This manual explains the basic principles for a proper usage of INESC TEC’s visual identity. This document describes the logo as well as the colour and typography codes that should be used.

This is a guide that intends to respond to all questions and doubts regarding the proper usage of the corporate image.

Following the rules featured in this manual is key to maintaining the coherence and credibility of the brand.
This is INESC TEC's brand. It has been designed to be unique and to be used in all graphic material. It is composed of two elements: the symbol and the logo. They should be used together in all communication material and, whenever possible, reproduced in its official colour — blue.

In the black and white versions, the acronym 'TEC' uses 50% black or white in the positive and negative versions, respectively.

The goal of the protection areas is to preserve the legibility and the visual integrity of the brand. The image on the right illustrates the minimum protection area to be respected. These margins apply to all versions of the logo and should be increased whenever possible.

The size of the brand should not be smaller than what is shown on the right because that is key to maintaining legibility. For lower quality printing [screen printing, pad printing, etc.], it will be necessary to use larger sizes. This minimum size applies to all colour variations.

Below are some examples of incorrect applications of the logo:

- Totally or partially change the colours of the elements.
- Change the proportion of the elements.
- Change the position of the elements.
- Distort/change the proportion between width and height.
- Distort/change the proportion between width and height.
- Distort/change the proportion between width and height.

Colour is key to identify the brand. The colours should be represented as faithfully as possible, taking into consideration the references provided for each purpose (printing or digital).

The font defined for the INESC TEC brand is Effra, which should be used in all graphic material, including all internal and external communication material such as brochures, flyers, posters, etc.

If this font is not available, we recommend using Calibri.