

Manual
de **Marca**







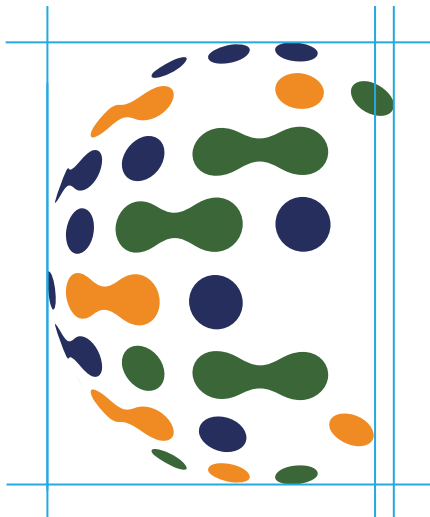
Logotipo Oficial **Completo**



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

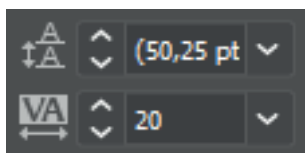
e e e e

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**

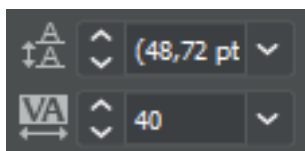
Y: **54%**

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**

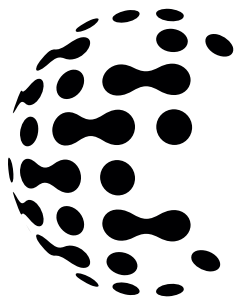
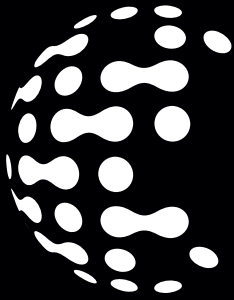
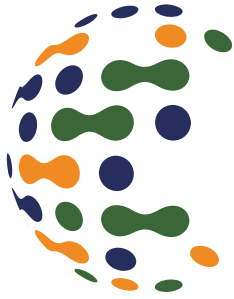


C: **3%**
M: **54%**
Y: **98%**
K: **0%**

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

#**EC8807**

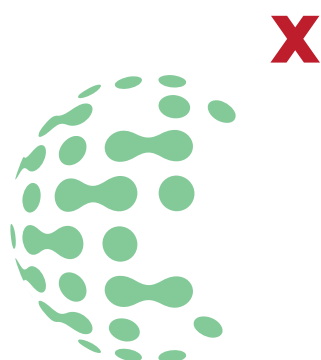
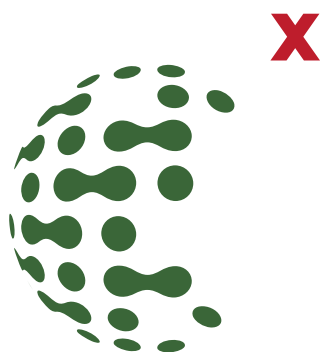
Variações Cores Permitidas Logotipo **Padrão**



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



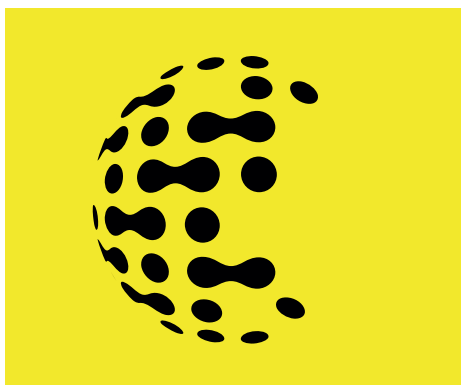
X



X



SmartCity[®]
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.



