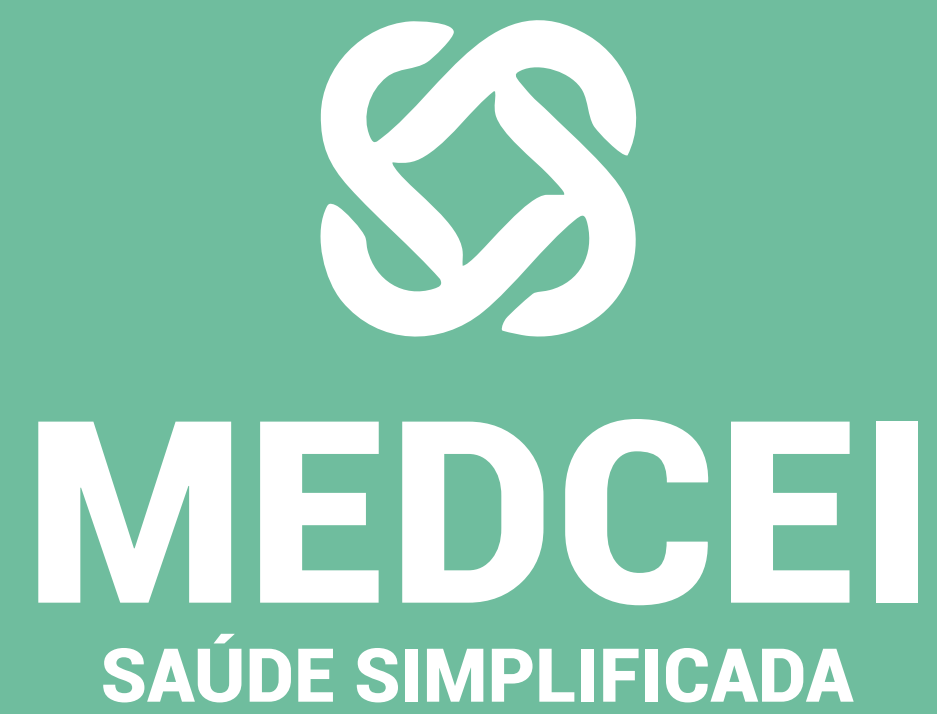


BRAND GUIDELINES
V.02
25 Aug 2025





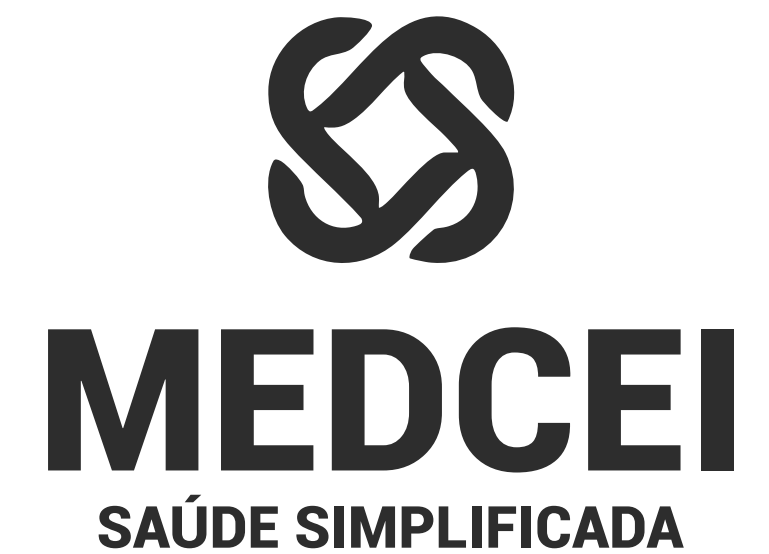
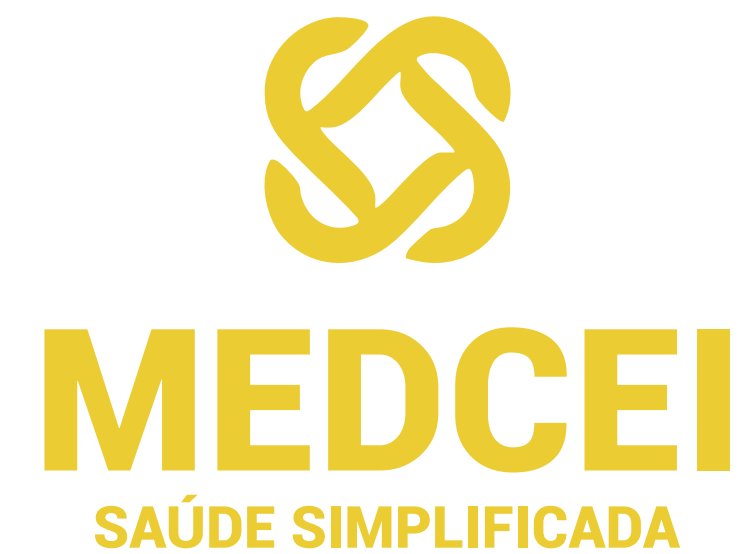
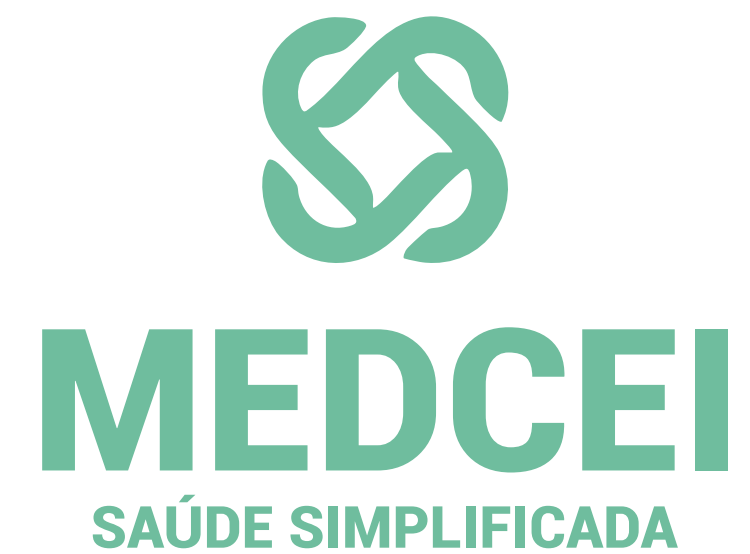
LOGO

Standard, Minimal & Horizontal Version
Margins
Bad Usage

LOGO

STANDARD VERSION

This version of the logo will be the most used in any of the physical or digital platforms, as it is the only one that can convey the implicit brand up to a considerably reduced size.



LOGO

MINIMAL VERSION

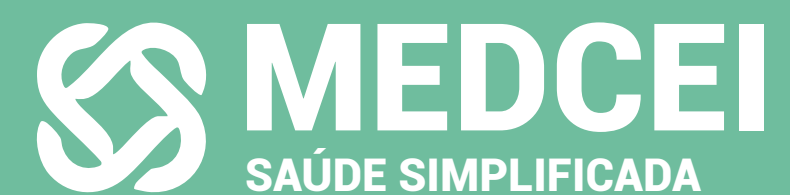
The creation of the minimal logo comes from the need of transformation and applicability in several supports and dimensions.



LOGO

HORIZONTAL VERSION

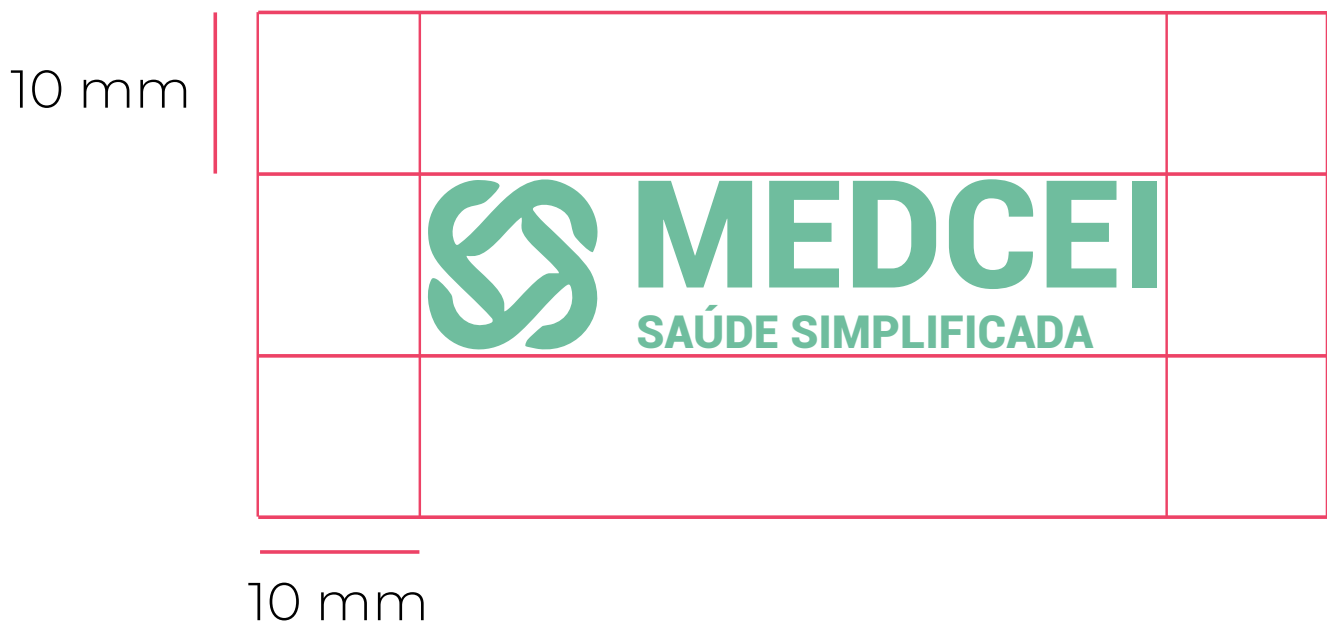
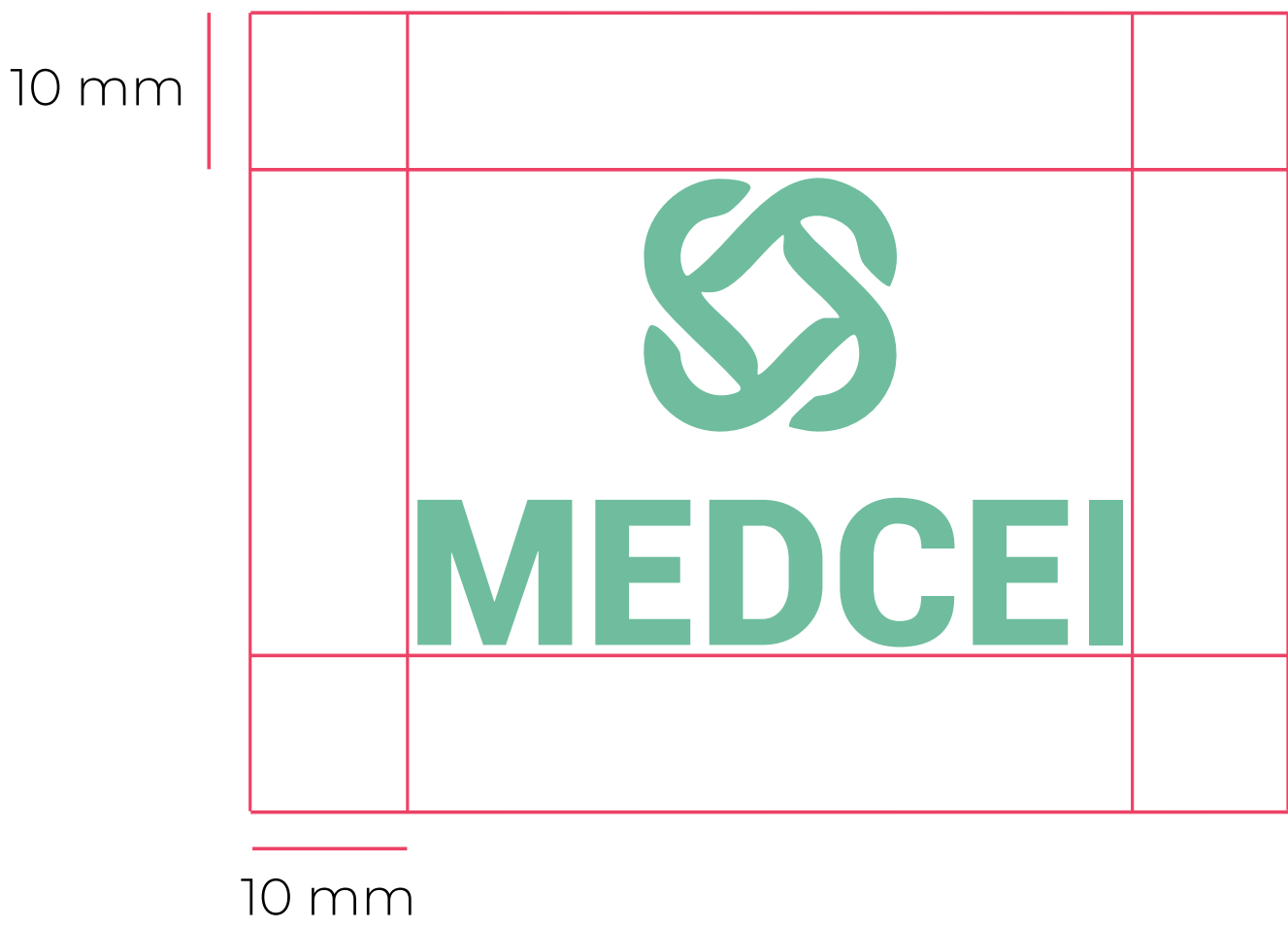
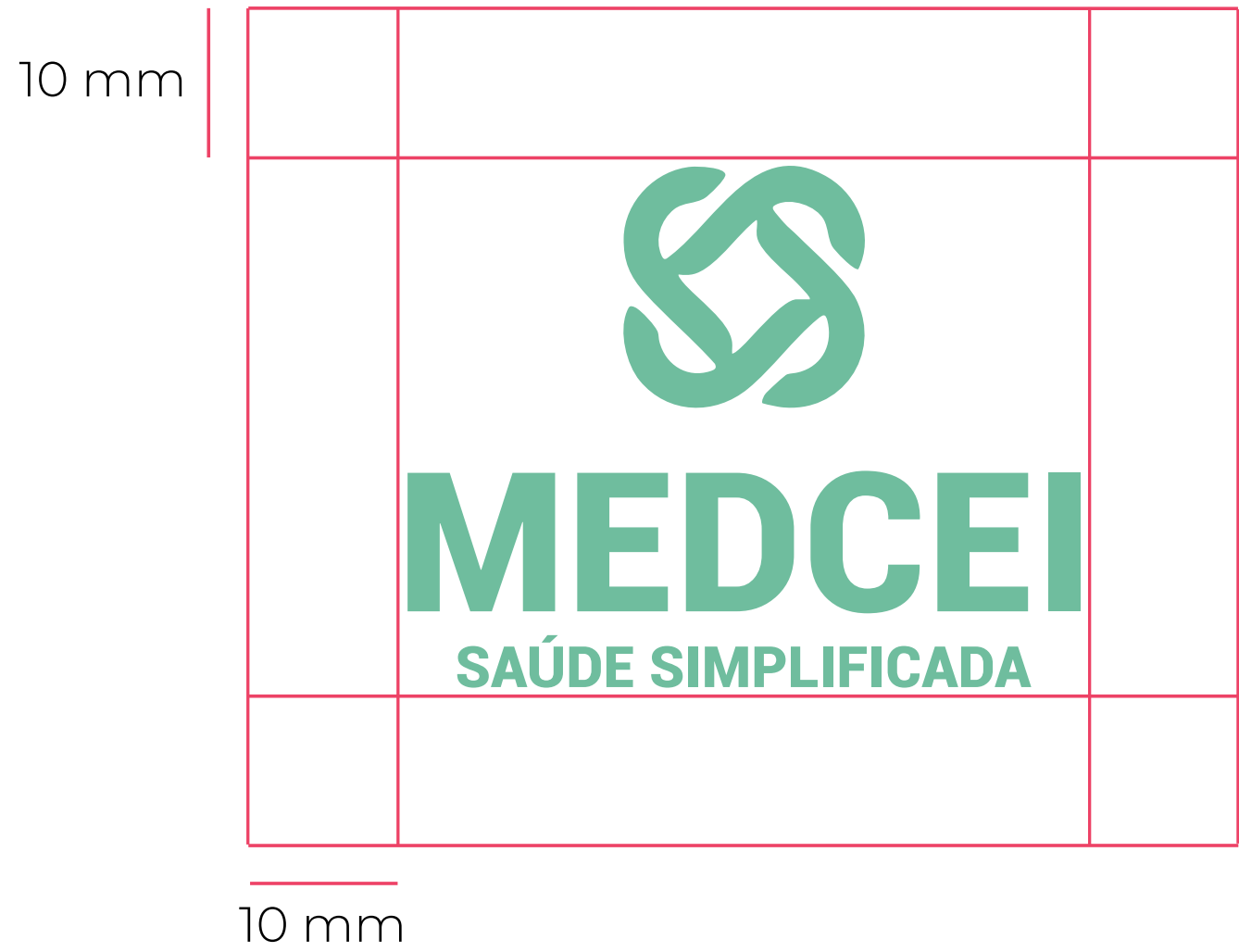
This version of the logo is specifically designed to maintain optimal legibility and brand recognition in elongated or restricted horizontal spaces. Its extended format ensures versatile application across platforms such as web banners, digital headers, and specific print layouts where vertical dimensions are limited.



LOGO

MARGINS

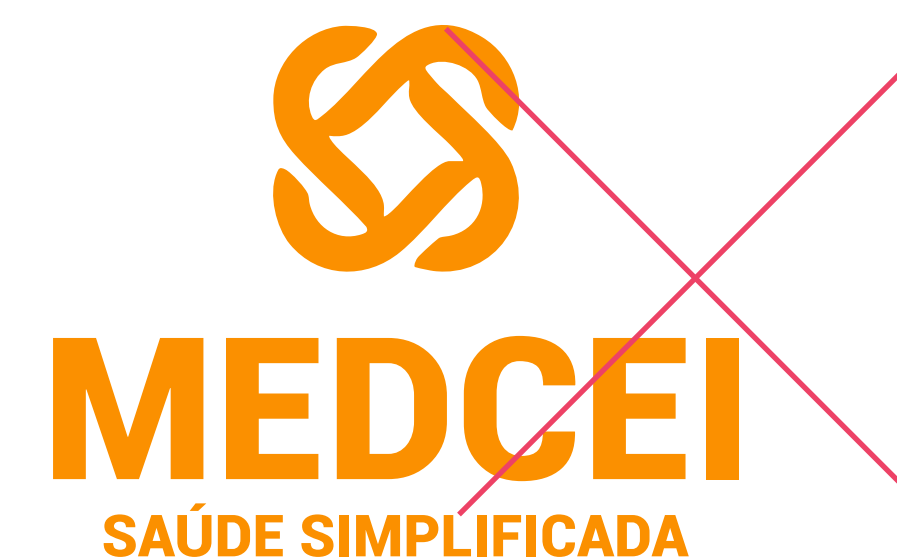
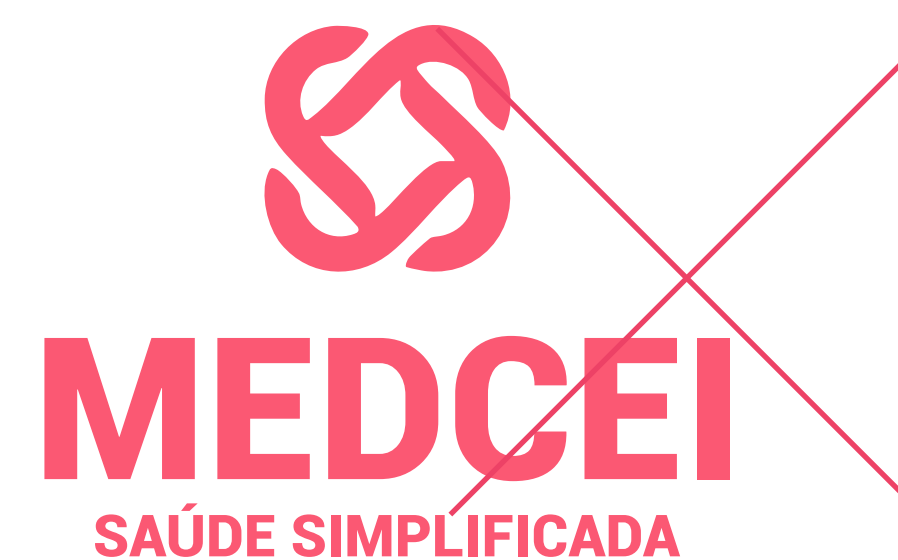
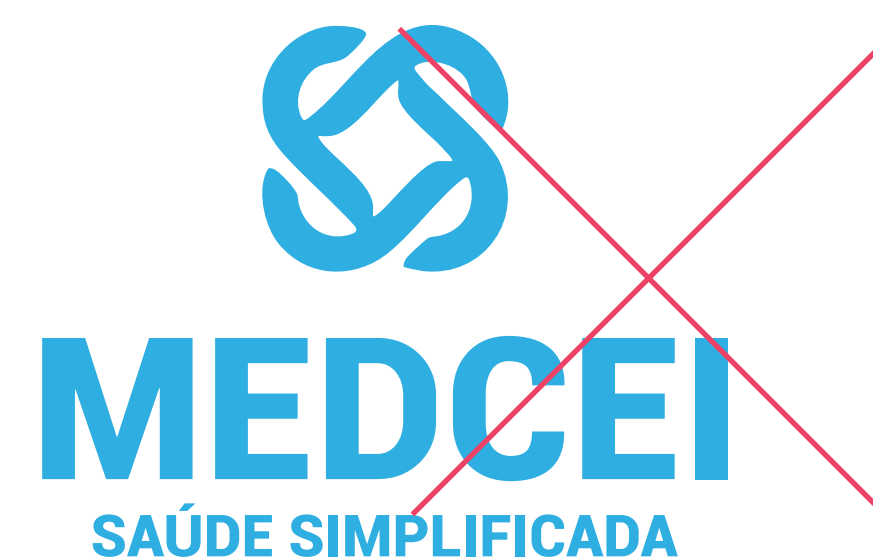
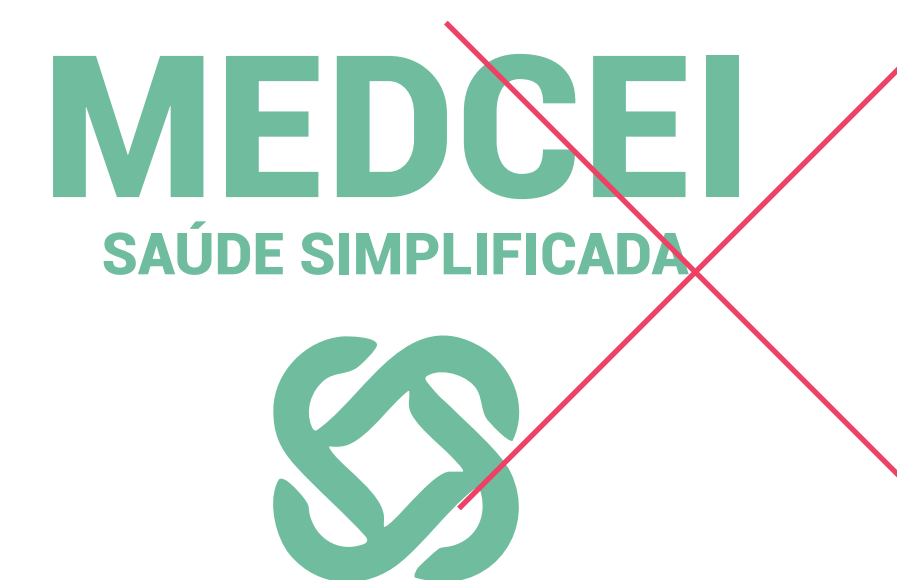
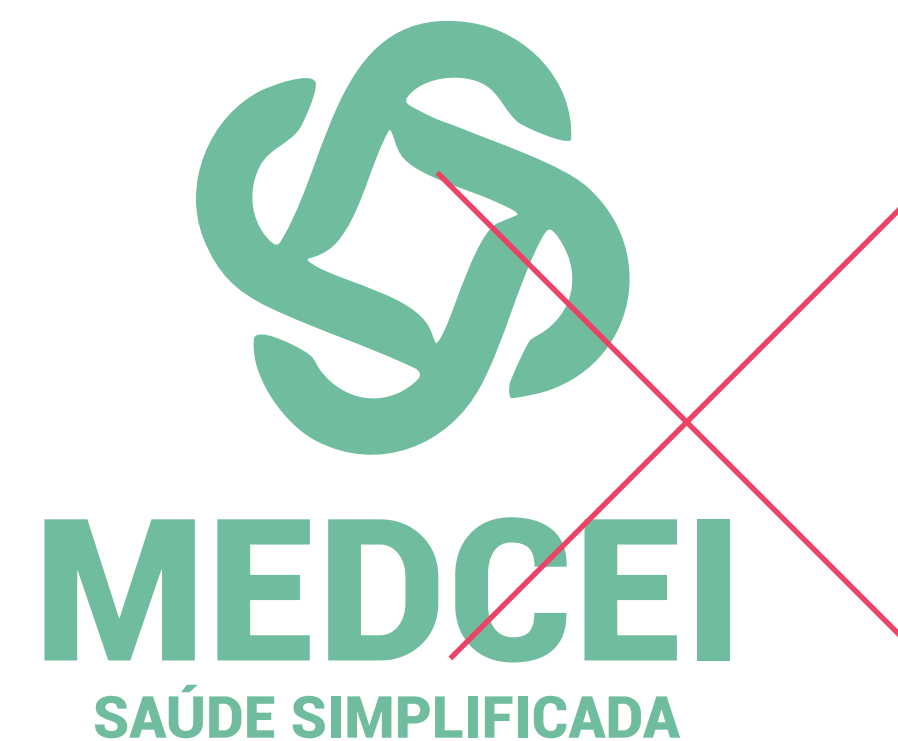
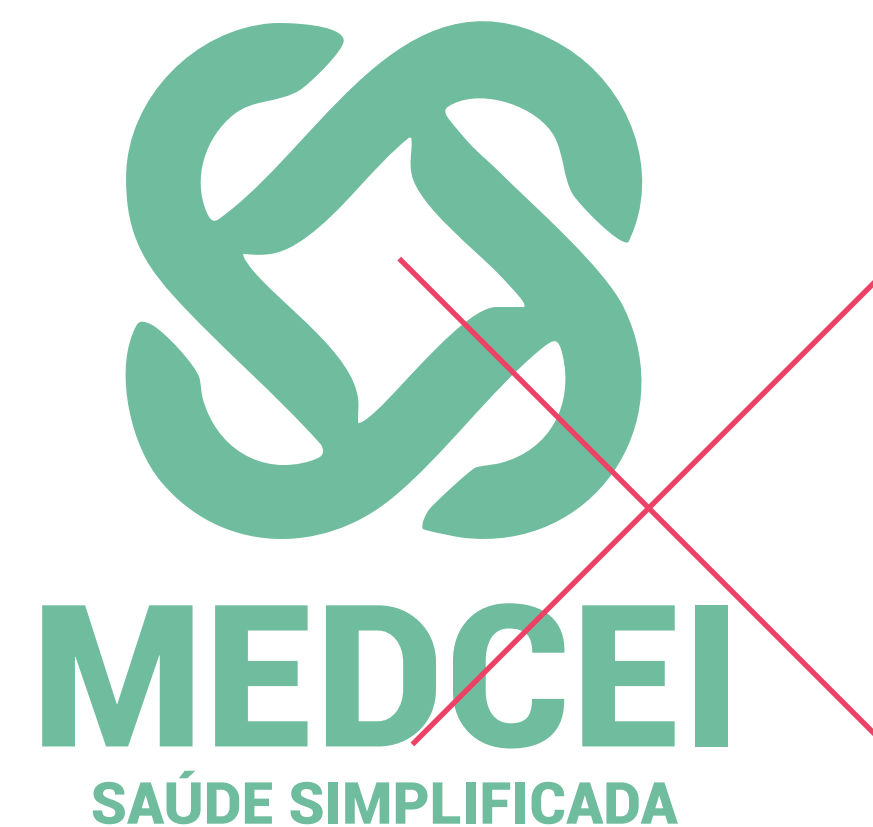
When applying the logo it's necessary to bear in mind the surrounding environment. In this regard we create a security margin so that external elements don't collide with the brand.



LOGO

BAD USAGE

Bad usage situations
are to be avoided.





COLOUR

Chromatic scheme
Hexadecimal system

COLOUR

CHROMATIC SCHEME

The colour palette has been carefully selected to evoke a synergy between innovation, reliability and vitality. Green, conveys a sense of growth, balance and well-being, reflecting a commitment to freshness and sustainability. Vibrant yellow infuses the palette with energy and optimism. Finally, dark grey acts as a pillar of solidity and professionalism, lending sophistication and anchoring the palette, reinforcing the brand's credibility and foundation.

#61B695

#FFFFFF

#ECC440

#282828

#E6F2F5

3

TYPOGRAPHY

Fonts



TYPOGRAPHY

FONTS

The font selected for the titles is **Robot**, due to its modern and linear aesthetic, which provides clarity and immediate visual impact, ideal for communicating technological and innovative concepts. For the rest of the body text, we opted for **Montserrat**, recognised for its excellent legibility and contemporary character. This choice ensures that communication is professional, accessible and pleasant to read on any medium. These fonts will be applied consistently across all brand communication, covering both physical and digital media.

PRECISA DE SERVIÇOS DE **APOIO AO DOMICÍLIO?**

A MEDCEI **humaniza a saúde**, oferecendo acompanhamento dedicado e profissional, garantindo o seu **bem-estar em casa?**



ASSETS

Graphic Elements,
Visual Patterns,
Icons & Symbols.

ASSETS

GRAPHIC ELEMENTS

Our custom graphic elements serve as intuitive visual pillars for MEDCEI's essential services, optimising brand recognition.

Heart with cross: symbolises our compassionate and reliable care services, reflecting dedicated medical assistance and well-being.

Heart with waves: represents our support services, conveying continuous and adaptable guidance and a constant flow of help.

Heart with heartbeat: illustrates our technological solutions, incorporating innovation, vitality and cutting-edge advances in digital health.



CUIDADOS
SERVIÇOS AO DOMICÍLIO



APOIOS
SERVIÇOS AO DOMICÍLIO



TECNOLOGIA
SERVIÇOS AO DOMICÍLIO

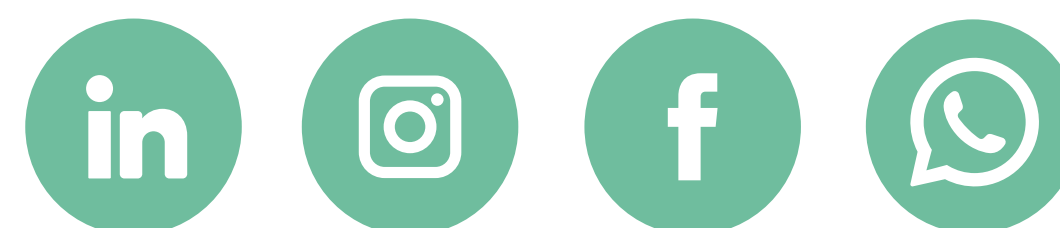
Versão bicolor:



ASSETS

ICONS

Icons are essential for quick and intuitive visual reading. They simplify complex concepts, communicating information concisely and universally. They improve navigation and comprehension, making the message more accessible and effective for users in any context.



CONTACTOS

Web site, email e telefone

ORDEM

Numeração árabe

ICONS

Eficiência, Proximidade, Inovação e Qualidade

REDES SOCIAIS

Linkedin, Instagram, Facebook e Whatsapp

ASSETS

VISUAL PATTERNS

Standardised graphic elements and consistent lines are crucial for the visual cohesion of the brand. They create a common thread that unifies all communication, reinforcing identity and recognition. Essential for building a strong and memorable visual presence across all platforms.

