



AIRCENTRE

GRAPHIC STANDARDS MANUAL

January, 2018

1. Brand Elements

2. Relationship between elements
3. Chromatic Universe
4. Typography

1.1. Symbol, logo and brandline



Presentation of the identity AIRCENTRE - Atlantic International Research Centre.

The identity consists of the symbol, logo and brandline.

Its use should always be done according to the instructions defined in this manual, and it is mandatory in all applications directly related to the project.

2. Relationship between Elements**2.1. Construction Grid**

The relationship between the elements of the brand, symbol, logo and brandline, was studied in order to create a visual balance. Its proportion and elegance come from this relationship, so when enlarging or reducing the signature, the proportions designated here must be considered so that the coherence/relationship between the elements is not altered.

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2.1. Construction Grid

2.2. Safety Margins

2.3. Minimum Recommended Dimension

2.4. Incorrect Use



The definition of minimum security distances ensures the legibility of the signature when surrounded by graphic, photographic, typographic elements or borders.

The symbol should be used as a reference when creating the minimum safety distance, regardless of the reproduction scale.

Print



Web



To ensure the legibility of the brand, it should never be smaller than the size specified.

The differentiation of minimum sizes, in millimeters and pixels, aims to ensure the correct use of the brand on all media. For printed media, the dimension in millimeters should be used, and the dimension in pixels should be restricted to screen displays. For lower definition reproduction systems, it will be necessary to use the brand in larger sizes to ensure its legibility.



It is extremely important to respect the integrity of the signature, in its formal and chromatic structure. Its tampering impairs reading and compromises its identification. Therefore, no attempt should be made to redesign, modify or separate the elements, as well as any type of chromatic alteration that is not foreseen.

Any of the versions on this page are expressly prohibited, as well as all those that may exist and that are not contemplated in this manual.

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3.1. Institutional Colours

- 3.2. Positive and Negative
- 3.3. Greyscale
- 3.4. Behaviour on coloured backgrounds
- 3.5. Behaviour on photographic backgrounds

									
									
SELECTION COLOURS . FOUR-COLOUR	CMYK 0-90-85-0	CMYK 30-100-100-40	CMYK 70-100-40-43		CMYK 0-26-100-0	CMYK 0-70-99-0	CMYK 90-69-0-0	CMYK 75-24-10-0	CMYK 62-0-74-0
RGB . MULTIMEDIA APPLICATIONS	RGB 230-51-42	RGB 127-24-16	RGB 77-25-65		RGB 253-193-0	RGB 236-102-13	RGB 54-81-100	RGB 63-154-200	RGB 113-184-99

Brand colors are very important for its identity and recognition; They are part of its essence and, therefore, must always be reproduced consistently. The presentation of different colour encodings allows for correct reproduction on different types of media or printing. When the printing cannot be done in four-color printing, the logo must be included in one of the greyscale versions presented in this manual.

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The brand should preferably be reproduced in its institutional colours.

To safeguard the flexibility of the brand there are two versions - positive and negative.

The use of the trademark with a background defined in one color - negative - aims to ensure the contrast of the signature whenever it is necessary to place it on color or photographic backgrounds.



The use of the signature in greyscale should only be applied to media that do not allow the use of the original chromatic version - four-color (limitations on the use of color or reproduction techniques).

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The application of the brand on unofficial color backgrounds should be done with the utmost caution, always ensuring the highest contrast. In situations where legibility cannot be ensured, the use of a protective case is recommended (its size should respect the safety margins described in this manual).

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The application of the brand on photographic backgrounds can create unforeseen situations that condition their legibility, so it should always be opted for the version that guarantees greater contrast. For situations where legibility cannot be ensured, it is recommended to use a protective case in 100% white (use of the mark in its positive version) or 100% black (use of the mark in its negative version).

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4.1. Official typography

BRAND TYPOGRAPHY

NOVECENTO WIDE

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

COMPLEMENTARY TYPOGRAPHY

MONTSERRAT

Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

The design of the logo is based on the Novecento typography, and should be complemented in promotional materials by the Montserrat typography.
On editable media, and if the main and complementary typography cannot be used, it is recommended to use Helvetica in its various forms.

FORMAS
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CREATIVE STUDIO



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