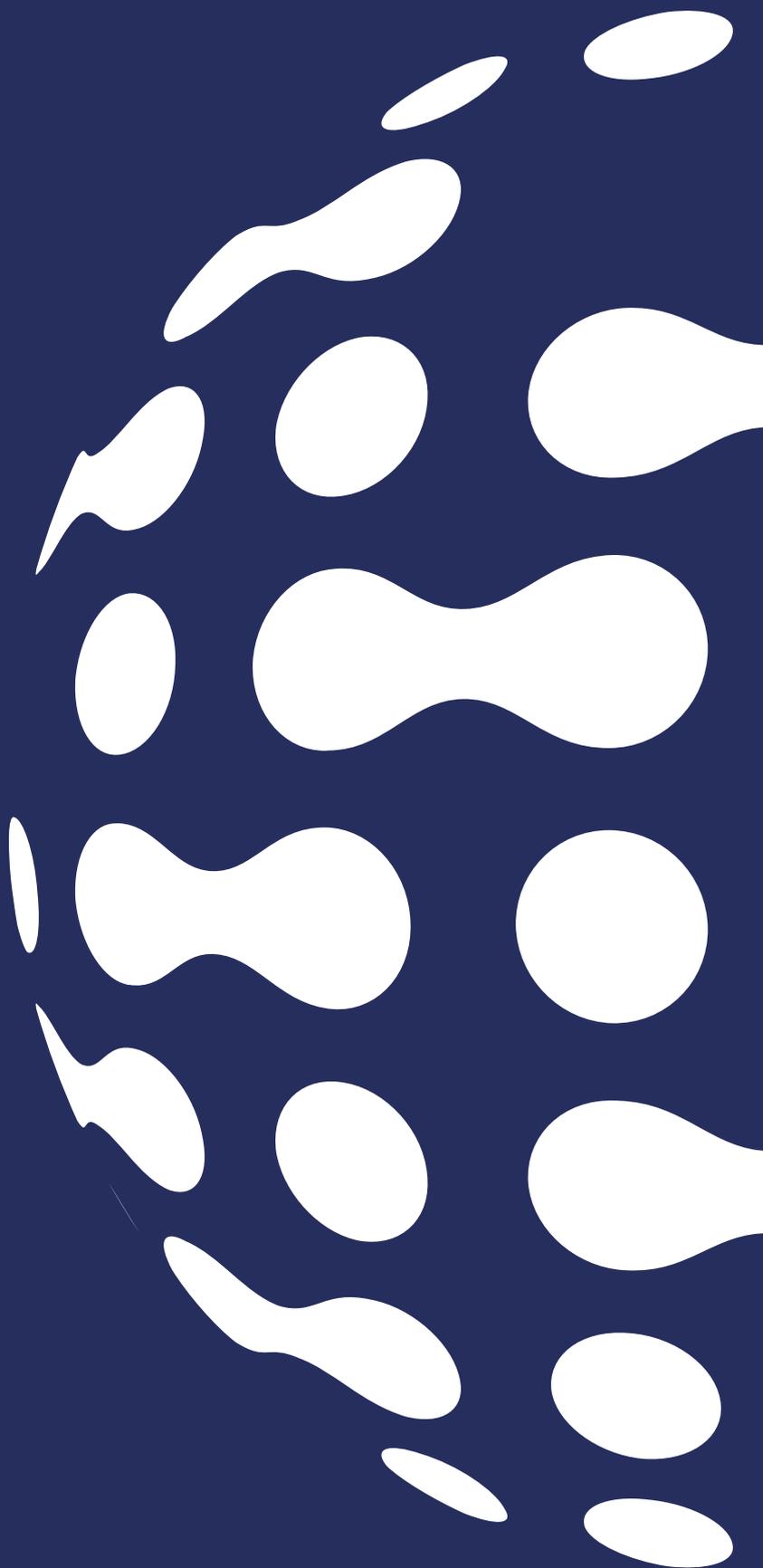


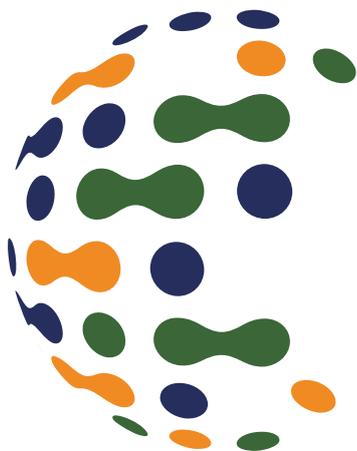
Manual  
de **Marca**



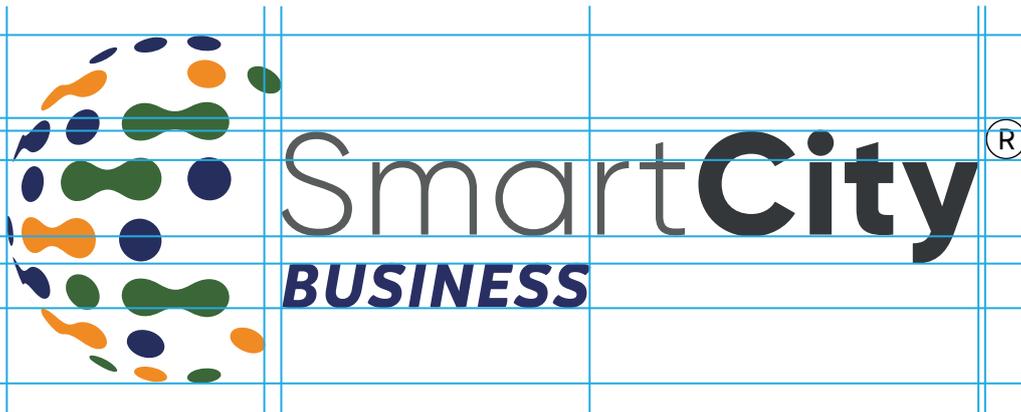




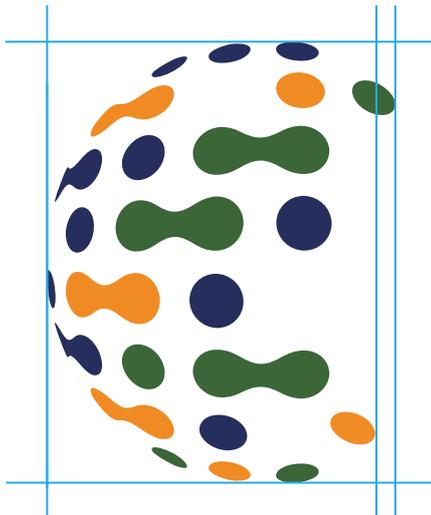
Logotipo Oficial **Completo**



Ícone **Oficial**



Grid Logotipo Oficial **Completo**



Grid Ícone **Oficial**

Smart**City**



FONT  
STYLE

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789  
(!@#\$%&\*)  
=+ , . - " < ? ;

# ***BUSINESS***

**Branding** latinotype

**A 14-STYLE FONT FAMILY**

*Designed by Alfonso García & Latinotype Team*

BRANDING SEMI BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

g g g g g

y y y

MULTIPLE  
ALTERNATIVES

**Akg&eQwlyE\$13a870**

**Akg&eQwlyE\$13a870**

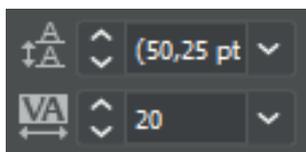
e e e e

a a a a

Smart  
**City**

Gilroy Light

**Gilroy ExtraBold**



Altura entre fontes: **50,25pt.**

Distância entre fontes: **20**

Smart



C: **57%**

R: **98**

#**626261**

M: **46%**

G: **98**

Y: **47%**

B: **97**

K: **36%**

**City**



C: **66%**

R: **61**

#**3D3D3D**

M: **57%**

G: **61**

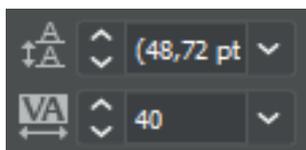
Y: **54%**

B: **61**

K: **59%**

# ***BUSINESS***

## ***Branding BoldItalic***



Altura entre fontes: **48,72pt.**

Distância entre fontes: **40**

### ***BUSINESS***



C: **95%**

M: **91%**

Y: **30%**

K: **24%**

R: **47**

G: **45**

B: **94**

**#2F2D5E**



C: **95%**  
M: **91%**  
Y: **30%**  
K: **24%**

R: **47**  
G: **45**  
B: **94**

#**2F2D5E**



C: **77%**  
M: **36%**  
Y: **91%**  
K: **29%**

R: **63**  
G: **103**  
B: **52**

#**3F6734**

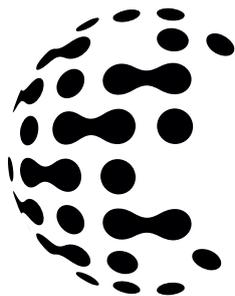
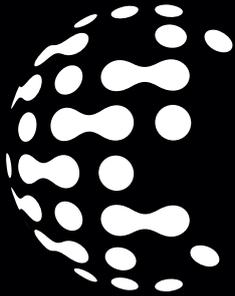
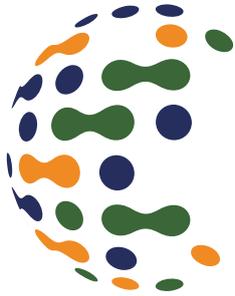


C: **3%**  
M: **54%**  
Y: **98%**  
K: **0%**

R: **236**  
G: **136**  
B: **7**

#**EC8807**

Variações Cores Permitidas Logotipo **Padrão**



## Variações Cores Logotipo **Padrão NÃO PERMITIDAS**

O logotipo é sempre nas cores oficiais, ou nas variações branca, ou preta.

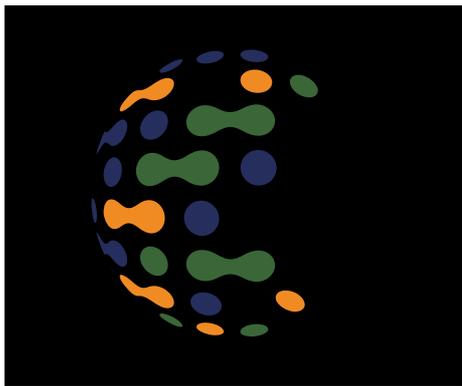
Nenhum gradiente, sombra ou texturas articulares são adicionado ao logotipo.



# Variações Fundo Logotipo Padrão NÃO PERMITIDAS

O logotipo deve ser aplicado somente nos fundos branco e preto, de acordo com os padrões estipulados.

**X**



**X**



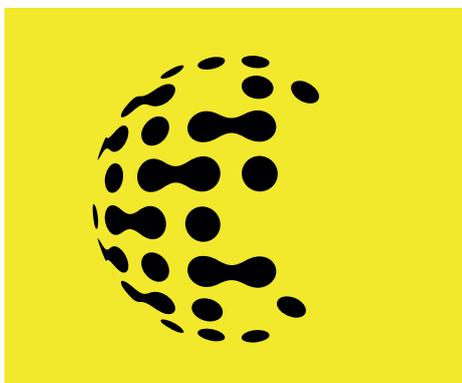
**X**



**X**



SmartCity<sup>®</sup>  
BUSINESS



**X**



**X**

## Variações Fundo Logotipo **Padrão NÃO PERMITIDAS**

O logotipo deve ser aplicado somente nos fundos branco e preto, de acordo com os padrões estipulados.



