



All the happiness in a smile



Brand Identity Guideline

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The Brand



The Brand

Brand developed in combination mark, in which symbol and wordmark are combined together.



Versions

Usage varies from need for support.

For graphic applications, matte black should be used.

- 1: full colors gradient logo.
- 2: one color logo.
- 3: two colors logo.
- 4: black and white logo.

1



2



3



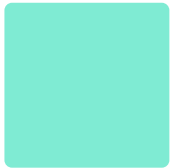
4



Colors

Colors used.

R G B
127-235-211
C M Y K
49-0-27-0
H E X
7FEBD3



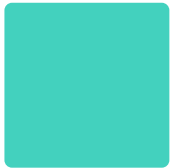
soft green

R G B
0-150-214
C M Y K
80-33-2-0
H E X
0096D6



blue

R G B
67-209-190
C M Y K
63-0-34-0
H E X
43D1BE



green

R G B
38-91-117
C M Y K
86-53-34-21
H E X
65B75



dark blue

R G B
82-123-140
C M Y K
57-28-27-7
H E X
527B8C

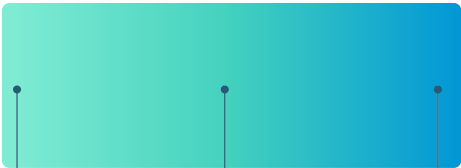


blue gray

R G B
82-123-140
C M Y K
57-28-27-7
H E X
527B8C



light gray



soft green

green

blue

Guidance



Do not change proportions.



Do not rotate.



Do not change colors.



Do not squash or stretch.



Do not switch elements' positions.



Do not use different typography.



Do not create outlines.



Do not change tones.

Typography

Institucional material should be used with the source Inter.

For text sections the source Heebo is recommended.

Inter

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inter

Medium

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

Heebo Light

Proportion

Proportion of reading and diagramming of parts composed in the brand.





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