

HOW TO USE THE LOGOTYPE OF





Visual Identity Guide

KIT BASE

SUMMARY

This **V**isual **I**dentify **G**uide intends to show how the C4G logo must be applied in all kind of materials, such as T-shirts, poster, presentations, websites, flyers.

Any other usage of this logo must follow these instructions and guidelines.

In here, there is also listed the colors applied in C4G logo: PANTONE, CMYK and HTML standards.

Any other color or font, other than the ones listed in this VIG (Visual Identity Guide) cannot be applied.

Besides, this VIG warns about resizing the logo, which must be done carefully for not deforming it.

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LOGOTYPE



CLEAR SPACE AND SIZING (SAFE AREA SPACE)

The C4G logo must obey a 1 cm safe area space on all sides (see illustration).

x=1CM





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LOGOTYPE



C4G

Collaboratory for Geosciences
Colaboratório para Geociências

SIZING AND RESIZING

The preferential use of the C4G logo is the ones on this page, which includes the icon and the written C4G Collaboratory for Geosciences Colaboratório para Geociências.

PORTRAIT VERSION

The minimum size for the C4G logo portrait version is 6,5 x 9,92 cm.

LANDSCAPE VERSION

The minimum size for the C4G logo landscape version is 13,45 x 6,5 cm.



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SIZING AND RESIZING

WARNING: FOR A USAGE THAT DEMANDS LOGO RESIZING LOWER THAN 6,5 x 9,92 CM (LANDSCAPE VERSION) AND LOWER THAN 13,45 x 6,5 CM (PORTRAIT VERSION), USE THE VERSION ON THIS PAGE WITH THE ICON AND THE WRITTEN C4G.



WARNING: FOR A USAGE THAT DEMANDS LOGO RESIZING LOWER THAN 1,5 CM USE THE ICON VERSION ONLY.





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COLOR PALETTES

C4G logo must be applied with the following colors standards (PANTONE, CMYK e HTML)

PANTONE

CMYK

HTML










 P 111-13 C	 C=59 M=21 Y=0 K=36	 #44789d
 P 102-16 C	 C=97 M=81 Y=0 K=14	 #18428f
 P 112-13 C	 C=67 M=12 Y=0 K=8	 #32a4d5
 P 1-1 C	 C=3 M=0 Y=0 K=0	 #f4fbfe

GLOBE (GRADIENT)

PANTONE

CMYK

HTML

 P 116-11 C	 C=44 M=0 Y=0 K=15	 #6cb5e4
 P 106-7 C	 C=86 M=45 Y=0 K=0	 #007cc2
 P 104-8 C	 C=100 M=68 Y=0 K=0	 #005dac

WORLD MAP

PORTUGAL MAP

PANTONE

HTML

PANTONE

HTML

 P 109-10 C	 #b2cfe8	 P 108-6 C	 #386794
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CMYK

CMYK

 C=29 M=10 Y=2 K=0	 C=84 M=59 Y=21 K=3
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COLORS

For a non-colored version, the C4G logo must be applied with grayscale.



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LOGOTYPE

BACKGROUND COLORS AND PHOTOS

Ideally the logo is to be used on a white background for maximum impact and clarity.

When applied on a picture or photography, the C4G logo must be applied on a white background with 75% opacity, as illustrated on this page.



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BACKGROUND COLORS AND PHOTOS

Ideally the logo is to be used on a white background for maximum impact and clarity. The background colors that can be used are the ones illustrated on this page and follow the color palettes on this guide.





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LOGOTYPE

BACKGROUND COLORS AND PHOTOS

Ideally the logo is to be used on a white background for maximum impact and clarity. The background colors for the non-colored logo version (applied with grayscale) are the ones illustrated on this page, i.e., this version can only be applied on a black or white background.





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For more information, contact us @ [HTTP://C4G-PT.EU](http://c4g-pt.eu)