

# Brand Guidelines



# Logotype

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The logo is the core visual representation of our brand. It must always be used precisely and consistently to preserve recognition and integrity across all applications.

## Logo

The logo is the primary visual representation of the brand. In our case, the structure of the logo includes symbol and logotype.

It is important to note that the logo must always be used accurately and consistently across all touchpoints, serving as a signature in advertising materials or printed items.

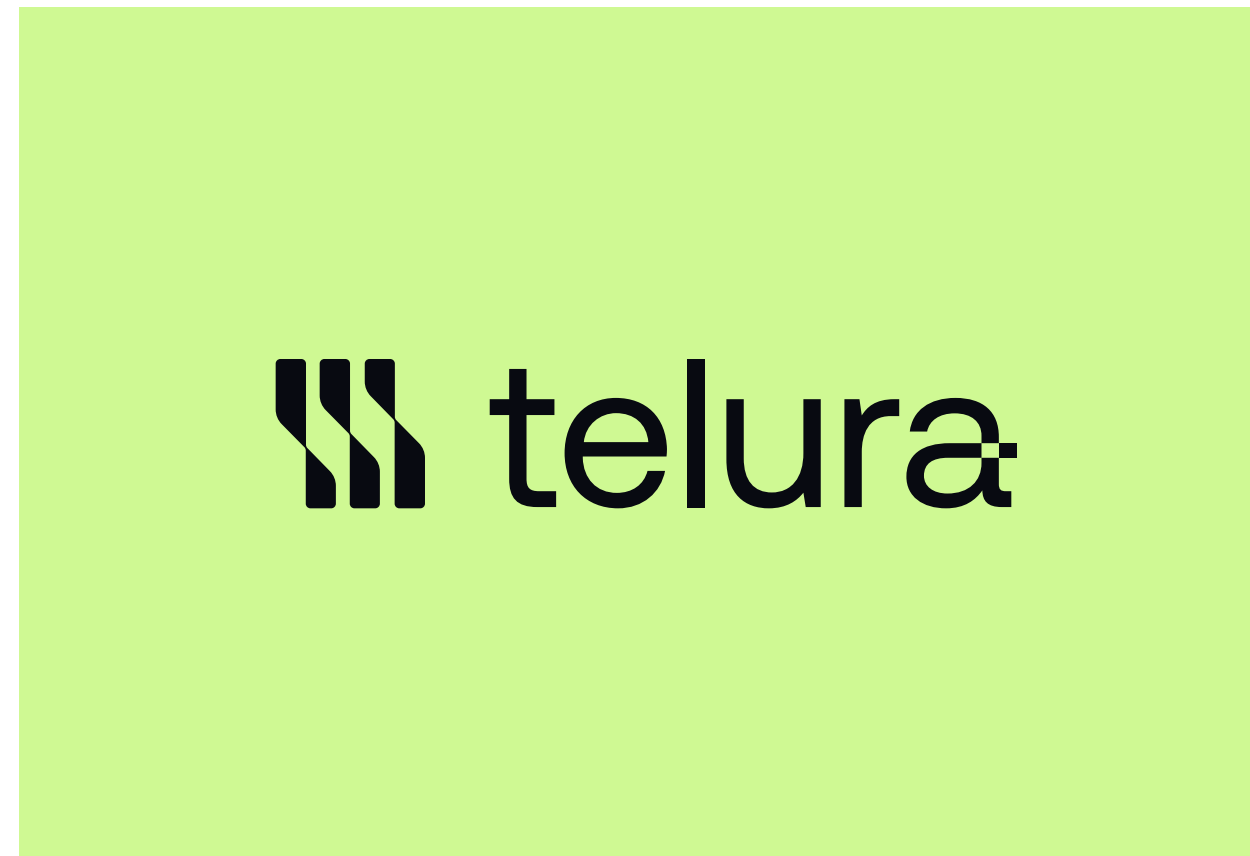
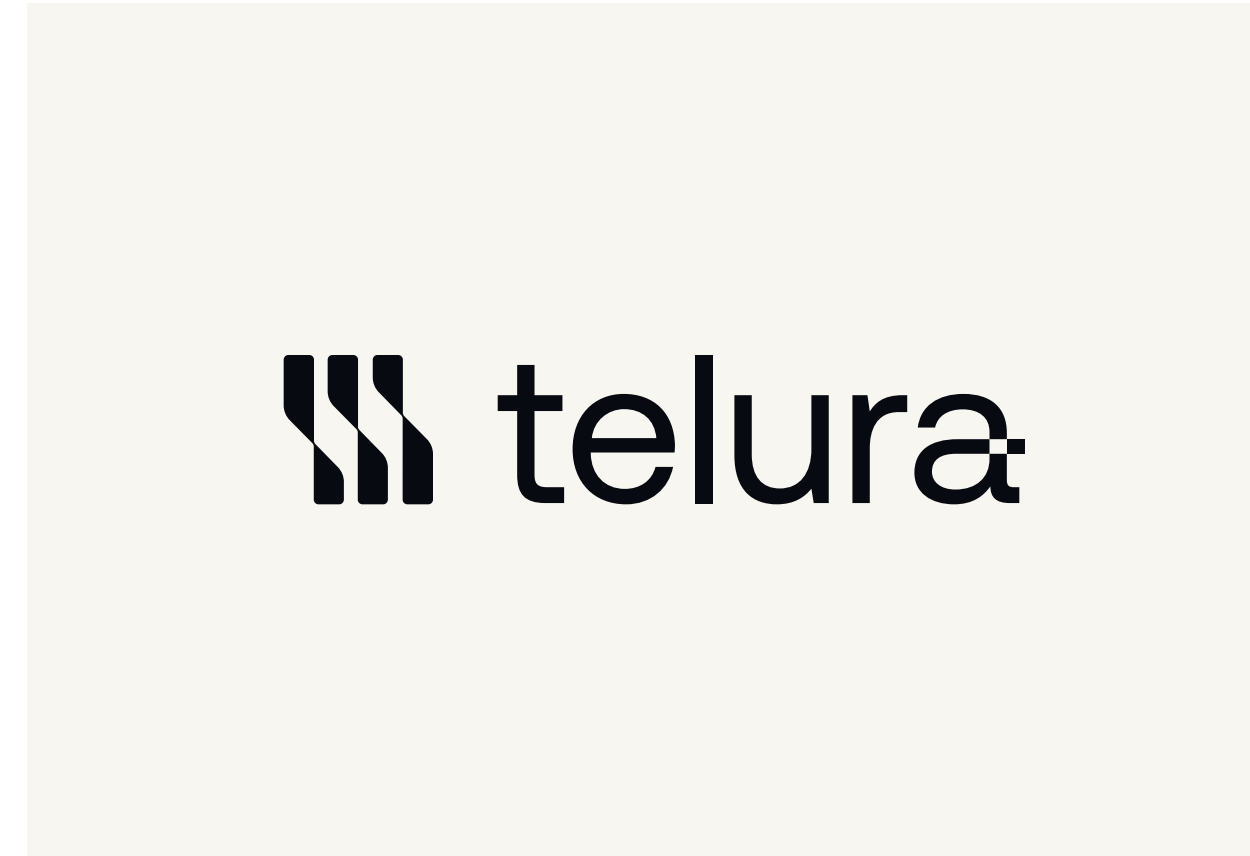


## Primary Logo Backgrounds

The primary logo is designed to perform consistently across the brand's color palette, ensuring clarity, contrast, and visual integrity in every application.

The logo may be applied to light, dark, neutral, or accent brand backgrounds, as long as sufficient contrast is maintained. On lighter backgrounds, the dark version of the logo should be used. On darker or more saturated backgrounds, the light or inverted version must be applied to preserve legibility and balance.

The logo should always appear clearly defined against the background, never blending into it or losing visual presence. Correct background usage reinforces recognition, hierarchy, and the brand's overall visual coherence across all touchpoints.



## Symbol

The symbol represents the brand in simplified form and can be used independently when space or context requires a more compact logo.

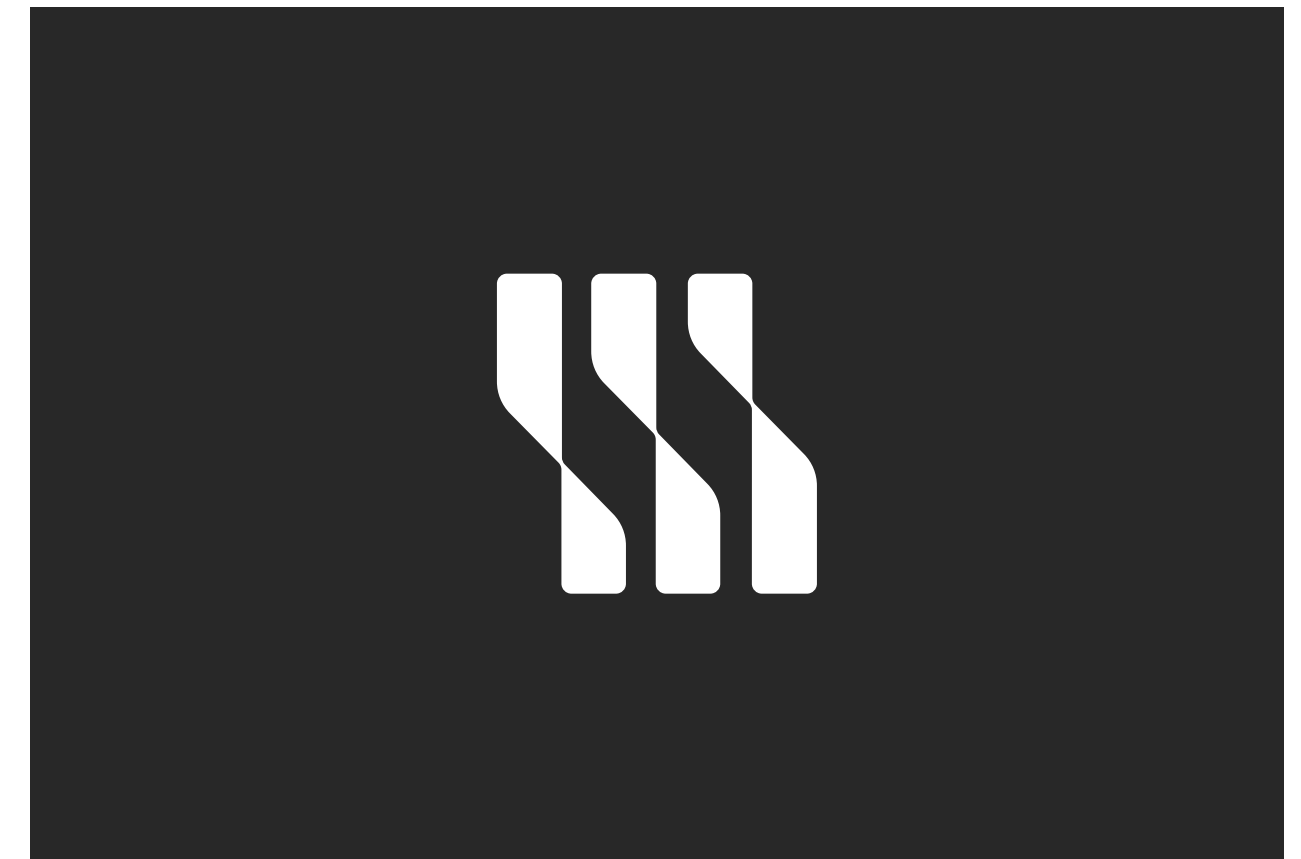
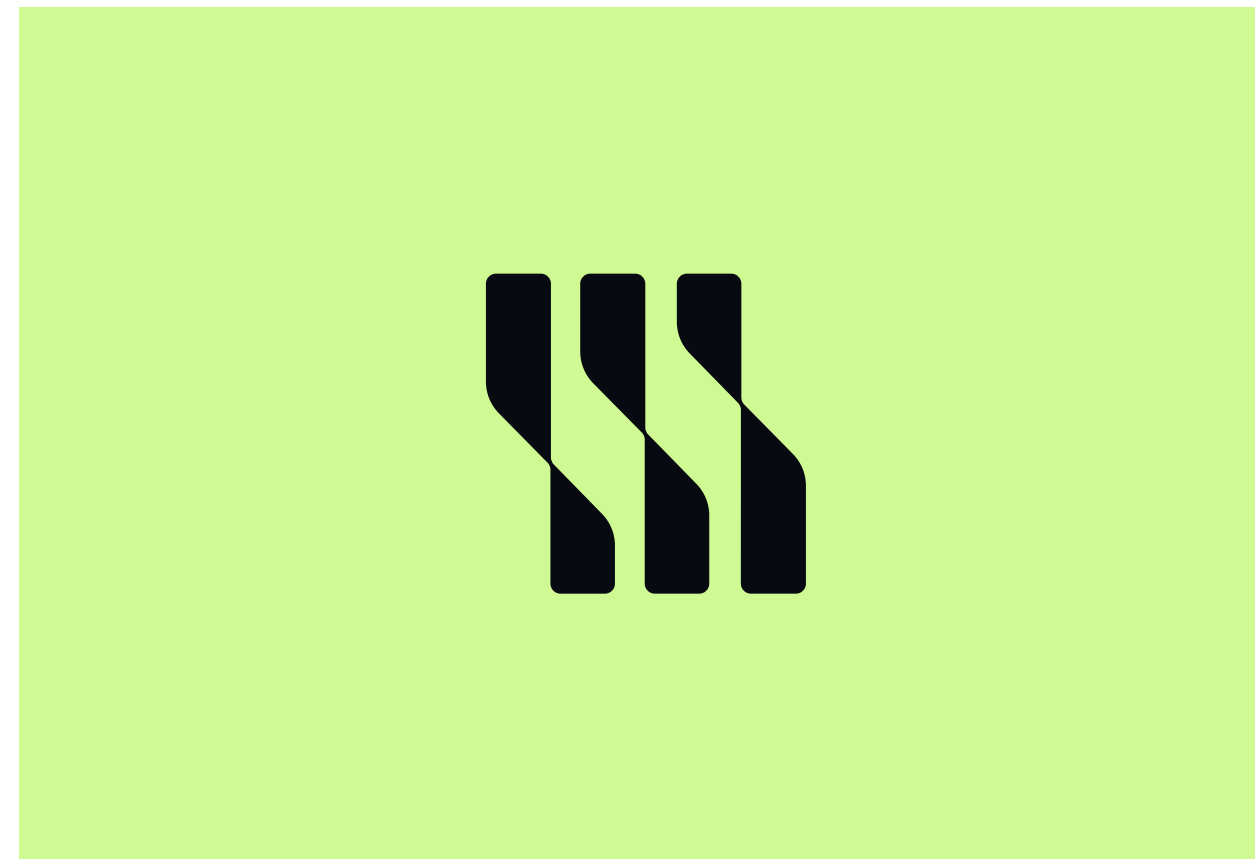
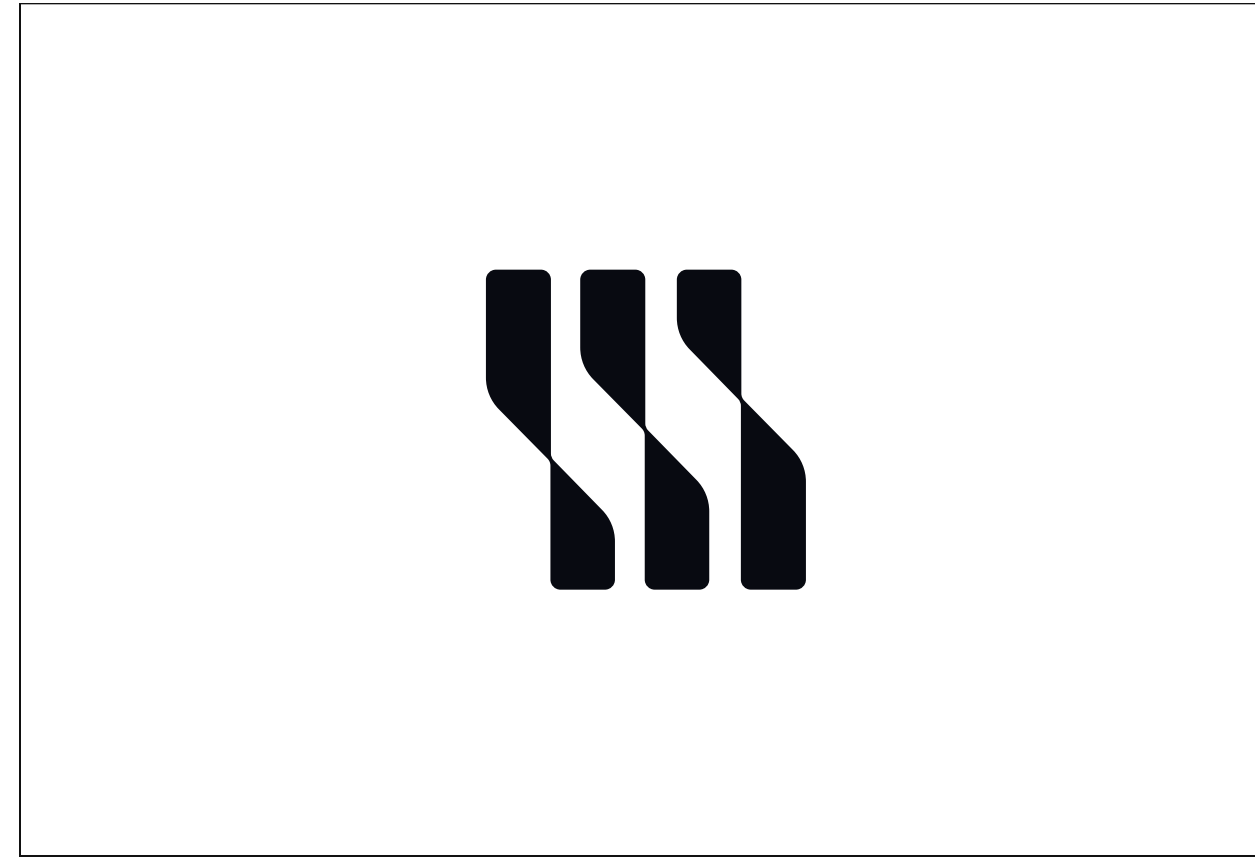


## Symbol Backgrounds

The symbol functions as a condensed representation of the brand and follows the same contrast and background rules as the primary logo.

It may be applied across the full range of brand colors, provided legibility and visual distinction are preserved. On light backgrounds, the dark symbol should be used; on dark or saturated backgrounds, the light or inverted version ensures optimal visibility.

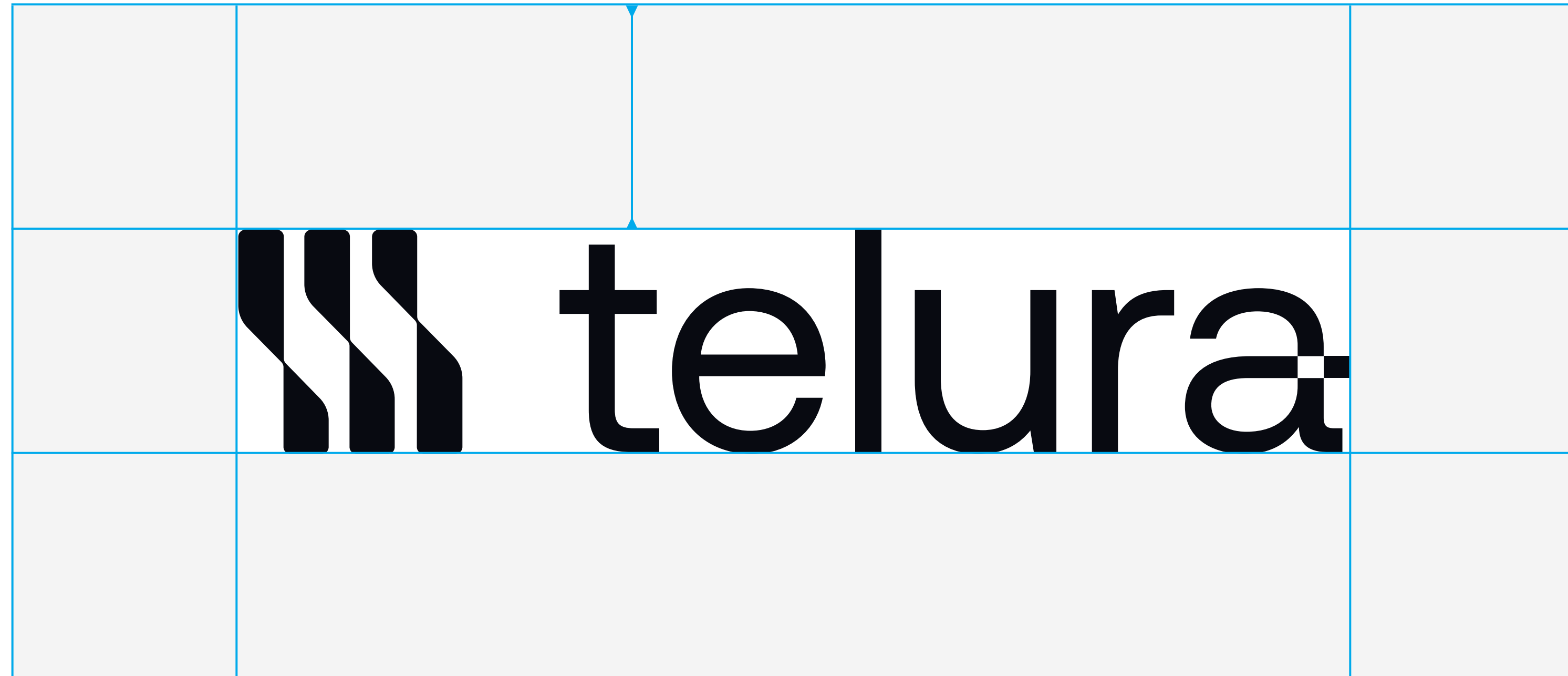
Consistent application of the symbol across backgrounds strengthens brand recognition while maintaining a clean and flexible visual system.



## Logo Spacing

To preserve clarity and visual integrity, the primary logo must always be surrounded by a defined safe area. This spacing ensures the logo remains unobstructed and visually distinct from other elements.

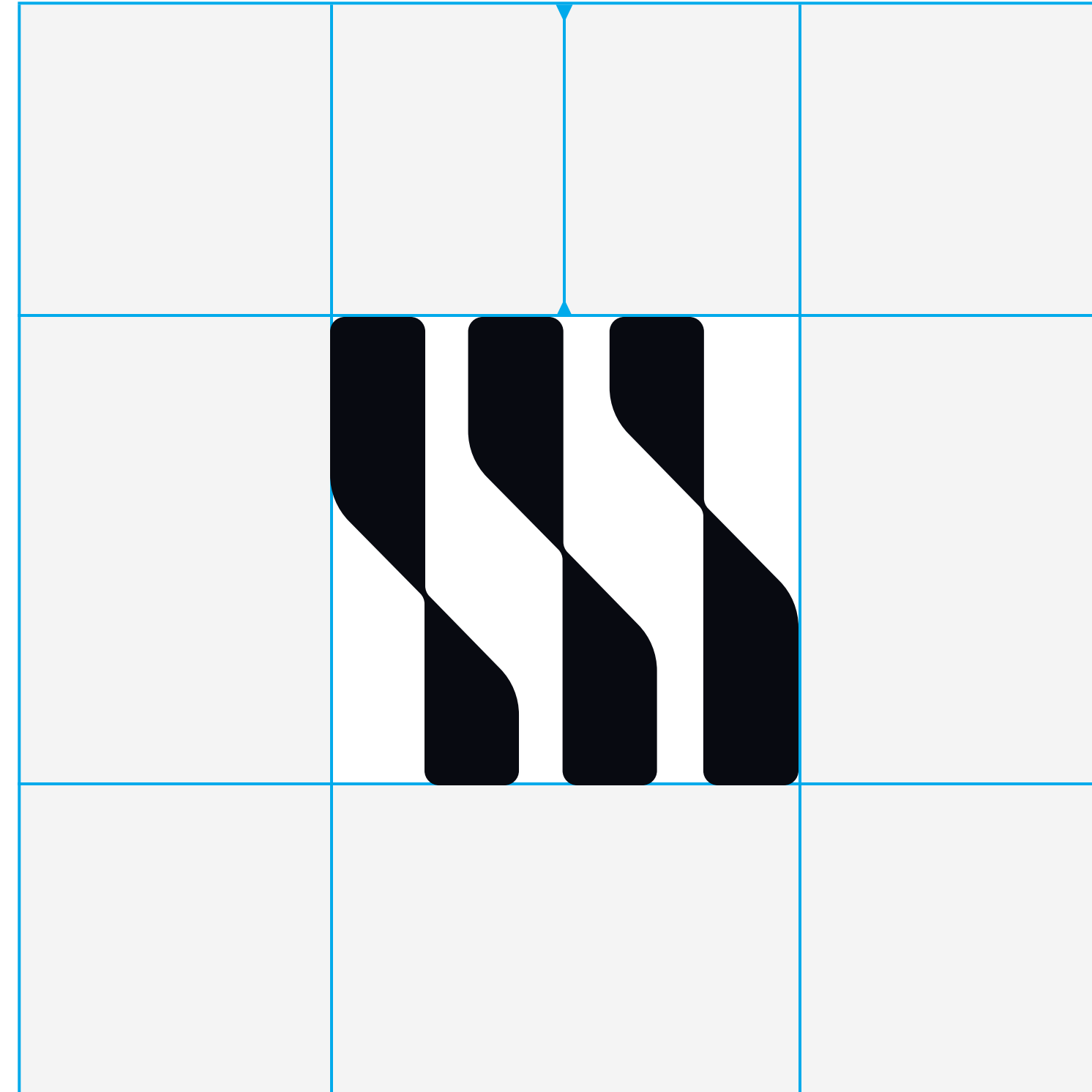
The safe area is defined by the height of the logo itself and must be maintained on all sides. No text, graphics, or visual elements should enter this space. Respecting this spacing guarantees legibility, balance, and consistent brand presence across all applications.



## Symbol Spacing

The symbol requires the same level of protection to maintain its recognizability and impact. A clear safe area must always be preserved around the symbol.

In this case, the safe area is also defined by the height of the symbol and should be applied consistently on all sides. Maintaining this spacing prevents visual interference and reinforces the symbol's role as a strong and independent brand asset.



## Optimized Version

To ensure legibility at smaller sizes, optically optimized versions of the logo have been developed. These versions feature subtle adjustments in spacing and proportions so that each character and shape remains clearly defined when displayed at reduced scales.

The optimized versions should be used whenever the primary logo or symbol risks losing clarity due to size constraints, particularly in digital interfaces, small-format print materials, or dense layouts.



Tiny  
Minimum Size



Small  
H: 40-55px



Medium  
H: 56-79px



Large  
H: >80px

