

METALPAINT

INDEX

Presentation

Graphic standards manual	3
Who we are	4

Visual Identity

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

Final Note	14
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METALPAINT

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 **Metalpaint**, which assures its appropriate understanding and reproduction.

These basic elements regarding **Metalpaint** 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 **Metalpaint** brand, it is advisable to follow the guidelines established in this document.

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WHO WE ARE

Metal Paint's main goals are the development of relations with its business partners in the surface treatments and finishing areas for a segment who share high quality requirements: Automotive, Construction, Electronics and Office equipment.

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VISUAL IDENTITY

Brand

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

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SAFETY MARGIN

To preserve the good reading of the brand, a safety area has been defined. This area has as a reference the “X”.

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**.

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20 mm

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COLOUR

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

CMYK
68/59/52/33

HEX/HTML
4b4f54

RGB
75/79/84

PANTONE + SOLID COATED
7540 c

CMYK
5/98/100/1

HEX/HTML
e2231a

RGB
226/35/26

PANTONE + SOLID COATED
485 c

SHADES OF GREY POSITIVE / NEGATIVE

The brand of **Metalpaint** 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.



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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.



10% black



30% black

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 “Gotham Bold”.

GOTHAM LIGHT
ABC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOOK
ABC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM MEDIUM
ABC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOLD
ABC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MISUSE

It is crucial that the brand “**Metalpaint**” 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.

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FINAL NOTE

The consistency of **Metalpaint** 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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