



GRAPHIC STANDARDS MANUAL

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# INDEX

<b>Presentation</b>	<b>3</b>
Graphic standards manual	3
Who we are	4
<b>Visual Identity</b>	<b>5</b>
Brand	5
Safety margin	6
Minimum size	7
Colour	8
Shades of grey, positive/negative	9
Background colour	10
Photographic background	11
Typography	12
Misuse	13
<b>Final Note</b>	<b>14</b>



# GRAPHIC STANDARDS MANUAL

This manual has been designed to contain the basic guideline accordingly to the usage of the fundamental aspects when it comes to the brand design of Divmac, which assures its appropriate understanding and reproduction.

These basic elements regarding Divmac identity are based on shapes, colours and type of font and when combined they turn into the identity of the brand. Thus, more coherence and visual impact are given to it.

In order to assure a consistent presentation of Divmac, it is advisable to follow the guidelines established in this document.

A large, faint, light gray watermark of the Divmac logo is centered on the page. The logo consists of the word "Divmac" in a bold, sans-serif font, enclosed within a stylized outline that resembles a house or a shield shape.

## WHO WE ARE

Divmac is a solutions company that operates in a wide range of industries, devoted to developing and manufacturing systems and focused on specific needs according to well-defined standards with a view to the creation of highly quality equipments.

### Our mission

Develop customized solutions tailored to your customers, taking into account industrial accuracy and detail, knowledge of rigorous processes and respect for your stakeholders, reflected through transparency in management and the increased quality of your products and services.

### Our vision

To be among the major players of the market and be recognized as a pioneering industry in automotive cabling and logistics systems, possessing a more efficient, efficient and quality offer, thus honoring a commitment of excellence with its customers.

### Our commitment

“People, Innovation, Partnership, Ambition, Responsibility and sustainability: these are the greatest values in which Pinto Brasil Group is based on and which are common to all of the group’s companies”



# VISUAL IDENTITY

## Brand

Divmac brand is represented by typography and shape. The connections and proportions between the elements of the brand have been carefully designed and under no circumstances can it be modified.



## SAFETY MARGIN

To preserve the good reading of the brand, a safety area has been defined. This area has as a reference the "X" measure which corresponds to the space between lettering and shape

All the versions of the brand have the minimum illustrated free space and it is intended to protect it from any other element that can compromise its reading and exposure.



## MINIMUM SIZE

To ensure the good reading of the brand in offset/fingerprint and screen, the minimum size for the different versions should be taken into account.

In the event of reproducing different scales, it is advisable not to reproduce smaller than 20 mm.



**Divmac**

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minimum size  
20 mm



**Divmac**

# COLOUR

The colours of the brand are dark blue and red. The brand must be presented preferably with colours. It is advisable to use the four-colour reproduction process.





## SHADES OF GREY POSITIVE / NEGATIVE

The brand of Divmac has three official versions: with colour, black and white and high contrast. To enhance its exposure and importance, the colourful version must be applied.

In the event of not being able to reproduce the logo with colours, there are the black and white and high contrast versions.

The aforementioned versions must only be applied in case of having issues with the application of colour or when the reproduction technique is required, always regarding the best reading of the brand.



● 50% ● 20%  
shades of grey



positive



negative

## BACKGROUND COLOUR LIGHT AND DARK

The basic principle is to keep its chromatic integrity with the maximum of contrast between the brand and the background colour.

These examples should be followed in order to preserve the brand's exposure.



## PHOTOGRAPHIC BACKGROUND

When it is necessary to place the brand over the photograph, you should be aware of the contrast between the brand and the image.

Thus, whenever the reproduction of the brand over the image is required, it should be placed in a good position so it is possible to have a good reading, just like the image.



# TYPOGRAPHY

Typography is a very important element in the construction of a brand because it only communicates this way.

The chosen font is "Helvetica Black".

## **Helvetica Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

# MISUSE

It is crucial that the brand “Divmac” keeps its integrity in any support.

Therefore, some alerts are represented in this document regarding the most common inaccuracies.

This statement does not contain all the possibilities of misuse.



## FINAL NOTE

The consistency of Divmac brand depends on the appropriate application of graphic standards.

Any further information about conducts must be clarified regarding the contacts below.

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