



PRATICAL BRAND USAGE BOOK

MINIMAL REDUCTION:
WEB - 80px wide
PRINT - 8mm wide



Protection area

Main



Main - 1 color



Inverse



Inverse - 1 color

DON'T



Change logo aspect ratio



Rotate, inclinate or change perspective



Change partial or full colors



Add contour, drop shadow or effects.



Change any element proportion



Add, change or remove elements

APPLICATIONS



ALWAYS PAY ATTENTION TO CONTRAST BETWEEN LOGO AND ITS BACKGROUND.

APPLICATIONS



CONTRATO

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