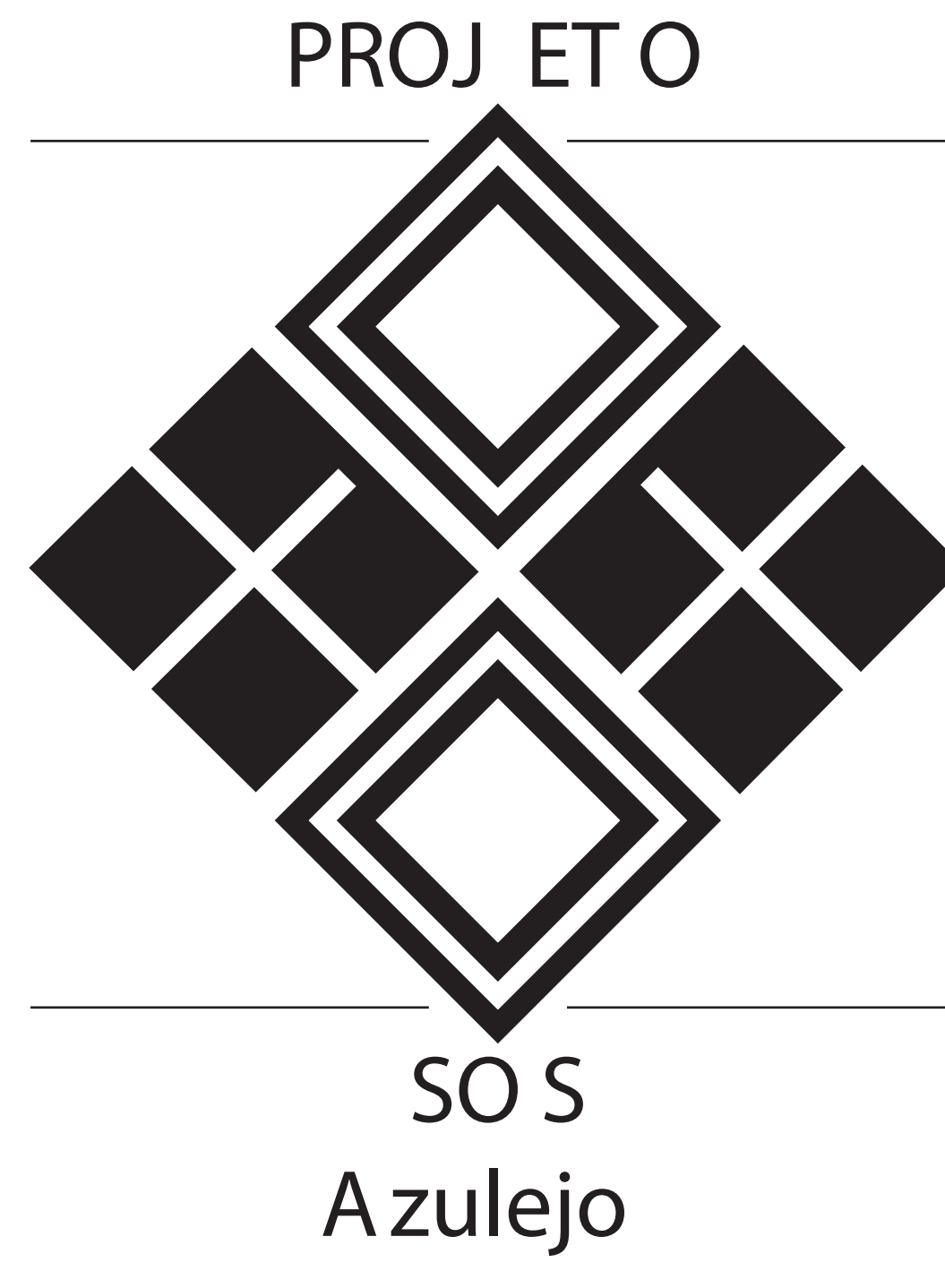


Manual
de normas
gráficas





Manual de normas gráficas SOS

Versões da identidade

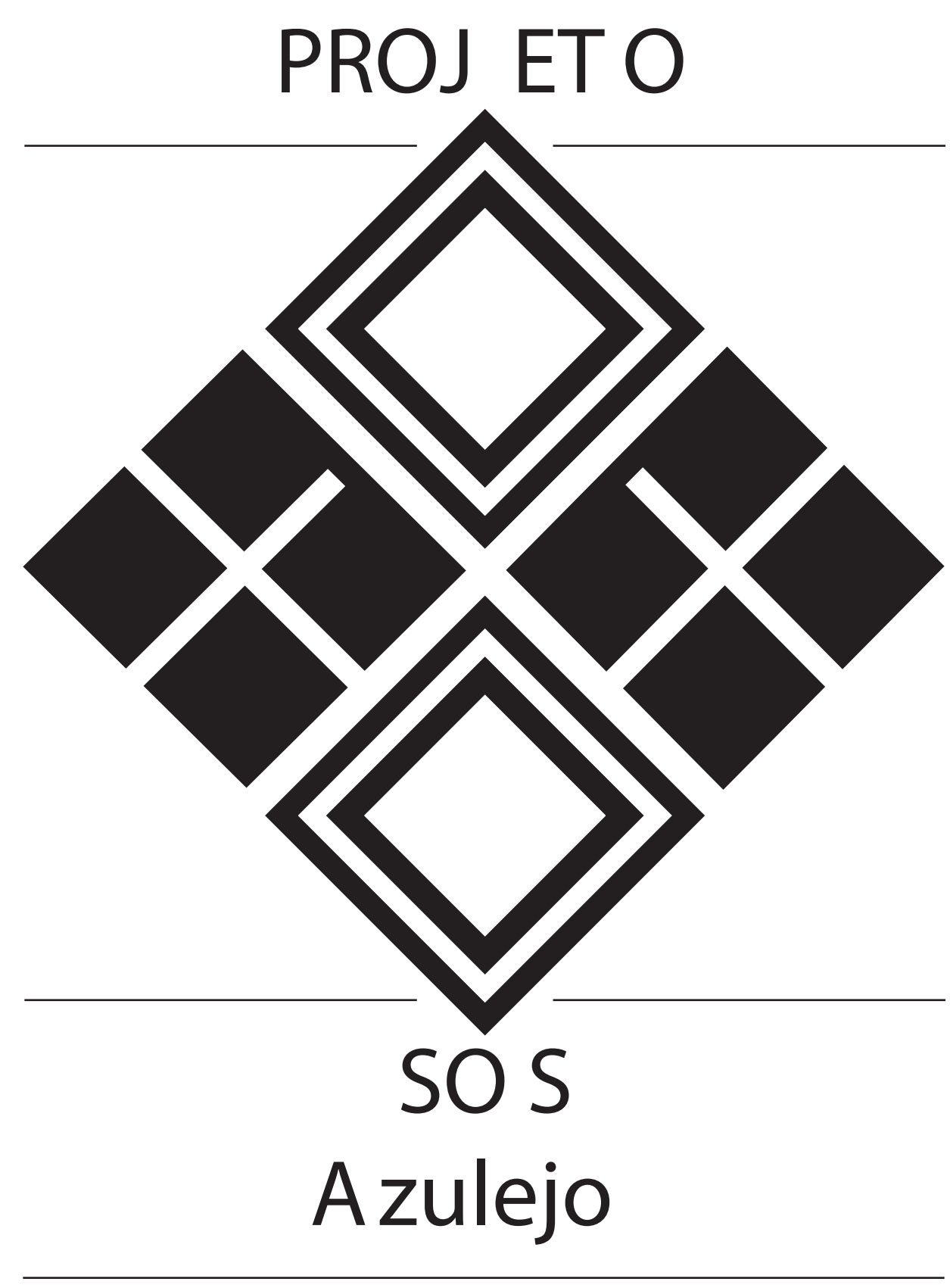
Existem duas versões da identidade SOS, sendo que a versão principal é a vertical. No entanto, quando o suporte ou formato justificar, poderá ser usada a versão horizontal.

Versão Vertical



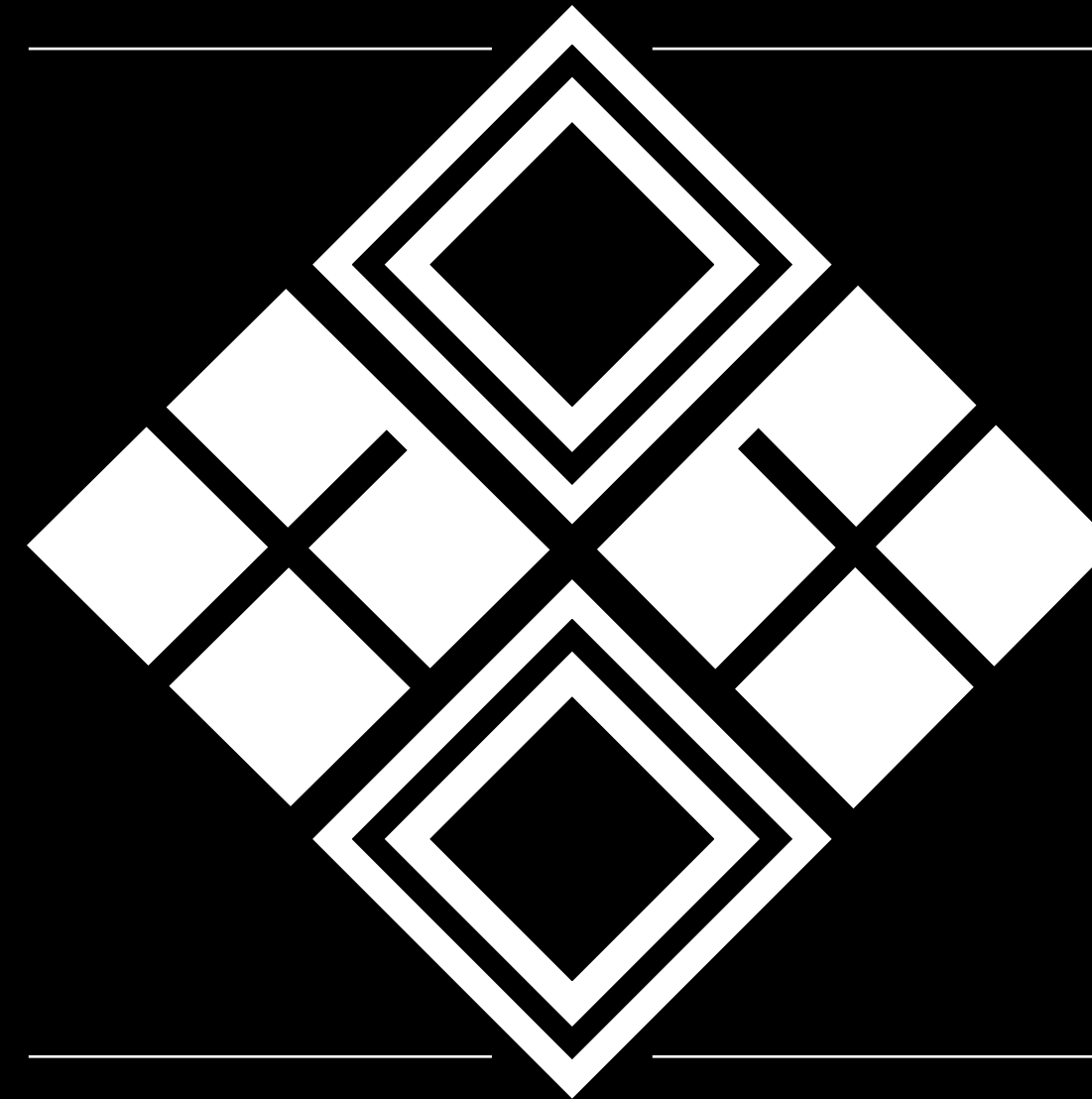
Versão Horizontal





Marca a preto

PROJ ETO



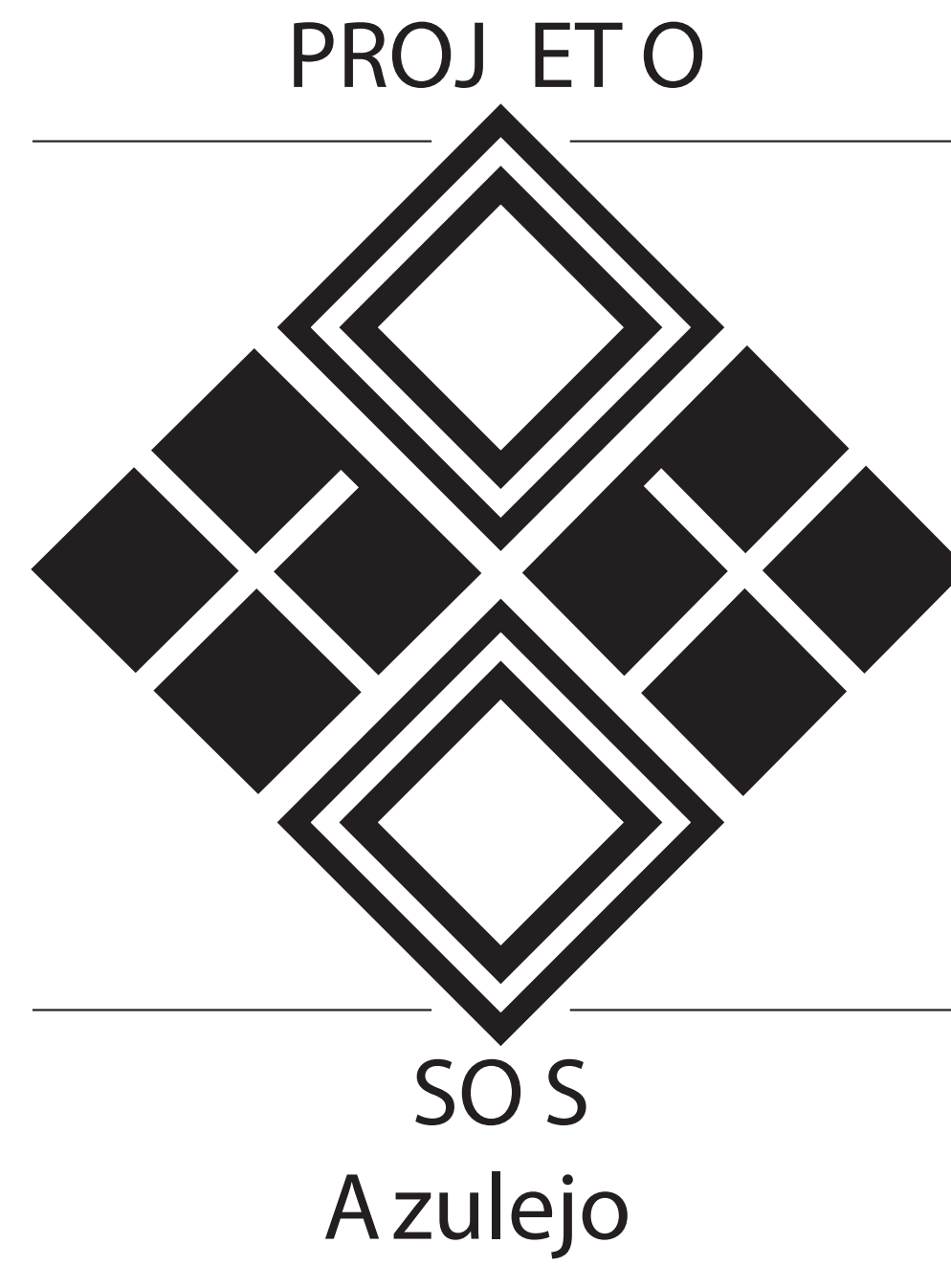
SOS

Azulejo

Cores oficiais

A identidade CTT deve comunicar nas cores institucionais definidas.

Estas devem ser fielmente reproduzidas.



Preto

RGB
R:1 G:1 B:1

CMYK
C:91 M:79 Y:62 K:97

Branco

RGB
R:255 G:255 B:255

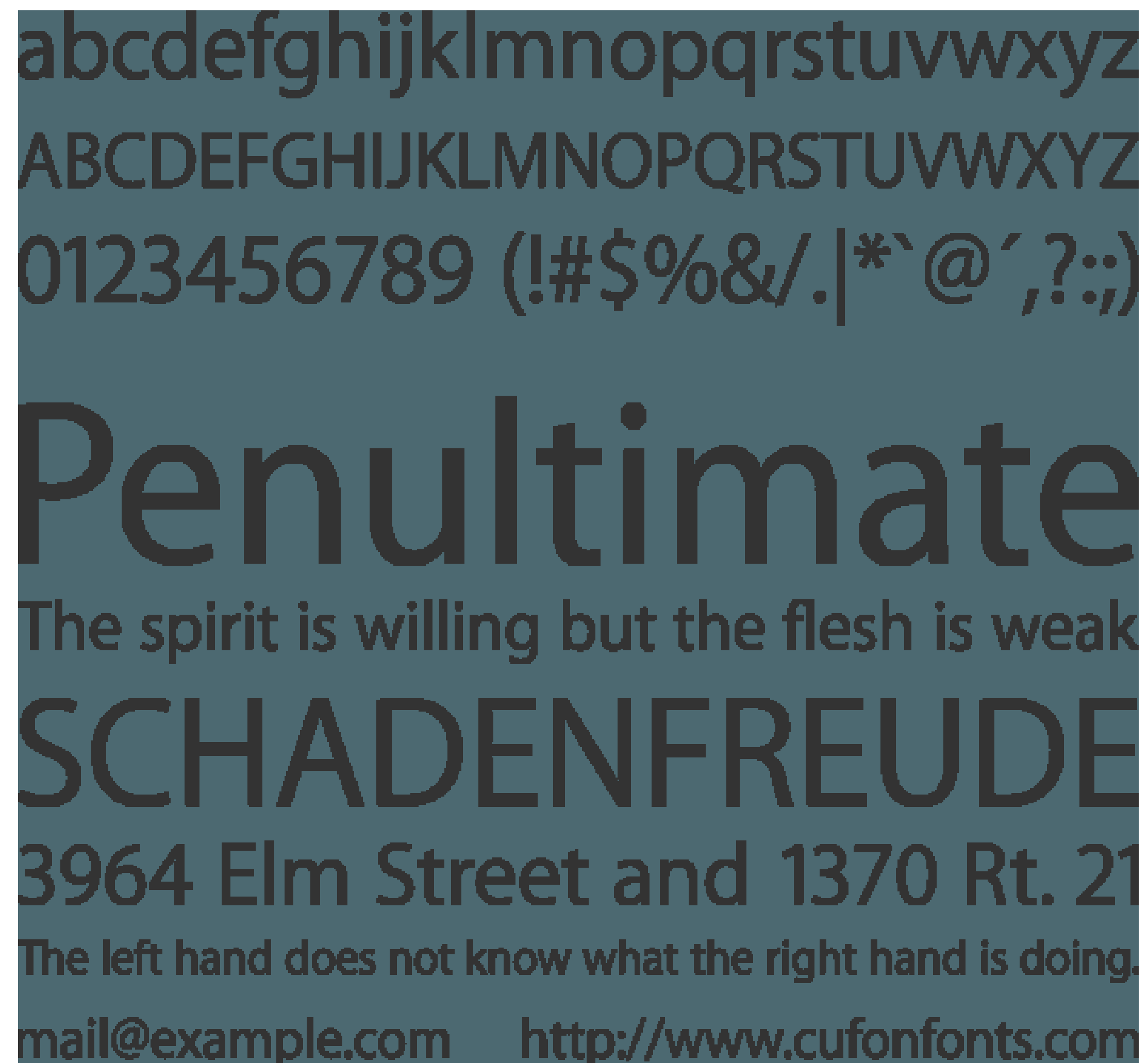
CMYK
C:0 M:0 Y:0 K:0

Manual de normas gráficas SOS

Redução máxima da marca

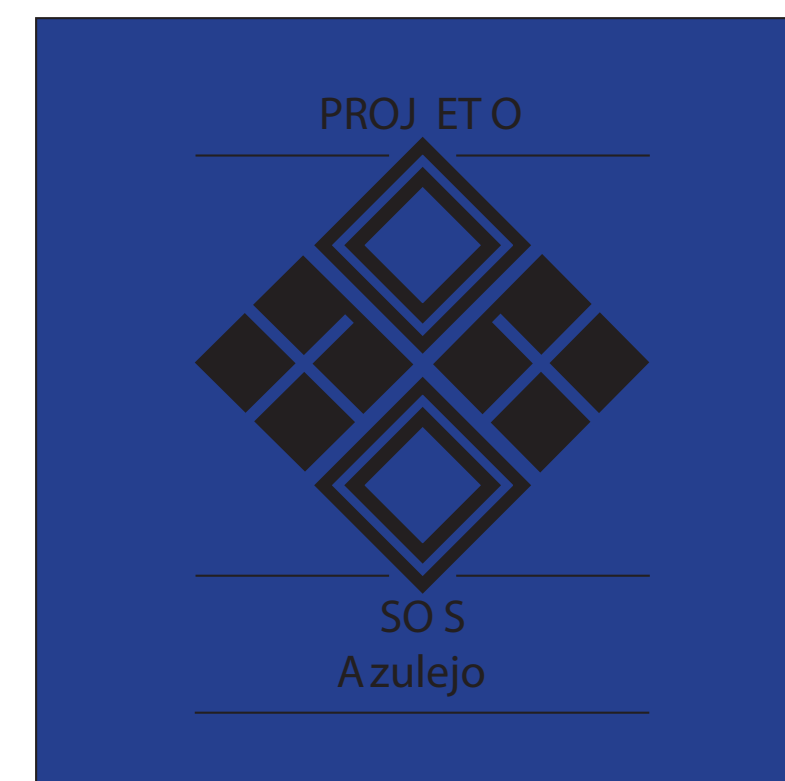
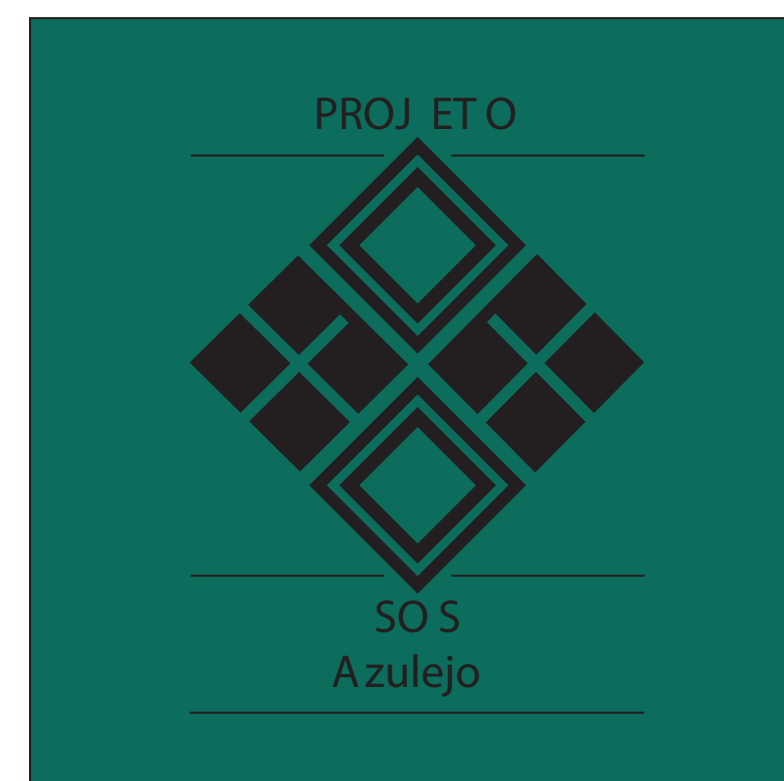
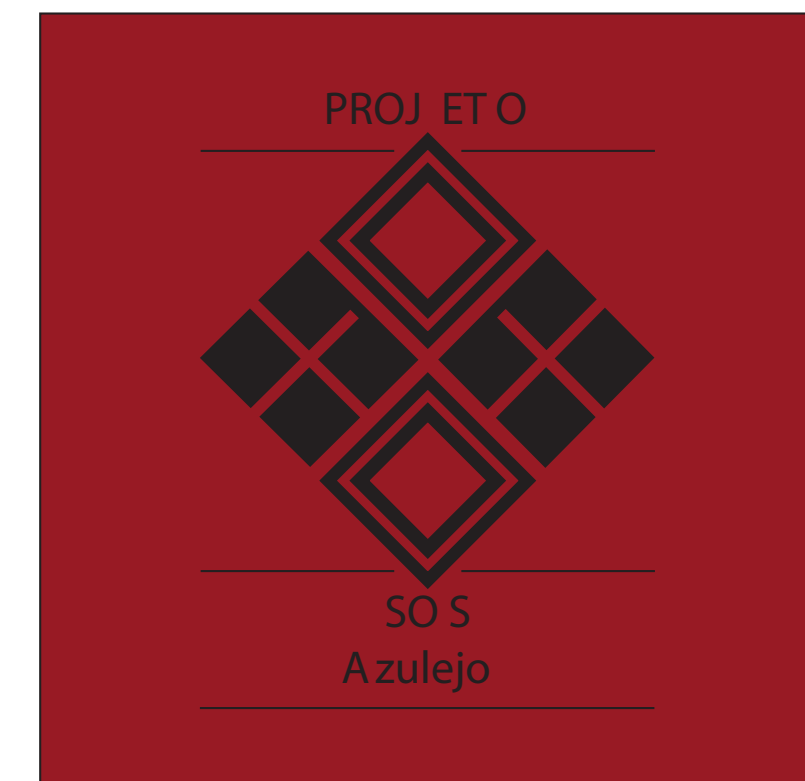


A tipografia é um dos elementos que mais caracteriza a identidade SOS.



Comportamentos a uma cor sobre fundos cromáticos

O comportamento da identidade a uma cor sobre fundos cromáticos não institucionais deve respeitar a lógica de contraste.



Deformação



Comportamentos sobre fundos fotográficos

A aplicação da identidade sobre fundos fotográficos deverá respeitar os princípios de legibilidade da mesma. Deve-se procurar um enquadramento em que exista contraste suficiente entre o fundo e a identidade e de preferência sobre manchas planas.





James Doe
Chief Director
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W : email@mailis.com, www.myweb.com
P : +880 - 12345 - 6789

Date: 10 September, 2015

This is a sample letter that has been placed to demonstrate typing format (Your Company), letterhead design. When positioned properly, it will serve to work in harmony with all other elements letterhead. This letterhead design is meant to project an image

This letterhead design is meant project an image of professionalism reliability. By using simple align we have created a very spacious feeling. The simplicity suggest strength the spaciousness contributes in aesthetics the layout. These basic qualities along with the (Your Company)

look and helps reinforce the (Your Company) brand. letterhead design is meant to project an image p design. When positioned properly, it will serve to work in harmony all the other elements letterhead, sionalism and reliability.

This letterhead design is based on the (Form of your logo) form (Your Company) logo. Each stationery we have created a very spacious feeling. The simplicity suggests strength the spaciousness contribute part of the (Form of your logo).

John Smooth
John Smooth
Manager



FAX

TO:	Recipient name	FROM:	Sender name
FAX:	Recipient fax	FAX:	Sender fax
PHONE:	Recipient phone	PHONE:	Sender phone
SUBJECT:	Enter subject here	DATE:	Date

COMMENTS: To get started right away, just tap any placeholder text (such as this) and start typing to replace it with your own.

Manual de normas gráficas SOS
envelope 11x22



Manual de normas gráficas SOS
envelope A4



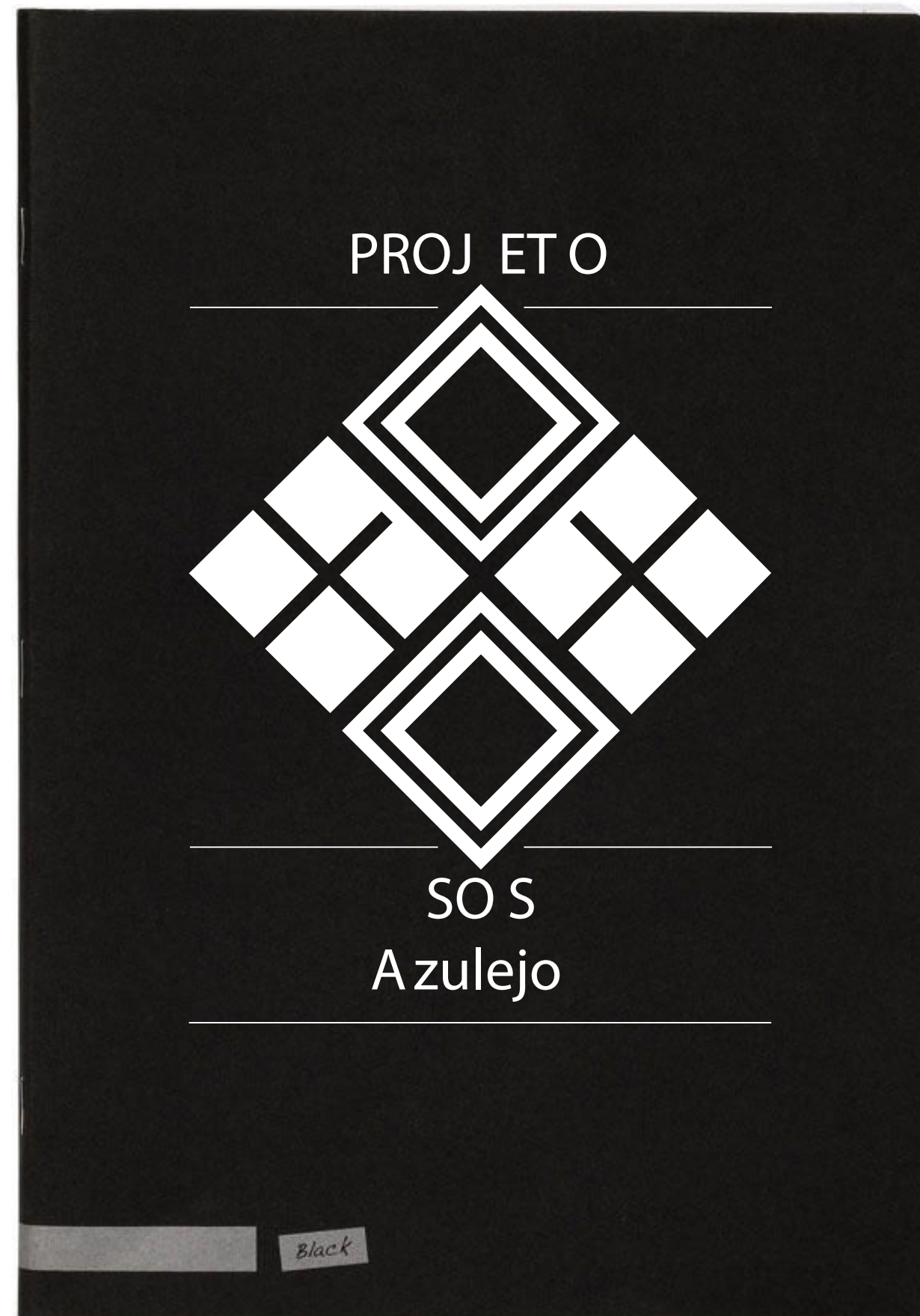
Cartão Pessoal



Manual de normas gráficas SOS

Cartão de Impresa





Manual de normas gráficas SOS

Bloco de Notas

