Eletromidia: Institutional Design System

Brand: Eletromidia

Version: 1.0.0

Status: Stable

This document outlines the complete design system for the Eletromidia brand. It serves as the single source of truth for all visual and communication standards, ensuring consistency, clarity, and impact across all media.

1. Brand Essence

The brand communicates with high contrast, vibrant colors, and assertive typography, combining human photography with geometric graphics and flat illustrations to convey an urban presence and accessible technology.

Personality:

- Urban
- Bold
- Optimistic
- Human
- Tech-Forward

Voice & Tone:

- **Headlines:** Direct, confident, energetic.
- **Body Copy:** Clear, informative, conversational.
- **Microcopy:** Short, action-oriented.

Keywords:

- City
- Movement
- Proximity
- Innovation

2. Typography

The official brand typeface is Rethink Sans. Its versatility and modern aesthetic support our bold and clear communication style.

Primary Typeface:

- **Name:** Rethink Sans
- **Available Weights:** 300, 400, 500, 600, 700, 800

- **Styles:** Normal, Italic
- **Fallbacks:** system-ui, Arial, Helvetica, sans-serif

Usage Rules:

- **Consistency:** Use only Rethink Sans across all institutional materials.
- **Hierarchy:** Limit layouts (e.g., presentation slides) to a maximum of three type sizes to maintain clarity.
- **Case:** Prefer sentence case for long headlines. Title Case is acceptable for short, tactical headlines.
- **Tracking:** Tighten headings slightly (-1% to 0% tracking). Keep body copy at normal tracking for readability.
- **Emphasis:** Use **bold** weight for emphasis over color changes. Avoid underlines except for hyperlinks.

Typographic Scale:

Role	Size (px)	Line Height (px)	Weight	Letter Spacing (px)
Display	64	68	700	-0.5
H1	48	52	700	-0.25
H2	36	40	600	0
H3	28	32	600	0
Body Large	20	28	400	0
Body	16	24	400	0
Caption	14	20	400	0
Micro	12	16	500	0

3. Color Palette

Our palette is high-energy, led by a signature orange and contrasted by deep black and crisp neutrals. Accents create modular, billboard-like compositions and should be used sparingly, always ensuring accessible contrast levels. Avoid using all colors at once.

Primary Palette:

Color	Hex	Role
Brand Orange	#FF4F00	Primary brand field, CTA backgrounds.
Black	#000000	Typography, silhouettes, graphic shapes.
White	#FFFFFF	Type on dark backgrounds, negative space.
Cream	#F9F2E7	Soft background for editorial content. (USED FOR BADGES OR SMALL ELEMENTS)

Accent Palette:

Color	Hex	Role	Text On
Purple	#4E18FF	Headline fields, tags, backgrounds.	White
Yellow	#FECC14	Highlights, rays, positive UI alerts.	Black
Pink	#F577ED	Secondary highlights, illustration accents.	Black
Green	#3D7700	Confirmation, success state blocks.	White

Contrast & Accessibility:

- **Black on Orange (#000 on #FF4F00):** Contrast ratio of ~6.37. AA compliant for body text.
- **White on Orange (#FFF on #FF4F00):** Contrast ratio of ~3.30. **Use only for large text (≥24px or bold ≥18.7px).**
- **White on Purple (#FFF on #4E18FF):** Contrast ratio of ~7.24. AA/AAA compliant.
- **Black on Yellow (#000 on #FECC14):** Excellent contrast ratio of ~13.86.

- **Black on Cream (#000 on #F9F2E7):** Excellent contrast ratio of ~18.88, ideal for long-form text.

4. Logo Usage

The Eletromidia logo is our most valuable asset. Its consistent and correct application is paramount.

Core Assets:

- **Monogram:** White monogram on an orange square.
- **Wordmark:** eletromidia in black, for use on light backgrounds.

Protection Rules:

- **Scaling:** Always maintain proportions. Never stretch or distort the logo. **Hold SHIFT when resizing.**
- **Clear Space:** Maintain a minimum clear space around the logo equal to the height of the monogram's horizontal bar.
- **Backgrounds:**
  - **Preferred:** Brand Orange (#FF4F00) for the monogram; White (#FFFFFF) or Cream (#F9F2E7) for the wordmark.
  - **Avoid:** Busy photos without a solid color field behind the logo, or any low-contrast color pairings.

Common Misuse (Do Not):

- Apply drop shadows, bevels, glows, or other layer effects.
- Rotate the logo.
- Place the logo over gradients or backgrounds that reduce its contrast and legibility.

5. Visual Language

Our visual language combines geometric patterns, flat illustrations, and authentic photography to create a dynamic and human-centric identity.

Shapes & Patterns:

- **Arches:** Rounded-rect pillars (semi-capsules) rising from the baseline in rhythmic, repeating columns.
- **Blob Ceiling:** Large, black, rounded shapes aligned to the top edge to frame content.
- **Beams:** Yellow ray segments fanning out from a focal object.
- **Rules:** Anchor shapes to grid edges. Use solid fills with no outlines.

Illustration Style:

- **Style:** Flat, geometric, and high-contrast with minimal outlines and solid fills. Proportions are often exaggerated, with expressive hands.
- **Palette:** Use the brand palette. Skin tones are primarily yellow (#FECC14) with black for facial lines. Clothing is dominated by black with accents.

- **Technique:** Use large, simple shapes. Avoid realistic rendering, complex textures, or pastel colors.

Photography Style:

- **Style:** Candid, smiling, high-energy portraits and urban context shots.
- **Lighting:** Soft, even lighting with high saturation. Avoid harsh shadows.
- **Composition:** Tight crops on faces. Integrate geometric backdrops that echo brand shapes.
- **Do:** Feature diverse casting and genuine expressions. Use plain, vivid backdrops with brand colors.
- **Don't:** Use corporate stock clichés (e.g., handshakes, staged meetings). Avoid low-saturation or sepia filters.

6. Layout & Composition

A consistent grid and spacing scale create rhythm and order across all our communications.

Grid Systems:

- **Desktop Web:** 12 columns, 24px gutter, 80px side margins.
- **Print (A4):** 12 columns, 12pt gutter, 15mm margins.

Spacing Scale (px):
Our layout spacing is based on a 4px base unit. Use these values for margins, padding, and positioning elements.
4, 8, 12, 16, 24, 32, 40, 56, 72, 96

7. UI Components & Iconography

Iconography:

- **Style:** Solid fills with rounded corners (4px radius). Use a 2px optical stroke when necessary for clarity.
- **Grid:** Designed on a 24px grid.
- **Color:** Default is black on light backgrounds, white on dark. Keep icons single-color for clarity.

Buttons:

- **Primary:**
  - **Background:** Brand Orange (#FF4F00)
  - **Text:** Black (#000000)
  - **Radius:** 12px
- **Secondary:**
  - **Background:** Purple (#4E18FF)
  - **Text:** White (#FFFFFF)

Cards:

- **Style:** Use a subtle box shadow for depth.

- **Radius:** 20px
- **Backgrounds:** White (#FFFFFF) or Cream (#F9F2E7)

8. Accessibility

We are committed to creating accessible experiences for everyone.

- **WCAG Target:** AA, aiming for AAA where feasible.
- **Contrast:** Body text contrast must be ≥ 4.5:1.
- **Color:** Do not convey meaning using color alone. Always include labels, icons, or other indicators.
- **Images:** Provide descriptive alt text for all meaningful imagery and illustrations.
- **Focus State:** Interactive elements must have a visible focus state: 2px solid #4E18FF with a 2px offset.

9. Governance

Approvals & Questions:
For questions or approval of new materials, please contact:

- **Marketing Institucional:** institucional@eletromidia.com.br

Versioning:
This document is version-controlled. Please ensure you are using the latest version for all new projects.

Appendix: Quick Color Swatches

- **Orange:** #FF4F00
- **Black:** #000000
- **White:** #FFFFFF
- **Cream:** #F9F2E7
- **Purple:** #4E18FF
- **Yellow:** #FECC14
- **Pink:** #F577ED
- **Green:** #3D7700