



iFADO
INNOVATION IN THE FRAMEWORK
OF THE ATLANTIC DEEP OCEAN

23 FEBRUARY 2018

Brand Manual

Graphic rules
for iFADO logo

version n.º 1.0



Introduction

SET OF RULES AND RECOMMENDATIONS THAT GUARANTY THE CORRECT IMPLEMENTATION OF THE GRAPHIC ELEMENTS COMPOSED BY IFADO LOGO. IT IS INDISPENSABLE THE COLLABORATION OF ALL INVOLVED IN ENSURING AND APPLYING ALL RULES TO ENSURE A UNIFORM AND COHERENT VISUAL BRAND IDENTITY.

All forms, versions and applications not presented here must be submitted for pre approval

Main Form

WHENEVER POSSIBLE IT IS RECOMMENDED THE USE OF THE LOGO IN ITS MAIN ORIGINAL POLYCHROMATIC FORM. DESPITE THIS SOME FORMS OF REPRODUCTION OR APPLICATIONS MAY NEED THE USE FOR DIFFERENT VERSIONS DEPICTED HERE.

THE SAME CONSIDERATION SHOULD BE APPLIED TO THE HORIZONTAL VERSION.

Reduced version

Exceptionally there can be a mutation to the logo where there is already the logo in use to reaffirm the presence of the logo. In such cases it can be used in the following forms:



Polychromatic version
over color background



Polychromatic version
over white background



Monochrome version
over black background



Monochrome version
over white background

Main Form



Horizontal version

Secondary Form



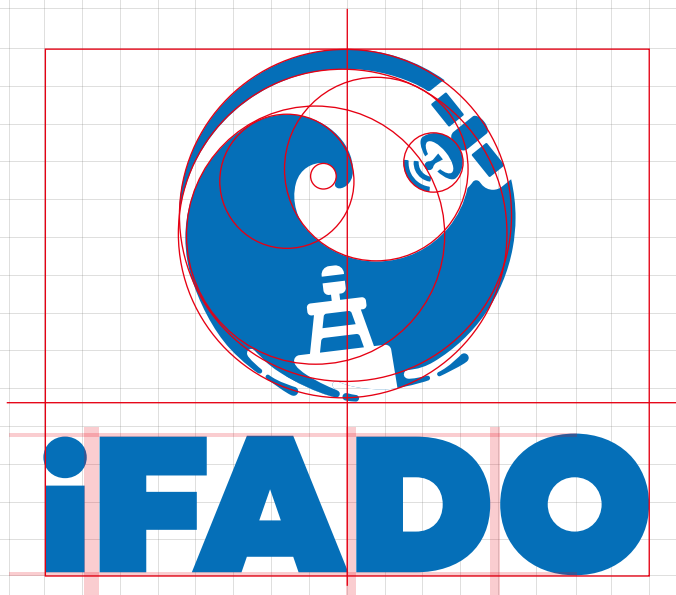
Horizontal, simple version



Vertical, simple version

IT'S ALLOWED TO USE THE ABOVE HORIZONTAL VERSION EVERY TIME THAT THE AREA REQUIRES SO.

A SIMPLER VERSION CAN BE USED WHENEVER THE ACRONYM IS IN USE AND IT'S NECESSARY TO IDENTIFY GRAPHICALLY THE BRAND. IN THESE CASES THE FOLLOWING ABOVE FORMS CAN BE USED.



Mesh Construction

THE MESH CONSTRUCTION IS THE SPATIAL ORGANIZATION OF THE LOGO AND ITS OBJECTIVE IS TO CORRECTLY GUIDE FOR THE MANUAL REPRODUCTION OF THE LOGO. TO BE USED IN THREE DIMENSIONAL SUPPORTS AND PLAQUES, TROPHY'S ETC.

Color

THIS SHADE OF BLUE IS THE OFFICIAL COLOR
THE COLOR OF THE LOGO IS THE BRAND IDENTIFY



CMYK

C85% M50% Y0 K0



HEX

#4a72b2



PANTONE

7690 C

Preferably use CMYK, otherwise
pantone 7690 coated for printing



RGB

R74% G114% B178%



RAL

5015

Pantone: Used in printing, the PANTONE color will be used.

CMYK: For printing use the C (blue), M (magenta), Y (yellow) and K (black) scales.

Hex: Similar to RGB, hexadecimal its use is digital platforms.

RGB: Color standard for monitor consisting of R (red), G (green) and B (blue), similar to HEX.

RAL: Universal color system, used mainly by paint industry.

Protection Areas

THE LOGO NEED GENEROUS AMOUNT OF SPACE AROUND IT, TO INCREASE THE LEGIBILITY USE THE HEIGHT OF THE LETTER "O" TO DEFINE THE PROTECTION AREA.

THE EXTERIOR BOX DEFINES THE MINIMAL FREE SPACE. THE PROTECTION AREA CAN BE IGNORED WHEN IN USE IN GRAPHIC ILLUSTRATION STYLE WITH SIMILAR ELEMENTS.

"X" REPRESENTS THE HEIGHT OF THE LOGO FROM THE TOP OF THE "O" TO ITS BASE.



Minimal Size

THE MINIMAL SIZE IN WITH FOR PRINTING IS 40 MM.

EXCEPTIONS CAN BE MADE WHEN THE PHRASE "INNOVATION IN THE FRAMEWORK OF THE ATLANTIC DEEP OCEAN" IS NOT VISIBLE, THIS CAN BE OMITTED BUT NOT THE SYMBOL.

IN A DIGITAL APPLICATION THE DIMENSION CAN'T BE INFERIOR TO 100PX.



40 mm



Typographical Family

FOR THE EXCEPTION OF SOME DIGITAL APPLICATIONS WHERE THE FONT MANAGEMENT IS LIMITED, MULI IS THE ONLY TYPOGRAPHICAL FAMILY TO BE USED IN COMMUNICATION ESSAYS.

THE TYPOGRAPHY IS FREE TO USE AND CAN BE DOWNLOADED IN THE FOLLOWING LINK:

WWW.FONTSQUIRREL.COM/FONTS/MULI

Muli Light

Recommended for titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Regular

Recommended for regular text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Bold

Recommended for titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brand Protection

THE LOGO IS THE FIRST POINT OF CONTACT WITH THE PUBLIC, PARTNERS AND CLIENTS.

THEREFORE WE LOOK FOR A CONSISTENT AND COHERENT APPROACH IN THE REPRESENTATION AND APPLICATION OF THE BRAND.

THE FOLLOWING ARE SEVERAL EXAMPLES IN WHICH APPLICATION IS NOT APPROVED.

Don't simplify the logo to only one color other than black or white.



Don't change the color of the logo.



Don't rotate or use in diagonally or vertical forms.



Don't apply any type of deformations on the logo.



Don't use frames on the logo.



END



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