

# Manual de Normas Gráficas



# DAT

# Identity

The logo contains the initial letters of the words that give the name of the conference: Design, Art and Technology. The font used originally is Bodoni Sans, but after modifications the final form was obtained, with more simple shapes, easy to connect, giving more dynamicity to the logo and making possible other uses.

DAT

The second element of the logotype is composed of a geometric quadrilateral shape with pre-defined color. This shape can work on different sizes and formats, interacting or not with the letters of the logo. This element has been designed in order to offer more dynamic to the identity.



# Font

Bodoni Sans was the source originally used.

The Bodoni font distinguishes itself through the strength of its characters and embodies the rational thinking of the Enlightenment. The new typefaces displaced the Old Face and Transitional styles and was the most popular typeface until the mid-19th century. Bodoni's influence on typography was dominant until the end of the 19th century and, even today, inspires new creations.

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & / ( ) = +

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & / ( ) = +



# Safety margin

The security margin must be respected to control the legibility of the identity.



# Colors

The colors of the elements forming the logo should not be altered in order to preserve the identity.



Pantone Red 1975 C  
#d72929  
RGB 215, 41, 41  
CMYK  
10% 98% 98% 1%



Pantone Black 6C  
#231f20  
RGB 35, 31, 32  
CMYK  
0% 0% 0% 100%

# Proportions

Arranged horizontally, the proportions of spaces between the letters and height must be respected.



# Negative version

DAT



# Minimal Dimensions

Minimal proportions must be respected to maintain readability of initials.

Print



Digital



# Behavior on chromatic backgrounds

Preferably the identity should be applied over white or black backgrounds but if it is not possible, it should assume the readability as a priority.



# Application of the logotype



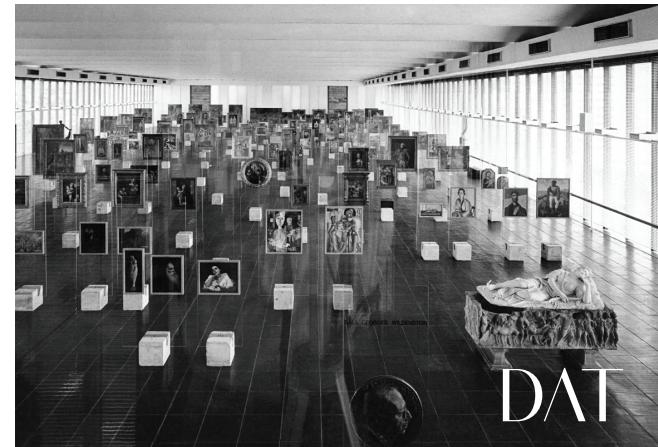
wrong



wrong



Correct



Correct

Correct



Wrong



Correct

DAT

DAT

DAT

Wrong

DAT

DAT

DAT