



GRAPHIC STANDARDS MANUAL

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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 Pinto Brasil Group, which assures its appropriate understanding and reproduction.

These basic elements regarding Pinto Brasil Group's 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 Pinto Brasil Group's brand, it is advisable to follow the guidelines established in this document.



WHO WE ARE

Pinto Brasil Group has been operating for 25 years in the metalworking sector and has expanded its business area in recent years to other sectors. Today, it covers four distinct business areas: industry, services, construction and IT systems.

Our mission

To be an organization that operates sustainably in different areas and markets whether national or international, which provides added value to our customers, employees and community.

Our vision

To be among the major players of the market and be a benchmark of excellence of all its companies and projects, products and services that are carried out and given to clients.

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

Pinto Brasil Group 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.



VISUAL IDENTITY

Versions

Pinto Brasil Group's brand has two Portuguese versions (main and secondary) and two English versions which share the same principle. When it comes to the secondary version, it can be used not only in Portuguese but also in English. It only happens when the main application is not suitable for the support. However, the English versions must be applied when it is necessary (for instance, when the documents are written in English).



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 height of "Pinto Brasil".

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.



minimum size
20 mm



minimum size
40 mm



COLOUR

The colours of the brand are *bordeaux* and black. 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 Pinto Brasil Group 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.



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 "Raleway Light" and "Raleway Extra Light".

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Raleway Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

MISUSE

It is crucial that the brand “Pinto Brasil Group” 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.



X



X



X

FINAL NOTE

The consistency of Pinto Brasil group 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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