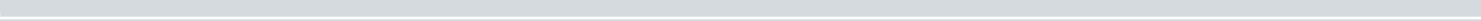
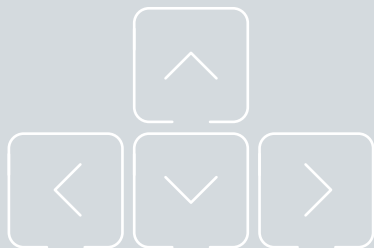
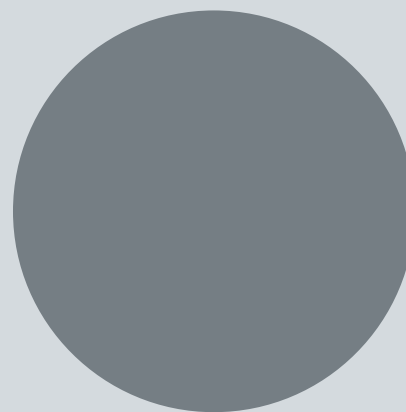
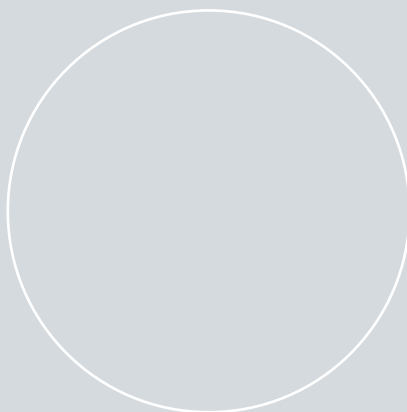




Símbolo / Versões / 2d



Dentro do universo do branco,
temos variações de tons
que podemos escolher
a partir da necessidade de uso.

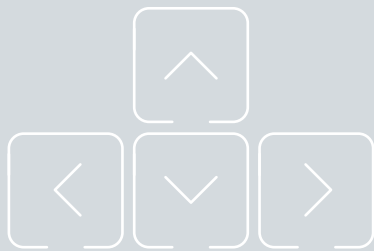
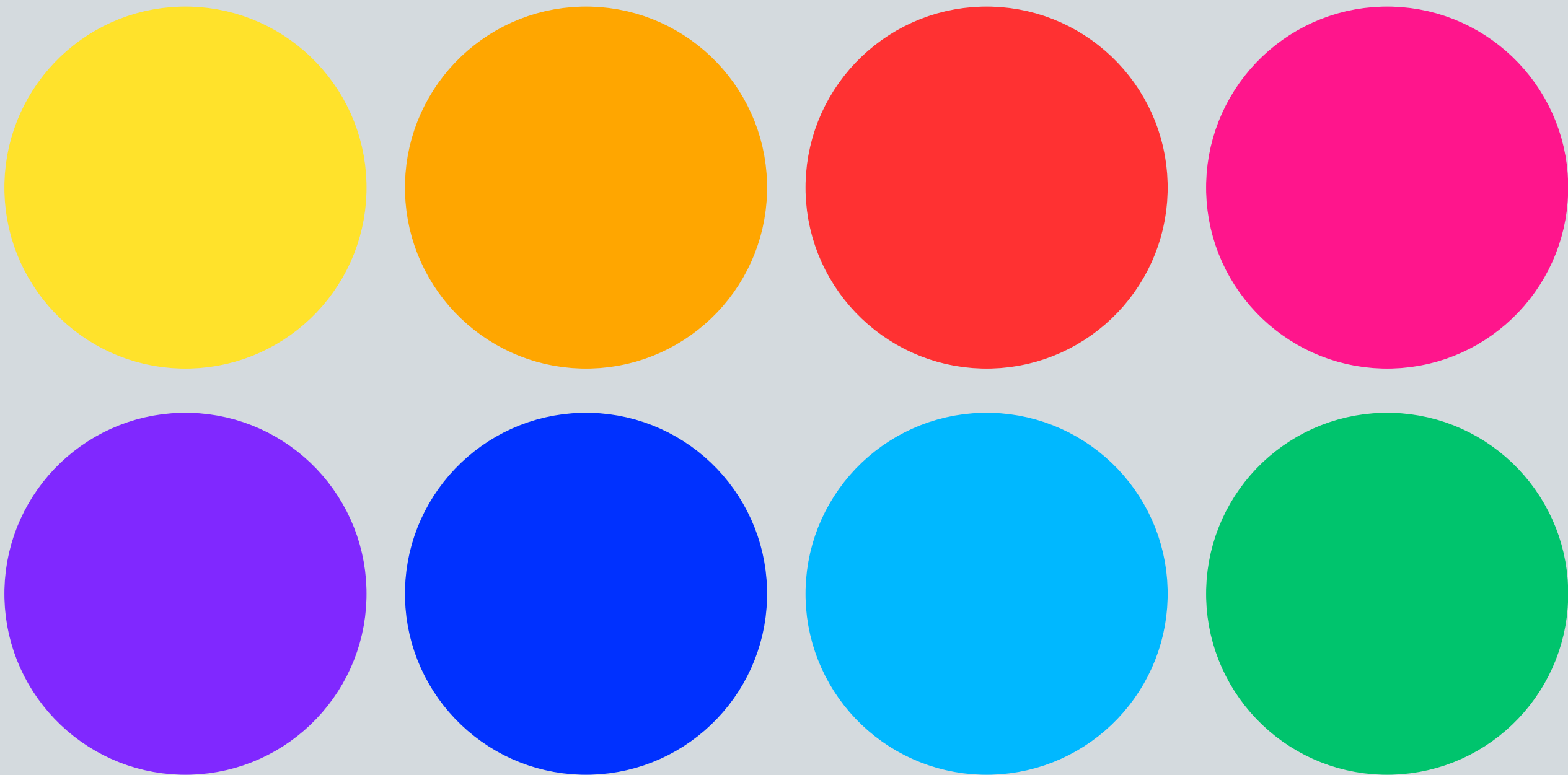




Paleta Brilho

Esta é a nossa paleta principal.
As cores que sempre estiveram
dentro do nosso arco-íris.

Nossas cores são as mesmas,
mas estão mais vivas.





Símbolo / Versões / 2d



Paleta Brilho

Esta é a nossa paleta principal.
As cores que sempre estiveram
dentro do nosso arco-íris.

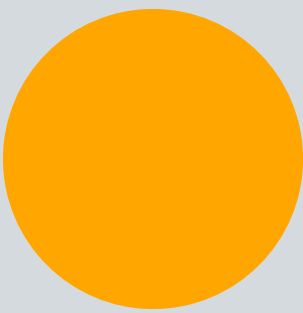
Nossas cores são as mesmas,
mas estão mais vivas.



PANTONE®
108C

CMYK
C 0 %
M 10 %
Y 90 %
K 0 %

RGB
R 255
G 226
B 43



PANTONE®
137C

CMYK
C 0 %
M 45 %
Y 100 %
K 0 %

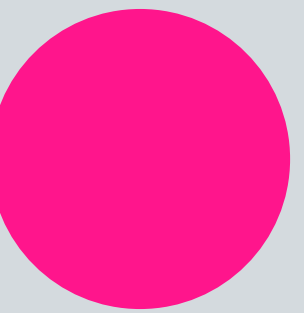
RGB
R 255
G 166
B 0



PANTONE®
WARM RED C

CMYK
C 0 %
M 100 %
Y 100 %
K 0 %

RGB
R 255
G 49
B 50



PANTONE®
213C

CMYK
C 0 %
M 100 %
Y 0 %
K 0 %

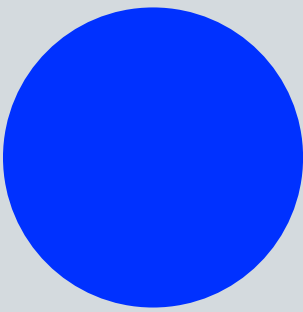
RGB
R 255
G 21
B 140



PANTONE®
266C

CMYK
C 70 %
M 80 %
Y 0 %
K 0 %

RGB
R 128
G 40
B 255



PANTONE®
2728C

CMYK
C 95 %
M 80 %
Y 0 %
K 0 %

RGB
R 0
G 49
B 255



PANTONE®
306C

CMYK
C 80 %
M 0 %
Y 0 %
K 0 %

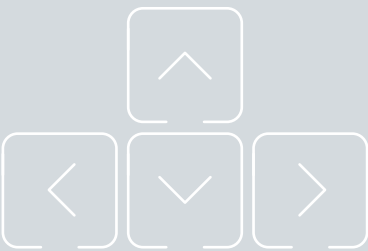
RGB
R 0
G 184
B 255



PANTONE®
7480C

CMYK
C 75 %
M 0 %
Y 80 %
K 0 %

RGB
R 0
G 196
B 109

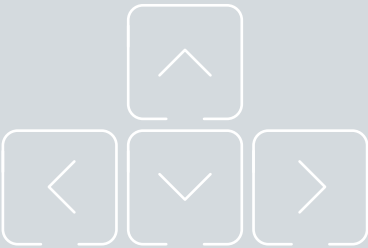
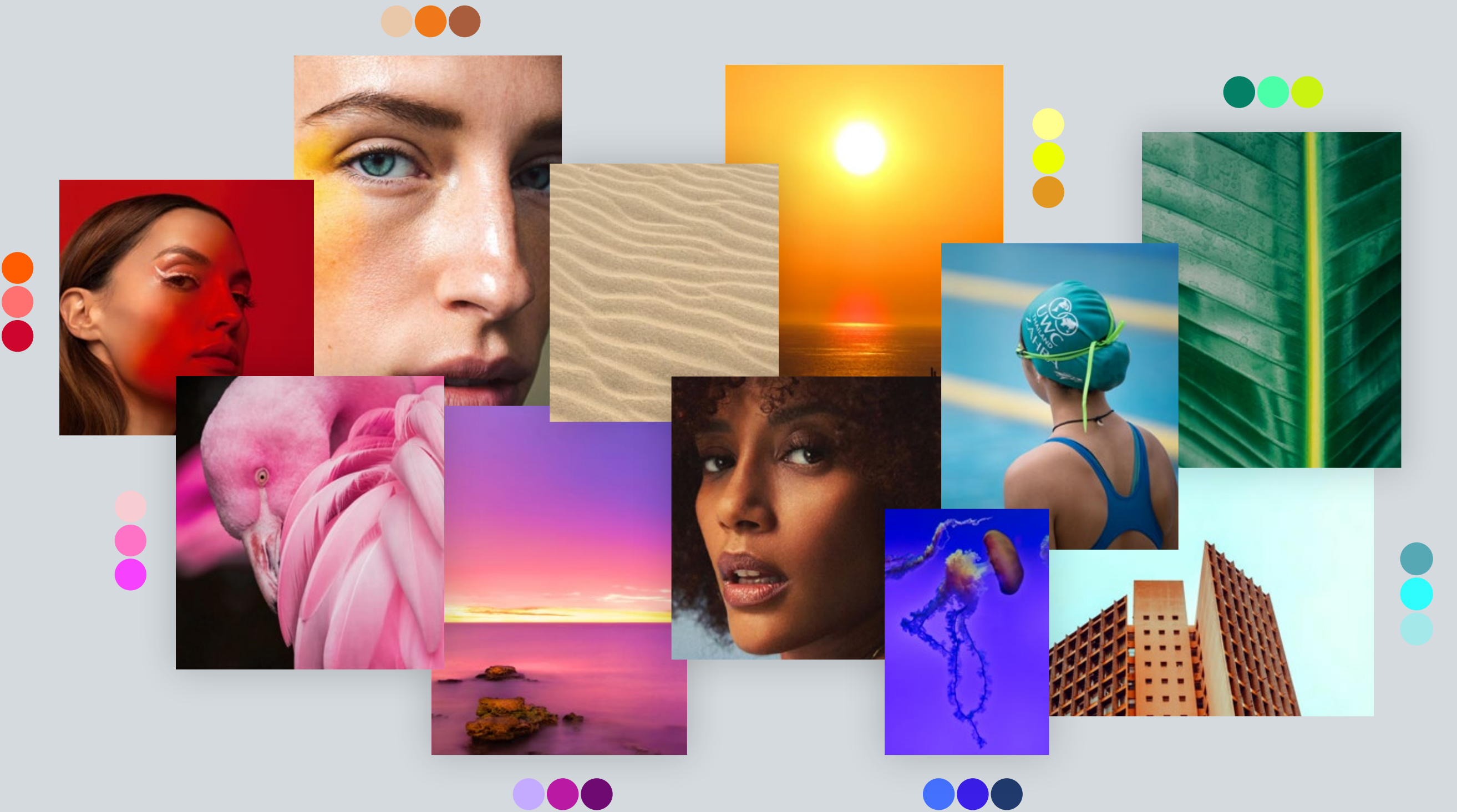




Paleta Tons

Para esse novo momento, sentimos a necessidade de olhar para fora, para as pessoas e para a natureza.

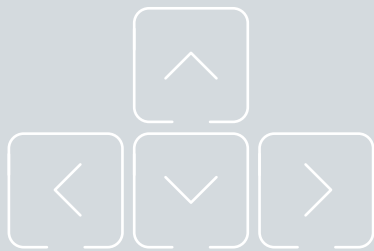
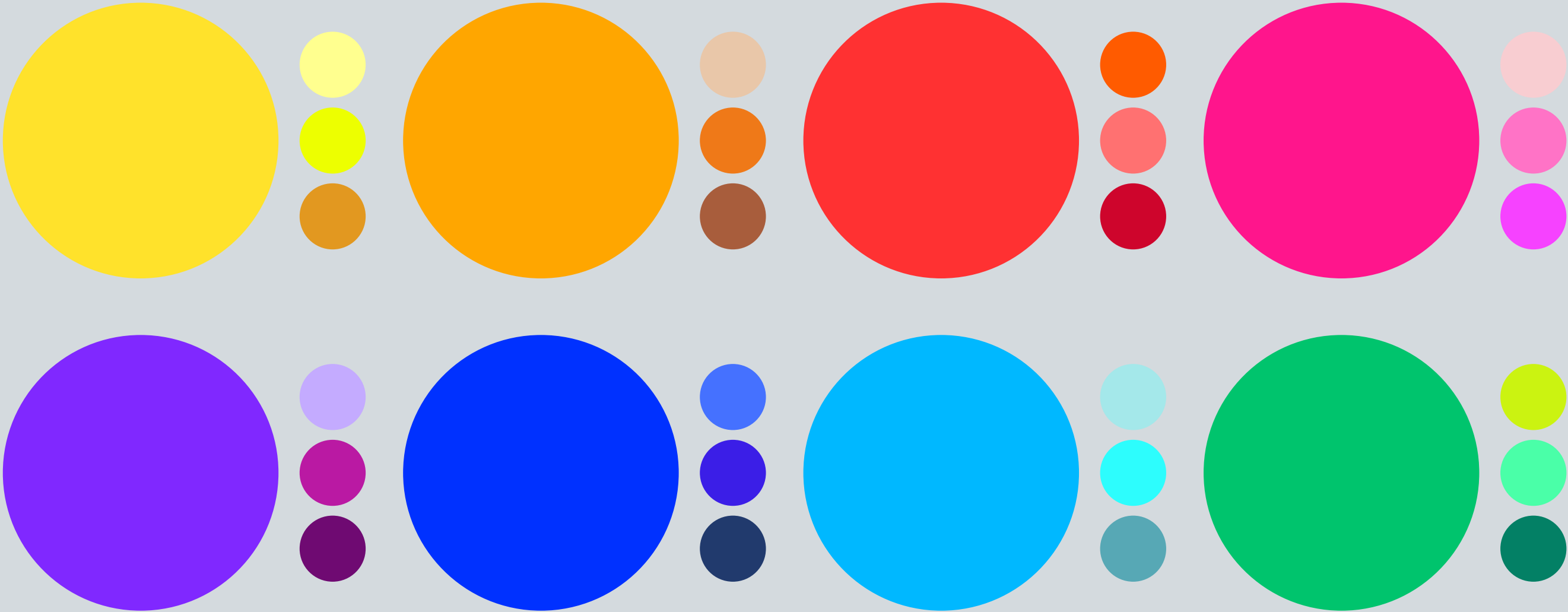
Criamos uma paleta secundária que chamamos de paleta tons.





Paleta Tons

Para cada
cor brilho,
ganhamos
3 cores tom.





Símbolo / Versões / 2d



Para cada cor brilho, ganhamos 3 cores tom.



PANTONE® 601C

CMYK
C 5 %
M 0 %
Y 55 %
K 0 %

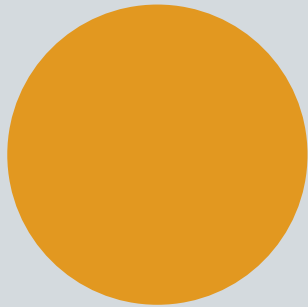
RGB
R 255
G 255
B 143



PANTONE® 395C

CMYK
C 15 %
M 0 %
Y 100 %
K 0 %

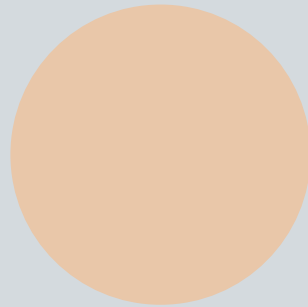
RGB
R 237
G 255
B 0



PANTONE® 7563C

CMYK
C 10 %
M 45 %
Y 100 %
K 0 %

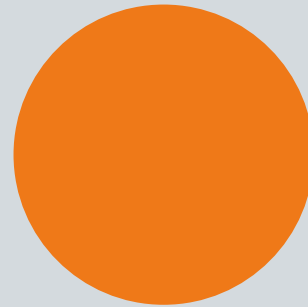
RGB
R 226
G 152
B 32



PANTONE® 474C

CMYK
C 5 %
M 20 %
Y 30 %
K 0 %

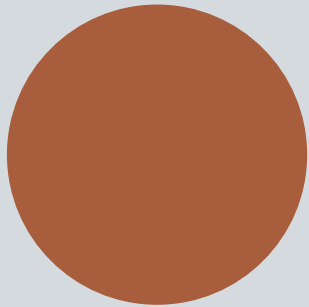
RGB
R 233
G 199
B 169



PANTONE® 158C

CMYK
C 0 %
M 65 %
Y 100 %
K 0 %

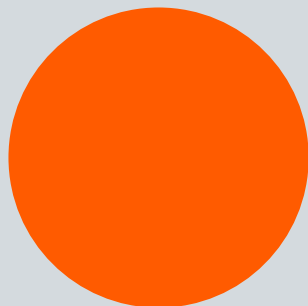
RGB
R 239
G 121
B 24



PANTONE® 7586C

CMYK
C 25 %
M 70 %
Y 80 %
K 15 %

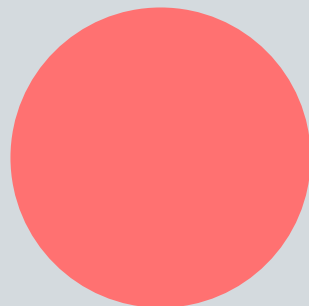
RGB
R 168
G 93
B 60



PANTONE® ORANGE 021C

CMYK
C 0 %
M 80 %
Y 100 %
K 0 %

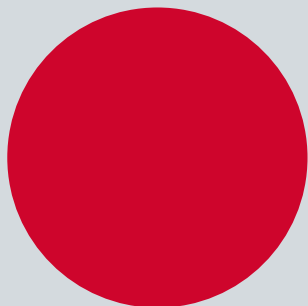
RGB
R 255
G 91
B 0



PANTONE® 177C

CMYK
C 0 %
M 70 %
Y 45 %
K 0 %

RGB
R 255
G 113
B 113



PANTONE® 200C

CMYK
C 10 %
M 100 %
Y 90 %
K 0 %

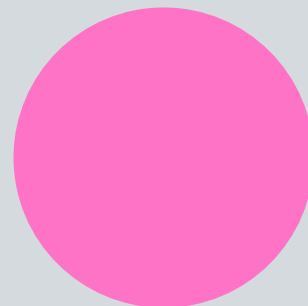
RGB
R 206
G 5
B 44



PANTONE® 7422C

CMYK
C 0 %
M 25 %
Y 5 %
K 0 %

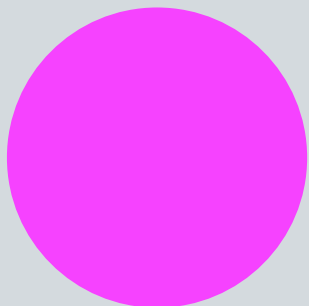
RGB
R 248
G 205
B 209



PANTONE® 231C

CMYK
C 0 %
M 65 %
Y 0 %
K 0 %

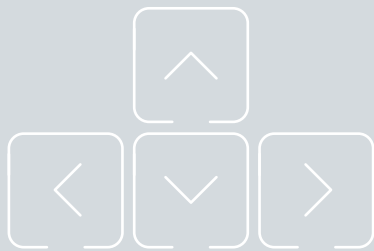
RGB
R 255
G 115
B 198



PANTONE® 252C

CMYK
C 25 %
M 75 %
Y 0 %
K 0 %

RGB
R 246
G 66
B 255





Símbolo / Versões / 2d



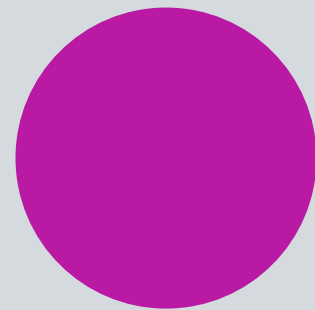
Para cada cor brilho, ganhamos 3 cores tom.



PANTONE®
2635C

CMYK
C 25 %
M 30 %
Y 0 %
K 0 %

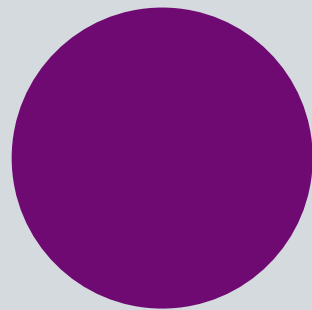
RGB
R 196
G 171
B 255



PANTONE®
2069C

CMYK
C 35 %
M 95 %
Y 0 %
K 0 %

RGB
R 186
G 25
B 163



PANTONE®
2356C

CMYK
C 65 %
M 100 %
Y 20 %
K 0 %

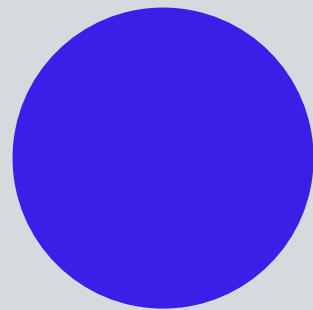
RGB
R 111
G 10
B 114



PANTONE®
2727C

CMYK
C 55 %
M 30 %
Y 0 %
K 0 %

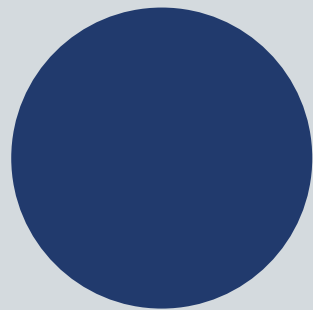
RGB
R 69
G 113
B 255



PANTONE®
2126C

CMYK
C 80 %
M 80 %
Y 0 %
K 0 %

RGB
R 59
G 30
B 231



PANTONE®
534C

CMYK
C 100 %
M 100 %
Y 30 %
K 0 %

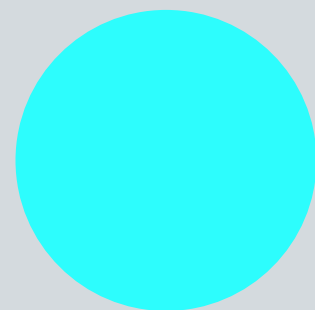
RGB
R 33
G 58
B 109



PANTONE®
635C

CMYK
C 30 %
M 0 %
Y 10 %
K 0 %

RGB
R 164
G 232
B 234



PANTONE®
2226C

CMYK
C 50 %
M 0 %
Y 10 %
K 0 %

RGB
R 45
G 253
B 253



PANTONE®
2219C

CMYK
C 65 %
M 20 %
Y 30 %
K 0 %

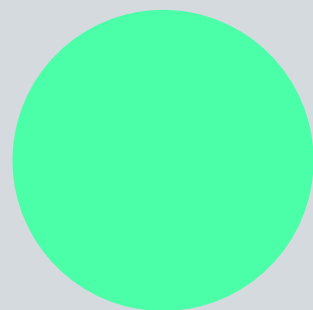
RGB
R 87
G 168
B 181



PANTONE®
2297C

CMYK
C 25 %
M 0 %
Y 100 %
K 0 %

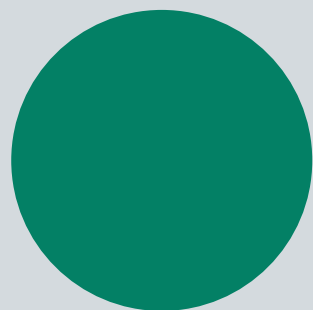
RGB
R 203
G 243
B 17



PANTONE®
2412C

CMYK
C 50 %
M 0 %
Y 55 %
K 0 %

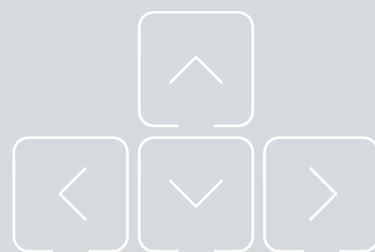
RGB
R 74
G 255
B 168



PANTONE®
3288C

CMYK
C 85 %
M 30 %
Y 70 %
K 0 %

RGB
R 3
G 128
B 101

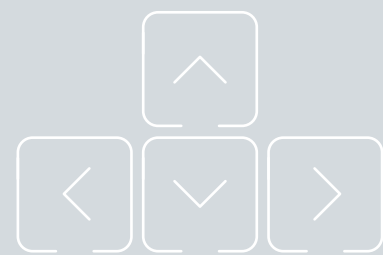
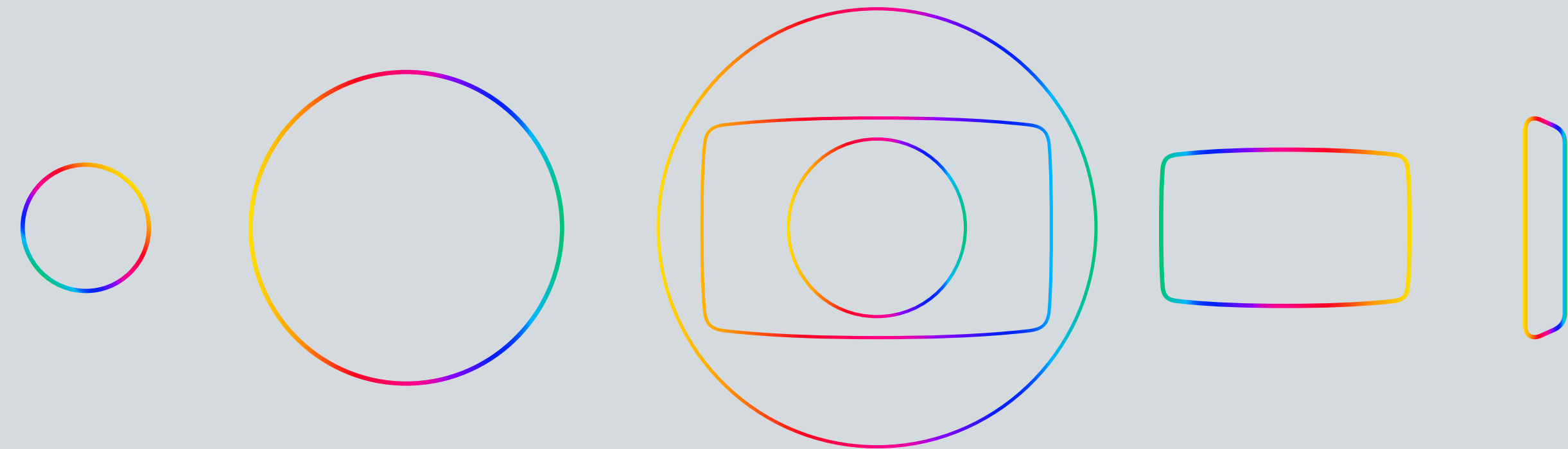




Símbolo / Versões / 2d



A partir das formas do nosso símbolo, criamos todo um universo visual.

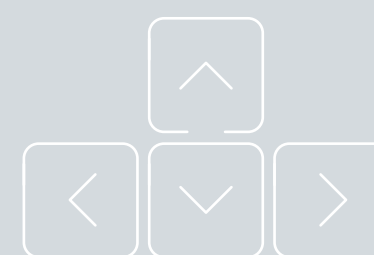
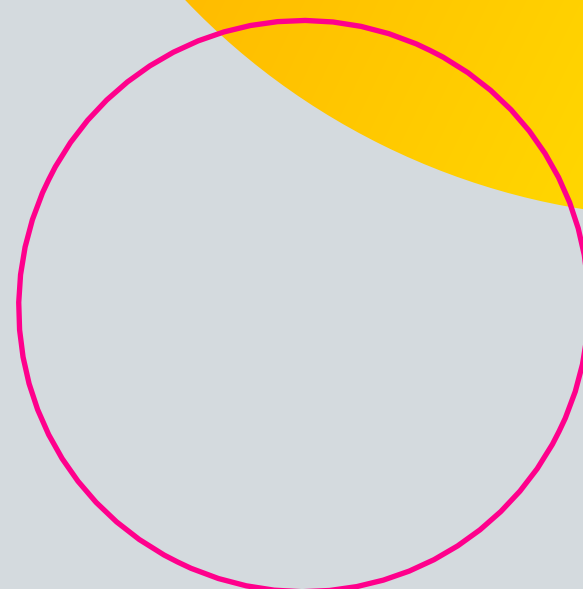
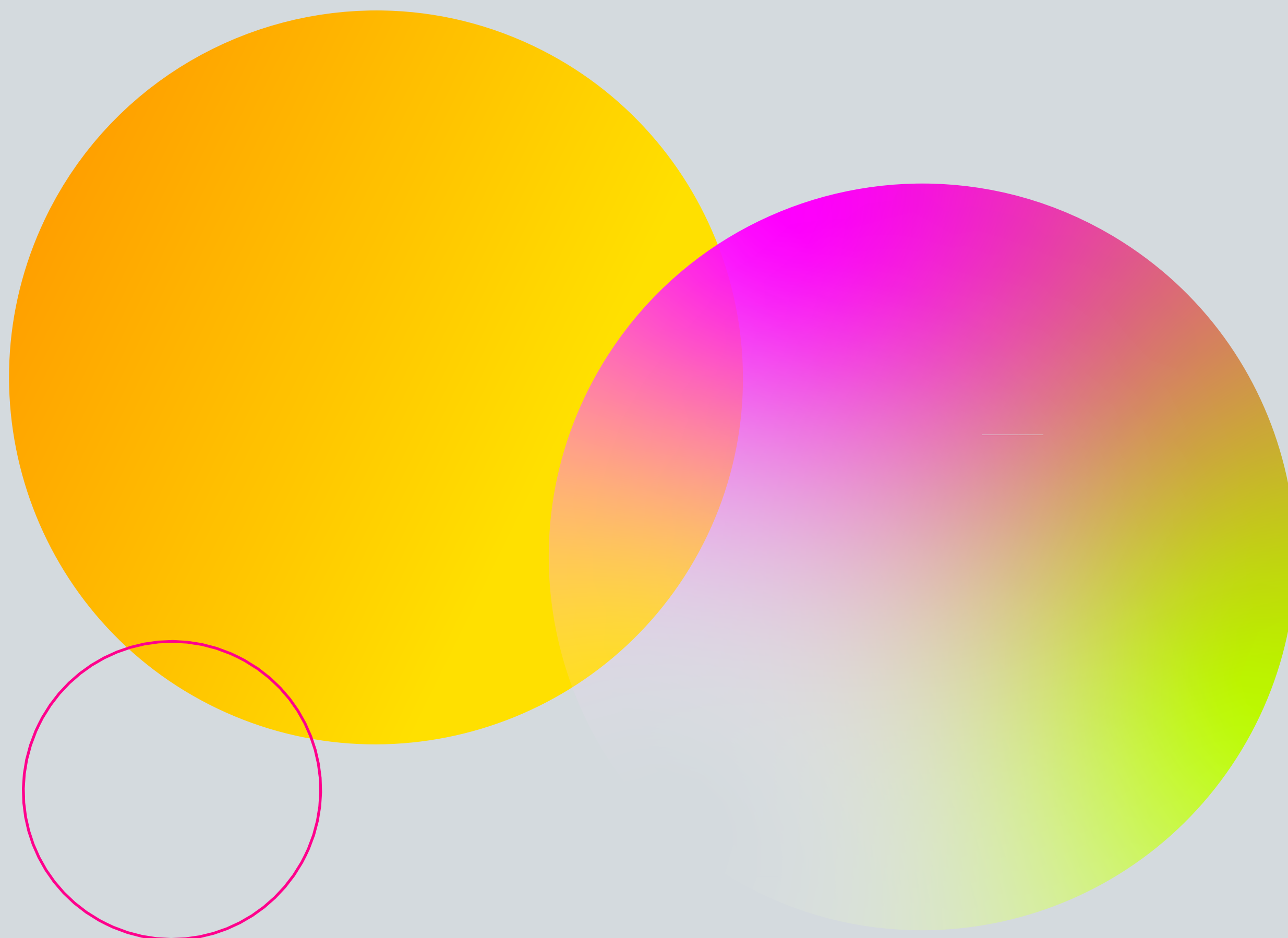




Símbolo / Versões / 2d

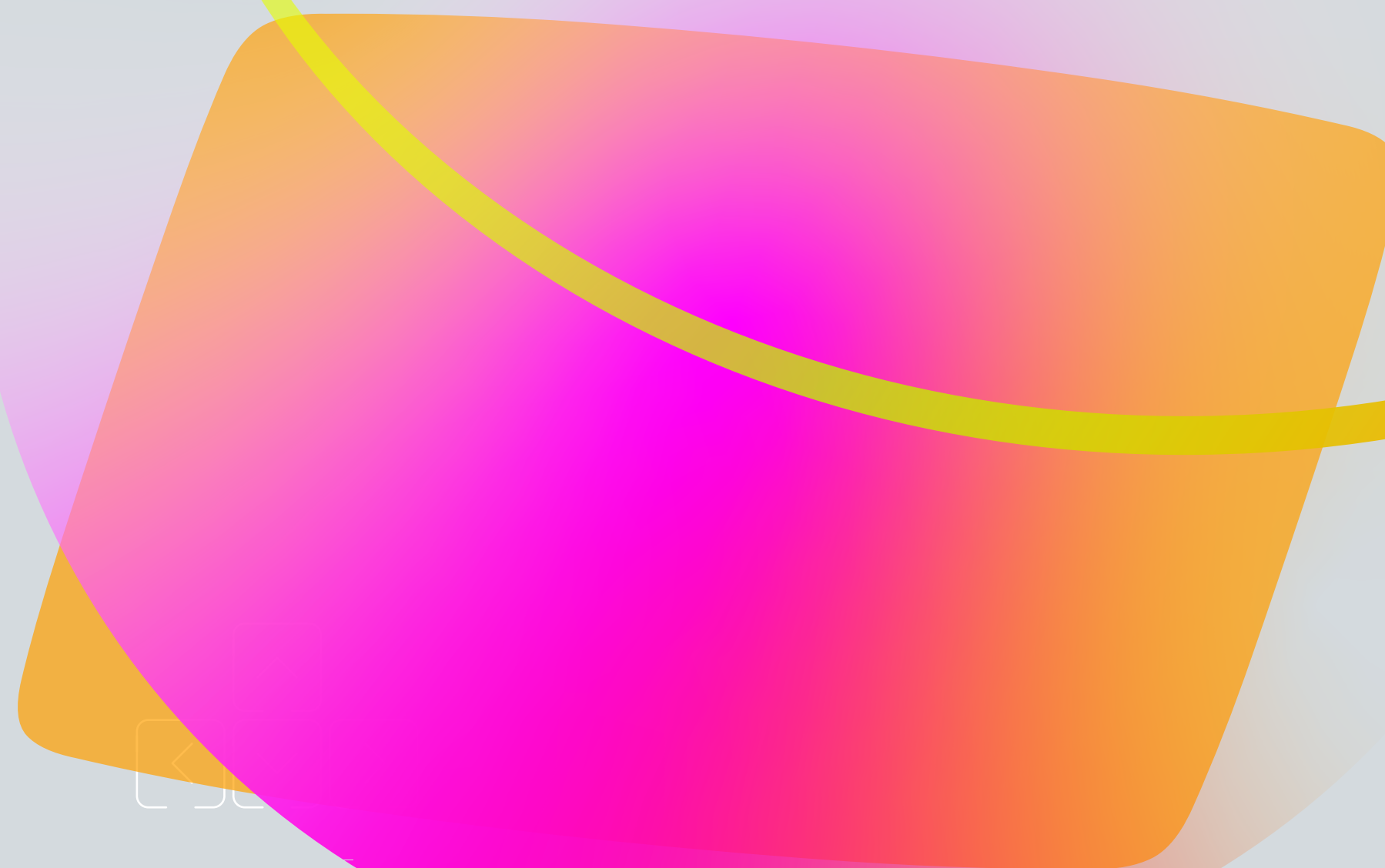


Dentro do universo do branco,
temos variações de tons
que podemos escolher
a partir da necessidade de uso.





Símbolo / Versões / 2d



A globotipo é
a nossa
tipografia principal.

thin
light
regular
bold
black

thin
light
regular
bold
black

a b c d



Dentro do universo do branco, temos variações de tons que podemos escolher a partir da necessidade de uso.



PANTONE®
WHITE

CMYK
C 0 %
M 0 %
Y 0 %
K 0 %

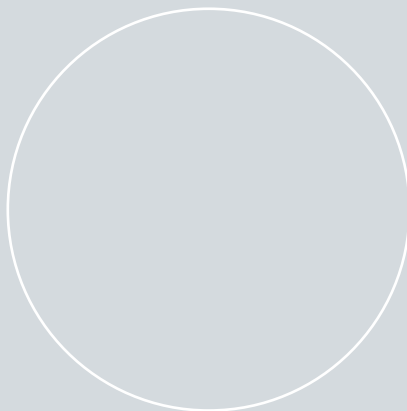
RGB
R 255
G 255
B 255



PANTONE®
COOL GRAY 1C

CMYK
C 2 %
M 0 %
Y 0 %
K 5 %

RGB
R 234
G 239
B 242



PANTONE®
COOL GRAY 3C

CMYK
C 2 %
M 0 %
Y 0 %
K 15 %

RGB
R 213
G 218
B 222



PANTONE®
COOL GRAY 7C

CMYK
C 8 %
M 0 %
Y 0 %
K 40 %

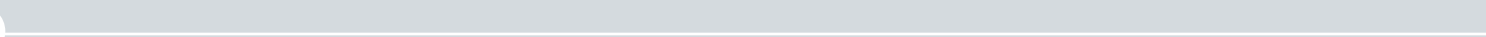
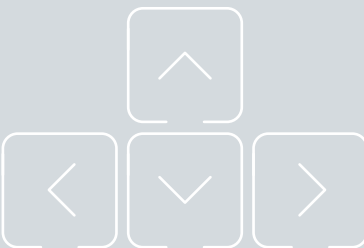
RGB
R 152
G 164
B 171



PANTONE®
COOL GRAY 9C

CMYK
C 8 %
M 0 %
Y 0 %
K 60 %

RGB
R 117
G 126
B 132

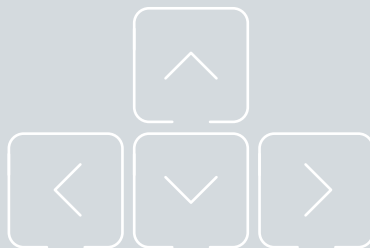
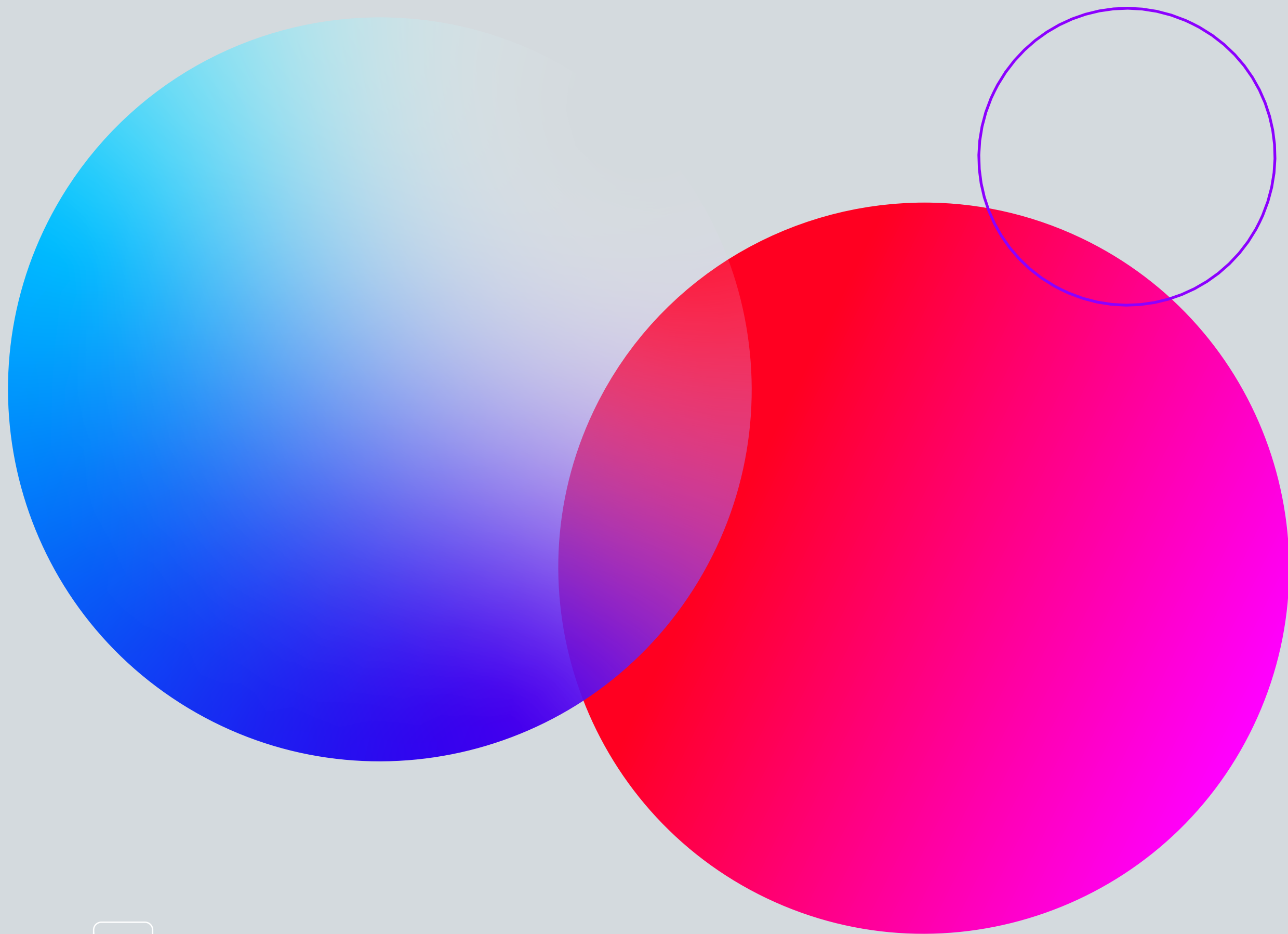




Símbolo / Versões / 2d

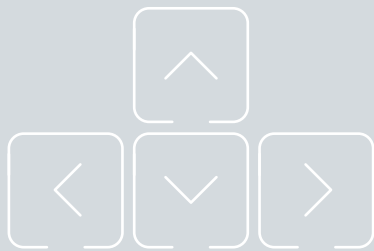
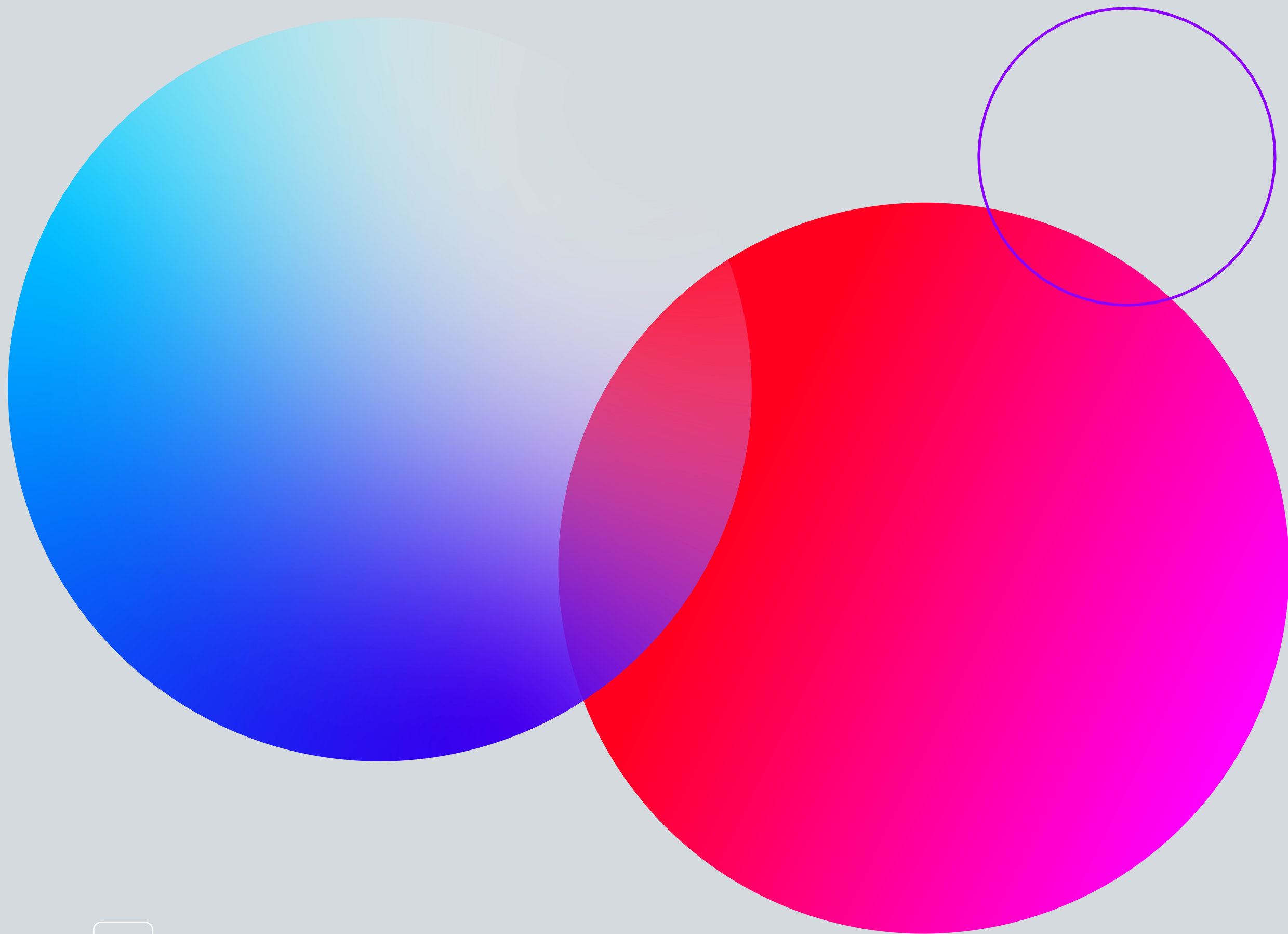


Dentro do universo do branco,
temos variações de tons
que podemos escolher
a partir da necessidade de uso.



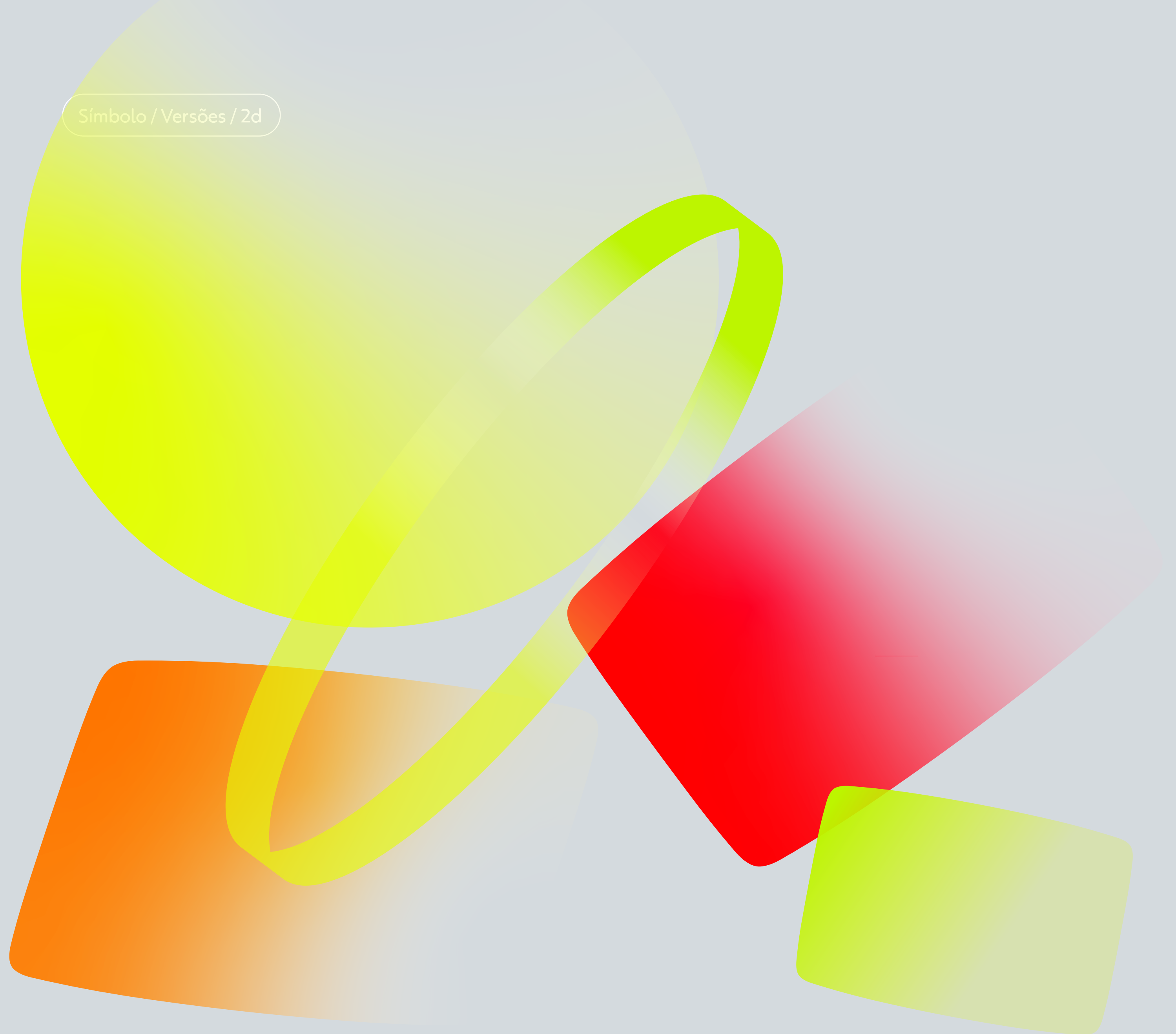


Dentro do universo do branco,
temos variações de tons
que podemos escolher
a partir da necessidade de uso.





Símbolo / Versões / 2d





Símbolo / Versões / 2d

