

SET-Nav



Strategic Energy Roadmap

GRAPHIC GUIDELINES HANDBOOK

INDEX

3. Introduction
4. Main symbol Logo
5. Sizes
6. Clear minimum space

Logo sets, Size and Alignment

7. Color version
8. Monochromatic version
9. Colored backgrounds
10. Photographic backgrounds

Color References

11. Semiotics
12. Typeface

Semiotics and Typeface

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INTRODUCTION

This book provides the elements of visual identity for SET-Nav project as well as the guidelines for their proper use and reproduction. It serves as a reference manual for applications in communication and advertising associated with this project.

The graphic standards manual is a working tool to define a set of rules and recommendations that ensure the correct application of graphic identity. Follow these rules are to ensure effective communication, strengthening the image and allowing fast identification.

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LOGO

Main components are a signature of SET - Nav symbol and lettering and these are associated in an immutable way. So they should be used together, regardless of application or imposed dimensions.

The relative size of positioning and treatment of logo colors are oriented by the rules of this guide.



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842 x 293 px

LOGO

The defined minimum size ensures the visual quality of the symbol in press media and in digital media. This same minimum sizes are also applied to the monochromatic sets.

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LOGO

The minimum clear space around the symbol should not contain any other graphic elements such as text, icons or pictures to protect visual integrity.

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#2C555F

System RGB

R: 44 G: 85 B: 95

C: 84% M: 54% Y: 49% K: 28%



#386270

System RGB

R: 56 G: 98 B: 112

C: 81% M: 51% Y: 43% K: 18%



#298271

System RGB

R: 41 G: 130 B: 113

C: 82% M: 29% Y: 61% K: 10%



#239947

System RGB

R: 35 G: 153 B: 71

C: 82% M: 14% Y: 100% K: 2%



#75BA5D

System RGB

R: 102 G: 182 B: 100

C: 58% M: 4% Y: 4% K: 0%

COLOR

The reproduction of brand in color is specified according to the internationally recognize standard color systems the three color process RGB for digital/lighting reproduction.

In this page are the codes for the symbol in color version.

SET-Nav

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#3B3B3A

System RGB

R: 59 G: 59 B: 58

C: 68% M: 62% Y: 61% K: 51%

#474747

System RGB

R: 71 G: 71 B: 71

C: 66% M: 59% Y: 58% K: 41%

#5D5E5E

System RGB

R: 93 G: 94 B: 94

C: 62% M: 54% Y: 53% K: 25%

#707070

System RGB

R: 112 G: 112 B: 112

C: 57% M: 48% Y: 48% K: 15%

#969696

System RGB

R: 150 G: 150 B: 150

C: 44% M: 36% Y: 36% K: 1%

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COLOR

The reproduction of brand in color is specified according to the internationally recognize standard color systems the three color process RGB for digital/lighting reproduction.

In this page are the codes for the symbol in monochromatic version.



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COLOR

The use of this symbol in a colored background should satisfy some rules:

Choose the better fill in contrast with background and consider the guideline for clear minimum space.



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COLOR

The use of this symbol in a picture background should satisfy some rules:

Choose the better fill in contrast with background; Put element on a uniform color area of the picture and consider the guideline for clear minimum space.

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Multiple dimensions of impact of future pathways:
sustainability, reliability and supply security, global
competitiveness and efficiency

SEMIOTICS

The logo semiotics represent the study of meaning-making, the study of sign processes and meaningful communication of the SET - Nav project

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FONTS

SET - Nav

Myriad Pro BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Strategic Energy Roadmap

Myriad Pro SemiBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPEFACE

The “SET - Nav” symbol is based on the Myriad Pro BOLD font.

The strapline is based on the Myriad Pro SemiBOLD font family.

Both fonts should be downloaded and installed to be used.