

**UZINA®**

**Príncipe Real Ago 2021**

**Príncipe+Real**

# **normas gráficas**

# Príncipe + Real

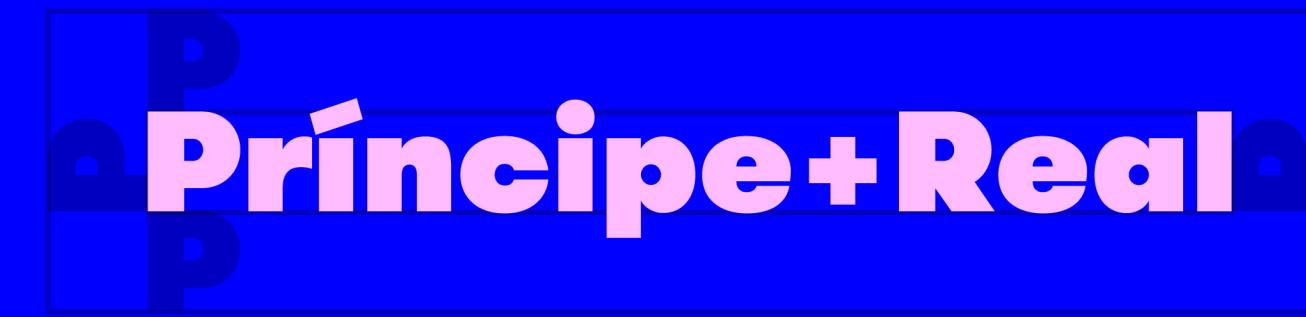
**NORMAS GRÁFICAS**

Apresentação dos elementos principais da marca que, em conjunto, definem a sua identidade e formam o seu universo visual.

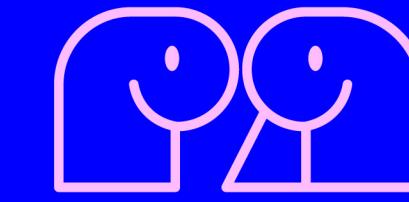
## NORMAS GRÁFICAS



### LOGO



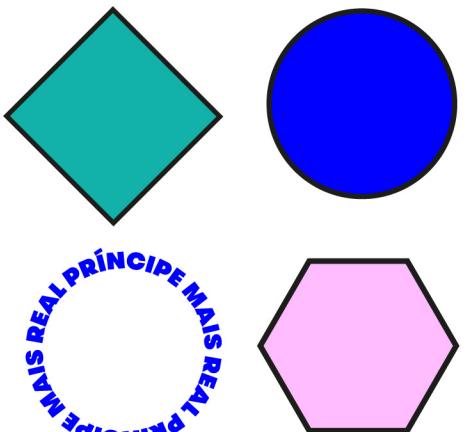
### SÍMBOLO



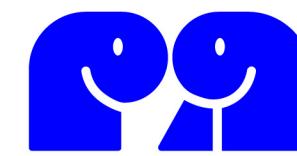
### SELO



### RECURSOS VISUAIS



### FORMAS



### EXPRESSÕES

**ROSA REAL**  
R255 G188 B255  
C0 M35 Y0 K0  
P243

**AZUL NOITE**  
R0 G0 B255  
\*(C100 M75 Y0 K0)  
P2736

**VERDE JARDIM**  
R0 G180 B172  
C75 M0 Y40 K0  
P326

\*pouco recomendável,  
perde toda a vibração

### TIPOGRAFIA

Light  
Regular  
Medium  
**Bold**  
**Black**  
**Ultra Black**

ABCDEFGHIJKLMNOQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?

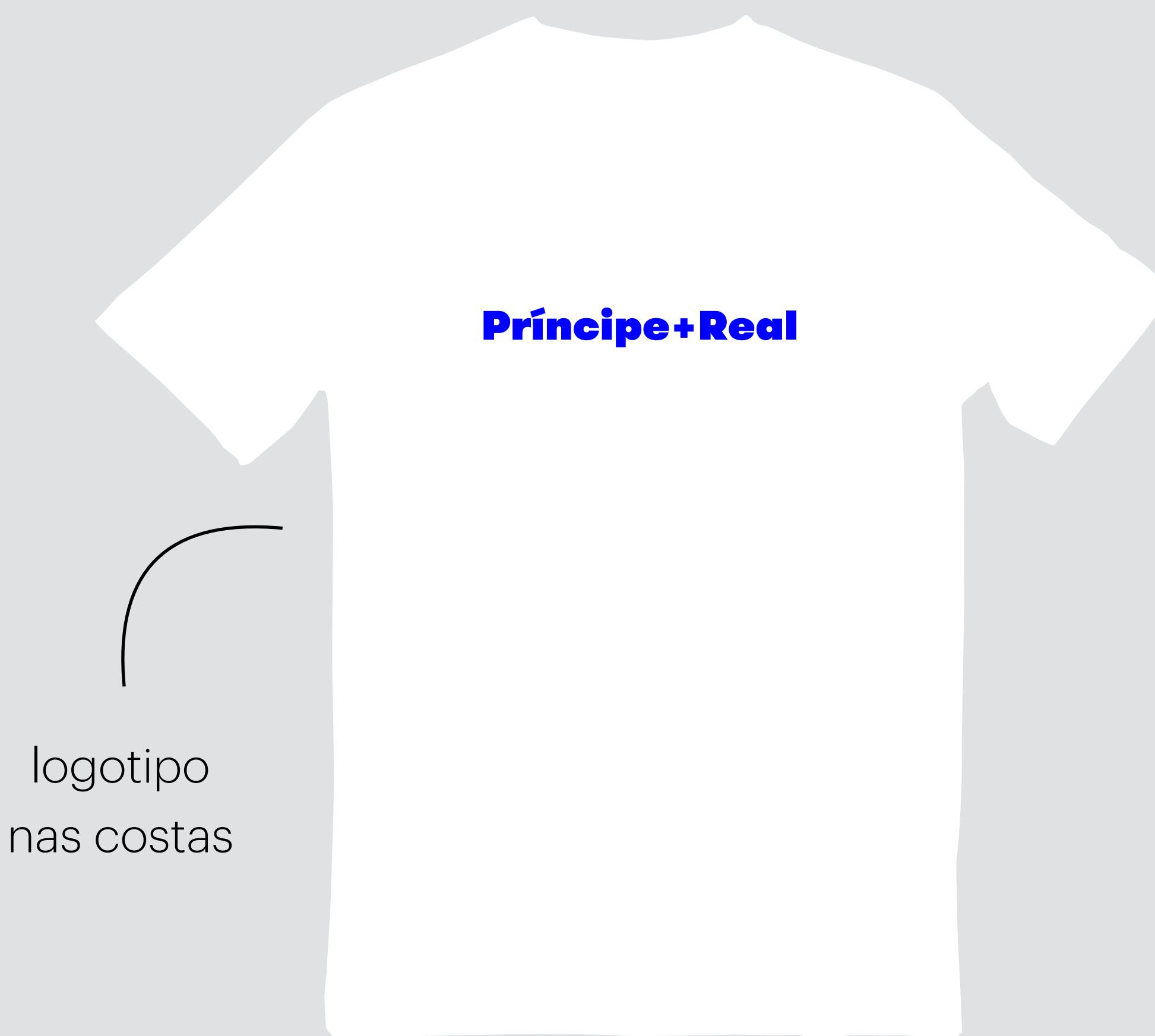


**merchandising**

## T-shirt branca



selo na  
frente



logotipo  
nas costas



logotipo  
na frente

## T-shirt Azul noite



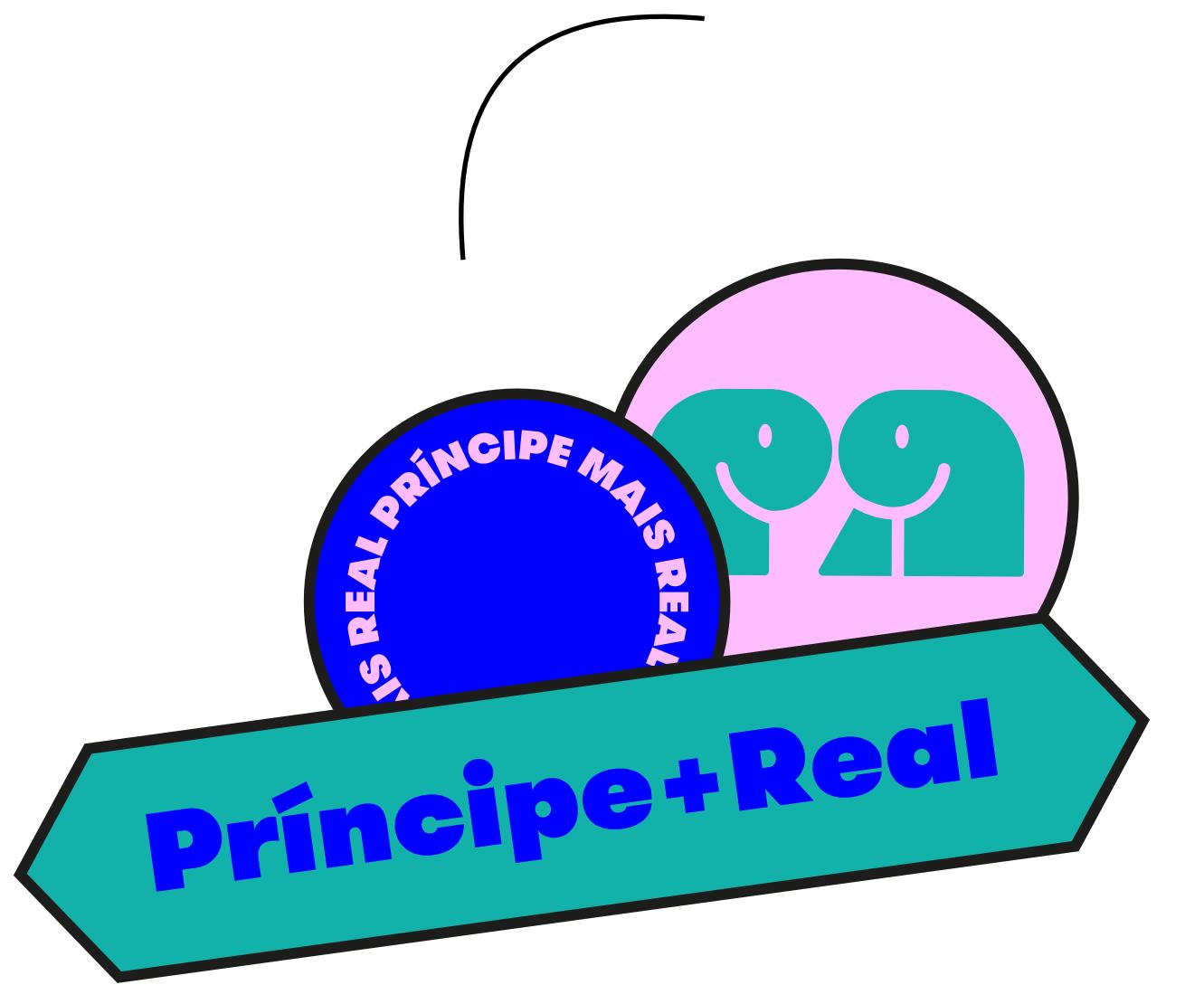
selo nas  
costas

## Tote bag



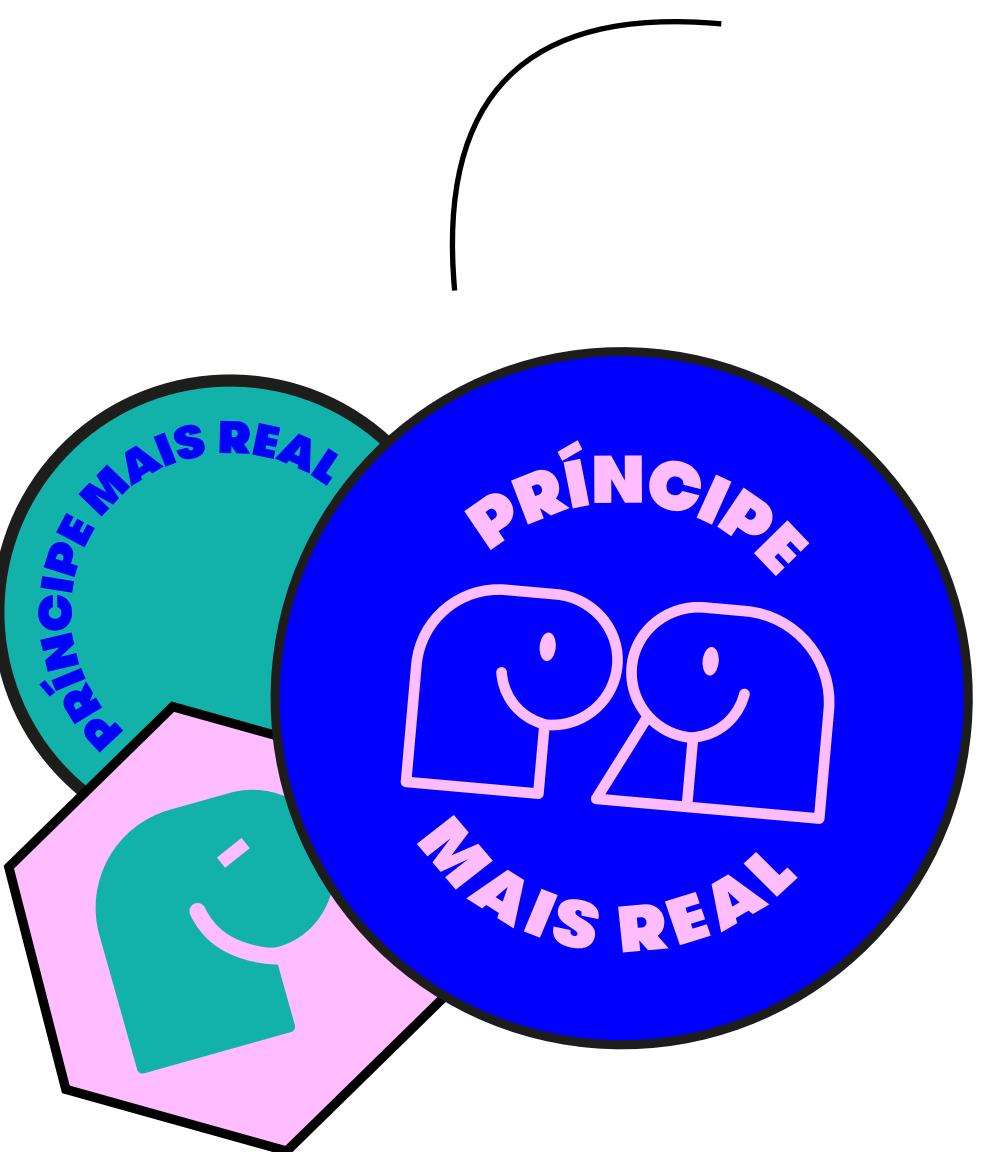
# Autocolante lojas

autocolante #1



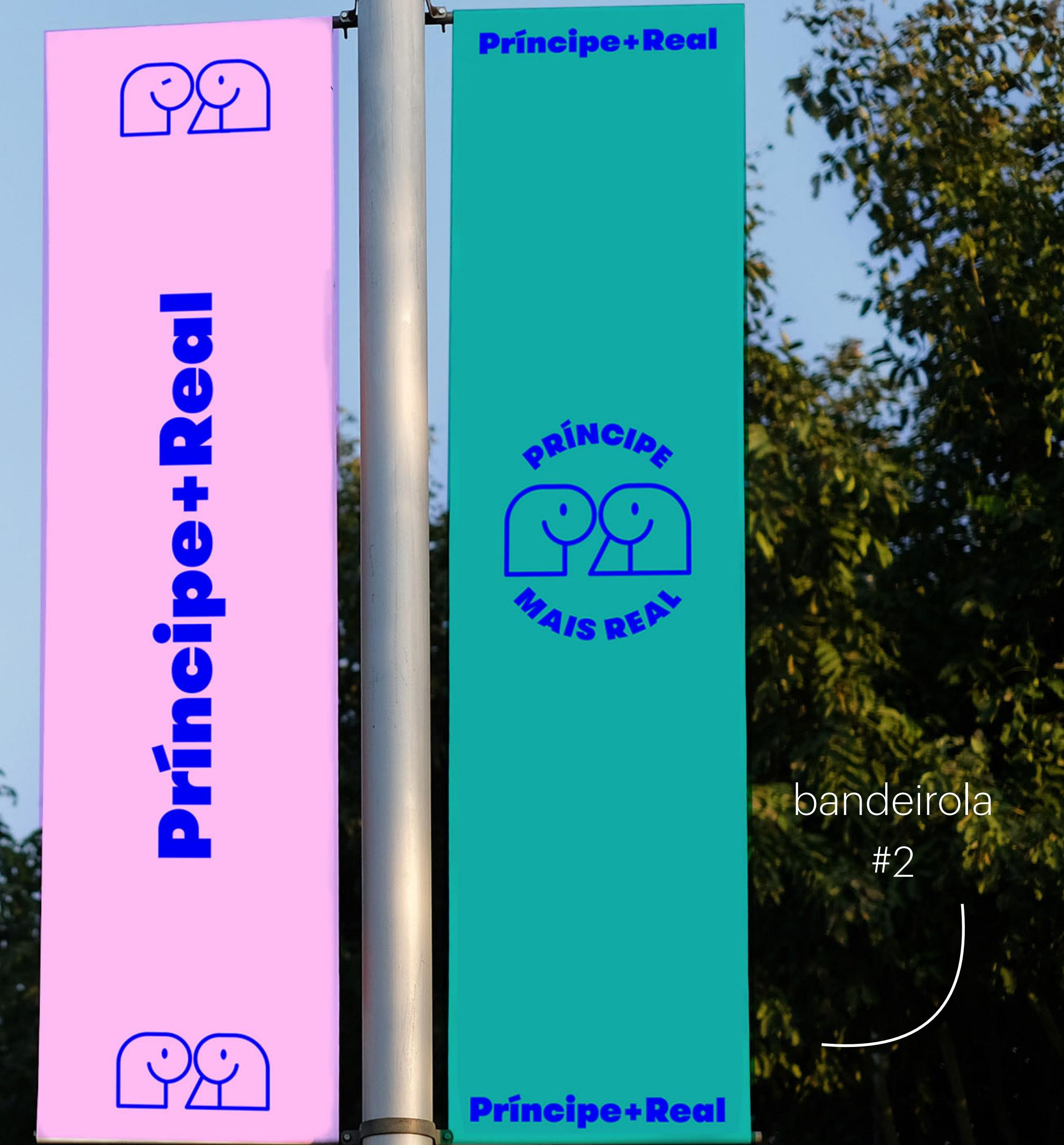
## Autocolante lojas

autocolante #2



## Bandeirolas (conjunto)

bandeirola  
#1



bandeirola  
#2

## Mantas de exterior



etiqueta em  
tecido, cosida na  
borda da manta

# Stickers



## Crachás



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crachás variados  
para personalizar  
roupa etc.

obrigado.