

Brand Guidelines

An Overview

This document communicates our brand guidelines - the blueprint for our brand identity.

Within these pages, you'll find the key elements that define us, from our logo and colors to our typography and voice. Adhering to these guidelines ensures a cohesive and powerful brand presence across all platforms.



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Logo

Ucc patrimónios do côa

Our logo is an elegant blend of a symbol and a wordmark. The symbol, inspired by the unique rock art engravings of the Douro Valley and the distinct rolling hills of our vineyards, represents our deep roots in this region. The wordmark, sleek and modern, embodies our commitment to innovation in healthcare.



Meaning

Rooted in the heritage of Douro Valley, our logo unifies meaningful symbols:

Heart Symbol: Represents our core commitment to compassionate healthcare.

Animal Figure: Reflects the region's rich history, inspired by local rock art engravings.

Round Shapes: Depicts the rolling hills of our vineyards, symbolizing our bond with nature.

Each element contributes to our brand story, embodying tradition, nature, and care.



Reversed and Single Color

Adapting to various contexts while maintaining clarity and impact is crucial for our logo. Therefore, it comes in three color variations: Dark, White, and the Original (Dark and Teal).

The Dark version is designed to stand out on lighter backgrounds, ensuring optimal readability. Conversely, the White version serves to maintain visibility and recognition when the logo is placed on darker backgrounds. Our Original color variant, with its distinctive dark and teal blend, encapsulates the essence of our brand and is suitable when the background permits the full vibrancy of our brand colors.

In all applications, the chosen logo color should maximize contrast with the background for legibility and impactful representation of our brand.



Typeface

Typeface

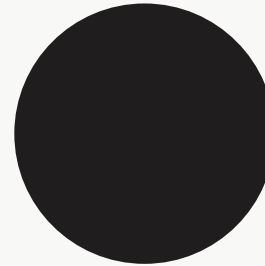
Our chosen typeface, Montserrat, captures the modern, welcoming, and resilient spirit of our brand. A geometric sans serif, it offers clean lines and friendly curves that lend a contemporary and approachable feel to our communication

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 &

Color

Color Palette

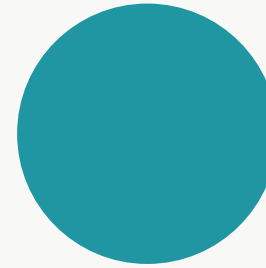


Onyx

HEX
#231f20

RGB
35, 31, 32

CMYK
70% 67% 64% 74%



Teal

HEX
#1896a3

RGB
24, 150, 163

CMYK
80% 23% 34% 1%

Logo Usage Guidelines

Logo Variations

Our brand logo is versatile and adapts to different contexts. It consists of two key elements: the Icon and the Wordmark

1. Icon Alone: Use this variant when the branding space is limited or when the brand is well recognized in the context (e.g., on social media profiles or app icons).

2. Icon and Wordmark: This is our primary logo and should be used in all standard communications to maintain brand consistency.



