FIGURA D
ESTILO

Brand Book

Colorful & creative clothing.

Designed in Porto, sunny Portugal.

FIGURA D ESTILO

Contents

1
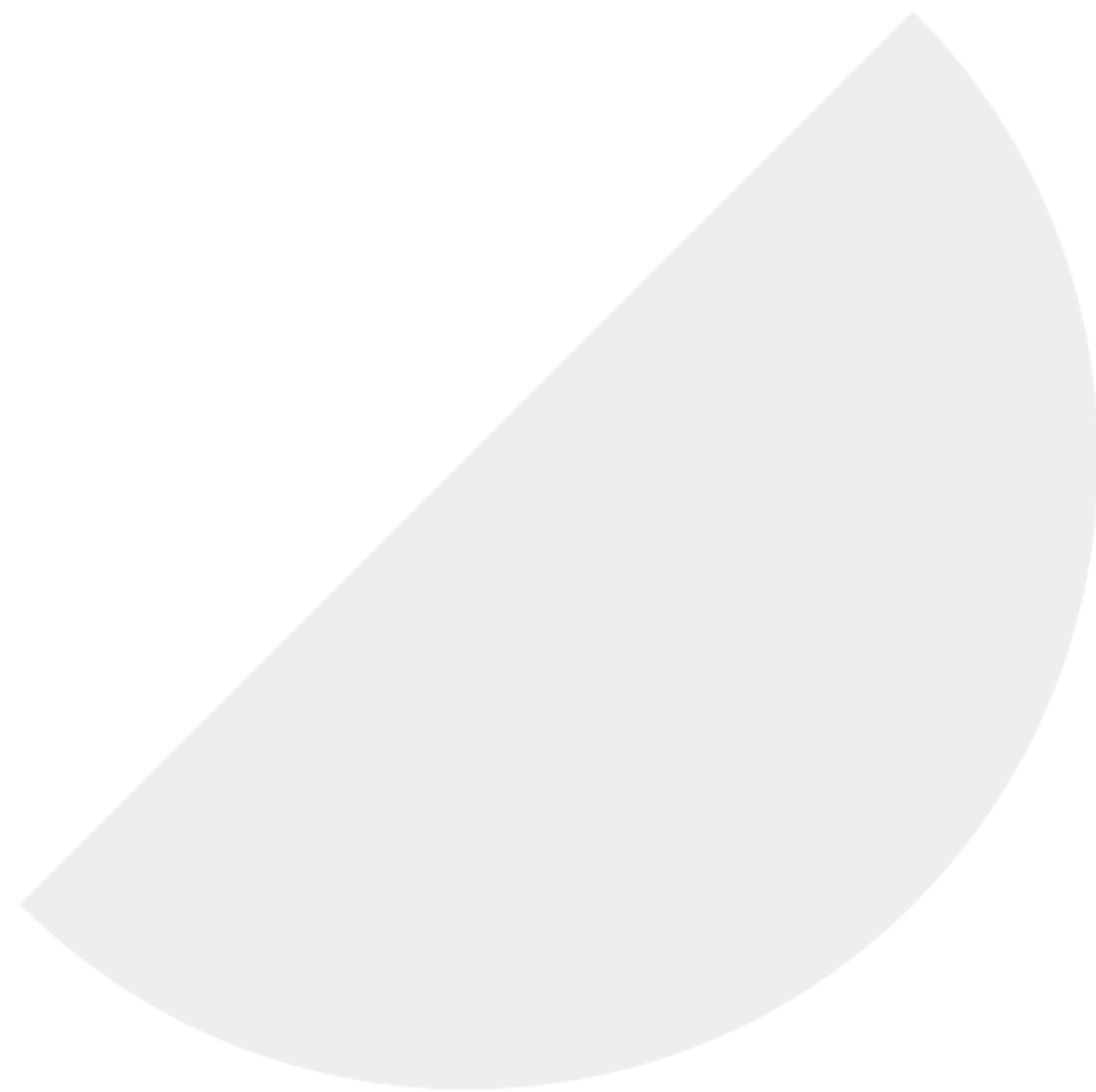
The Logo

Usage Guidelines

01

Logo Usage

Our logo is something we're very proud of, so please respect these guidelines so that we can always maintain a coherent, clean and strong image.

02

Brand Assets

The brand's assets were very well thought out, structured and designed in order to convey the brand's message, so please do not misuse our brand assets.

03

Color Palette

The main colors used by our brand must always be respected, so please don't deviate from this core set or create tints of these values.

FIGURA D ESTILO

Logo

Our logo is composed only of lettering, using a **modern and simple font**, and **some spacing between the letters**.

It stands for **class, elegance, modernity, freshness, simplicity and creativity**.

We're very proud of our logo, so please try to follow these guidelines to ensure it always looks best.

The main version of our logo is the **vertical** one, however, depending on the space in which it is located, **the horizontal version can be used as an alternative**.

Vertical

FIGURA D ESTILO

Horizontal

FIGURA D ESTILO

Exclusion Zone

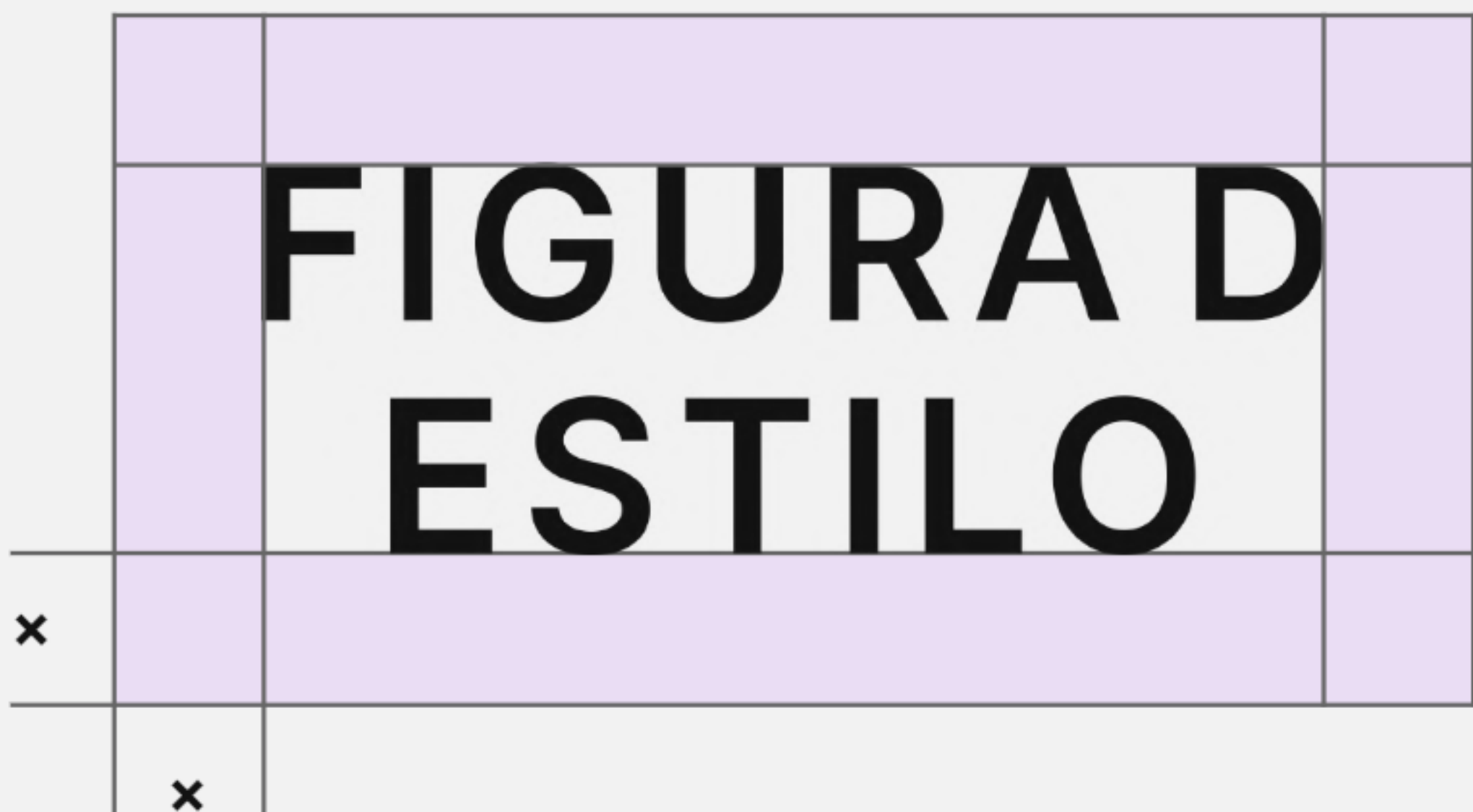The exclusion zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance, in most cases the logo should be given even more room to breath.

The exclusion zone is **equal to the width of the junction of the 'F' and the 'I'** (marked as × in the diagram).

Minimum Sizes

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application. Please respect these sizes to   avoid any graphic deterioration.

- **Digital**

Our logo should **never be reproduced smaller than 70px** in any digital communication.

- **Print**

Our logo should **never be reproduced smaller than 20mm** in any print communication.

Digital

70px

FIGURA D ESTILO

Print

20mm

FIGURA D ESTILO

Logo Color Options

Our logo exists in **two versions: in black and in white** and its application on different backgrounds varies in order to always provide the best contrast and, therefore, its legibility.

The logo **must never be used in any color other than black or white and should preferably be used on a black or white background**, depending on the color of the logo itself (black logo on white background / white logo on black background).

If you need to use colored backgrounds, these are the possible colors. Please do not deviate from this color palette so that the brand never loses its legibility, coherence and strength.

FIGURA D'ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

FIGURA D ESTILO

Logo Misuse

It is important that the appearance of the logo remains consistent.

Our logo **should not be misinterpreted, modifed, or added to**. No attempt should be made to alter the logo in any way. **Its orientation, color and composition should remain as indicated in this document** — there are no exceptions.

Here are some of the more likely mistakes.

NO

Do not distort or warp the logo in any way.

NO

Do not crop the logo or use it in an incomplete way.

NO

Do not resolve the logo in two diferent colours.

NO

Do not change the typeface or otherwise recreate the logo. Use only the provided files.

NO

Do not apply a gradient to the logo.

NO

Do not outline or create a keyline around the logo.

NO

Do not use the logo on a pattern or background that impairs its legibility.

NO

Do not change the shape of the logo.

NO

Do not crop photos or patterns through the logo.

NO

Do not reproduce the logo in low resolution.

NO

Do not use the logo within a shape or frame.

NO

Do not rotate the logo.

2

Typography

Typography

Our brand uses the font 'Inter'. It is a simple and strong font, with good legibility.

You should always use it on our branded materials.

Aa

Inter

Aa

Inter Regular
ABCDEFGHIJ
01234567890

Inter Medium
ABCDEFGHIJ
01234567890

Inter Semi Bold
ABCDEFGHIJ
01234567890

Inter Bold
ABCDEFGHIJ
01234567890

3

Colors

Color Palette

These are the colors carefully selected for our brand. Please use them whenever possible and avoid using any other colors that deviate from this color palette.

WHITE

WEB: #FFFFFF
RGB: 255,255,255
CMYK: 0,0,0,0

COD GRAY

WEB: #121212
RGB: 18,18,18
CMYK: 1,1,1,93

SILVER

WEB: #CBCBCB
RGB: 203,203,203
CMYK: 0,0,0,20

DODGER BLUE

WEB: #3686FF
RGB: 54,134,255
CMYK: 79,48,0,0

HELIOTROPE

WEB: #BA63FF
RGB: 186,99,255
CMYK: 27,61,0,1

SPRING GREEN

WEB: #23F490
RGB: 35,244,144
CMYK: 86,0,41,4

PUMPKIN

WEB: #FF7511
RGB: 255,117,17
CMYK: 0,54,93,0

SUNGLOW

WEB: #FFD326
RGB: 255,211,38
CMYK: 0,17,85,0

SUNSET ORANGE

WEB: #FD4C57
RGB: 253,76,87
CMYK: 0,70,66,1

PINK SALMON

WEB: #FF93BA
RGB: 255,147,186
CMYK: 0,42,27,0

MALIBU

WEB: #48C8FF
RGB: 72,200,255
CMYK: 72,22,0,0

PINK FLAMINGO

WEB: #F652F0
RGB: 246,82,240
CMYK: 0,67,3,4

Thank you.

If you're having trouble with anything in this guide, or you are unsure if your communication best represents our brand, please contact us.

contact@figuradestilo.com

FIGURA D ESTILO