

Brand Guidelines

Corpo Scienza

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Introduction

Brand Summary

Corpo Scienza | Saúde Digital is a premium online medical clinic founded by Dr. Henrique Athayde, specializing in weight loss and muscle hypertrophy through personalized, evidence-based treatment protocols. Rooted in endocrinology, nutrology, and sports medicine, the brand stands apart by combining scientific rigor with ethical medical care, offering a safe alternative to unverified fitness trends. Corpo Scienza merges physical transformation with clinical expertise, making high-quality, personalized healthcare more accessible in the digital age.

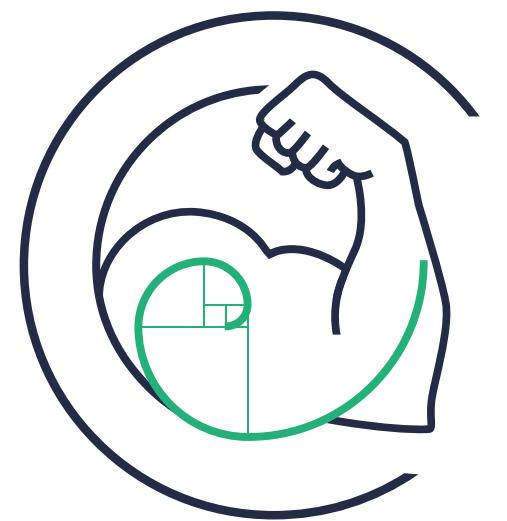


02 ■

Visual Identity

Primary Signature

The primary signature is the most complete and official representation of the Corpo Scienza brand. It features the symbol a stylized human figure within a circular form, combining scientific structure with physical strength alongside the logotype. The name "Corpo Scienza" is displayed in a clean, modern font to convey professionalism and clarity, while "Saúde Digital" reinforces the brand's commitment to accessible, science-backed healthcare in the digital space. This version should be used across key brand touchpoints to maintain consistency and recognition.



CORPO SCIENZA
SAÚDE DIGITAL

Logo Variants

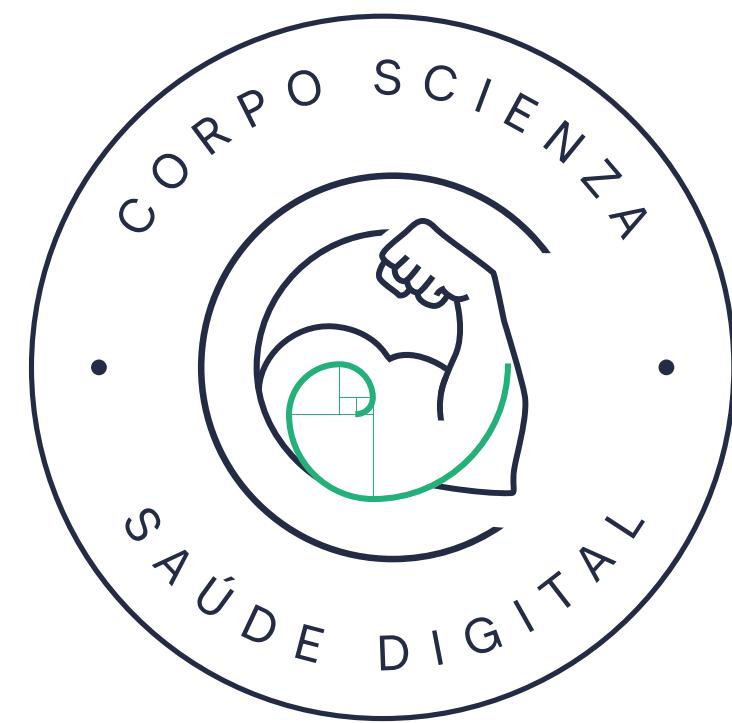
The Corpo Scienza logo is designed with versatile variants to ensure consistent branding across different mediums and formats. The horizontal version places the symbol alongside the logotype and tagline, making it ideal for website headers, presentations, and other wide-layout applications. The circular version encapsulates the brand within a badge-like structure, perfect for social media avatars, stamps, or small-scale branding where a compact and contained form is more effective. Both variants preserve the integrity of the brand while offering flexibility in use.

horizontal



CORPO SCIENZA
SAÚDE DIGITAL

circular



Clear Space Guidelines

To preserve the visual integrity and legibility of the Corpo Scienza logo, a minimum clear space must always be maintained around it. This protected area prevents other visual elements, text, or graphics from crowding the logo and ensures it retains prominence and clarity in all applications. The clear space is determined by the height of the symbol within the logo and must be applied on all sides. No other graphic elements should encroach into this space. Maintaining this buffer zone upholds the professional and premium image of the brand across both digital and print media.



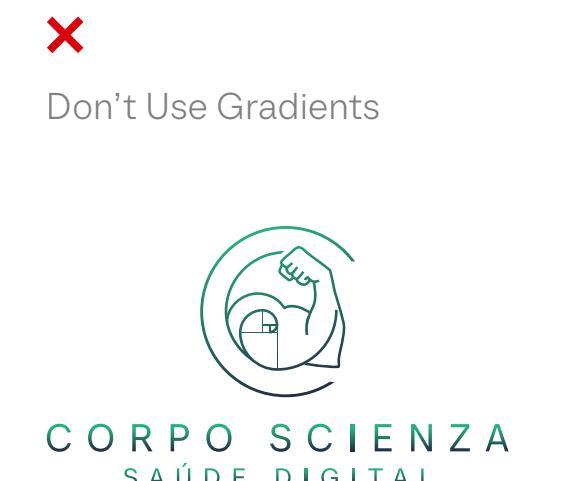
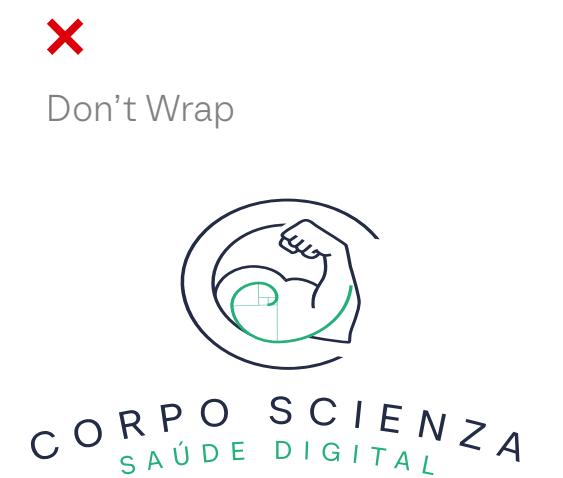
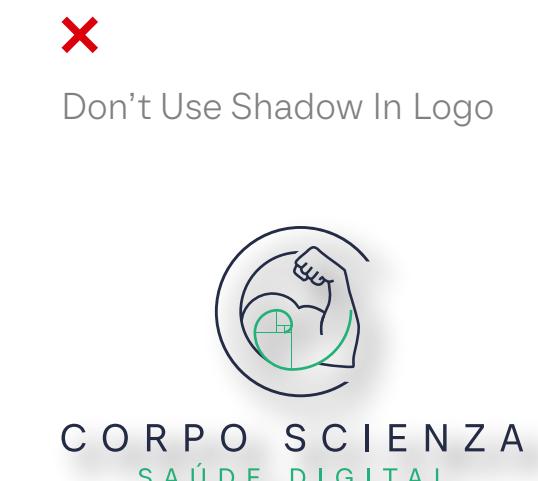
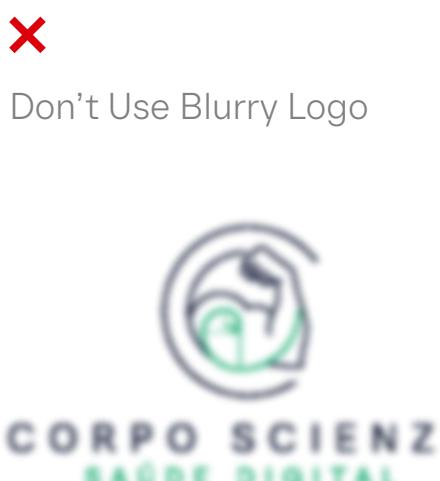
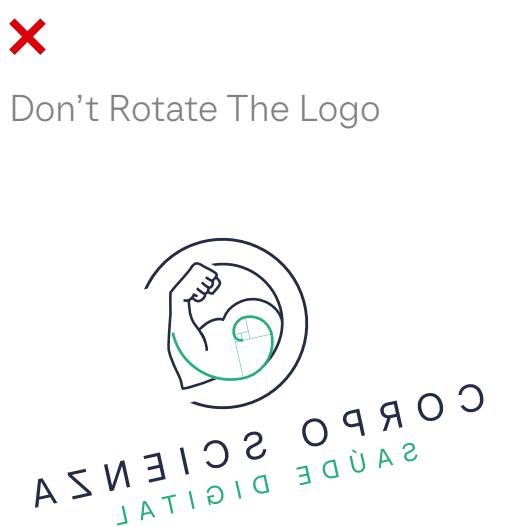
Minimum Display Size

To maintain legibility and brand clarity, the Corpo Scienza logo must never be used below its minimum size. For print applications, the logo should appear no smaller than 30mm in width, while on A4-sized documents it is recommended at 45mm. For digital use, the logo must be displayed at a minimum width of 150 pixels at 72dpi. Using the logo at or above these minimum dimensions ensures that all elements including the icon, logotype, and subtitle remain clear and recognizable across all platforms.



Improper Usage

To preserve the integrity and professionalism of the Corpo Scienza brand, the logo must never be altered or misused. This includes rotating, stretching, wrapping, blurring, adding drop shadows, or applying gradients. Any modification can compromise the clarity, consistency, and trustworthiness of the visual identity. Always use approved logo files exactly as provided to ensure the brand is presented with precision and consistency across all applications.



03 ■ Digital Identity

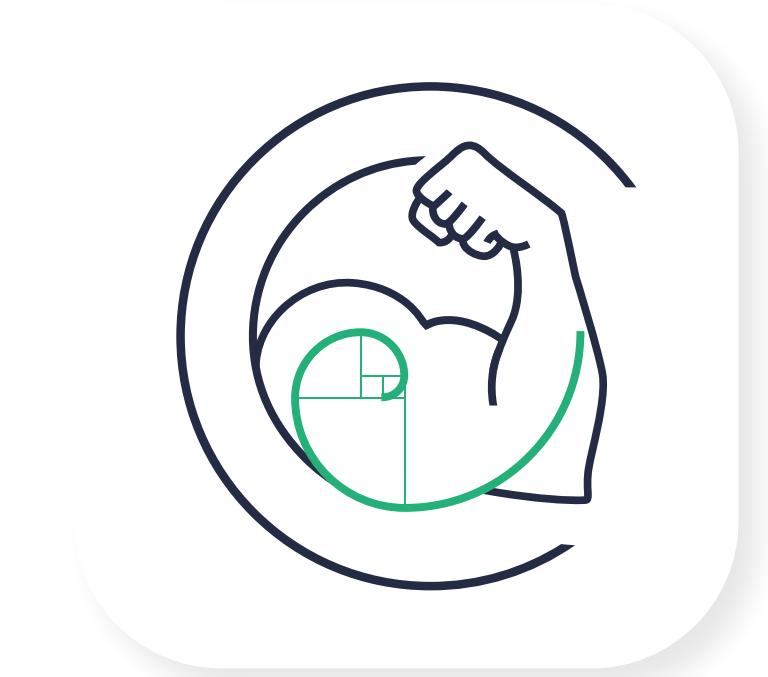
Favicon

The Corpo Scienza favicon is a simplified version of the brand icon, optimized for use in browser tabs, bookmarks, and mobile navigation bars. It maintains brand recognition in small-scale digital environments by focusing on the emblem alone, without the logotype. Available in multiple background variations including white, navy, and green the favicon adapts to various interfaces while preserving clarity, consistency, and the brand's scientific and professional identity.



App icon

The Corpo Scienza app icon is a simplified, square-format version of the brand symbol, designed for optimal visibility and recognition across mobile and tablet interfaces. Rendered in various background colors including white, navy, and green the icon maintains brand consistency while adapting to different operating systems and display modes. Its clean, minimal design ensures clarity at small sizes, reinforcing the brand's professional, scientific, and tech-forward identity in all digital environments.



04 ■

Color System

Signature Colors

The Corpo Scienza brand is anchored by two signature colors that express its core values of trust, innovation, and well-being. The deep navy blue (#232b45) conveys professionalism, stability, and scientific rigor, while the vibrant green (#24b179) symbolizes vitality, health, and modern care. Together, these hues create a clean and trustworthy identity that supports both digital and print environments, ensuring the brand remains recognizable, confident, and forward-thinking.



RGB: 35, 43, 69
CMYK: 89, 80, 46, 47



RGB: 36, 177, 121
CMYK: 77, 02, 71, 00

Supporting Tones

The supporting tones enhance the Corpo Scienza visual identity by adding depth, flexibility, and harmony to the primary palette. These accent colors deep teal (#085879), soft aqua (#9ed2ce), and bright cyan (#00abb2) complement the brand's signature navy and green, enabling a range of visual expression across digital and print applications. They are ideal for backgrounds, highlights, infographics, or secondary content, helping to maintain a cohesive and modern aesthetic while providing room for creative variation.



#085879

RGB: 08, 88, 121
CMYK: 95, 62, 34, 14



#9ed2ce

RGB: 150, 210, 206
CMYK: 38, 02, 21, 00



#00abb2

RGB: 00, 171, 178
CMYK: 77, 09, 32, 00

05

Text Styling Guide

Lead Typeface

TT Neoris Trial Variable Regular is the primary typeface used throughout the Corpo Scienza brand, appearing prominently in headings and within the logo itself. Its clean, modern letterforms reflect the brand's scientific foundation and digital-first identity, while maintaining clarity, professionalism, and approachability. With its variable nature and balanced geometry, TT Neoris supports a wide range of applications and ensures visual consistency across all branded materials.

TT Neoris Trial Variable Regular

A B C D E F G H I K L M O P
Q R S T U V W X Y Z

a b c d e f g h i k l m o p
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

A large, semi-transparent gray font specimen showing the letters 'A' and 'a' in a bold, rounded sans-serif style, with a smaller 'a' nested within the larger 'A'. This serves as a visual representation of the typeface used in the logo.

Supporting Typeface

TT Neoris Trial Variable Light serves as the supporting typeface for Corpo Scienza, primarily used for body text and extended content. Its light weight and clean design ensure excellent readability while maintaining a cohesive look with the lead typeface. Balanced and modern, it complements the brand's minimalist aesthetic and reinforces its professional, science-driven identity across both digital and print communications.

TT Neoris Trial Variable Light

A B C D E F G H I K L M O P
Q R S T U V W X Y Z

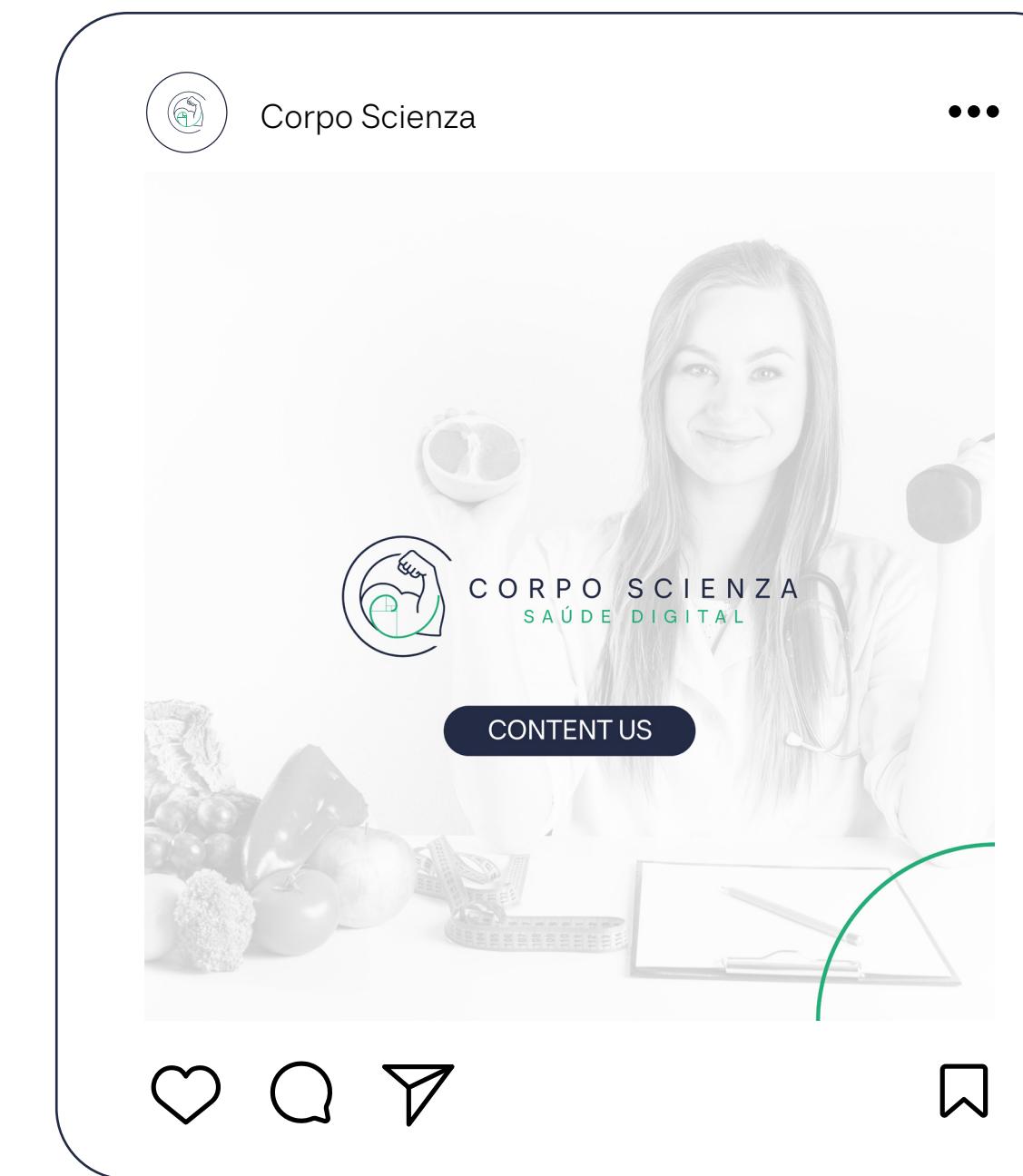
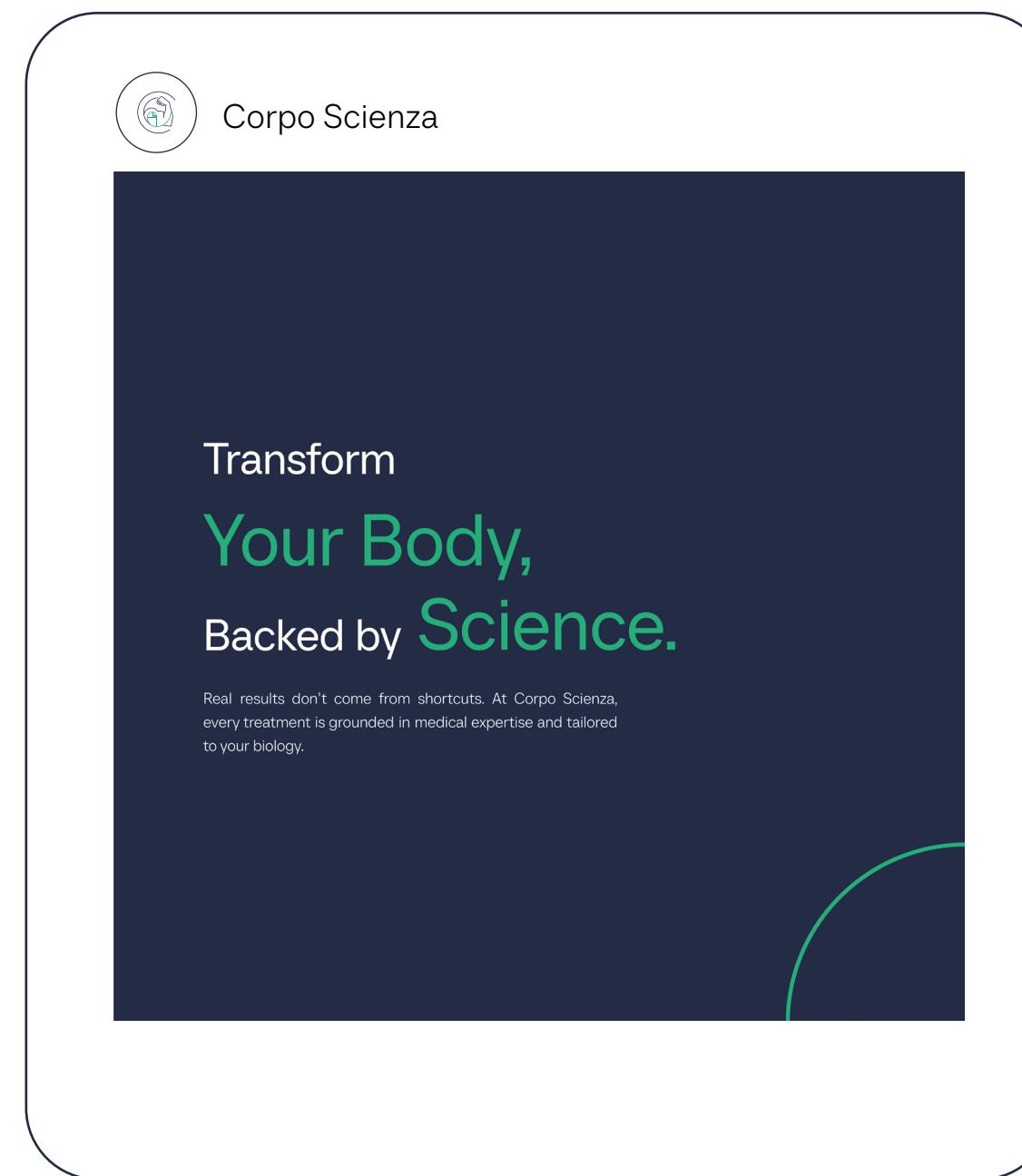
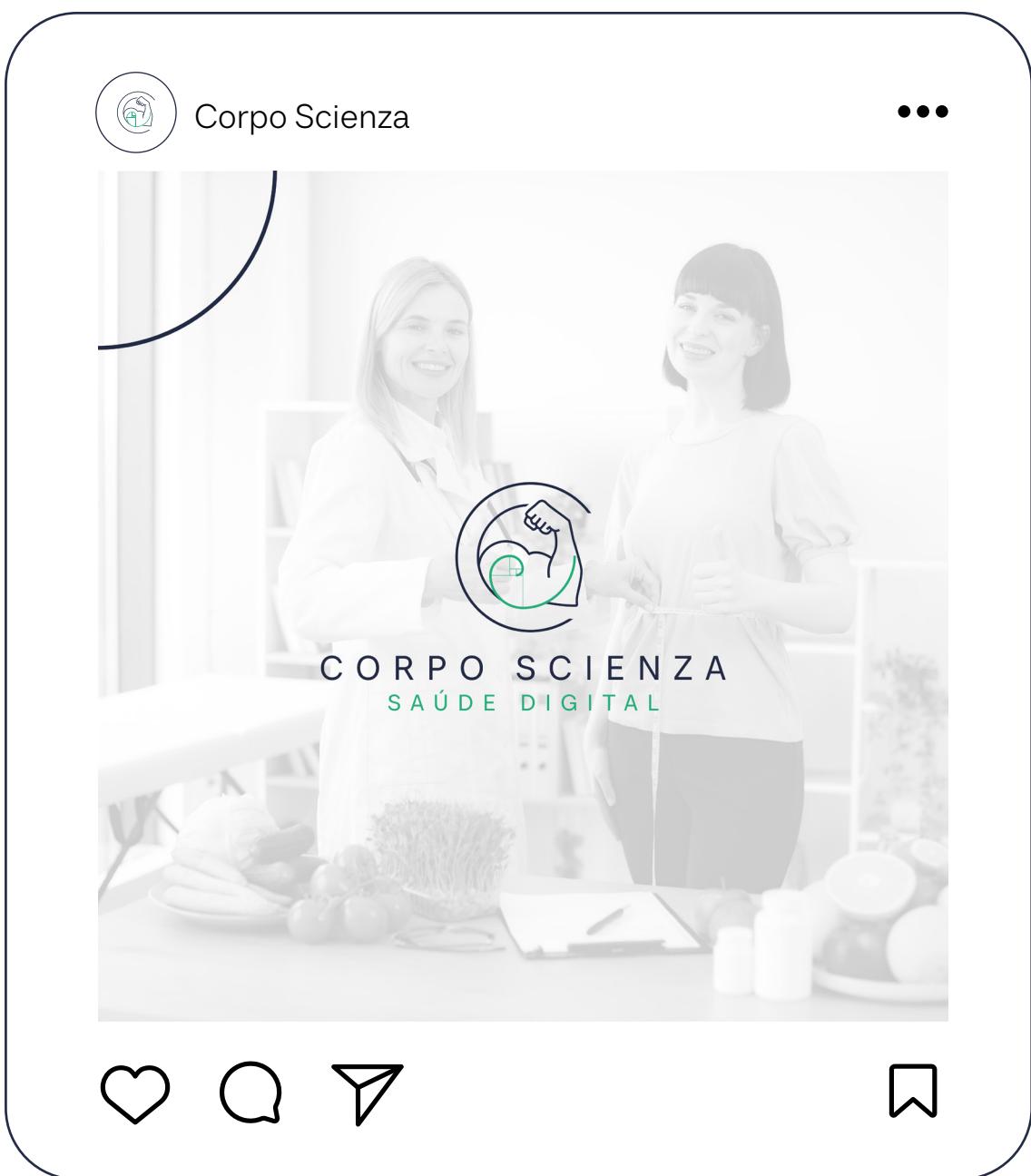
a b c d e f g h i k l m o p
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()



06 ■

Social Media Platforms



07



Mockups







Thank You..!!

