



Brand Identity Guideline

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The Brand



The Brand

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

Horizontal and vertical versions.



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.
- 5: line version.

1



2



3



4



5



Colors

Colors used.

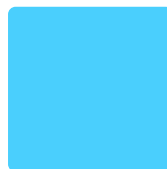
R G B
58 122 253
C M Y K
78 54 0 0
H E X
3A7AFD

R G B
74 207 253
C M Y K
60 0 0 0
H E X
4ACFFD

R G B
220 251 255
C M Y K
16 0 3 0
H E X
DCFBFF

R G B
38 64 135
C M Y K
97 81 12 2
H E X
264087

R G B
19 36 59
C M Y K
100 82 47 56
H E X
13243B



Logo Gradient

Guidance



Typography

Institucional material should be used with the font Raleway.

For subtitles or smaller texts the font Inter is recommended.

Inter

Raleway Regular

Title

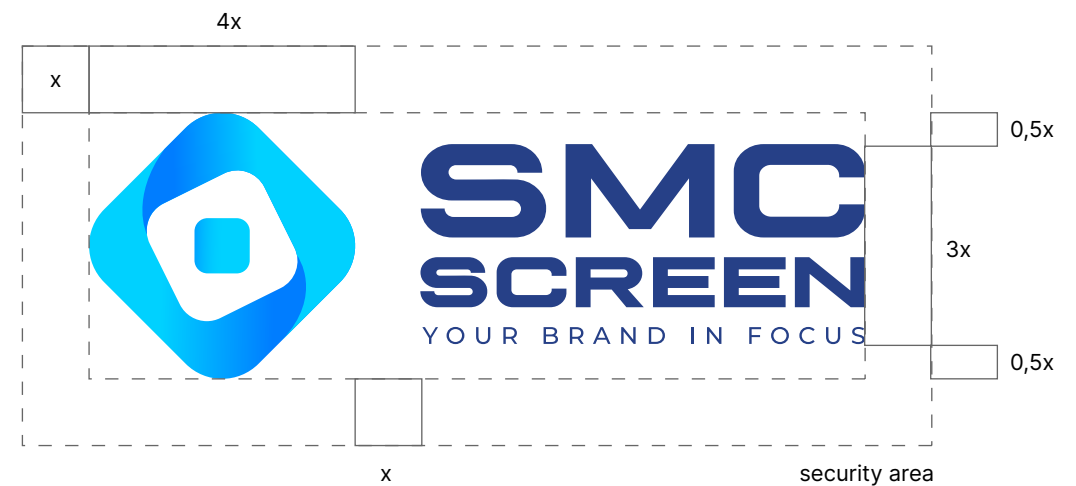
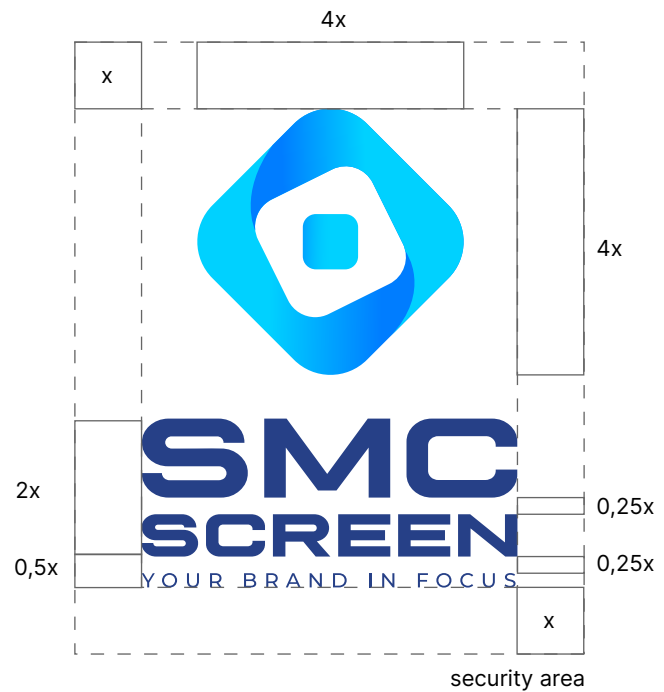
SMALLER TEXT

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

Raleway Light

Proportion

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



Applications

Business Card



Applications

Mail Signature

New Message

Recipients

Subject

Lorem ipsum, dolor sit amet consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ?

Dolore magna aliquam erat volutpat!

-César

Cesar Amaral

CEO


**SMC
SCREEN**
YOUR BRAND IN FOCUS

f /smcscreen

@smcscreen

Send

A

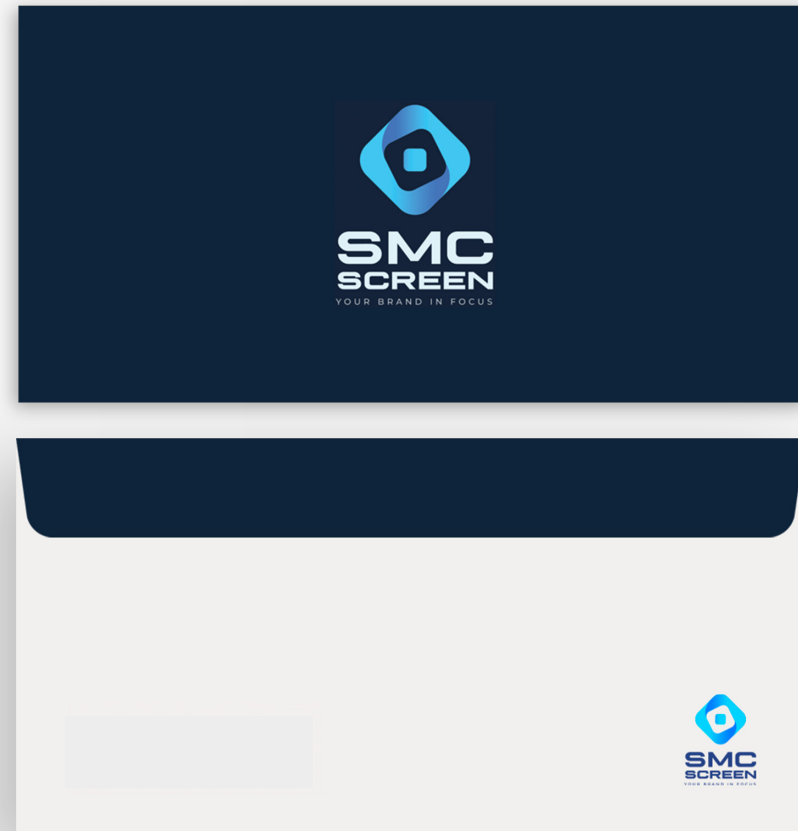
Applications

Aplications



Applications

Letter Envelope



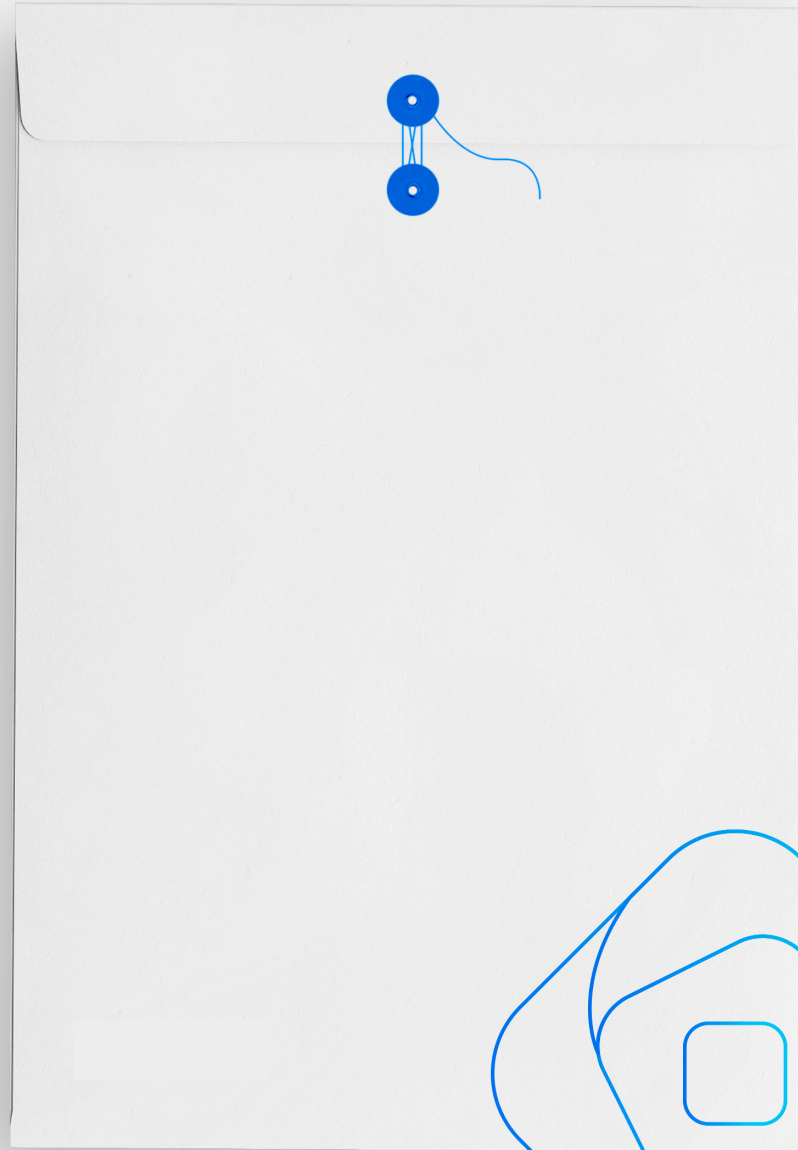
Applications

Letterhead



Applications

Envelope



Applications

Polo Shirt



Applications

Mugs



Applications

Jackets





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Brand Identity Guideline