

Brand Visual
Identity
Guidelines



Partnerships
for Science
Education

Table of Contents

ABOUT THE BRAND

003. About Us

BRAND LOGO

004. Primary Logo

005. Construction Grid

006. Safe Area

007. Legibility

008. Common Errors

009. Logo on Images

BRAND COLORS

010. Color Palette

011. Black & White

TYPOGRAPHY

012. Logo Main Font

013. Complementary Fonts

VISUAL STYLE

014. Iconography

015. Letterhead

016. Business Card

017. Envelope

About Us

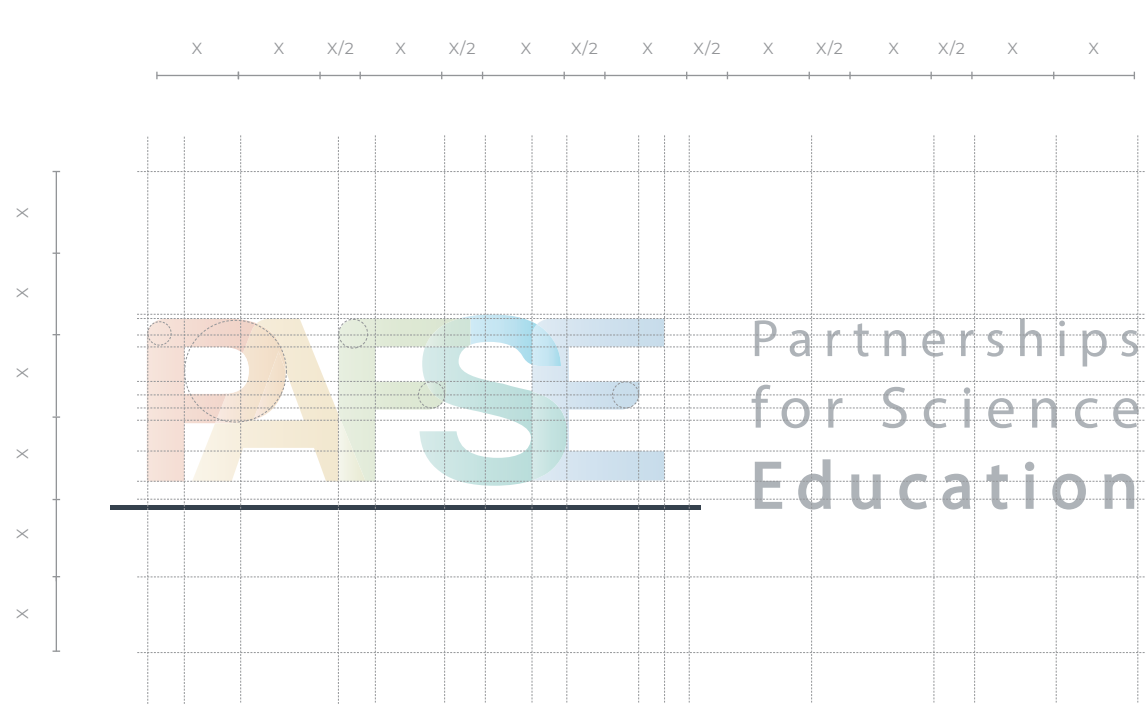


PAFSE will contribute to community preparedness to reduce the risk of communicable disease and epidemics. It will do so by establishing partnerships between schools, universities, non-formal education providers, enterprises and civil society organisations and engaging them in efforts to enrich STEM (Science, Technology, Engineering, Mathematics) education to address public health issues, an understanding of microbes,

epidemics, epidemiology of communicable diseases, and the value of disease prevention measures in protecting communities. Novel educational provisions engage students aged 12-15 in a blend of formal and informal educational activities using digital educational materials and online teaching-learning environments to develop their competence on project management and collection/analysis/making sense of scientific evidence.



Primary Logo



Construction Grid



Safe Area



Safe Area



70mm | A2



45mm | A3



30mm | A4/A5

Minimum Size



20mm | 60px

App Icon / Favicon

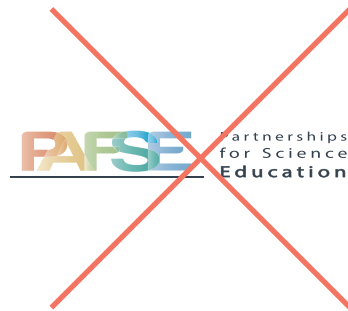


32 x 32px

Legibility



DO NOT change the logo's orientation or rotation



DO NOT disproportionately scale the logo



DO NOT change the logo's colors



DO NOT display the logo in a different configuration



DO NOT attempt to recreate the logo



DO NOT add special effects to the logo



DO NOT display the logo as an outline



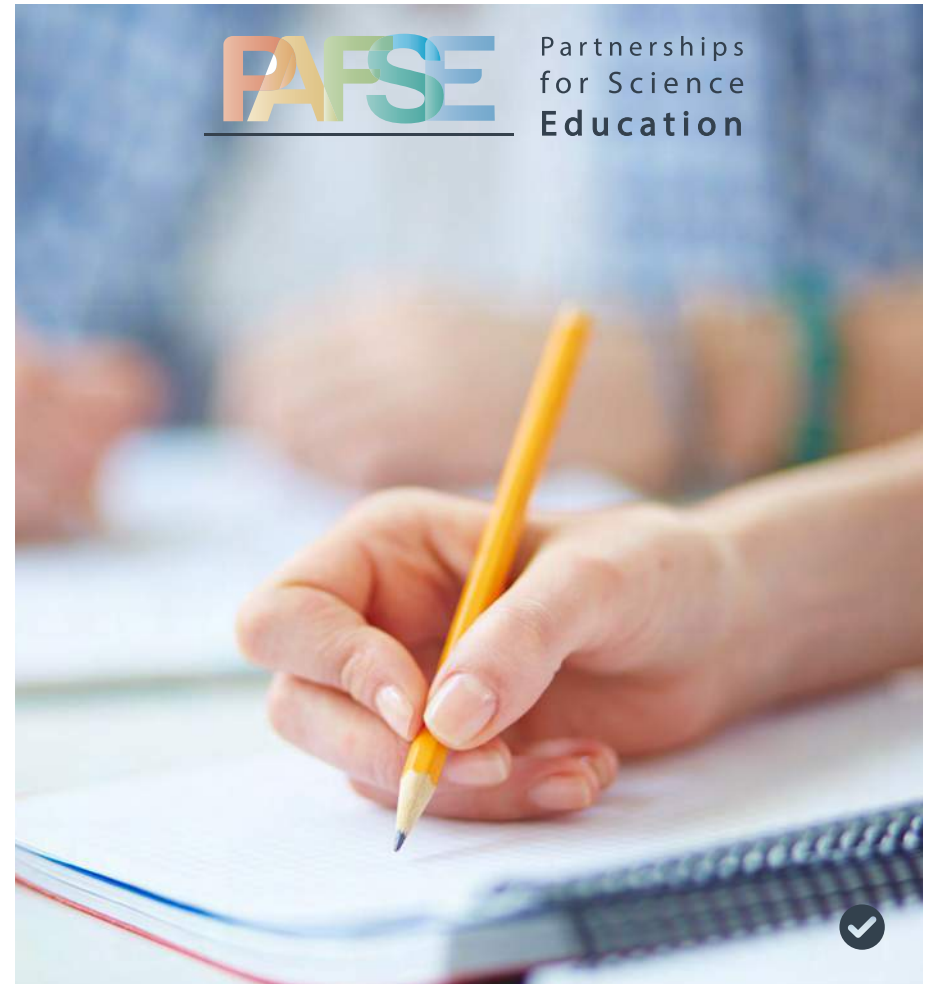
DO NOT display the logo with limited legibility

Common Errors

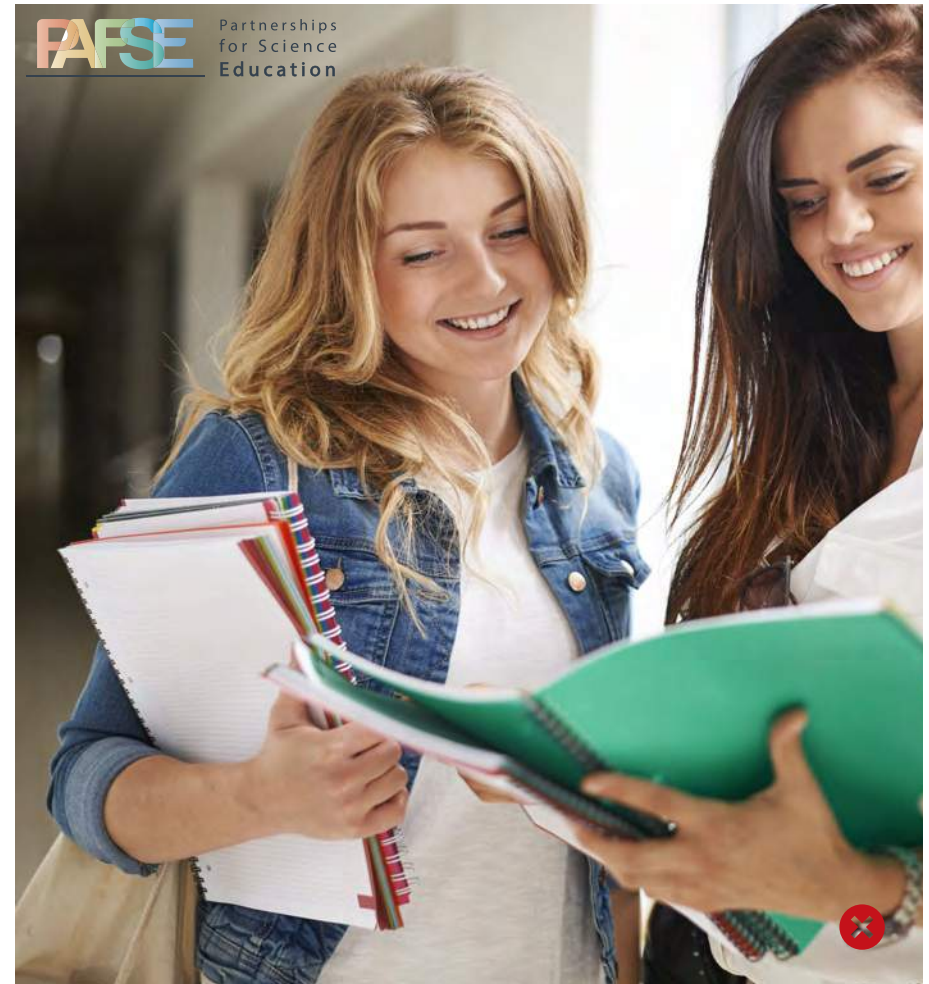
Logo on Images



Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out. In the following pages are shown some examples and common mistakes.



Logo on Images



Wrong Applications



Inverted Logo



Wrong Applications



PANTONE
486 C

CMYK
11, 51, 55, 2

RGB
221, 144, 113

HEX
DD9071




PANTONE
614 C

CMYK
11, 20, 54, 1

RGB
225, 202, 143

HEX
E1CA90




PANTONE
7743 C

CMYK
81, 42, 77, 37

RGB
43, 88, 65

HEX
2A5841



PANTONE
7699 C

CMYK
91, 52, 45, 22

RGB
40, 41, 88

HEX
295868



PANTONE
551 C

CMYK
44, 0, 15, 0

RGB
165, 210, 220

HEX
A5D2DC

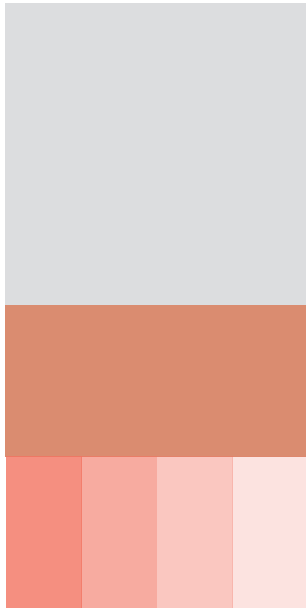
Color Palette



LIGHT

OPTIMISM

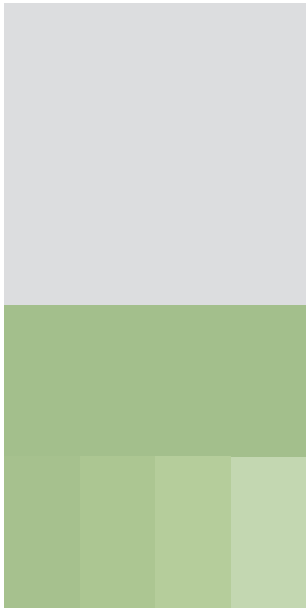
HAPPINESS



PRECIOUS

EXCLUSIVE

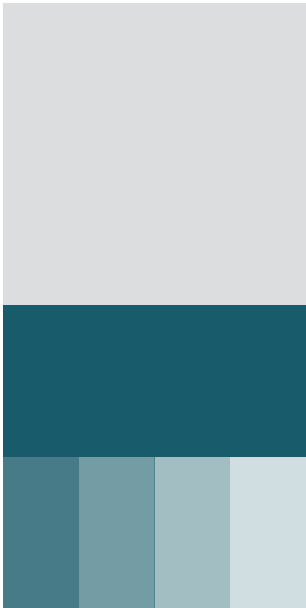
DYNAMISM



HOPE

HEALTH

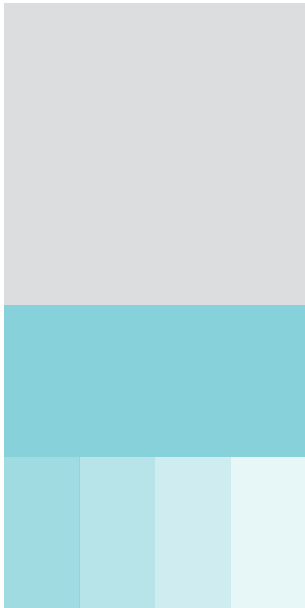
VITALITY



CALM

PEACEFUL

RELAXING



TECHNOLOGIC

INNOVATIVE

FUTURISTIC

Colors & Images



Black & White

A

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Logo Main Font

INTRODUCTION

I sent him into the future.

- *Quote Author*

One minute into the future to be exact.

Why is she gonna get angry with you? I think we need a rematch. The appropriate question is, weren't the hell are they. Einstein has just become the world's first time traveler. I sent him into the future. One minute into the future to be exact. And at exactly 1:21 a.m. we should catch up with him and the time machine. Okay, alright, I'll prove it to you. Look at my driver's license, expires 1987. Look at my birthday, for crying out loud I haven't even been born yet. And, look at this picture, my brother, my sister, and me. Look at the sweatshirt, Doc, class of 1984. I have to tell you about the future.

Last Update: **11/2021**
Originally Published: **11/2021**

Logo Main Font

SECTION

Font: Trebuchet MS
Weight: Bold
Size: 10pt
Color: Black
Tracking: 100
Case: All Caps

QUOTE

Font: Trebuchet MS
Weight: Regular
Size: 32pt / 21pt
Color: Black
Tracking: 0
Case: Quote

HEADLINE

Font: Trebuchet MS
Weight: Regular
Size: 21pt
Color: Black
Tracking: 0
Case: Title

BODY COPY

Font: Trebuchet MS
Weight: Regular
Size: 10pt | Leading: 16pt
Color: 80% Grey
Tracking: 50
Case: Sentence

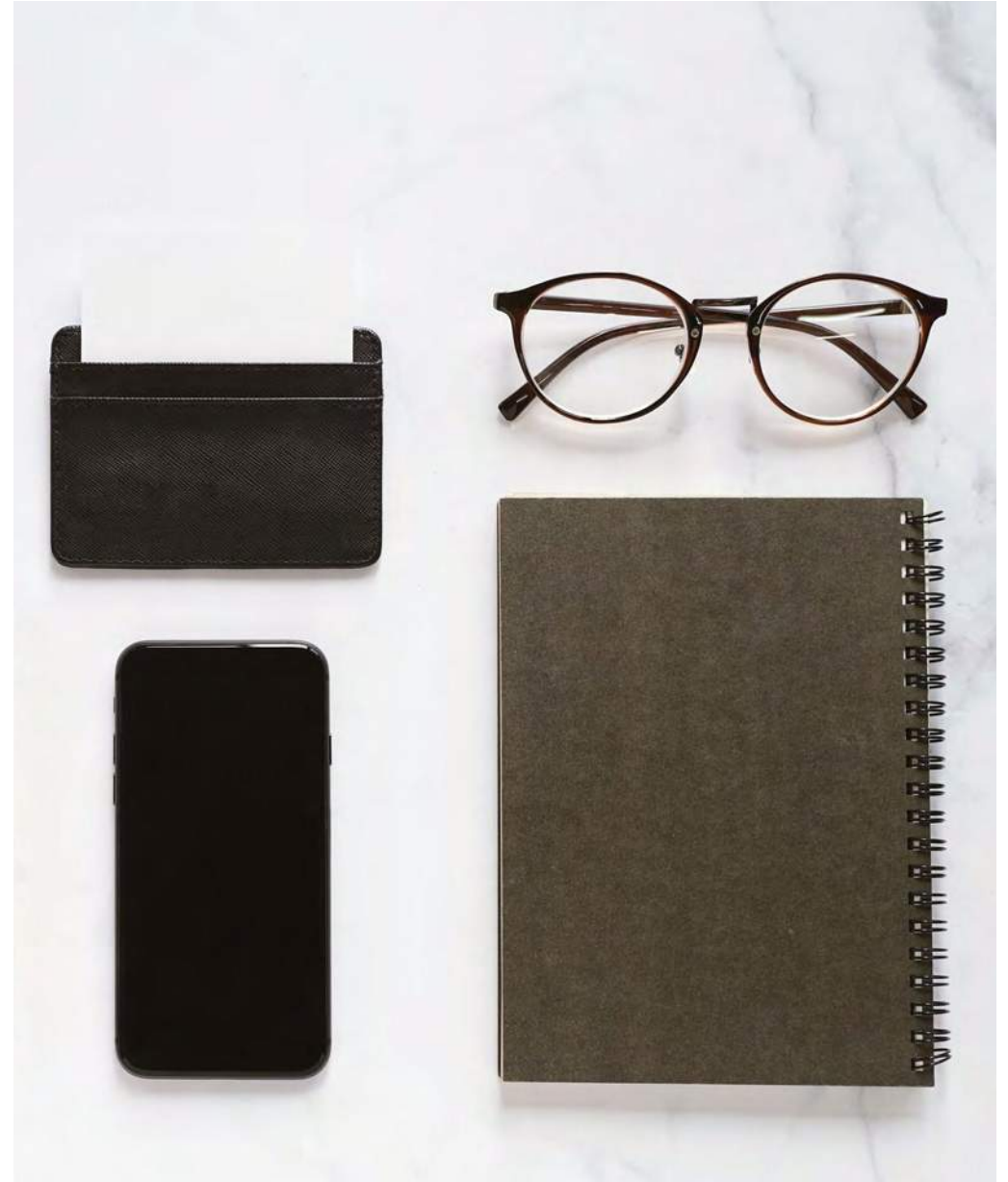
NOTES

Font: Montserrat
Weight: Light / Bold
Size: 8pt | Leading: Auto
Color: 50% Grey
Tracking: 50
Case: Sentence

Iconography



Application Examples



0.6 in

0.6 in

PAFSE Partnerships
for Science
Education

2 in

January 1, 2018

Takumi Aikihabara
28 Shibuya Ave.
Tokyo, JP 32814

Dear Mr. Aikihabara,

Is reriorum none nist alibus minitis dolor sedicim suntenditae volorem quundanda qui oditas autecto reperumquis dolorum re, ut aut laudem accusandi repelles di rem iumquodit quata consequi omnis asped eati nate vel et et ratquib.

Pient plia voluptatem quiaspel incipsa ecatusam, quaeapro commo endiatum lauda simusda...

0.6 in

simus accatem quatate voluptur sequae nullitium aruntis maximil lorpos solore, sequaest, te 0.6 in perupicto exero ius verion con restium es nonsequi tempeli taquam alitatibus ipidunt, quatesciae et explaborem am rem eumquo consequis alique et re perum sum is sa niendigenit vendesci. Rum non num lam idisseque la nusciis alitiaectum dolent plabor reribuscim inullique modi nim eiureic itisquaest quam corem dem invelen ihiliqu aeperitatus eum est eturem rerum voluptiis aut estiat mos et exeritconemol orruptorios sequi ratusci undictati tem.

Pient plia voluptatem quiaspel incipsa ecatusam, quaeapro commo endiatum lauda simusda simus accatem quatate voluptur sequae nullitium aruntis maximil lorpos solore, sequaest, te perupicto exero ius verion con restium es nonsequi tempeli taquam alitatibus ipidunt, quatesciae et explaborem am rem eumquo consequis alique et re perum sum is sa niendigenit vendesci.

Sincerely yours,

Andrea Balzano
Digital Senior Manager

CONTACT DETAILS

AVAON HAUTE

P.O. Box 27002
Milano 20147
ITALY

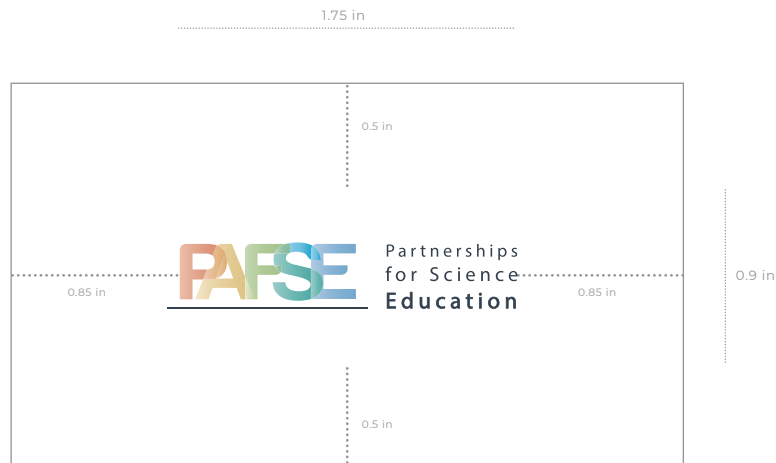
0.6 in

T (123) 456 7890
E info@avaonhaute.com
W www.avaonhaute.com

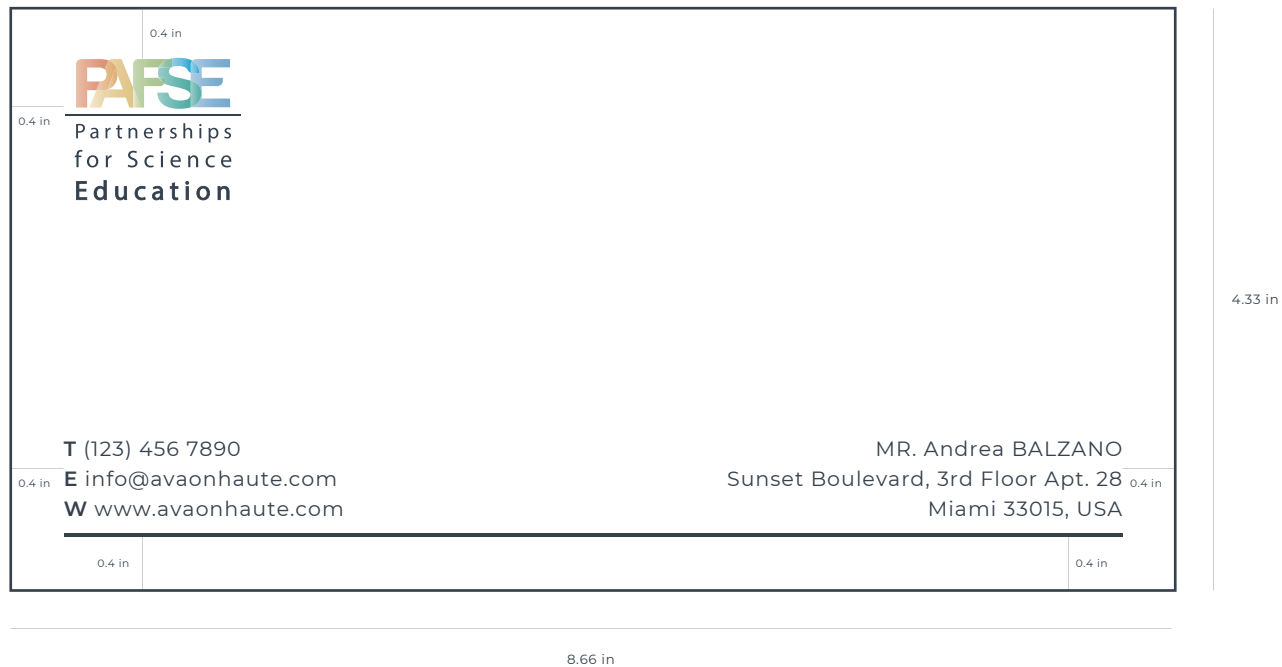
11 in

8.5 in

Letterhead



Business Card



Envelope

Originally Published: **11/2021**
Created by: **Spamm - Comunicação e Marketing**
Questions: **geral@spamm.pt**