



MARCA

CORES

TIPOGRAFIA

MARCA

MARCA

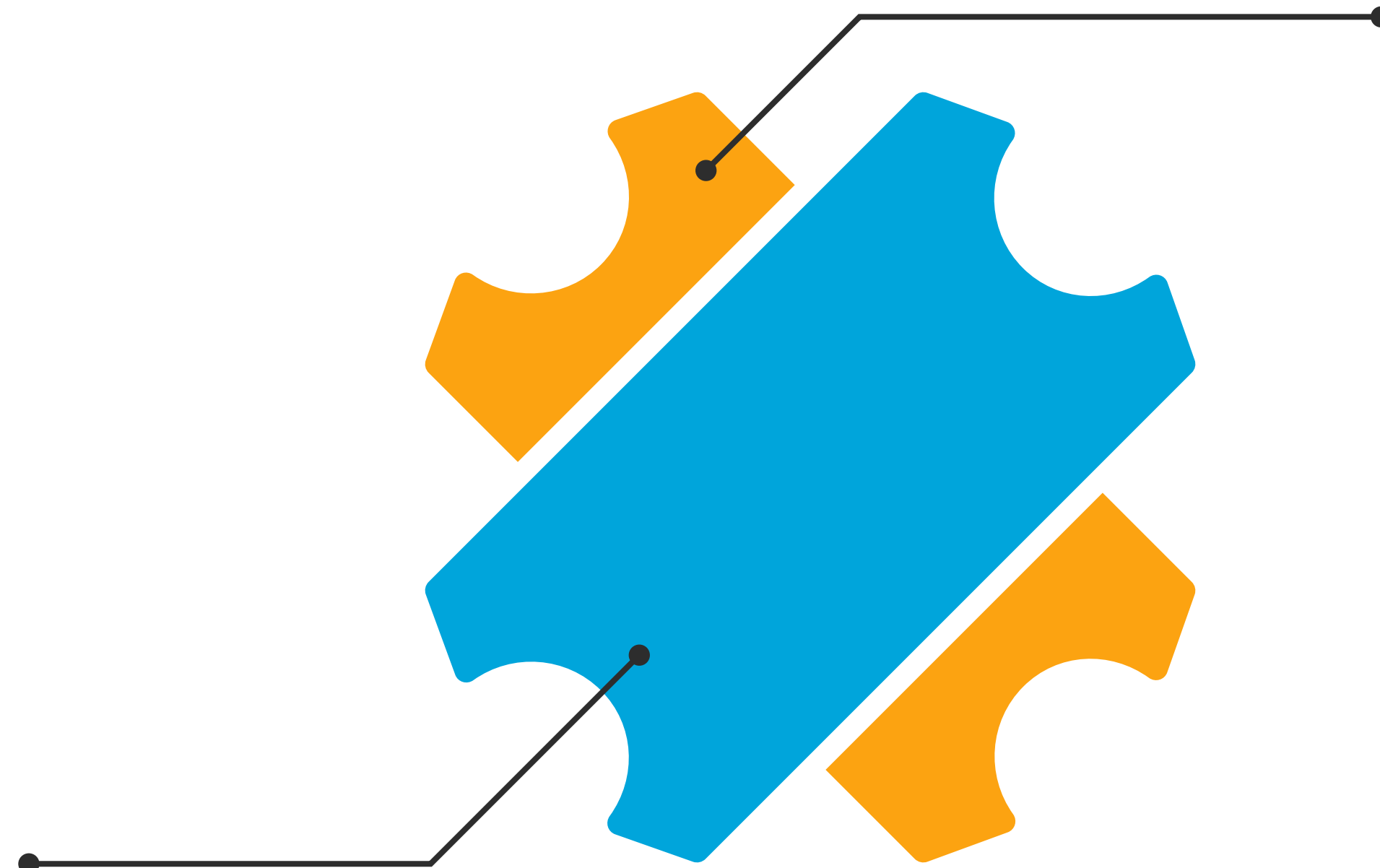
COMPOSIÇÃO

#00A5DB

C75 M15 Y3 K0

R0 G165 B219

H193 S100 B85



#FCA311

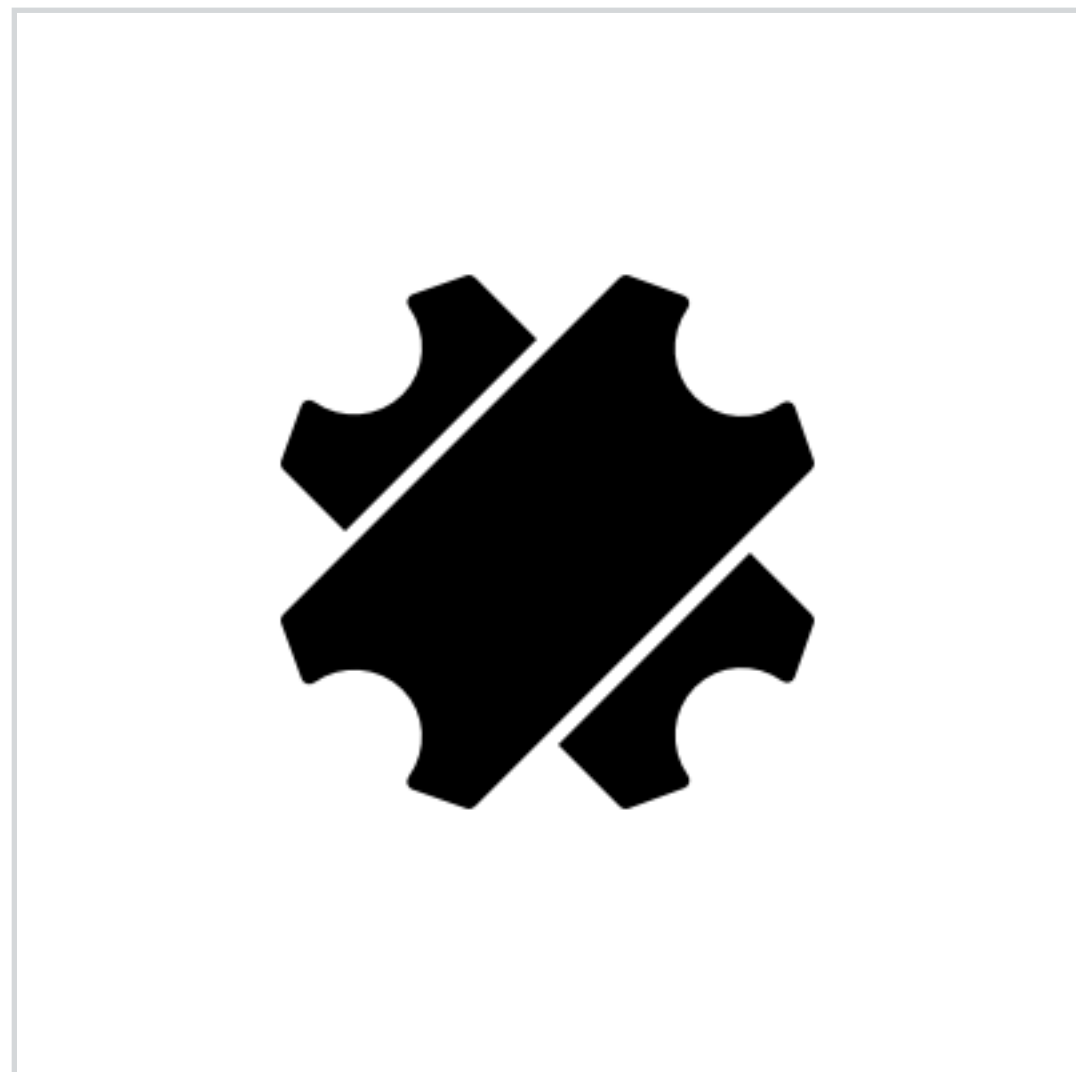
C0 M43 Y92 K0

R252 G163 B17

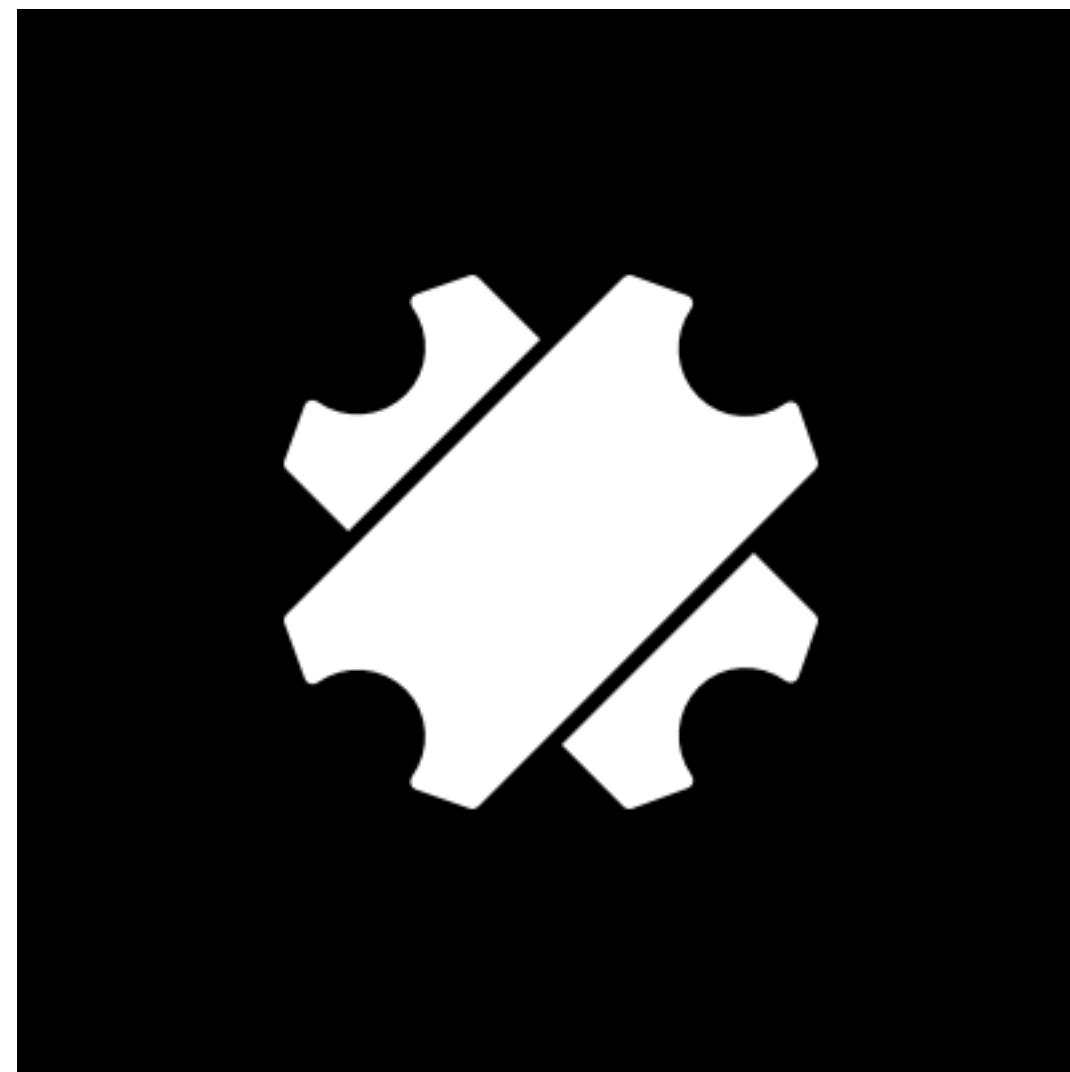
H36 S92 B98

MARCA

VARIAÇÕES



POSITIVO



NEGATIVO



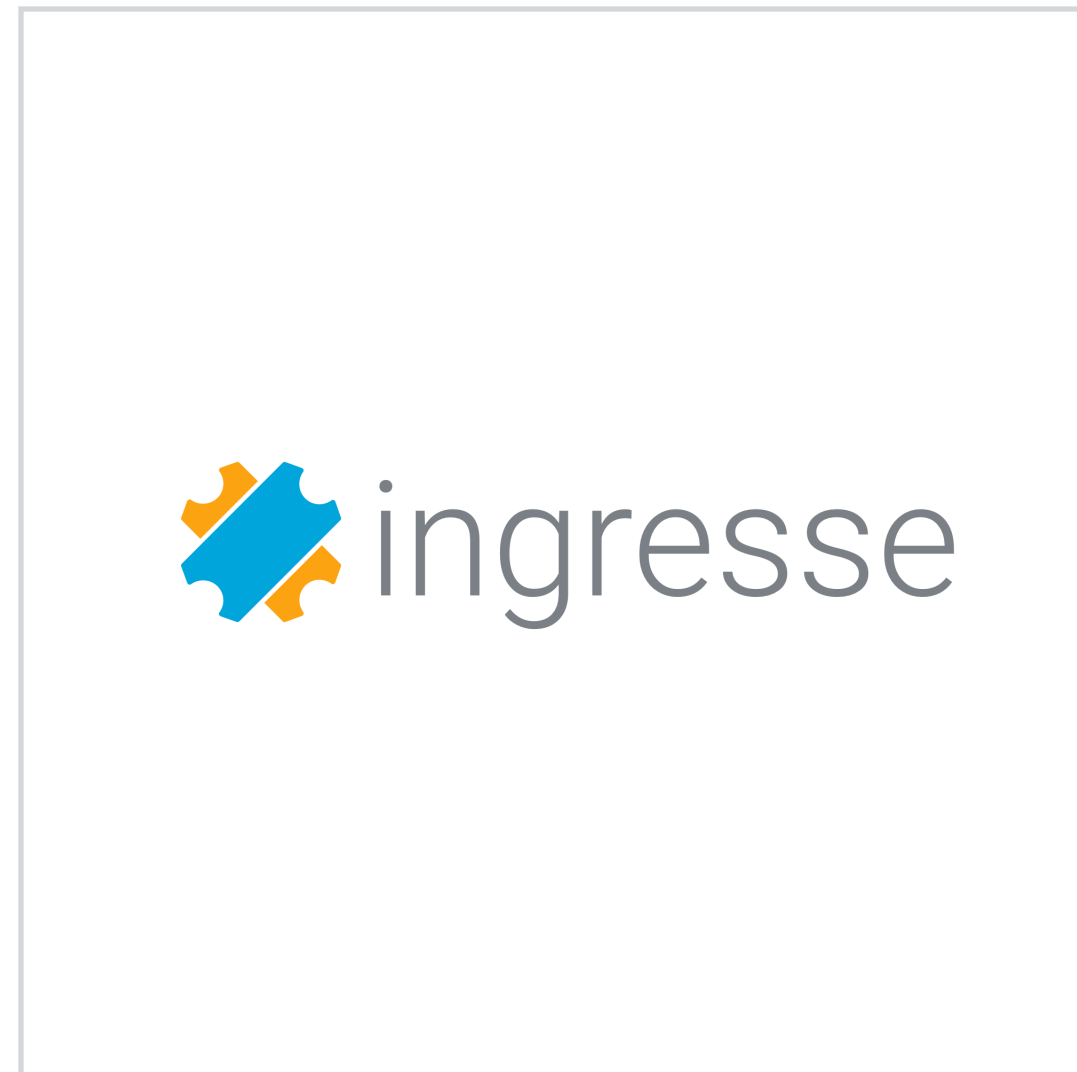
ADESIVO



FALLBACK

MARCA

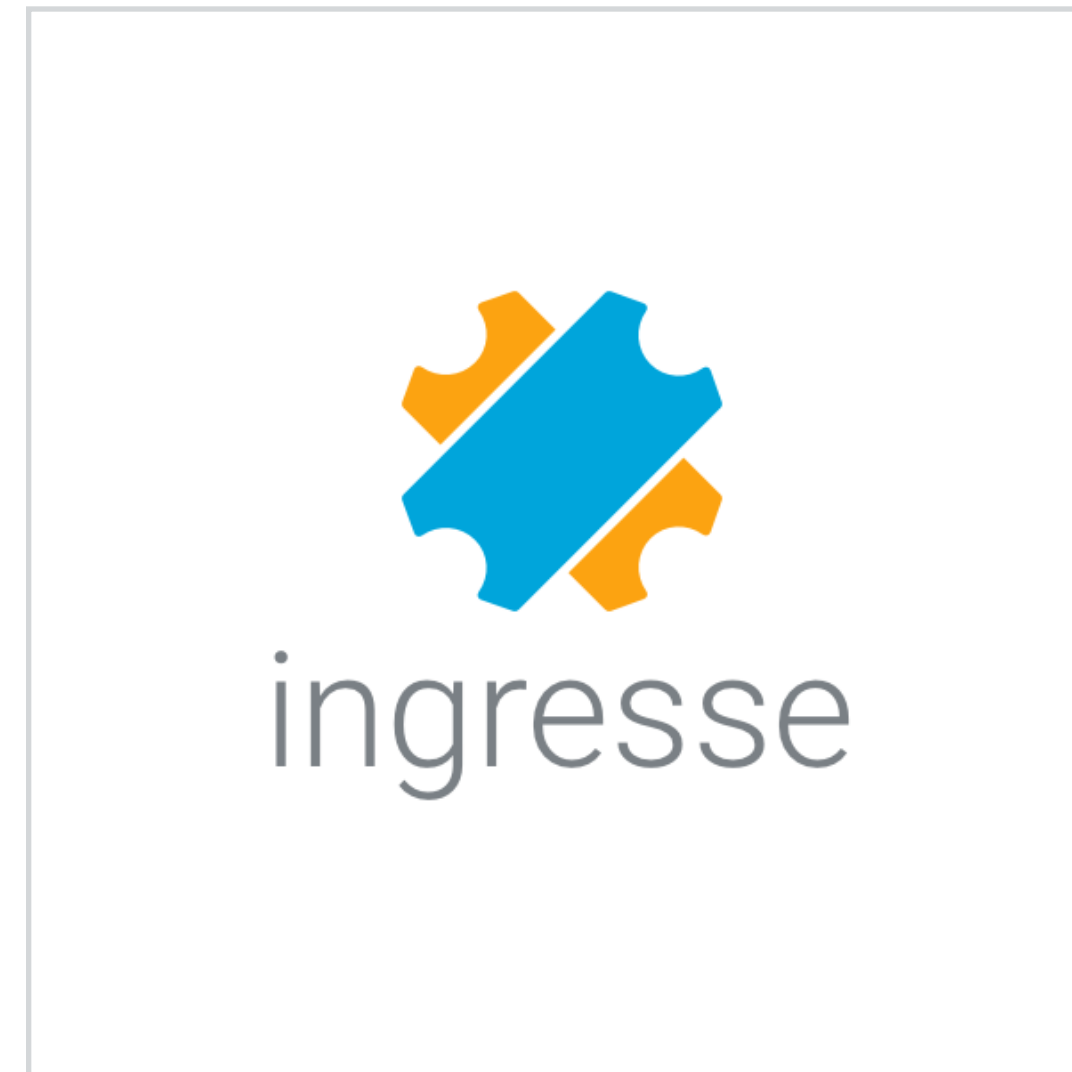
VARIAÇÕES



LOGO + ESCRITA HORIZONTAL ESCURO



LOGO + ESCRITA HORIZONTAL ESCURO



LOGO + ESCRITA VERTICAL ESCURO



LOGO + ESCRITA VERTICAL CLARO

MARCA

VARIAÇÕES



LOGO + ESCRITA HORIZONTAL POSITIVO



LOGO + ESCRITA HORIZONTAL NEGATIVO



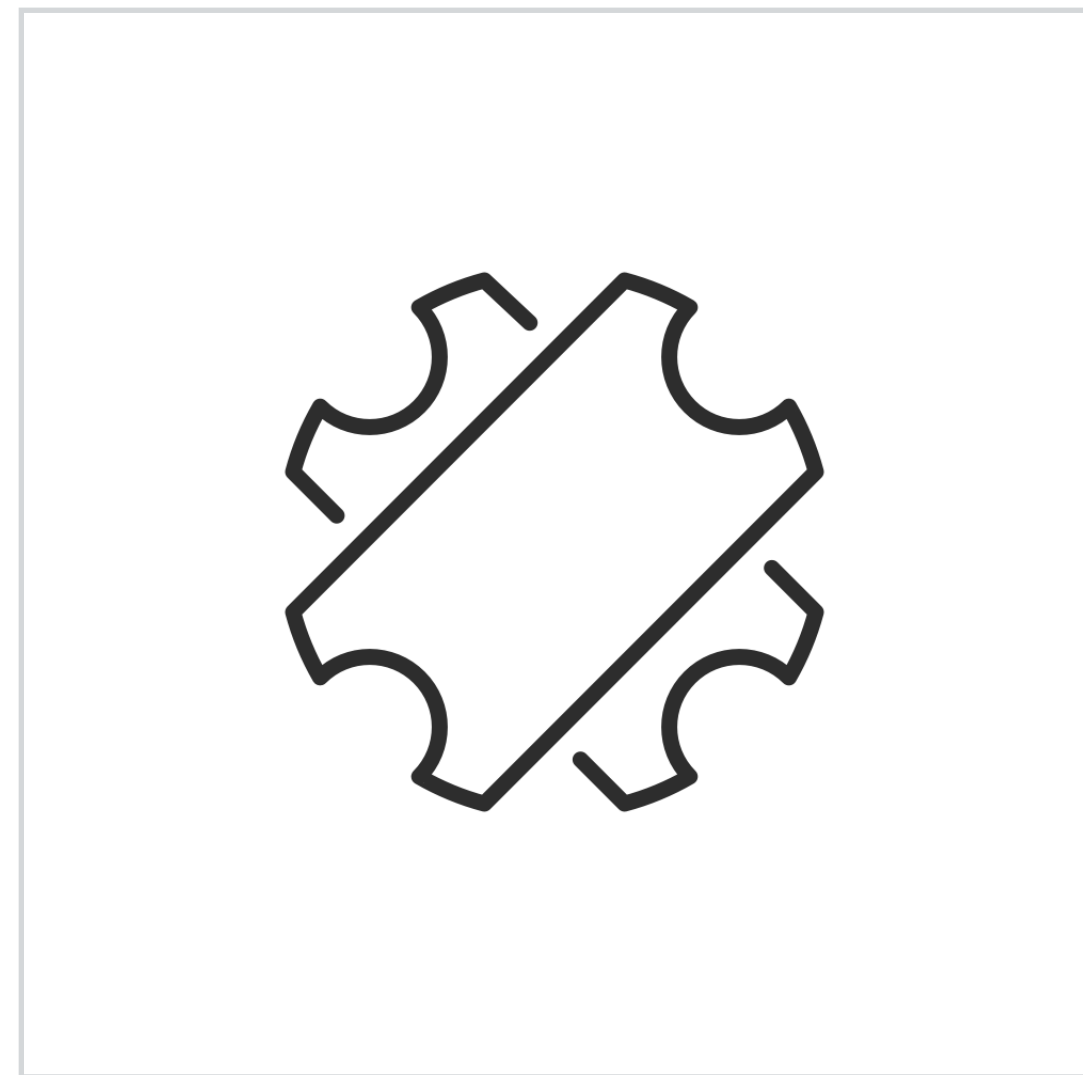
LOGO + ESCRITA VERTICAL POSITIVO



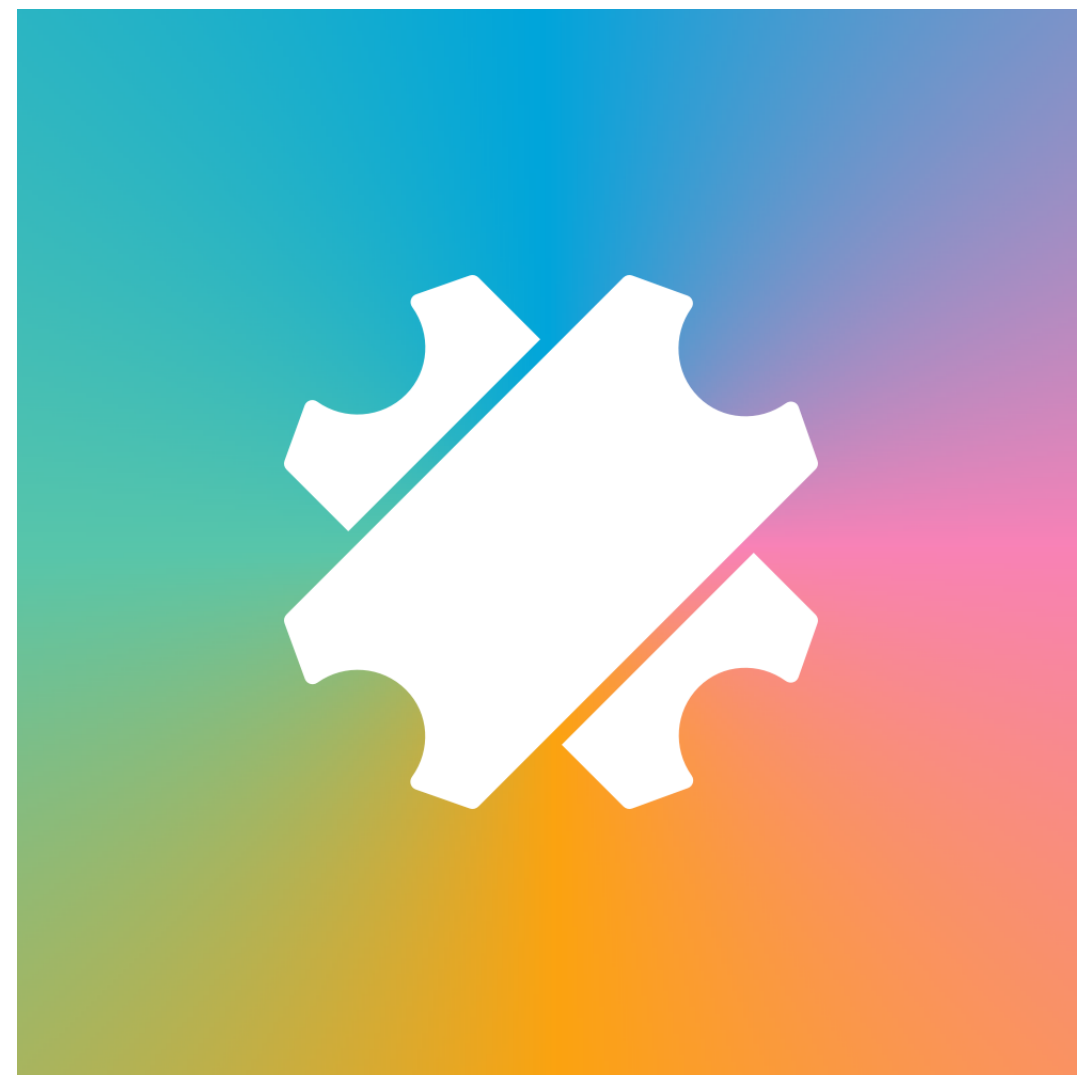
LOGO + ESCRITA VERTICAL NEGATIVO

MARCA

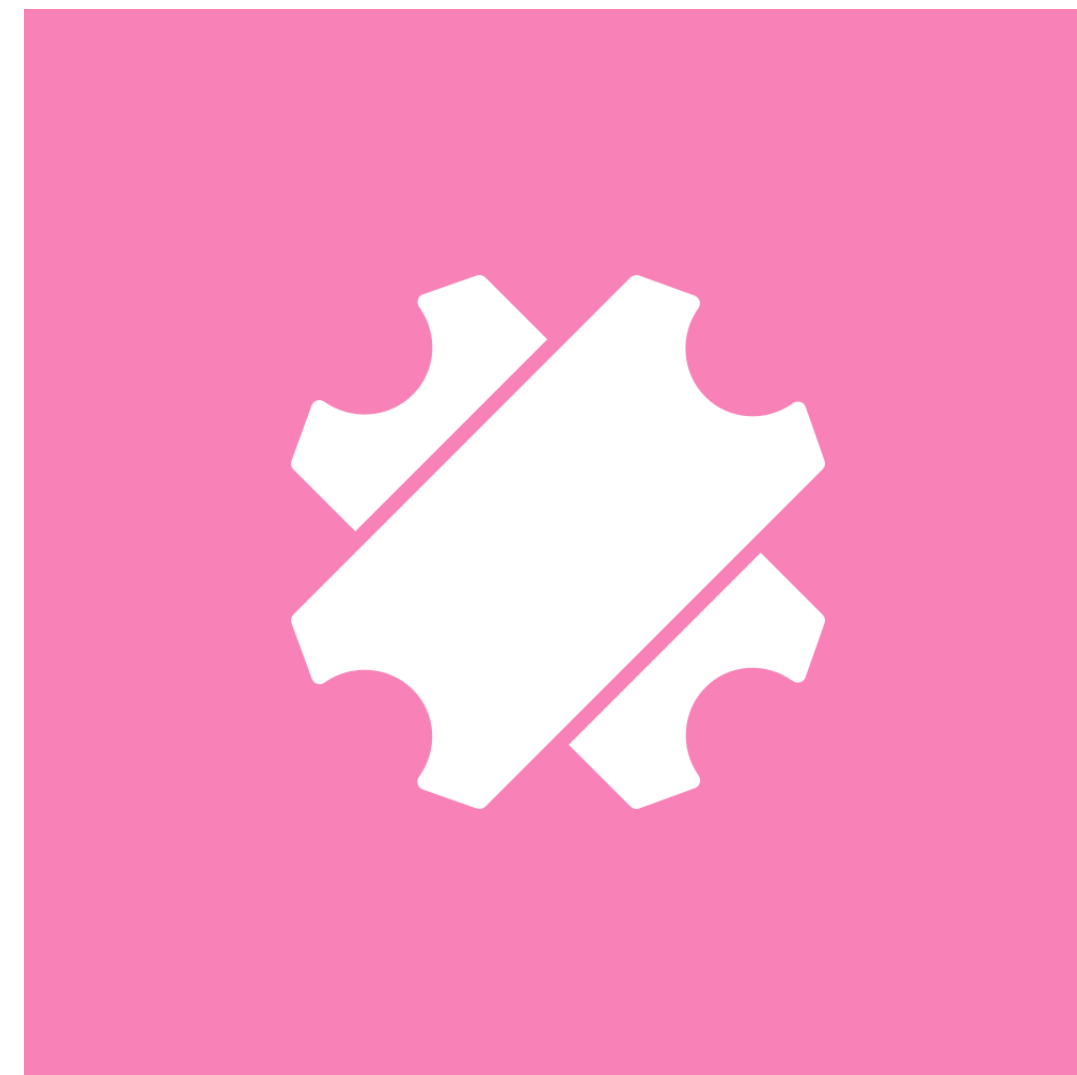
VARIAÇÕES



OUTLINE



ORGULHO LGBTQ+



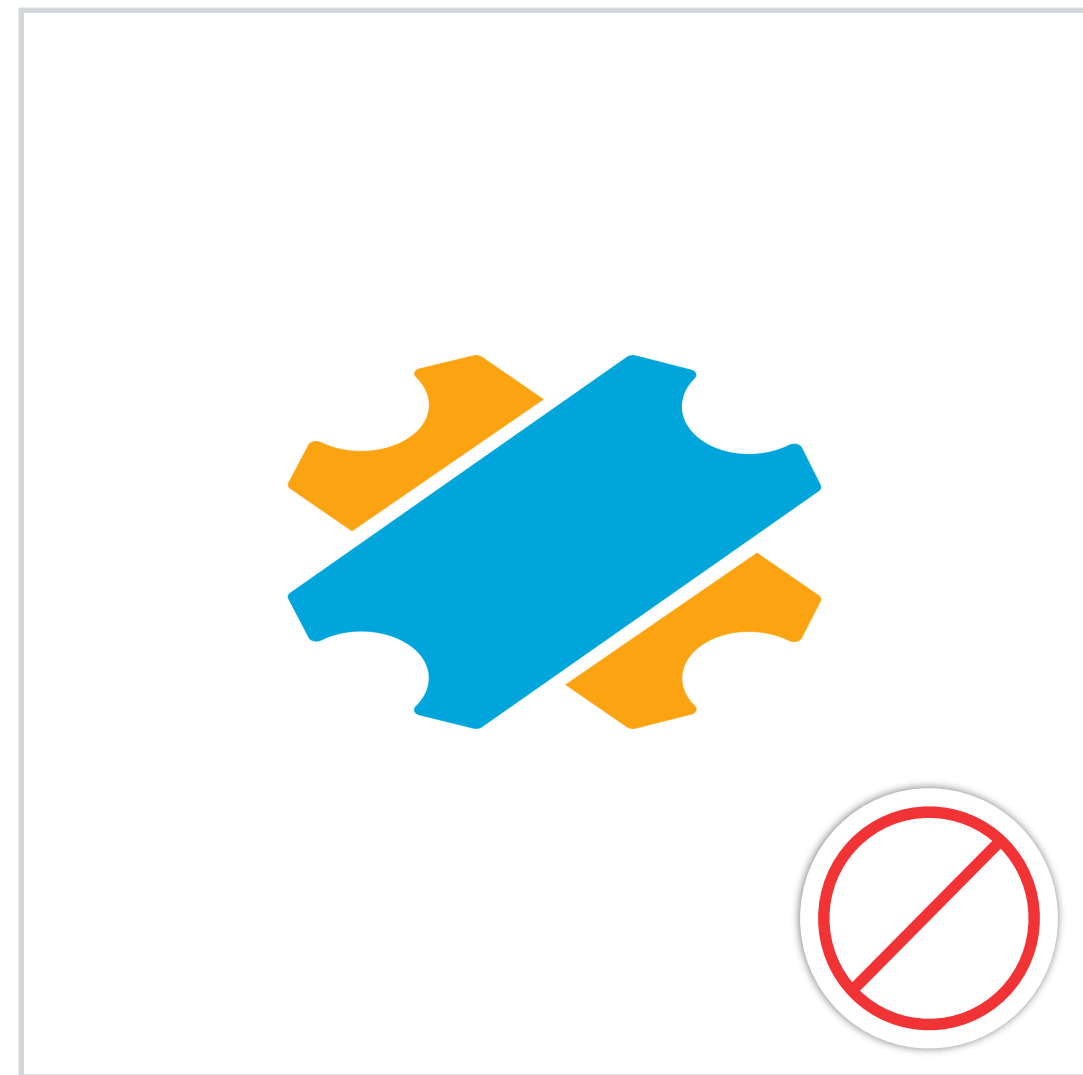
OUTUBRO ROSA



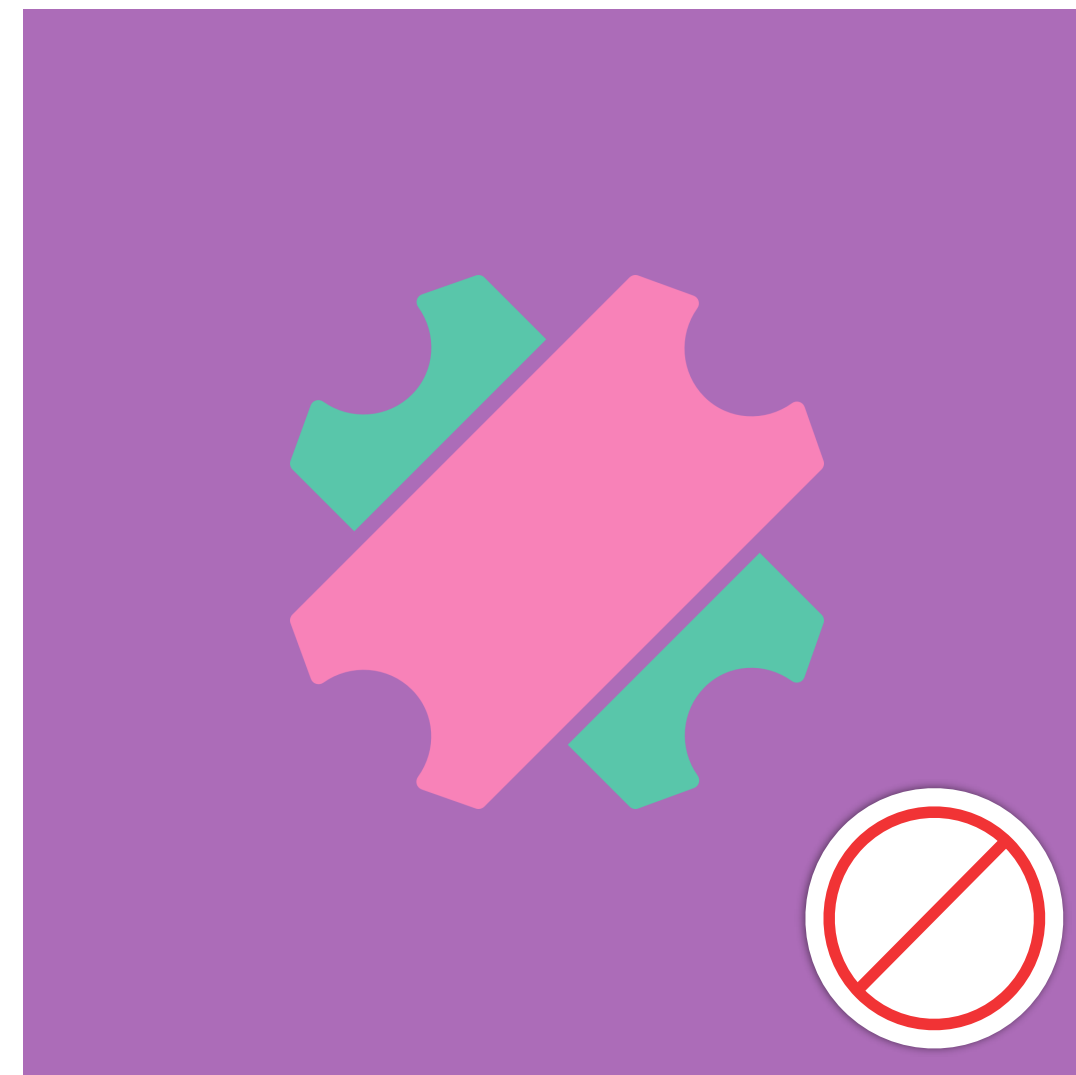
NOVEMBRO AZUL

MARCA

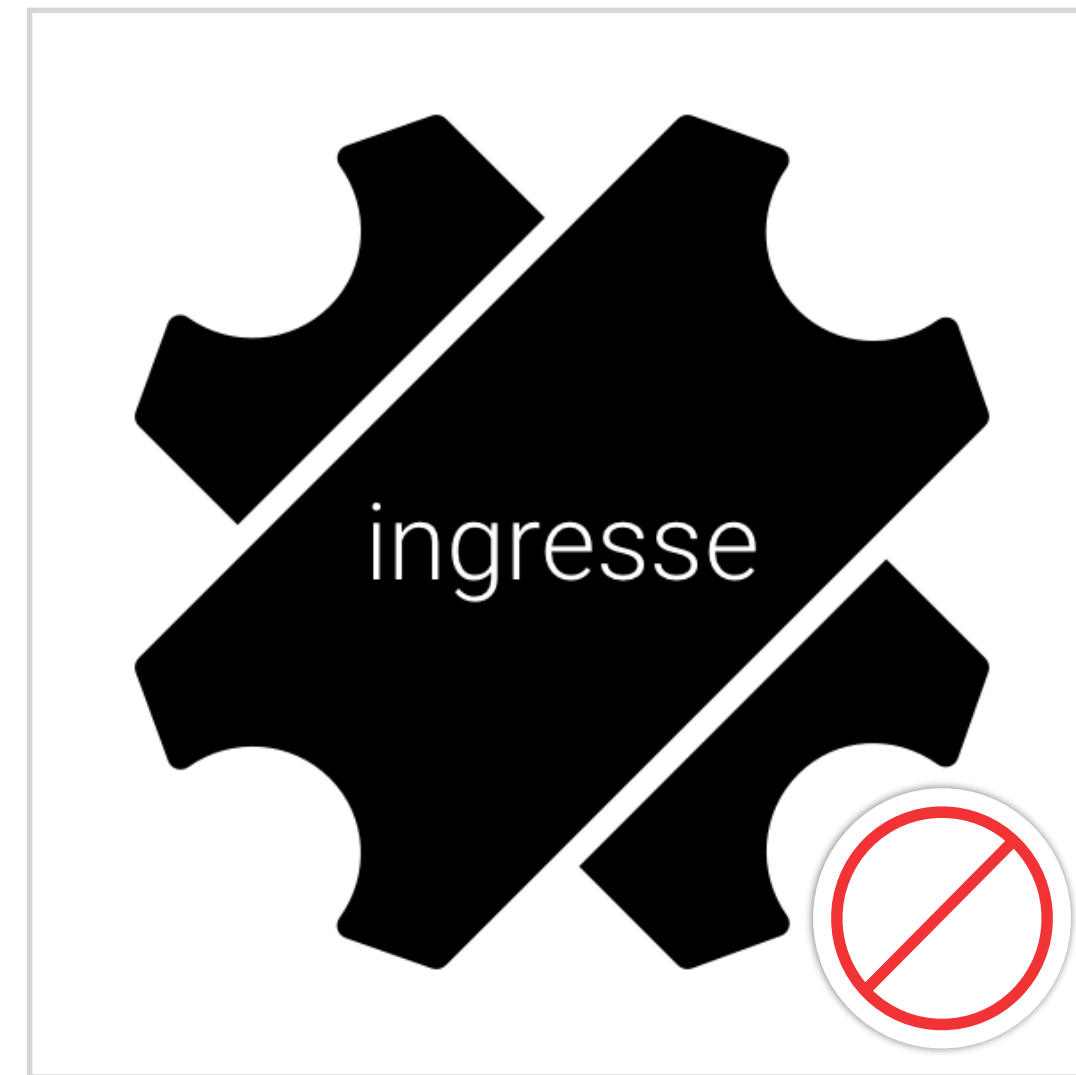
O QUE NÃO FAZER



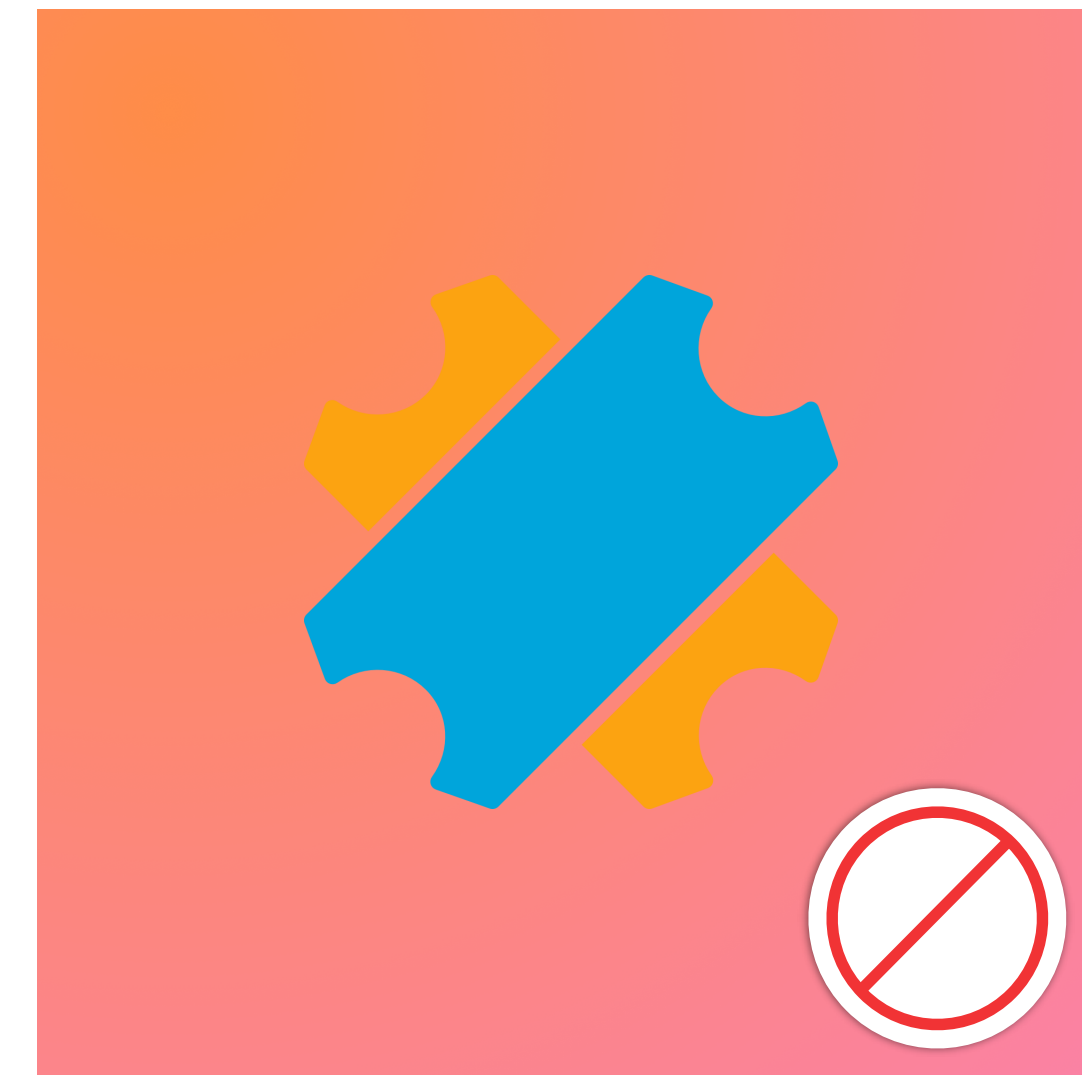
DISTORCER A MARCA



ALTERAR AS CORES



MODIFICAR A ESTRUTURA PADRÃO



APLICAR EM FUNDO COLORIDO

CORES

FCA311

EC820A

00A5DB

008BC1

FF8D50

FFC61E

D8A30D

F13335

C41F1F

F882B8

AC6CB8

6670C8

6798E5

59C6AA

59B47D

60C659

19AE35

F8F8F8

D4D7D9

9DA6AD

7A8085

2D2D2D

TIPOGRAFIA

Roboto

PRINCIPAL

Roboto é nossa fonte principal para interfaces e textos corridos em nossa plataforma.

Kalam

APOIO

Kalam foi escolhida para posts em nossas redes sociais.

