



GUIA DE PADRÕES E IDENTIDADE VISUAL



A MARCA PRINCIPAL

The logo for iDactum features a stylized icon on the left composed of several vertical bars of varying heights, with a white line graph superimposed. The letter 'i' is green, while the rest of the text is dark grey.

iDactum

ADAPTAÇÃO
(para outros produtos/serviços)

The logo for iPatri features a stylized icon on the left composed of several vertical bars of varying heights, with a white line graph superimposed. The letter 'i' is green, while the rest of the text is dark grey.

iPatri

The logo for i360 features a stylized icon on the left composed of several vertical bars of varying heights, with a white line graph superimposed. The letter 'i' is green, while the rest of the text is dark grey.

i360



PALETA DE CORES



VERDE

PANTONE® P 133-6 C

75% c | 0% m | 55% y | 0% k

30 R | 175 G | 142 B

#1eaf8e



CINZA
ESCURO

PANTONE® P 172-16 C

60% c | 60% m | 50% y | 60% k

60 R | 62 G | 67 B

#433E43



CINZA
CLARO

PANTONE® P 179-2 C

0% c | 0% m | 0% y | 10% k

236 R | 236 G | 236 B

#ecec



TIPOLOGIA

EXO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890

!@#\$%^&*()_+[]
'`^~:;.,|\?/'"'.Σº

Uso prioritário em:

- Textos em geral
- Títulos
- Subtítulos

BAIXE ESTA FONTE:

Clique
aqui:



ou Leia o
QR-code:



ou Acesse:
<https://tinyurl.com/y899enm7>

Magistral

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890

!@#\$%^&*()_+[]
'`^~:;.,|\?/'"'.Σº

Uso apenas em:

- Destaques

BAIXE ESTA FONTE:

Clique
aqui:



ou Leia o
QR-code:



ou Acesse:
<https://tinyurl.com/2kejkpz4>



APLICAÇÕES

VERSÃO PRIORITÁRIA



VERSÕES SECUNDÁRIAS



VERSÕES TRAÇO (para silkscreen/bordado)



BAIXE NOSSA
LOGOMARCA:

Clique
aqui:



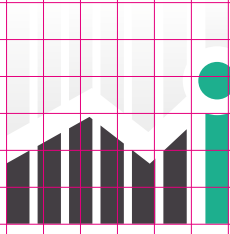
ou Leia o
QR-code:



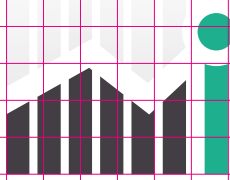
ou Acesse:
<https://tinyurl.com/ms5tmu2h>



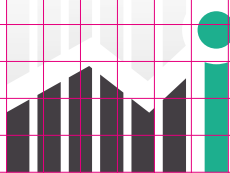
MALHA CONSTRUTIVA




miDactum



miPatri



mi360



mi

