



cecolab
CIRCULAR ECONOMY

BRANDBOOK

GRAPHIC GUIDELINES

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INTRODUCTION

WELCOME to CECOLAB Brandbook Guidelines.

This Brandbook was designed to standardize and define the corporate image of the entity, since the graphic image has great relevance in the identity of the corporate brand.

In this sense, it is essential that the use of the elements provided in this manual strictly obey to the rules here established.

In this way, it is intended that this Brandbook will be an useful and practical guide to graphic use, so that the image always presents itself with the concept and the strength that is designed, maintaining its consistency and personality.

CONCEPT

The visual identity of CECOLAB arises from the combination of symbol and the logo, where the symbol is presented as a strong, cohesive and appealing visual element.

The visual identity thus conveys a set of values intrinsic to the concept that it supports: circularity, durability and transition. The chosen color represents dynamism, intensity, determination and confidence, being a warm color that exalts and instigates.



TIME



RESEARCH



DURABILITY



TRANSITION



1. THE LOGO

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A relationship was established between the various elements that make up the visual identity, under no circumstances it should be modified.

1.1 CLEAR SPACE



The clear space is the smallest distance allowed between the logo and any other graphic object.
Think of it as the logo's comfort zone.

1.2 COLOUR

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PANTONE®
485 C

CMYK
0/95/100/0

RGB
218/41/28

HEX
DA291C

The colour of the visual identity must always be maintained and reproduced with the values mentioned.
In any other circumstance, the PANTONE code should be used as a reference

1.3 BACKGROUND COLOUR



The colour behavior of the logo should assume the greatest possible contrast while maintaining its integrity. It is intended that the brand does not lose strength and preserving the best reading.

1.4 PHOTOGRAPHIC BACKGROUND



When applied onto a photographic background the colour integrity of the logo must be maintained, following the principle of maintaining the maximum contrast.

1.5 MINIMUM SIZES



Tamanho
mínimo
admitido



Tamanho
mínimo
ideal

Não há limite de ampliação. O logotipo não
deverá nunca ser deformado.

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The minimum sizes must be strictly followed so that the logo always maintains maximum legibility and do not de-characterize formally and functionally.

1.6 TYPOGRAPHY

FONT: MONTSERRAT

EXTRA-LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#*?!:%

EXTRA-LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?!:%*

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#*?!:%

SEMI-BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#*?!:%

SEMI-BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#*?!:%

EXTRA-BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#*?!:%

The institutional typeface defined for CECOLAB is MONTSERRAT, with several variations.

2. STATIONARY

