



ATTRACTISS

Empowering Innovation
Support Services



INSTITUCIONAL IDENTITY GUIDELINES MANUAL



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Empowering Innovation
Support Services

Institucional Identity Guidelines Manual for **ATTRACTISS**

This manual consists of a compilation of graphic rules and guidelines for **ATTRACTISS**.

Whenever there are doubts about their exact application, please consult the ATTRACTISS C&D Work Package.

C&D Work Package
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In all different versions of the ATTRACTISS Institucional Brand, the correct use of its elements should always be preserved. The Horizontal Version B should only be used in exceptional cases.

Horizontal Version A



Vertical Version



Horizontal Version B



The ATTRACTISS Institucional Brand elements have defined proportions and positions. Its proportion rules begin with the relationship between the Logo and the Signature, both in location and size ratio.

Horizontal Version A



Vertical Version



Horizontal Version B



Maximum approximation between the **Logo** and the **Signature**

The distance between the safety margins equals the distance between the Logo and the Signature.

Horizontal Version A



Vertical Version

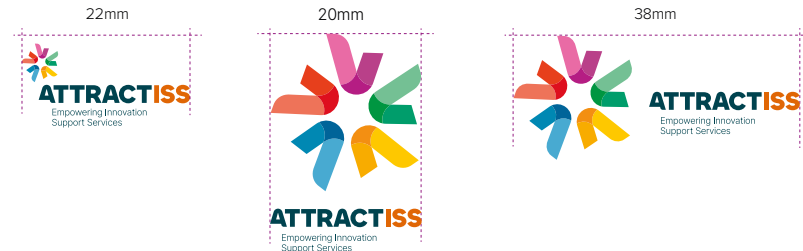


Horizontal Version B



Maximum Reduction

The Institucional Brand maximum reduction is considered to be the one which allows the readability of its constituent elements.



ATTRACTISS Institucional Brand colours are structural instruments for defining a strong and differentiated visual territory, and should always be reproduced as faithfully as possible. These are their Pantone® Solid codes. Under no circumstances should they be reproduced by approximation to the colours of this manual, since this was developed for a digital media usage.*

Institucional Brand Colours

<p>PANTONE: 3165C CMYK: 100 17 33 66 RGB: 0 80 92 WEB (Hex): 00505C</p>		<p>PANTONE: 159C CMYK: 0 68 100 7 RGB: 204 97 24 WEB (Hex): CC6118</p>		
<p>PANTONE: 234C CMYK: 0 61 59 0 RGB: 228 120 101 WEB (Hex): E47865</p>	<p>PANTONE: 2148C CMYK: 62 28 7 4 RGB: 97 145 187 WEB (Hex): 6191BB</p>	<p>PANTONE: 121C CMYK: 0 6 72 0 RGB: 253 217 99 WEB (Hex): FDD963</p>	<p>PANTONE: 3248C CMYK: 52 0 32 0 RGB: 110 206 193 WEB (Hex): 6ECEC1</p>	<p>PANTONE: 2066C CMYK: 16 50 0 0 RGB: 211 141 222 WEB (Hex): D28DDE</p>
<p>PANTONE: 1675C CMYK: 0 79 100 26 RGB: 170 67 34 WEB (Hex): AA4322</p>	<p>PANTONE: 2150C CMYK: 78 38 8 12 RGB: 54 107 162 WEB (Hex): 3675A2</p>	<p>PANTONE: 143C CMYK: 0 27 85 0 RGB: 241 181 61 WEB (Hex): F1B53D</p>	<p>PANTONE: 2241C CMYK: 65 8 42 06 RGB: 88 162 150 WEB (Hex): 58A296</p>	<p>PANTONE: 7655C CMYK: 36 74 0 0 RGB: 160 90 157 WEB (Hex): A05A9D</p>
<p>PANTONE: 201C CMYK: 0 100 63 31 RGB: 158 35 57 WEB (Hex): 9E2339</p>	<p>PANTONE: 7694C CMYK: 100 56 0 47 RGB: 2 66 109 WEB (Hex): 02426D</p>	<p>PANTONE: 145C CMYK: 0 49 100 8 RGB: 207 128 0 WEB (Hex): CF8000</p>	<p>PANTONE: 2272C CMYK: 77 0 100 5 RGB: 0 154 24 WEB (Hex): 009A18</p>	<p>PANTONE: 242C CMYK: 32 100 0 29 RGB: 129 34 101 WEB (Hex): 812265</p>

*This Manual is designed for a consultation on digital media. All colour references in it comply with all universal pantone conversions®. There may be some nuances that result from devices on which this manual is consulted. In case of doubt, the Pantone® Solid Coated references and conversions (www.pantone.com) should always prevail. Never, under any circumstances, visual approximations should be made concerning different screens.

The ATTRACTISS official typography comprises all variants of the "Source Sans" and "Source Code" family, which allows to highlight and standardize the texts of our identity. This fonts family also allows for multiple applications.

Typography - Inter Font

Can be obtained via fonts.google.com
Inter - Google Fonts

Aa
Aa

Thin AaBbCcDd01234
Light AaBbCcDd01234
Regular AaBbCcDd01234
Medium AaBbCcDd01234
Bold AaBbCcDd01234
Black AaBbCcDd01234

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @€&\$?!(.,;:)

Helvetica - should be used in plain and/or short text, numbers, frames, charts and subtitles.

Aa

abcdefghijklmnopqrstuvxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&@'*(.,;:#!?)

In exceptional occasions where the "Source Sans" family is not possible to use, the "Helvetica" system font should be used instead, especially in a Microsoft software. This will guarantee a proper compatibility between all users.



In the impossibility of reproducing the Institucional Brand in its original chromatic version, it must be reproduced in black and white with the highest contrast possible.

Positive



Negative



On the Main Institucional Brand coloured backgrounds, the rules below should be applied.



Applications on photographic backgrounds should always provide the greatest possible contrast. This way, ATTRACTISS Institucional Brand can only be used in its institutional colours in lighter areas, or in white when applied over darker areas.



As an important component of the ATTRACTISS Institucional Brand, photography should reinforce the "Empowering Innovation Support Services" concept. Since it is quite diverse, the different areas that it covers should be highlighted.

With a focus on sceneries like Agriculture, green fields and technology, the photographic style should focus on the use of natural light, always with a professional but relaxed approach. Whenever possible, there should be used ATTRACTISS projects' images.



The ATTRACTISS Institucional Brand should always be used as indicated above. Changes in its scale, placement, colour, or typography are not allowed.

Below are some improper uses for the Institucional Brand.

⊘ Do not change the shape of the logo



⊘ Do not change the chromatic palette



⊘ Do not misshape the logo



⊘ Do not change the elements size



⊘ Do not change the elements position



⊘ Do not change the typography





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