

MANUAL DE
IDENTIDADE
VISUAL

PARMA D'ORO



LOGOTIPO



VARIAÇÃO



Parma d'Oro

Pizzaria Delivery

VARIAÇÕES

preto e branco



USO INDEVIDO

fundo escuro

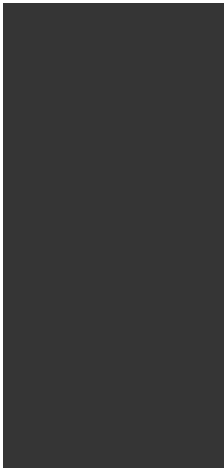


USO INDEVIDO

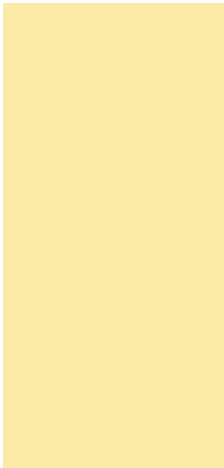
fundo claro



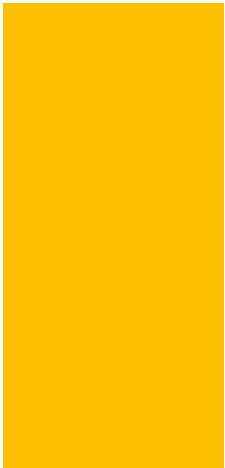
CORES INSTITUCIONAIS



C 69%
M 59% R 52
Y 56% G 52
K 65% B 52



C 3%
M 6% R 250
Y 44% G 234
K 0% B 167



C 0%
M 27% R 252
Y 98% G 192
K 0% B 0

Hexacromia
#FCC000



C 0%
M 79% R 233
Y 96% G 80
K 0% B 25

Hexacromia
#E95019

TIPOGRAFIA

para títulos

Parma Petit

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 ! ?

TIPOGRAFIA

para textos

Yanone Kaffeesatz Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 ! ?

Yanone Kaffeesatz SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 ! ?