

BRAND GUIDELINES

WELCOME 0.1

This manual outlines the key elements of the brand. It provides guidelines for logo construction, typography usage, and the brand's color applications.



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THE LOGO

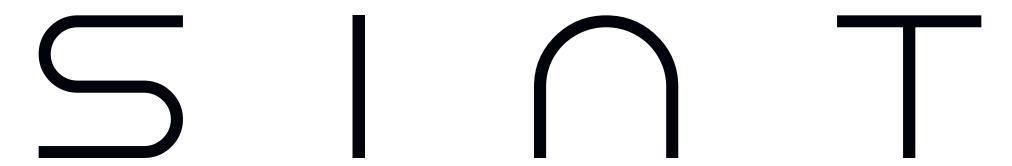


ABOUT LOGO

1.1

The primary visual element that represents our brand is the logo. It is important to use it correctly and consistently, as it serves as the main identifier in nearly all applications.

On the following pages of this manual, you will find other logo variations.

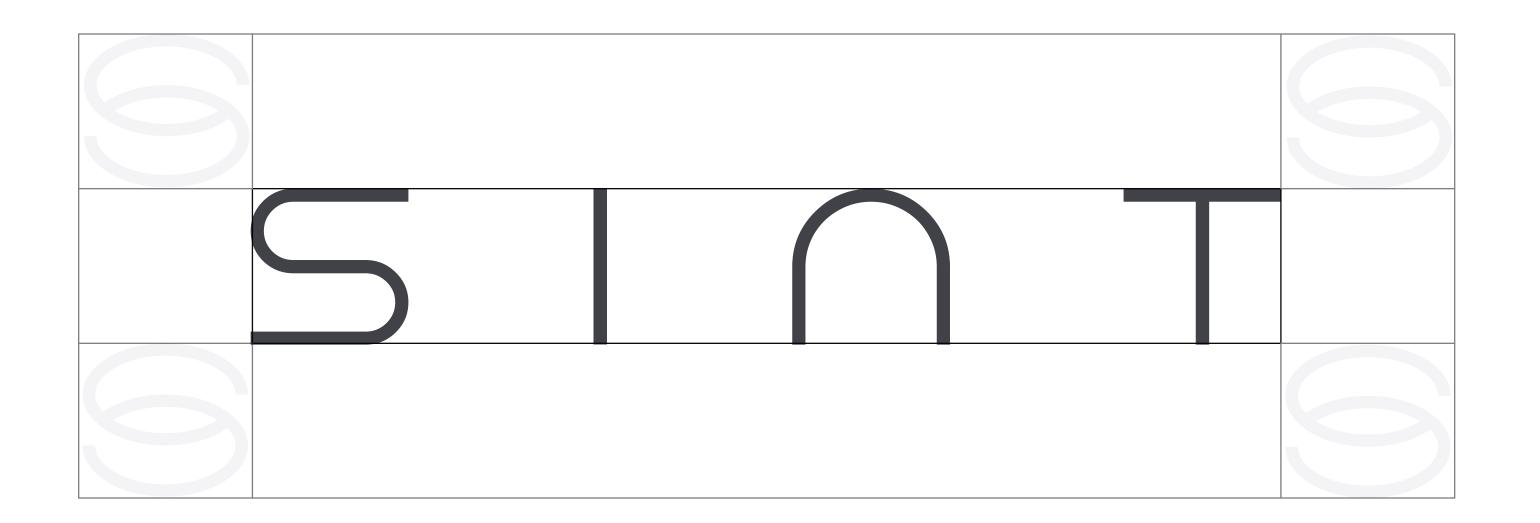




LOGO SAFE AREA

1.1

To ensure correct logo usage and clear visibility across all media, a minimum clear space (equal to the height of the letter S) must be maintained between the logo and any other graphic elements.





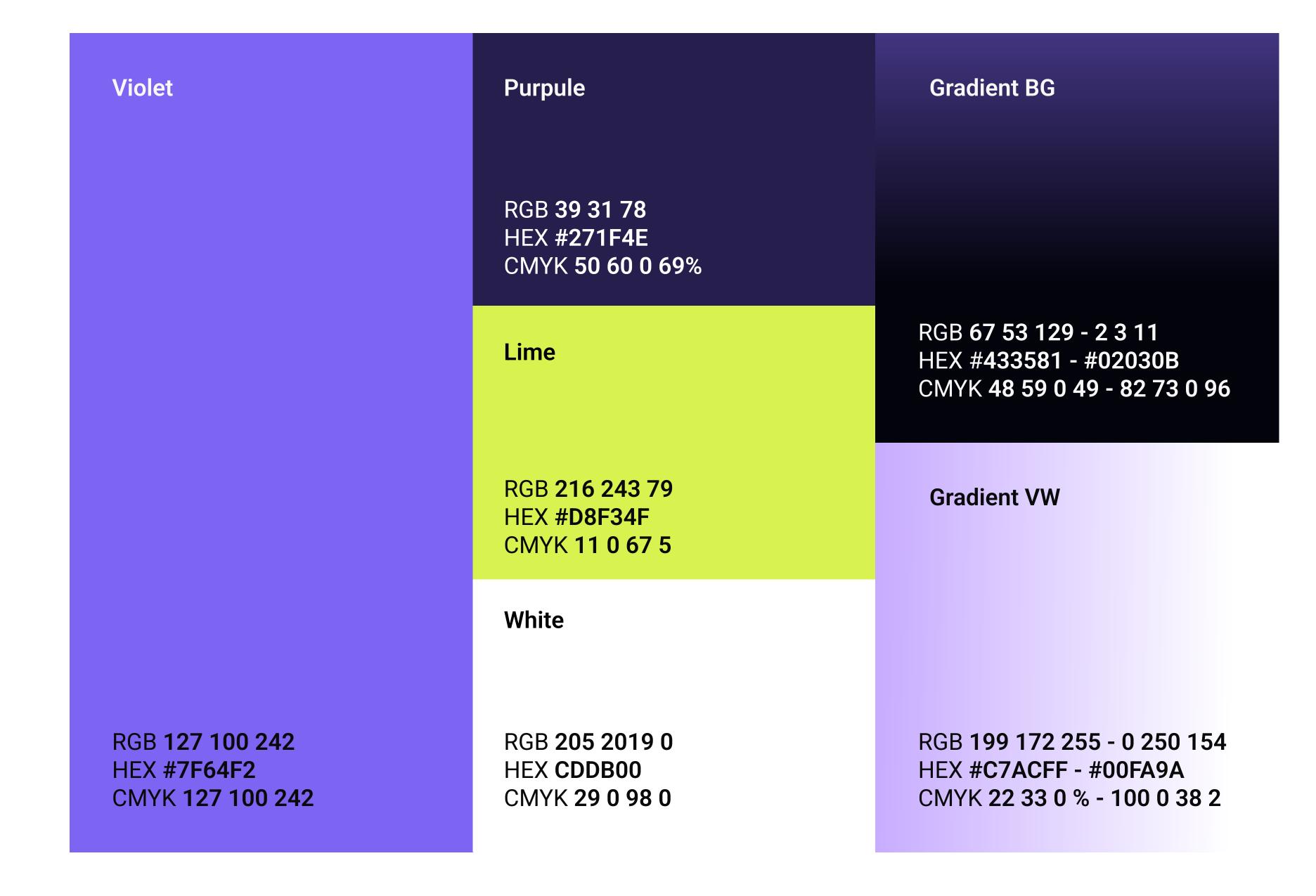
COLORS



COLOR PALETTE 2.

Violet is the primary brand color and will serve as the primary and base color across all applications.

Supporting colors that complement the brand identity include lime gray, white, and black.



TYPOGRAPHY



PRIMARY

Titillium Web is a highly versatile and readable sans-serif typeface, making it a popular choice among designers. Its wide range of weights and styles ensures reliability and visual appeal across both print and digital media.

In our visual system, Titillium Web Regular will be used to emphasize key headings and important information.

Titillium Web

Aa Bb Cb Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

HEADING

CONTENT TEXT

H1

H2

H3

TEXT

LOREM IPSUM DOLOR SIT AMET CONSECTETUR. TURPIS SIT SEM LIBERO PELLENTESQUE SEM AC IACULIS ADIPISCING HENDRERIT. RHONCUS SIT SIT SIT FACILISIS VITAE. DUI NULLA NIBH DUIS DONEC UT SIT. ELIT ORCI UT ULTRICES UT ULTRICES A ARCU PURUS. PELLENTESQUE DIAM HAC EGESTAS NUNC NULLA. LOREM UT INTEGER NUNC DICTUMST.



SECONDARY

Roboto is a modern sans-serif typeface known for its clean style, excellent legibility, and versatility across various design contexts. It is widely used in mobile apps, websites, user interfaces, and a range of printed materials

Roboto

Aa Bb Cb Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

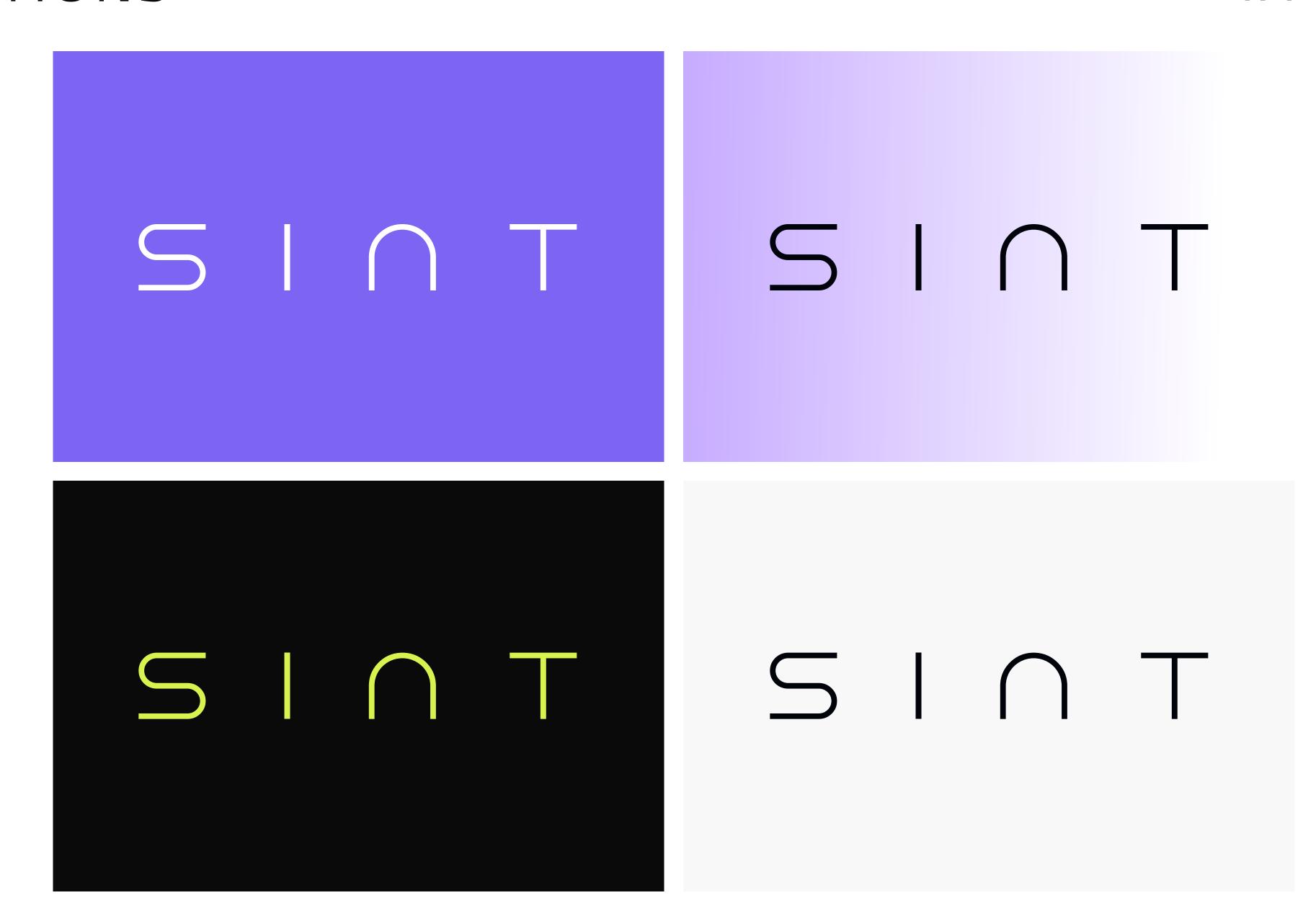


USE AND VARIANTS



Whenever possible, the brand should be presented in its primary version using the official color palette.

If technical limitations prevent this, a positive or negative version may be used instead.



It is the version of the logo that, due to reproduction or application needs, is reproduced only as a continuous spot, without gradients or shading.

It will be used in many media and applications that require a monochrome version of the logo.



All applications must ensure maximum visibility, readability, and contrast.

When placing the logo on noncorporate backgrounds or photographs, it should be used in either white or black, depending on the background's brightness.





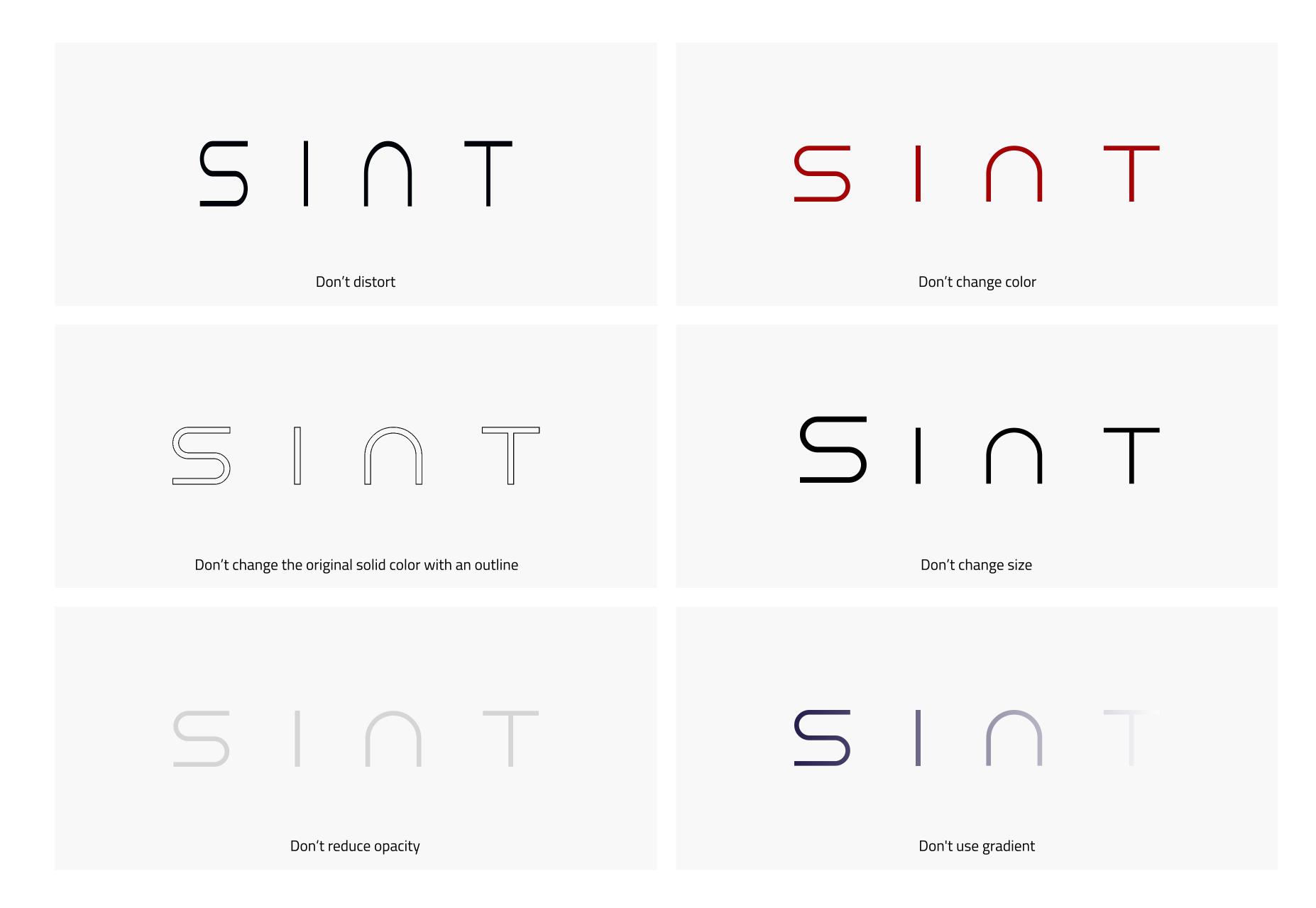




INCORRECT USE 4.4

The logo has measurements and proportions determined by criteria of composition, hierarchy, and functionality.

Under no circumstances will modifications be made to these sizes and proportions. This restriction also applies to the brand colors.

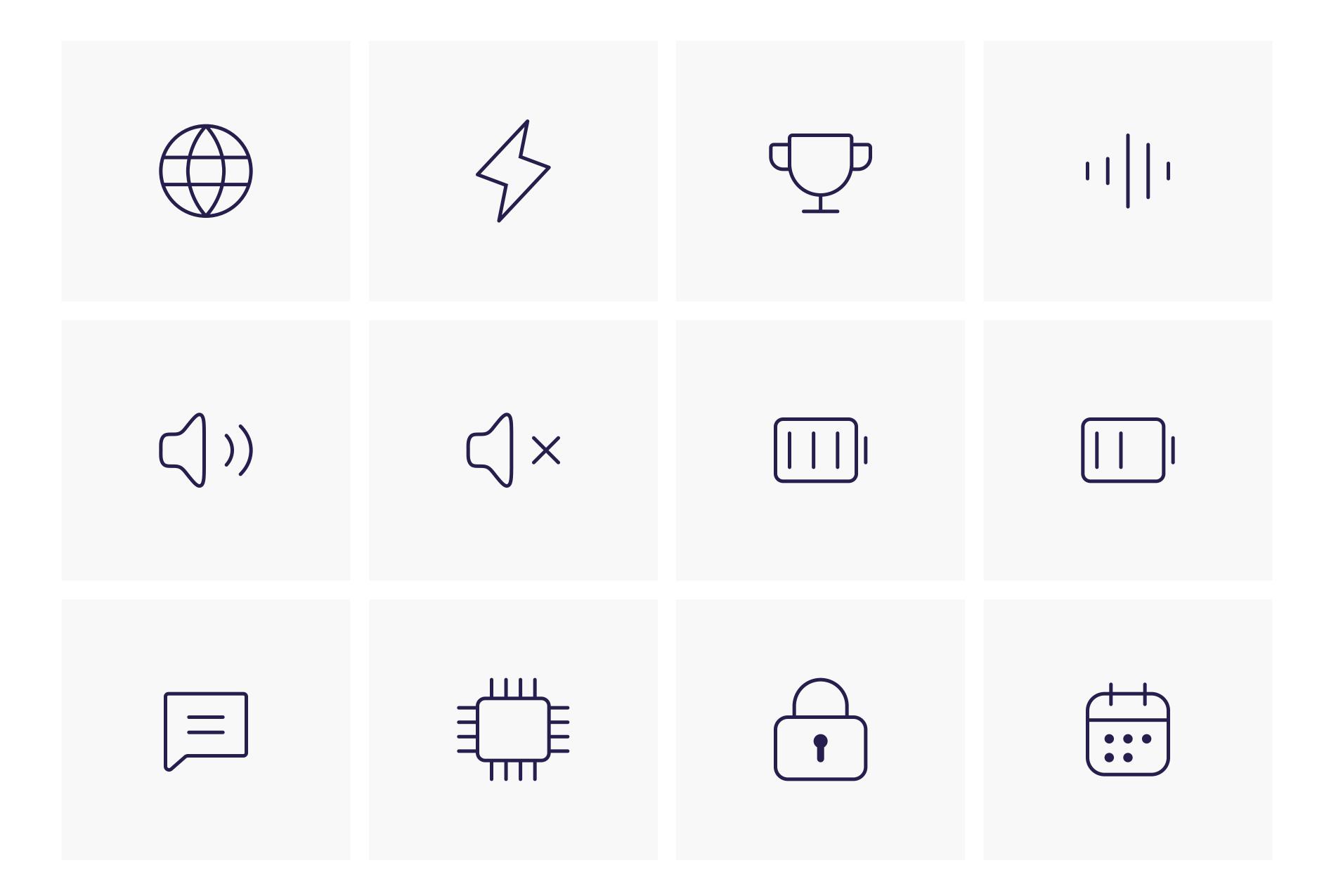


ICONOGRAPHY



ICON SET 5.1

The icons are designed with simplicity and modernity in mind, using clean lines and geometric shapes to reflect innovation and ease of use. Their flat, minimalistic style ensures versatility across various platforms and applications.



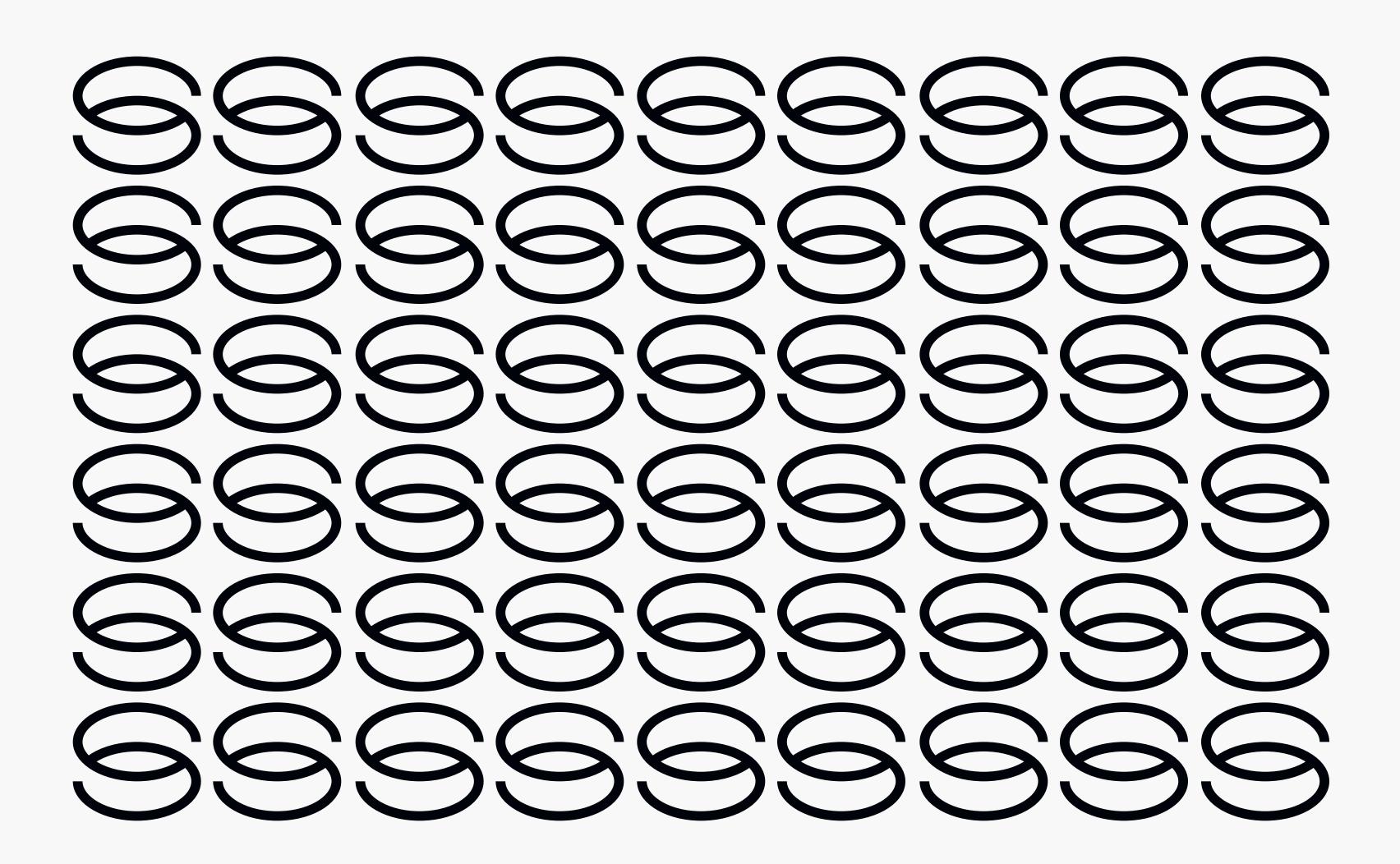
PATTERN



PATTERN 5.

Patterns are visual elements that strengthen our brand identity and add a unique touch to our communications.

They are used strategically to ensure consistency and enhance recognition across both digital and print applications.



APPLICATIONS



