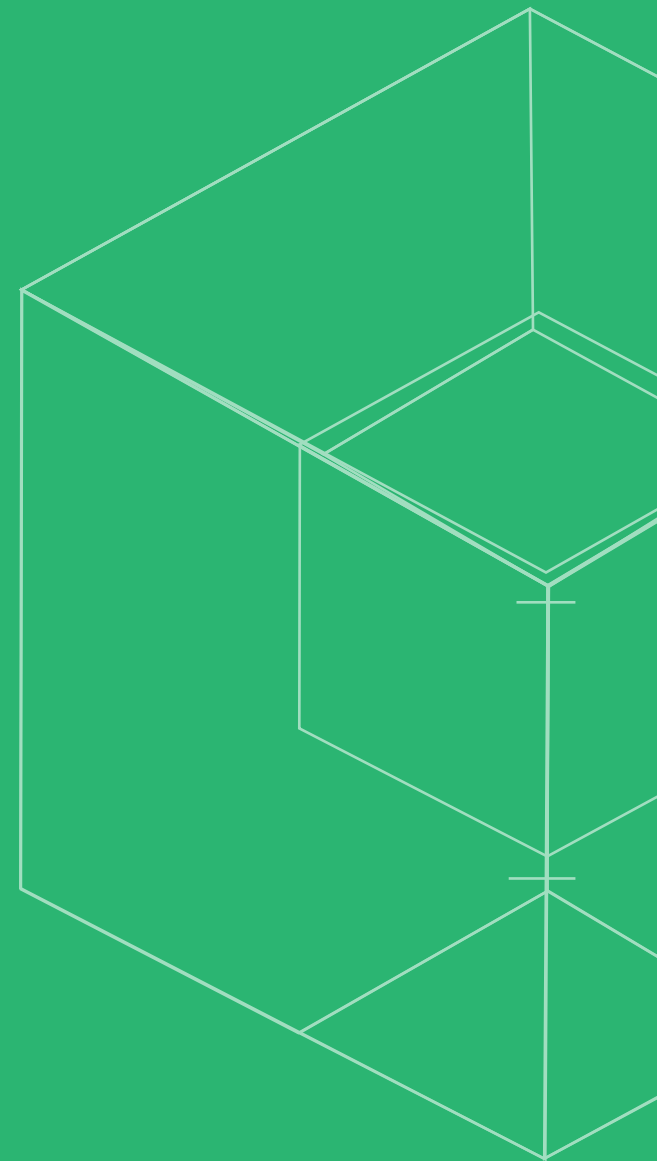


**MANUAL
DE NORMAS GRÁFICAS
THIRD DIMENSION**



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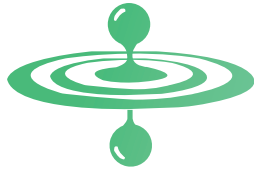
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Third Dimension



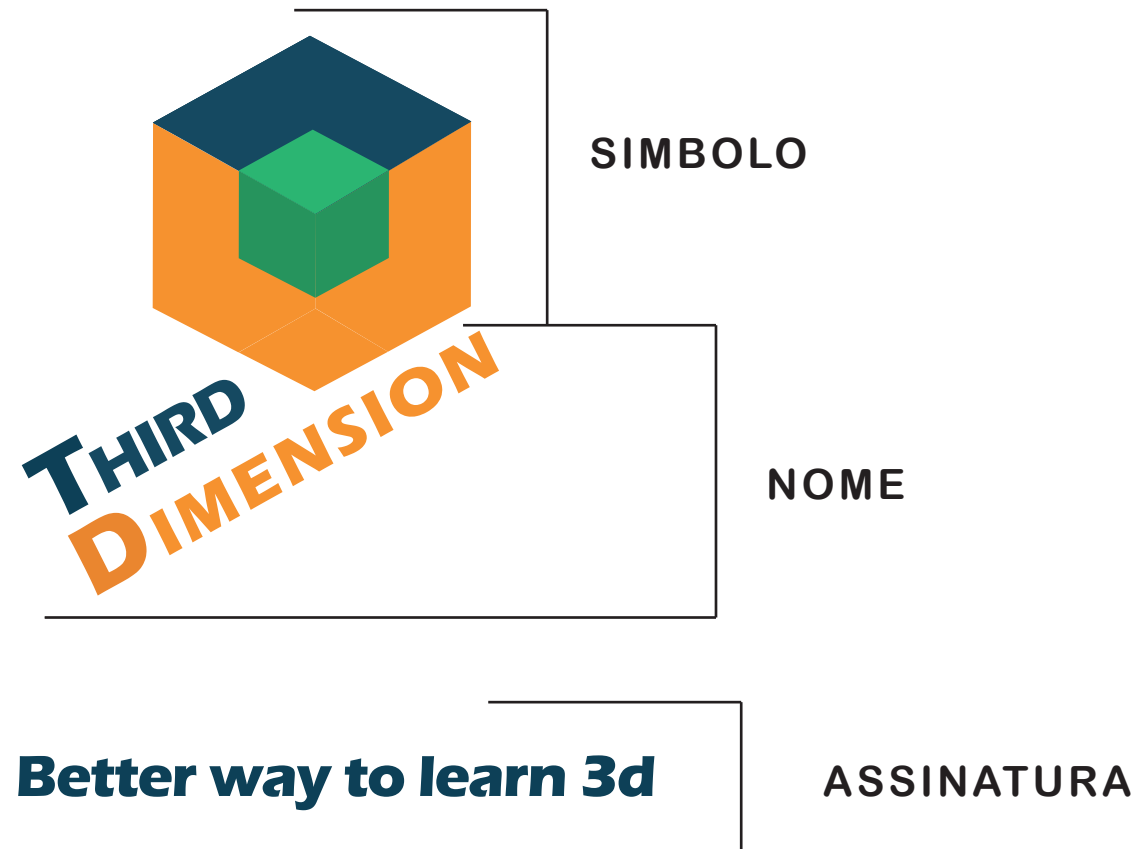
Third Dimension



Third Dimension



Decomposição do logo



TIPOGRAFIA

FONT : Eras Bold ITC

REGULAR :

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

CONCEITO DO LOGOTIPO

O logotipo representa
uma forma geometrica
neste caso um cubo
simbolizando o significado
do texto “third dimension”



O verde no logo simboliza a natureza, e a juventude

A cor laranja significa alegria, vitalidade, prosperidade e sucesso

A cor azul significa tranquilidade, serenidade

RESISTÊNCIA



15 mm



30 mm



50 mm



50 PX

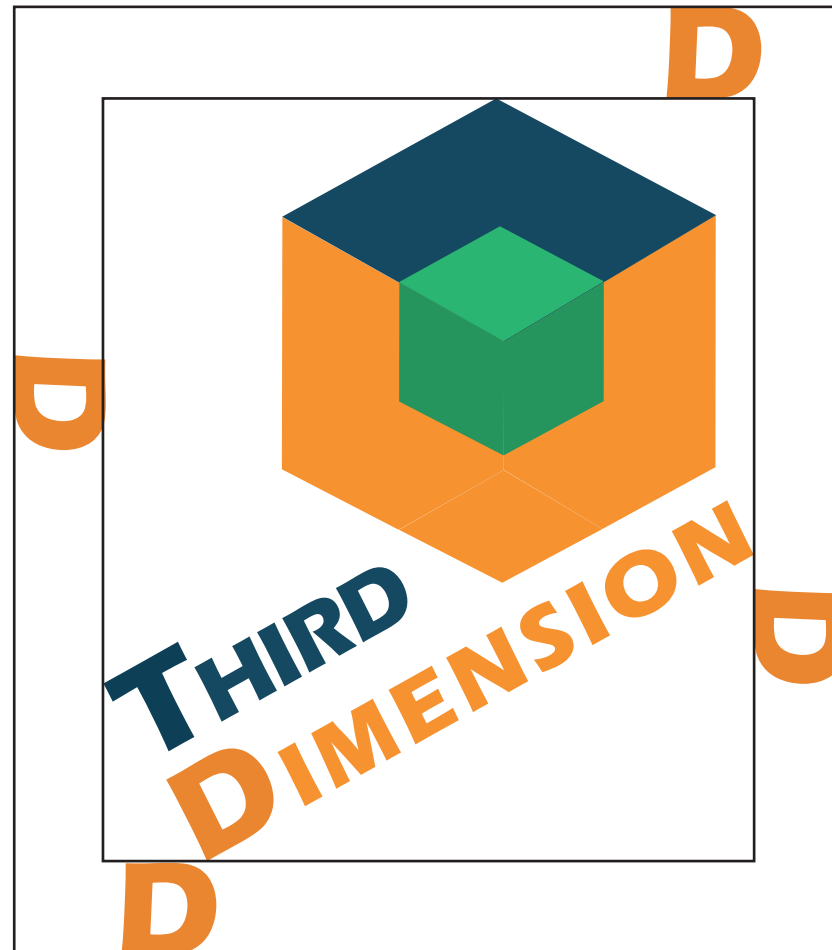


70 PX



100 PX

ÁREA DE EXCLUSÃO



MARCAÇÃO DE CORES (RGB)

 R:47 G:172 B:102

 R:43 G:142 B:83

 R:243 G:145 B:33

 R:23 G:72 B:96

MARCAÇÃO DE CORES (CMYK)



C:75% M:0% Y:75% K:0%



C:80% M:20% Y:82% K:4%



C:0% M:51% Y:91% K:0%



C:93% M:61% Y:40% K:32%

MARCAÇÃO DE CORES

PANTONE

HEXADECIMAL



7739 C



#184861



7731 C



#f3911e



715 C



#2fac66



7477 C



#258f54

VERSÕES DO LOGOTIPO

POSITIVO

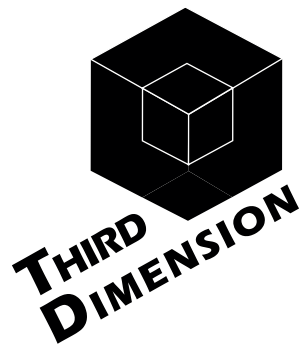


NEGATIVO

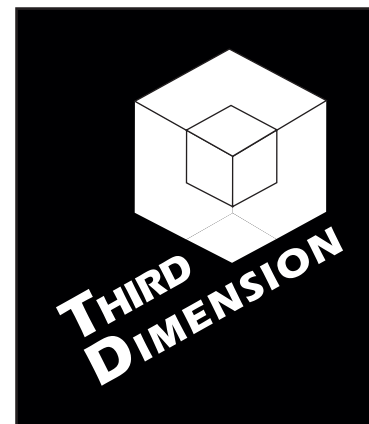


VERSÕES DO LOGOTIPO

PRETO



BRANCO

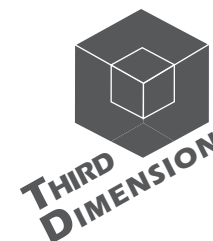


ESCALA DE CINZAS

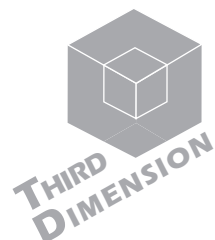
K20 -



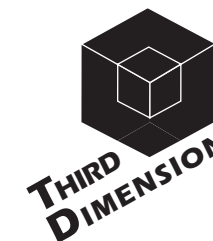
K80 -



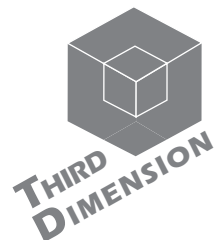
K40 -



K100 -

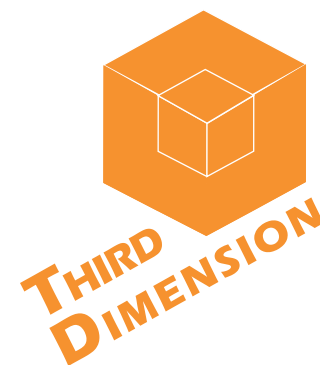
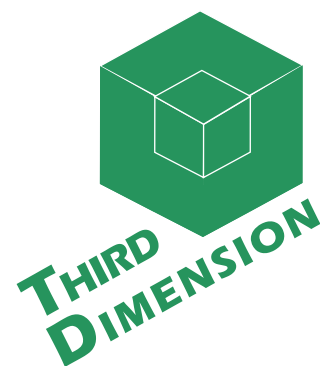
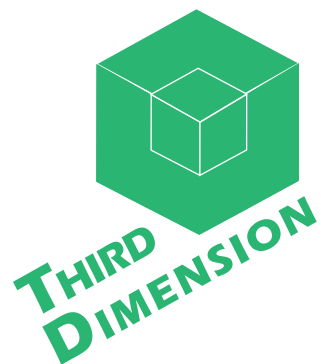
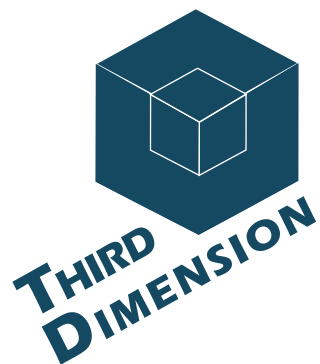


K60 -

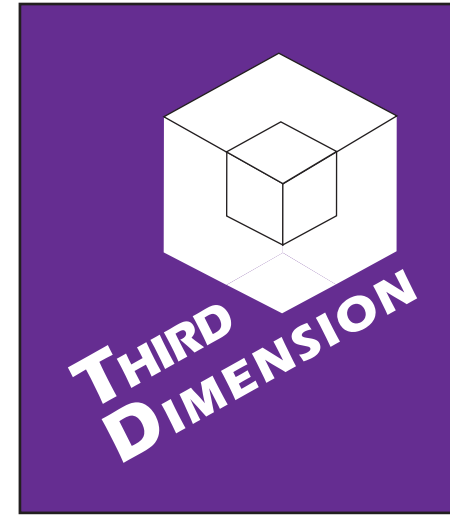
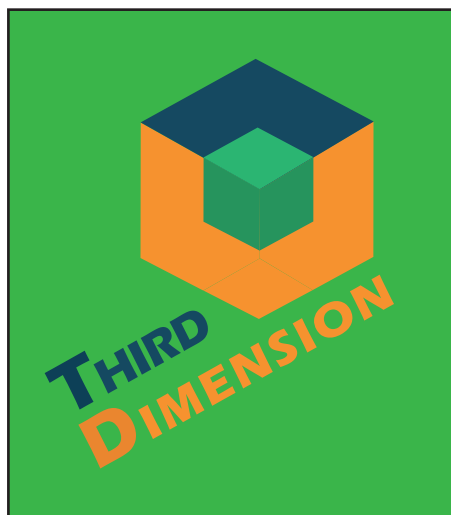
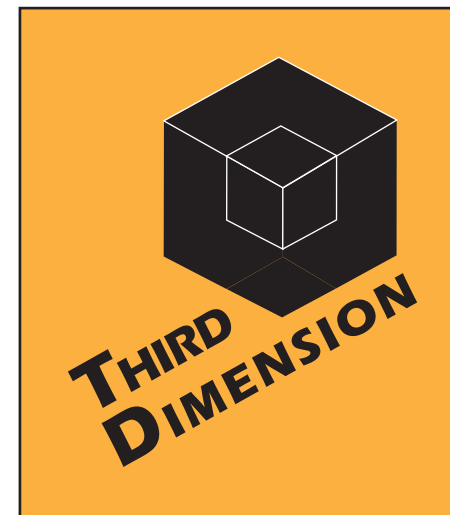
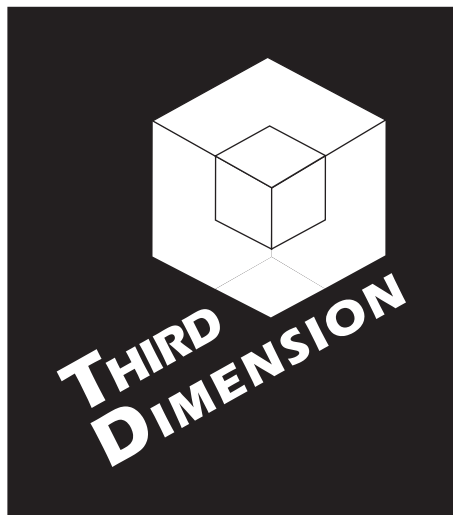


VERSÕES DO LOGOTIPO

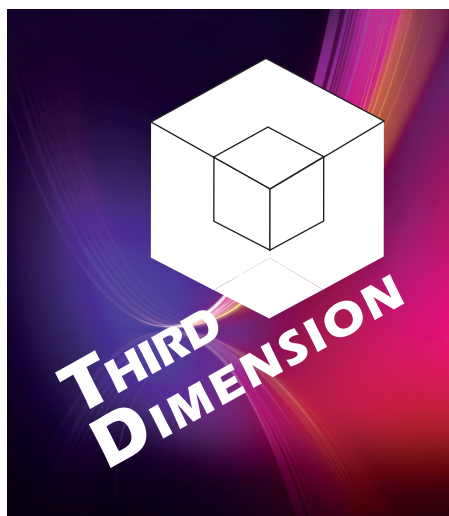
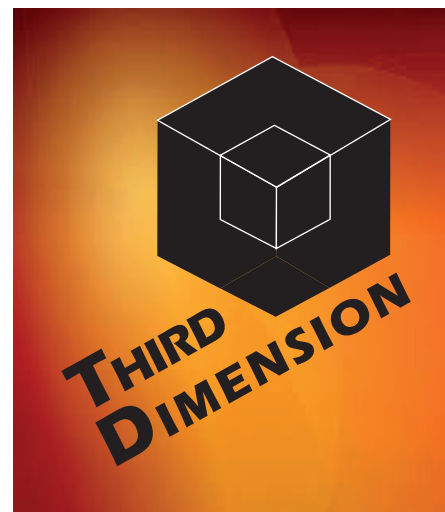
MONOCROMÁTICO



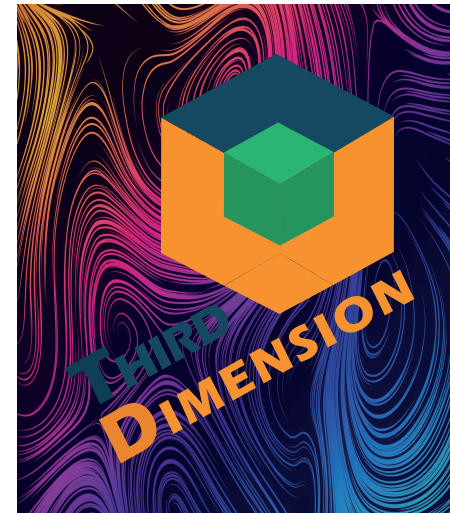
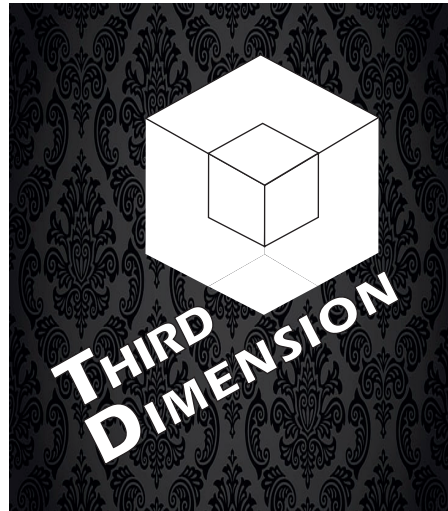
COMPORTAMENTO EM FUNDOS



COMPORTAMENTO EM FUNDOS



COMPORTAMENTO EM FUNDOS



RESTRIÇÕES



Não se pode alterar
as cores do logo



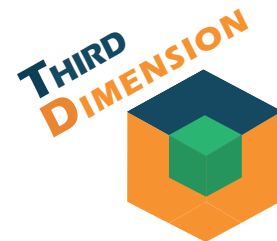
Não se pode alterar
as porporções do logo



Não se pode alterar
a tipografia do logo



Não se pode adicionar
elementos ao logo



Não se pode alterar
a disposição do logo