



# Brand Guidelines

V 1.0, 2023

# Logo

The company logo is an element of the corporate image of the company, along with the corporate color, the font, which serves to identify the company in advertising, communication with the market.

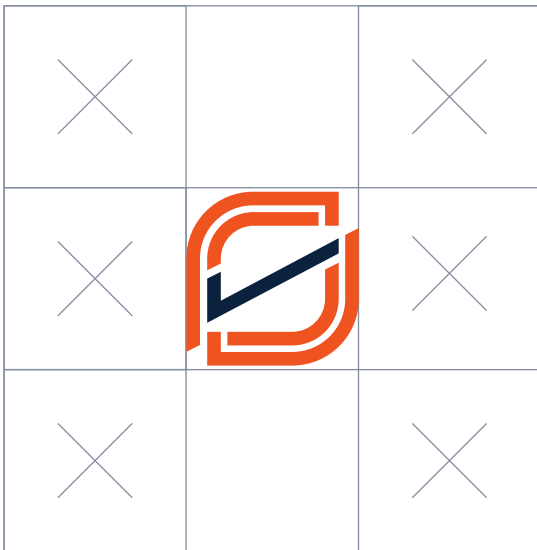
Logo idea



Logo color placement



Safe zone & minimal size



The safe zone is the area around the logo, in which no text or graphic elements can be placed to keep the logo legible. There may be exceptions if it is part of the corporate identity. The safe zone logo is equal to the height of the sign.

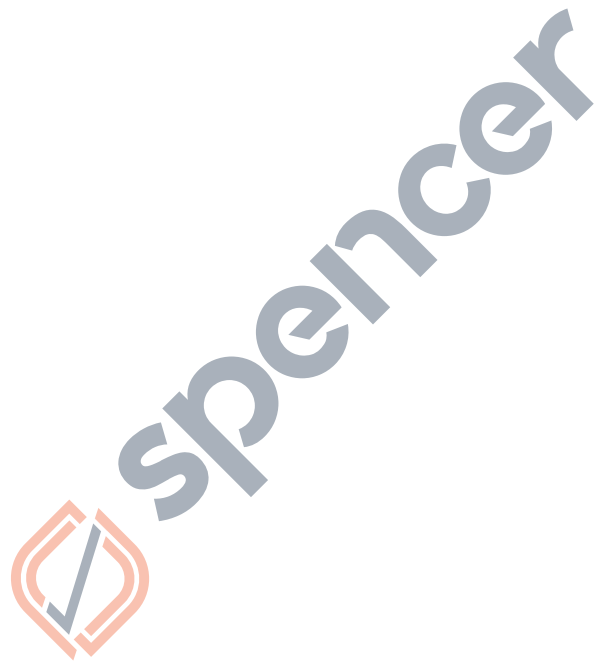
web / 16 px  
print / 5.5 mm



The minimum size places restrictions on the use of the logo. Placing a logo that is smaller than acceptable will reduce its visibility.

Logo misuses

✕ Don't distort, rotate the logo or reduce its opacity.



✕ Don't distort the proportions of the text block and the sign.



✕ Don't change the font of the logo or change its register.



✕ Don't use colors other than those shown on pages 7, 8.



✕ Don't change the composition of the logo.



✕ Don't apply any effect to the logo (such as Shadow or Blur).



# Typography

Brand typography is another visual element of brand style that organizes the written display of your business and aligns the message you want to convey to the customer with the identity of the company.

Inter ExtraLight

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*?/)

Inter Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*?/)

Inter Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*?/)

Inter SemiBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*?/)

Inter Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*?/)

Inter Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*?/)

\*Here are the possible font styles of Inter font family for use within the corporate identity.



# Colors

Colors have a big impact on a person, which is why the color palette is a very important tool for brand identification. Along with the logo, fonts and graphics, it helps convey the character and personality of a brand.

**ORANGE** | accent graphics and text, backgrounds  
HEX      #EF5320

**PALE BLUE** | text, backgrounds  
HEX      #0A223E

**WHITE** | backgrounds  
HEX      #FFFFFF

**BLACK** | text, backgrounds  
HEX      #161616

**GREY 1** | less accented text  
HEX      #808082

**GREY 2** | lines  
HEX      #B5B4BE

**GREY 3** | backgrounds  
HEX      #EFEFEF

**WHITE** | backgrounds  
HEX      #FFFFFF

App icon

