

**INESC TEC**  
**VISUAL IDENTITY MANUAL**  
VERSION 1 • MARCH 2017



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.

01 logo

MAIN VERSION

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.

BLACK AND WHITE VERSION

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



02 protection area

The goal of the protection area 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.



03 minimum size

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.



04 incorrect applications

Below are some examples of incorrect applications of the logo:



05 colour

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].

OFFSET / PRINT					
PANTONE	C	M	Y	B	
313	100	0	10	15	

DIGITAL / SCREEN WEB			
R	G	B	#
0	145	190	0091BE



OFFSET / PRINT					
PANTONE	C	M	Y	B	
305	50	0	5	0	

DIGITAL / SCREEN WEB			
R	G	B	#
100	200	235	64C8EB



OFFSET / PRINT					
PANTONE	C	M	Y	B	
BLACK	100	0	0	0	

DIGITAL / SCREEN WEB			
R	G	B	#
0	0	0	000000



06 backgrounds

INSTITUTIONAL COLOURS / OTHER COLOURS

To apply the logo on a background with the institutional colours, please use the versions on the right.

In different backgrounds other than the blue or backgrounds with insufficient contrast, please use the versions presented – in black or white. The main principle is maintaining the integrity of the colour by obtaining the maximum contrast possible between the shape / background: — Positive for white and light backgrounds; — Negative for neutral, dark and black backgrounds.



INSTITUTIONAL COLOURS



OTHER COLOURS



GREY SCALE



PHOTOS

07 typography

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**.

EFFRA LIGHT

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox  
jumps over the lazy dog.

EFFRA BOLD

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox  
jumps over the lazy dog.

CALIBRI

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox  
jumps over the lazy dog.

CALIBRI BOLD

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox  
jumps over the lazy dog.

EFFRA REGULAR

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox  
jumps over the lazy dog.

EFFRA HEAVY

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox  
jumps over the lazy dog.

CALIBRI ITALIC

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox  
jumps over the lazy dog.

CALIBRI BOLD ITALIC

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox  
jumps over the lazy dog.

EFFRA MEDIUM

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox  
jumps over the lazy dog.