



# 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.

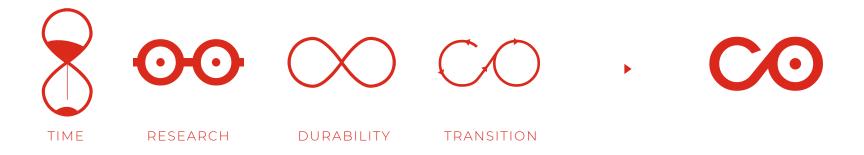
In this sense, it is essential that the use of the elements provided in this manual strictly obey to the rules here established.

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.



#### 1. THE LOGO



# 

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



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 PHOTOGRAFIC 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 lógotipo não deverá nunca ser deformado.

#### 1.6 TYPOGRAPHY

EXTRA-LIGHT
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789@#\*?!:%

SEMI-BOLD ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789@#\*?!:%

FONT: MONTSERRAT

EXTRA-LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789@#\*?!:%

SEMI-BOLD ITALIC ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789@#\*?!:%

REGULAR ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789@#\*?!:% EXTRA-BOLD ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789@#\*?!:%

#### 2. STATIONARY

