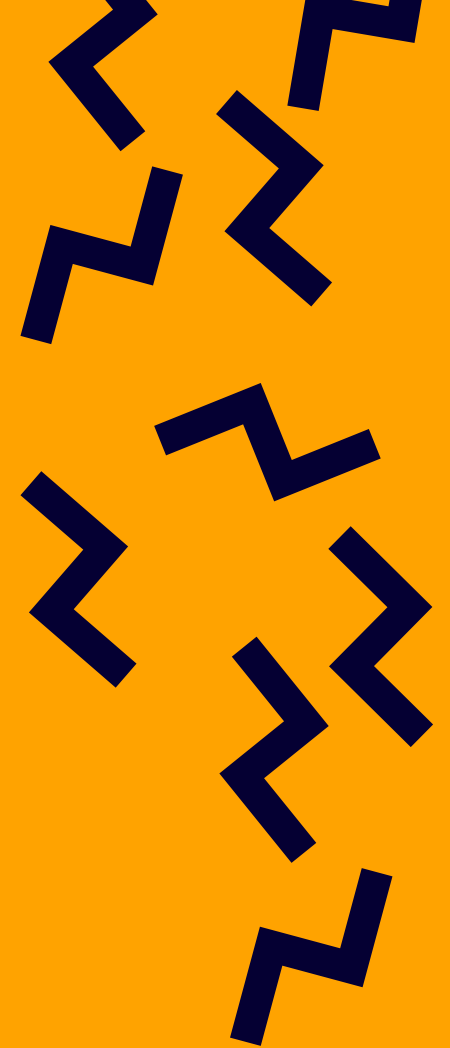




BRAND GUIDELINES



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1. PRESENTATION

The brand represents the most valuable asset that a company or individual can possess, and its visual identity is responsible for graphically conveying all the essence that it embodies.

In order for a brand to be strong, it needs uniformity and consistency. Standards have thus been created to ensure the integration of all graphic elements - including the logo, typography, and colors - in all manifestations, to ensure uniformity and harmony.

The goal of this guide is to facilitate the correct use of the elements that identify the brand, by simplifying their application and, consequently, their assimilation by the target audience.

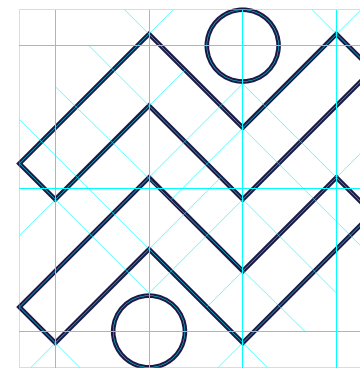


2. CONCEPT

2.1 Symbol

To be in line with SUPPORTER brand values, it is important to highlight the following elements:

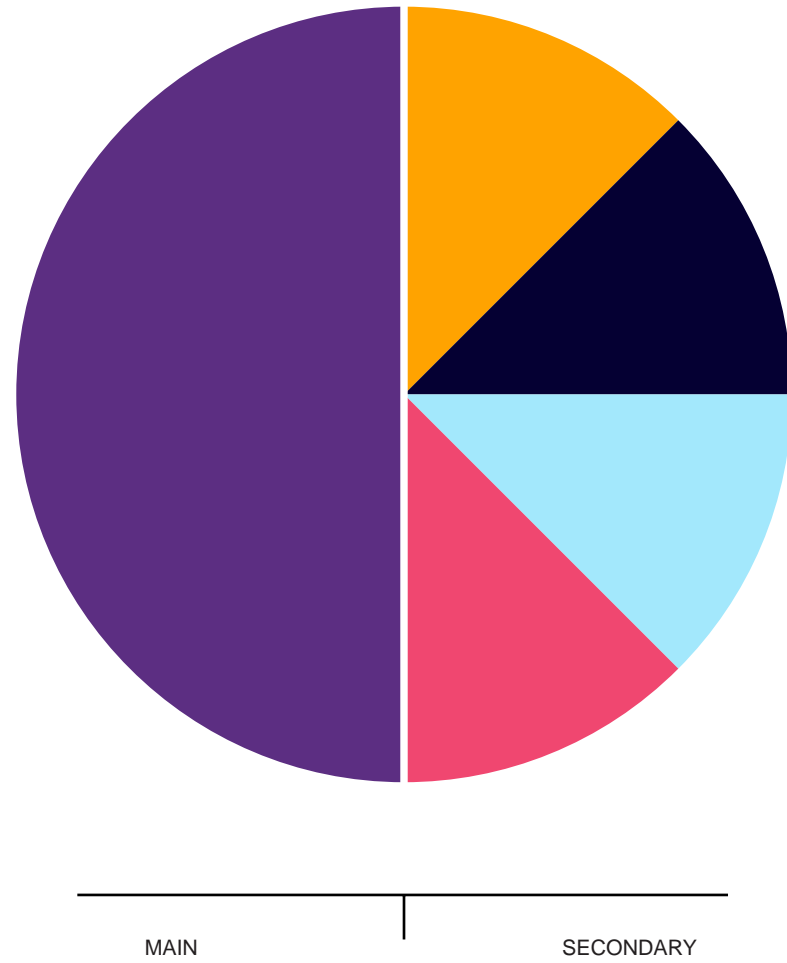
- Diversity
- Sportsmanship
- Inclusivity
- Gender equality





3. COLOURS AND GRADIENTS

3.1 Corporate colours



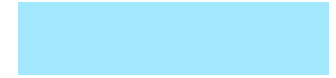
3.2 Technical specifications: main colours



HEX 5B2D81

RGB 91 45 129

CMYK 80 96 06 01



HEX A3E7FC

RGB 163 231 252

CMYK 38 00 04 00



HEX FFA401

RGB 255 164 1

CMYK 00 43 93 00



HEX EF476F

RGB 238 71 111

CMYK 00 35 85 00

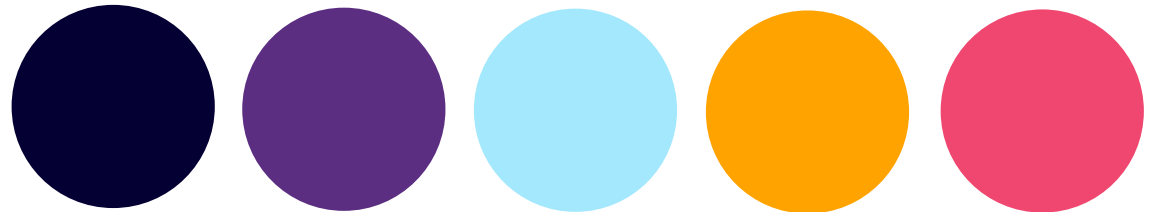


HEX 040033

RGB 4 0 51

CMYK 100 95 42 66

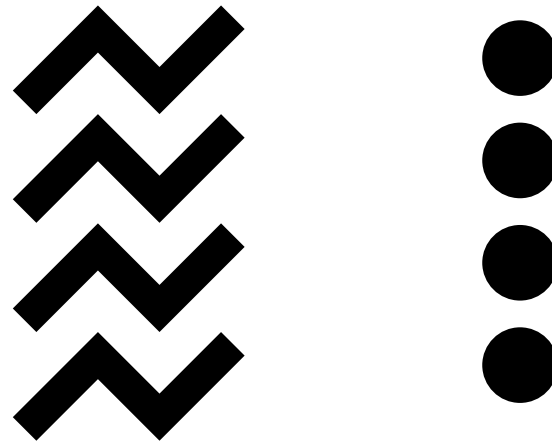
3.3 Gradient shade





4. PATTERNS AND VISUAL ELEMENTS

4.1 Symbols library



4.2 How to use it

The elements can be used in an orderly fashion, resulting in a pattern (Fig. 01) or (Fig. 02).

Fig. 01

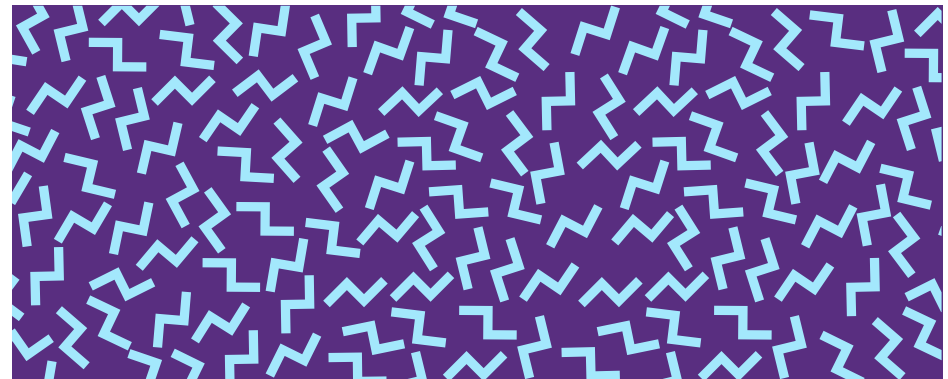
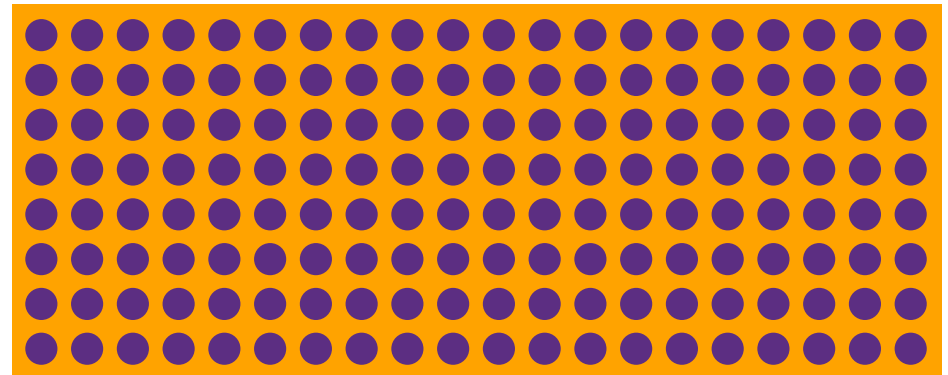


Fig. 02





5. TYPOGRAPHY

5.1 Established typefaces

TITLE

GOTHAM

SUBTITLE

MONTSERRAT

TEXT

POPPINS

5.2 Gotham

ABCDEFGH.*#?01234
ABCDEFGH.*#?01234
ABCDEFGH.*#?01234
ABCDEFGH.#?01234*
ABCDEFGH.*#?01234
ABCDEFGH.*#?01234

5.3 Montserrat

ABCDEFGH.*#?01234
ABCDEFGH.*#?01234
ABCDEFGH.*#?01234
ABCDEFGH.*#?01234
ABCDEFGH.*#?01234

5.4 Poppins

ABCDEFGFG.*#?01234
ABCDEFGFG.*#?01234
ABCDEFGFG.*#?01234

Alice estava bem atrás dele quando dobrou a esquina, mas ainda era possível avistar o coelho. A menina encontrou-se, então,

em um comprido e baixo aposento, que era iluminado por uma fileira de lâmpadas penduradas no teto.

Havia portas por toda a volta do aposento, mas estavam todas trancadas, e depois que Alice percorreu uma a uma, tentando cada porta sem sucesso, ela voltou tristemente para o centro do quarto, pensando sobre como sairia daquela.



6. PHOTOGRAPHY

6.1 Model photography

Establishing a photographic style is important as it helps the brand to be even more memorable across a variety of mediums. For this project 2 patterns were created for model photography.

6.2 Motion and action

As the logo brings the idea of support and equality, the photographic models highlight the body movement, calling the public to an action.



6.3 Duotone

Another technique that can be used in the photographs of the models is the Duotone, which consists in working with only two institutional colours: a darker one for the shadows and a lighter one for the lights.





7. LOGOTYPE

7.1 Versions

To provide more flexibility in applications, the SUPPORTER logo has 4 versions: Horizontal 01 - preferential use - Vertical 01, only the typography and pictogram.



HORIZONTAL 01



VERTICAL 01



TYPOGRAPHY



PICTOGRAM

7.2 Positive et Negative

It is important to maintain the institutional colours of the brand, but if there are limitations preventing the colours from being reproduced, the logo can be applied in positive or negative.

POSITIVE



NEGATIVE



7.3 Incorrect use

In order to maintain the brand identity, the logo should never be altered, either in its colours, layout or proportions.

Check the incorrect uses of the brand and compare them with the correct version.



CORRECT



NON-INSTITUTIONAL COLOURS
WERE USED



THE PROPORTION BETWEEN THE
ELEMENTS HAS BEEN CHANGED



THE LOGO HAS BEEN DISTORTED



THE TYPOGRAPHY WAS CHANGED



THE SPACE BETWEEN THE
ELEMENTS HAS BEEN CHANGED

7.4 Reduction

The recommendation for the reduction limit for off-set printing are the measures specified alongside. Reduction beyond this limit may compromise the mark's readability.



7.5 Protection zone

To avoid interference from other graphic elements and preserve the integrity and legibility of the brand, a space must be reserved around it. This space is called the “protection area”.

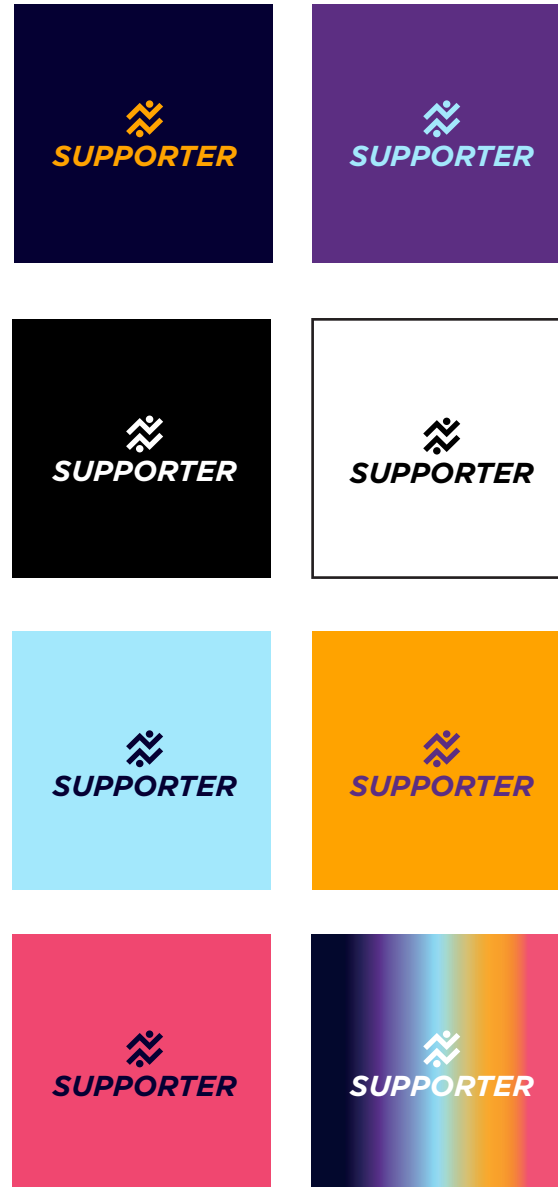
To determine the brand’s protection area we will use the letter “E”, which determines the size of the space that must be reserved for the logo.

Regardless of the application, it is important that nothing interferes with this space.



7.6 Application on backgrounds

The trademark can be applied on a white background or on the institutional colours, represented in “Colours” on page 6. It is important never to apply the mark on backgrounds with insufficient contrast for legibility.



7.7 Protection zone: Application

Whenever it is necessary to apply the brand on backgrounds other than the institutional colours, it is important to verify that legibility will not be affected.

If the background hinders legibility, an institutional colour box may be applied. The measures obey the same characteristics described in “7.5 protection zone” on page 27 .





8. PROTOTYPES

Below are some images of applications and suggestions for use of the visual identity project.

They serve to give a direction of how we think this project can be used in day to day SUPPORTER project.



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