive communication across all formats.

2. Colors and Textures

2. Colors

Ensuring colour fidelity helps maintain brand consistency.
The CMYK and Pantone standards should be used for printed materials.
 RGB and Hexadecimal should be used for materials intended to be displayed on electronic screens, such as websites and videos.
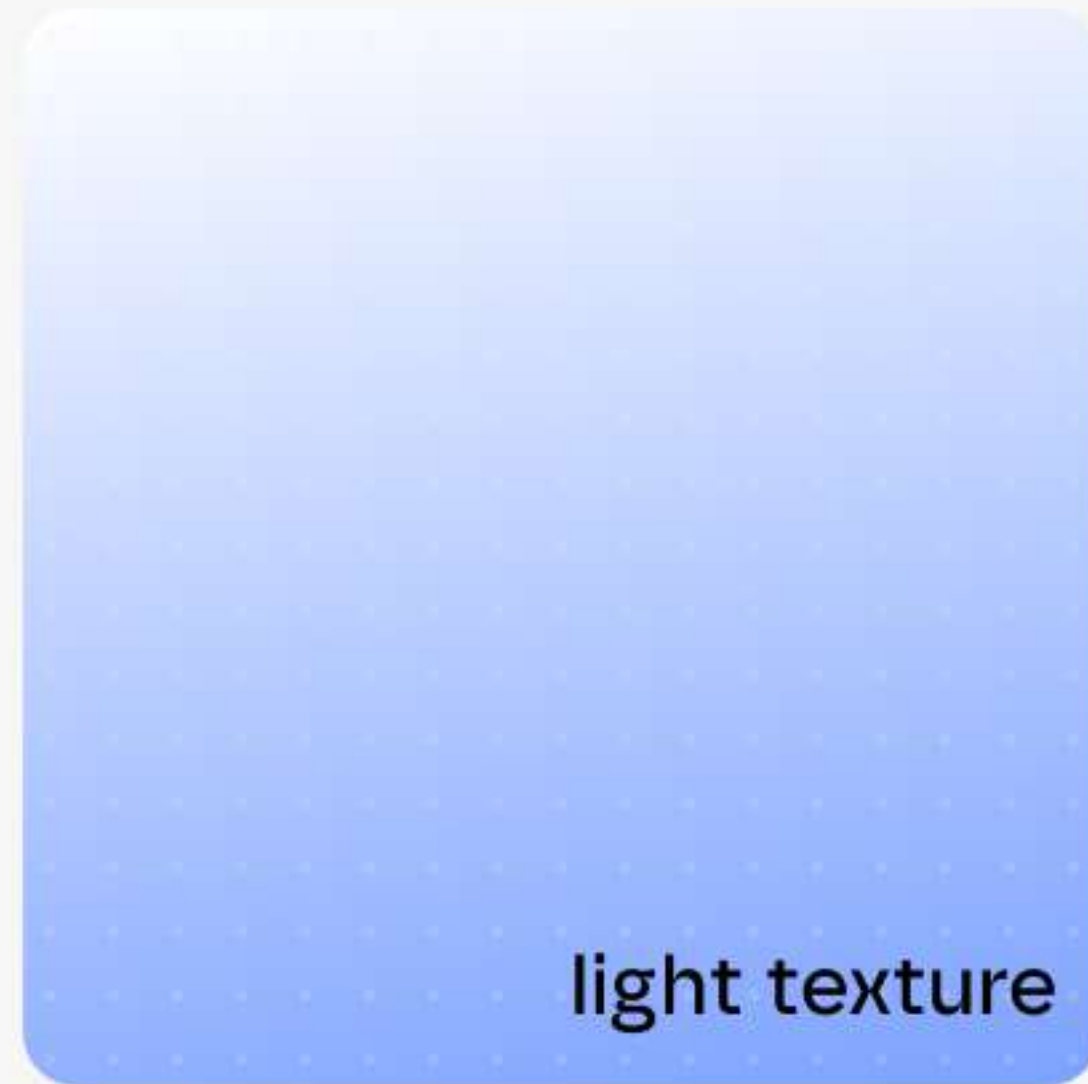
2.1 Primary Color

#122aff | C: 93% · M: 84% · Y: 0% · K: 0%

The colour blue has been selected as the primary brand colour because it reflects the brand's core values of peace, safety and reliability. It conveys a strong sense of calm and stability, fostering trust and reassurance while promoting clarity and emotional balance. qualities essential for creating comfortable and secure experiences.

2.2 Textures

dark texture

light texture

Textures and patterns are complementary elements that reinforce the brand's visual identity. They should be used subtly and consistently, respecting the brand's colors and visual language, without overpowering the logo or affecting legibility.

3.Typography

3. Typhography

Typography is the voice of the brand.
To represent our brand, we use both the Safiro and Open Sans typefaces. When combined, these fonts express the company's full charisma. In addition to being highly flexible, they offer a wide range of possibilities and combinations through their varied weights.

3.1 Titles

Safiro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
tuvwxyz
01234567890

Safiro is the primary typeface used for titles, headings, and highlighted information, adding character and emphasis while strengthening the brand's visual identity.

3.2 Descriptions

Open Sans

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrt
uvwxyz
01234567890

Open Sans is used for all remaining body text, captions, and supporting content, chosen for its high legibility and versatility across digital and print applications.

4.Logo

4.2 Logomark / Icon

4.3 Incorrect Use

To maintain the brand identity, the logo must never be altered, whether in its colors, layout, or proportions.
Check the incorrect uses of the brand and compare them with the correct version.

Distorting elements

Applying gradients

Rotate Logo

Change element's proportions

Add Stroke

4.4 Minimum Size

Reducing the logo too much can affect its readability and recognition. The minimum reduction size depends on the production process and print quality, and going below the recommended limit may compromise legibility.

Minimum heigh:
150 px (for screens)
20 mm (for printing)

4.4 Protection Area

To avoid interference from other graphic elements and preserve the brand's integrity and legibility, a clear space must be maintained around the logo.
Regardless of the application, nothing should encroach on this area.

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4.5 Application with backgrounds

It's important to always place the logo in backgrounds with a good contrast to make it legible.

A Lurdes caiu da cama e teve um final infeliz.

Se tivesse a AIDE, esta história poderia ter sido muito diferente.

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AIDE

O futuro do cuidado é conectado.

O António esqueceu-se da medicação e o seu coração parou.

Se tivesse a AIDE, esta história poderia ter sido muito diferente.

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AIDE

O futuro do cuidado é conectado.

O jantar da Maria arrefeceu e ninguém notou que ela não se mexia há horas.

Se tivesse a AIDE, esta história poderia ter sido muito diferente.

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AIDE

O futuro do cuidado é conectado.

Group 3, MCTW
Universidade de Aveiro. December 2025.