

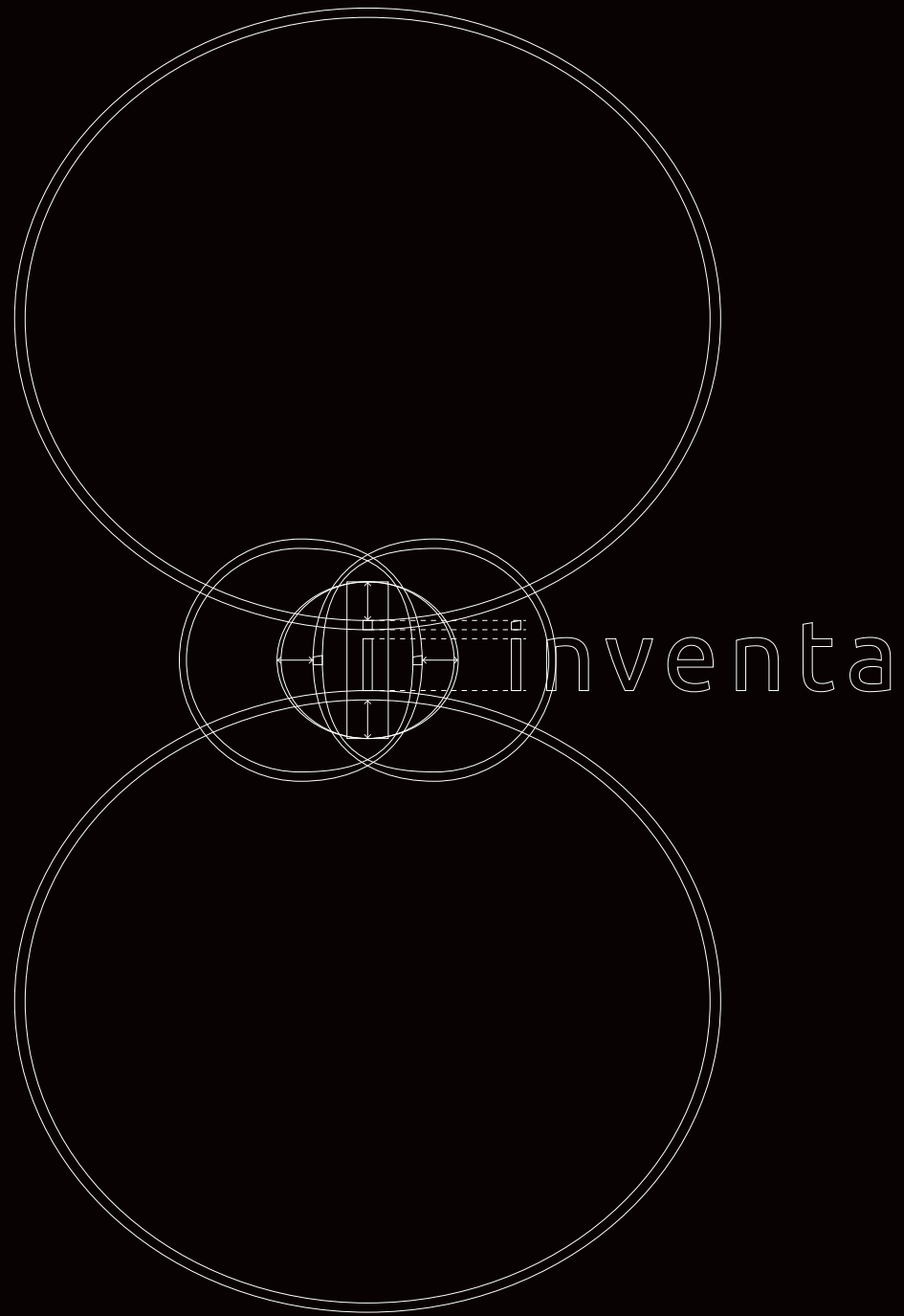


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intellectual property

august 2021

Brand Guidelines



**The following pages
guide the use of the
brand so that its
application is consistent
in the most diverse
applications.**

We are counting on you.

Identity Elements

The following nomenclatures technically used by graphic designers are now established as a language standard:

Logo: the graphic representation of the name invents;

Symbol: the design of the globe;

Brand: the set formed by the logo + symbol



Symbol

Logo

Brand

Horizontal and vertical relationship of the brand

In order to ensure greater visual flexibility of the brand, an alternative version is presented when it is intended to be inserted in a vertical or horizontal reading area.

Vertical



Horizontal



Vertical

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Horizontal

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Color variation

Monochromatic versions include the use in negative (White), positive (Black) or gray scale. They should only be applied when there are limitations in the use of color or when the reproduction technique is of poor quality, such as fax or photocopying.

High contrast - positive



gray scale



High contrast - negative



High contrast - positive



gray scale



High contrast - negative



Typography

Typography is a very important element in building a brand, it communicates with it. A consistent typographic use results in a high association and brand recognition. It must be used in all aspects of communication in its variants.



Typography

Ubuntu regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Ubuntu light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Chromatic reproduction

The role played by color in a brand is fundamental. Thus, the colors must be reproduced with maximum fidelity, trying to find the closest approximation to each reproduction surface, based on the colors indicated, for each type of use. This page establishes the standards by which the colors are defined.



Direct Colors - Pantones

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CMYK colors - four color

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RGB colors - screen

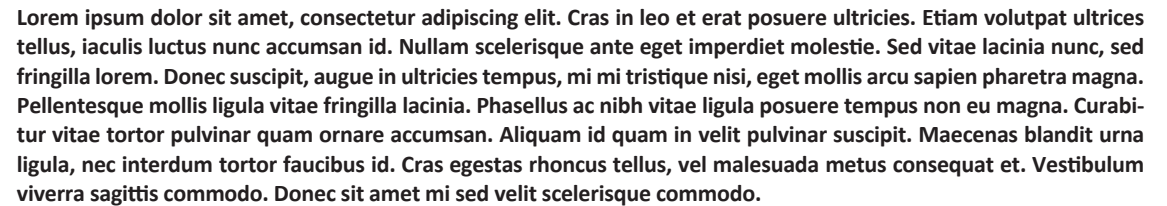
inventa blue



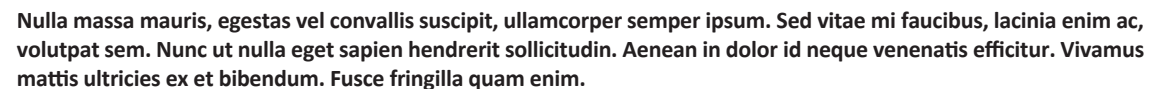
inventa black



The boundaries of the protection area were defined based on the height of the letter “t”. Thus, the area of protection of the brand is determined. This unit of measure is the same for all versions. The interference of any content (text, image, or other graphic element) from this margin inwards is not allowed. The brand must always be resized keeping the proportions of the protection area.



Aliquam eu bibendum metus. Aenean varius purus a o
justo. In fermentum neque id scelerisque ornare. Peller
imperdiet luctus. Suspendisse molestie, lacus vel vene
purus vitae neque. Quisque auctor placerat imperdie
egestas id. Praesent in ornare tortor. Nam maximus ul
vitae pharetra tellus. Nam laoreet ipsum ac sem ornare
eu ipsum. Interdum et malesuada fames ac ante ipsum
Donec tempor augue in aliquet fermentum. Duis nec lac
semper eros, sit amet sollicitudin est vestibulum at. M
ipsum primis in faucibus. Phasellus purus velit, convall
consectetur finibus id varius urna. Maecenas eu velit ne
tempus neque. Nulla quis mauris ut est tincidunt ullam



Sed in varius tellus, at eleifend ex. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aliquam erat volutpat. Phasellus rhoncus fermentum dictum. Phasellus et quam lorem. Nullam eget lacinia nibh, vitae maximus dolor.

Minimum dimensions

To guarantee the reading of the logo in printed and digital supports, the minimum dimensions defined for each version must be respected.

The minimum scale for screens should contemplate the wide variety of screen resolutions in which it will be viewed, so you should take into account that the higher the user's screen resolution, the smaller the size of the brand image and, as a consequence, it will have less readability. The proposed measurements are for a screen with a resolution of 1920x1080 (FHD) which is one of the most used.

For printing (millimeters)



For screen (pixels)



Behavior on chromatic backgrounds

Given the possible varieties of media, it is anticipated that the application of the mark can be made on different colored backgrounds. The color version must be applied on light backgrounds and the monochromatic negative version on dark backgrounds.

Colored backgrounds



Behavior on photographic backgrounds

When the brand is applied to photographic backgrounds, the principle remains: guaranteeing contrast and legibility. Areas in the background that prevent easy reading of the logo should be avoided.



Incorrect application of the brand

It is important that the brand maintains a consistent and consistent use, without affecting its integrity. Therefore, in addition to the previous guidelines, a set of examples of uses to be avoided at all costs is presented.

Chromatic change of elements



Typographic change



Changing distances and/or positions of elements



Distortion of the proportion between height and width



Changing the proportion between elements





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