

movimento
futuro

Manual de identidade visual

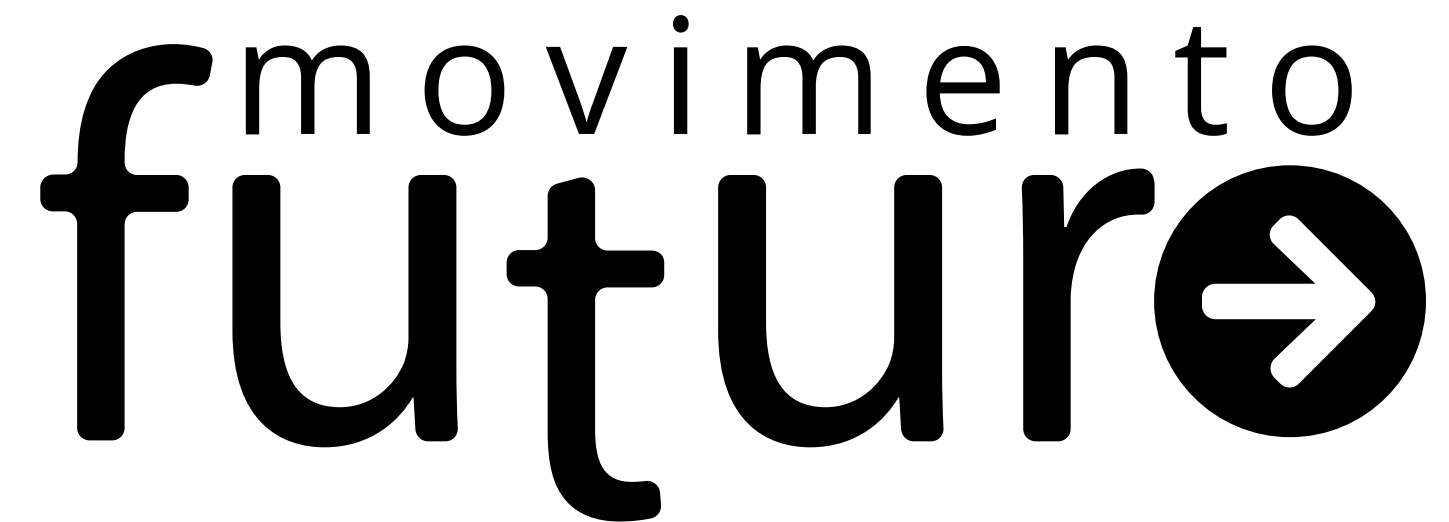
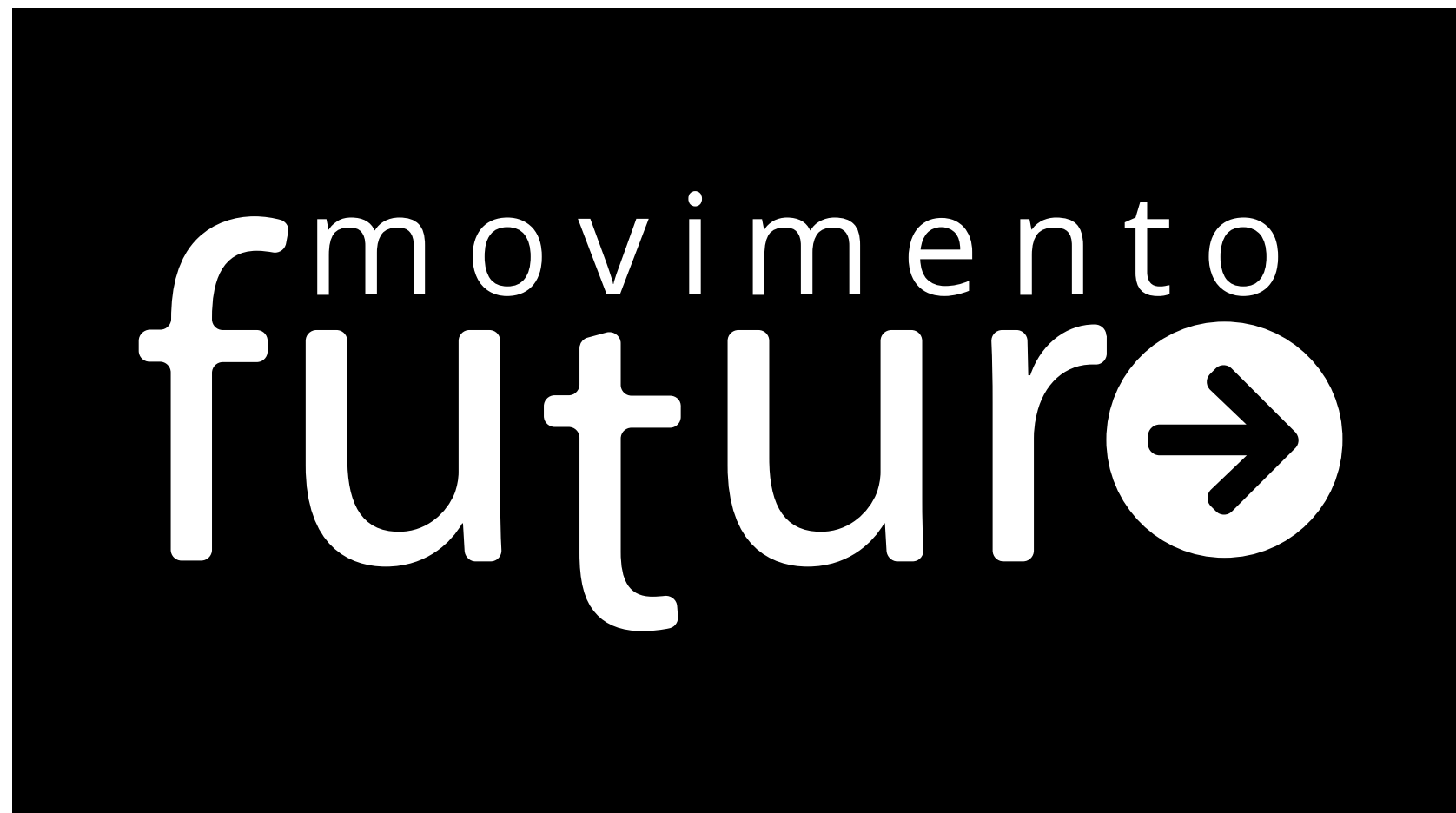


Marca

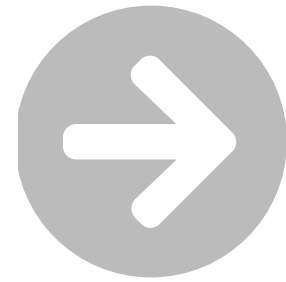


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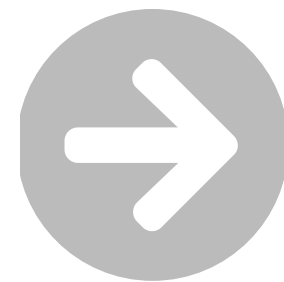
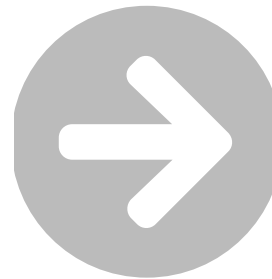
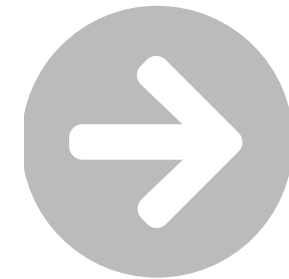
Variações negativas



Área de respiro



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A área de respiro é definida pela letra “O” da palavra futuro composta presente no logo

Cores



HEX
#016635
RGB
1 102 53
CMYK
90 33 94 26

HEX
#0C8637
RGB
12 134 55
CMYK
85 21 100 7

HEX
#4AAD37
RGB
74 173 55
CMYK
71 0 98 0

HEX
#80BF72
RGB
128 191 114
CMYK
56 0 68 0

HEX
#1F72B7
RGB
31 114 183
CMYK
84 49 2 0

Tipografia



A tipografia principal utilizada é a ITC Oficina Sans e para textos corridos Roboto

ITC Oficina Sans

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Yy

Xx Zz

Roboto

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

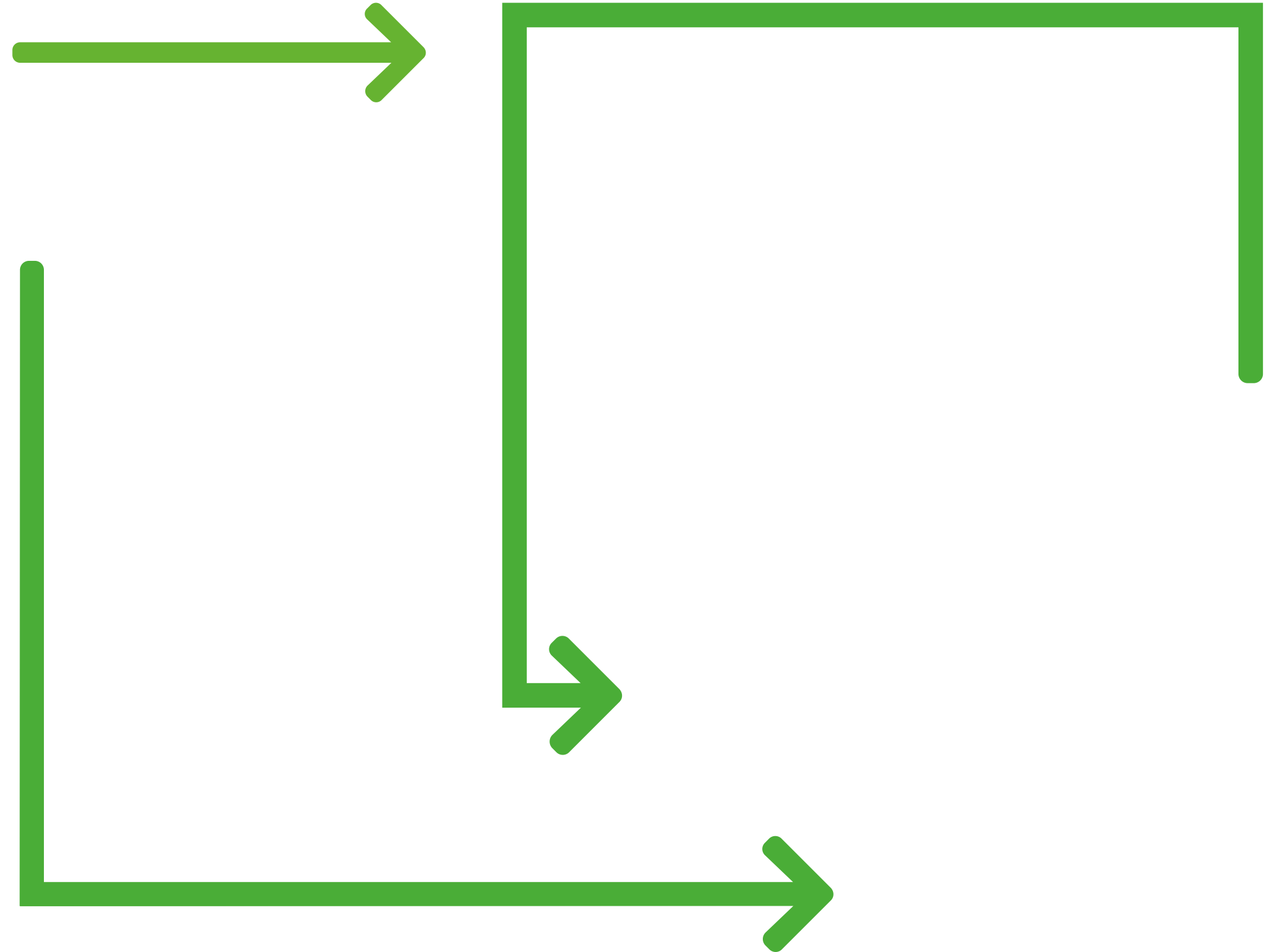
Rr Ss Tt Uu Vv Ww

Yy Xx Zz

Elementos



Setas são elementos gráficos que compõem a comunicação visual



Dúvidas

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