

BASIC GUIDELINES

SH₂E VISUAL IDENTITY



INTRO & INDEX

The objective of this Basic User Guidelines is to unify the graphic elements of communication, internal and external, of the SH2E Visual Identity.

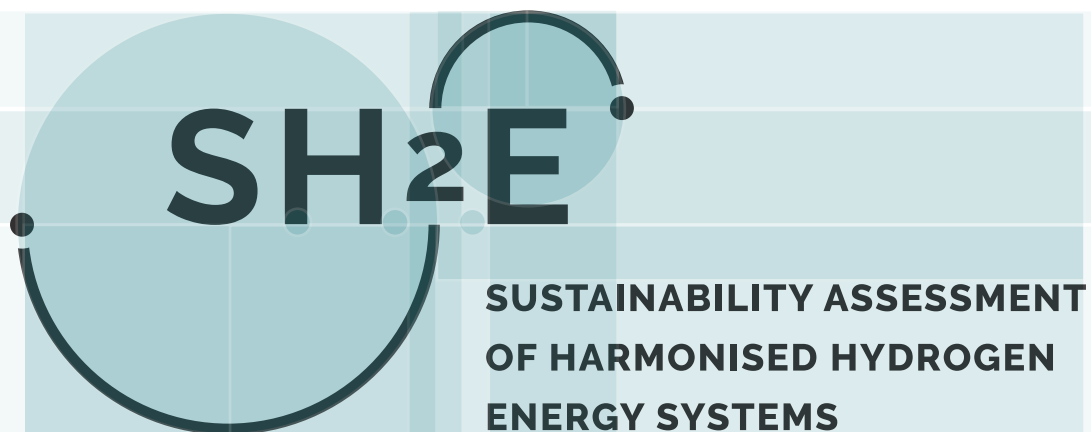
This document determines the rules to be followed in terms of design, advertising and communication in general, in order to provide consistency to all visual applications that are made to maintain coherence in the image of the project.

The manual is a basic instrument that requires efficient implementation and strict control. The correct and homogeneous application of a Visual Identity is decisive for the brand to obtain recognition and notoriety.

LOGOTYPES

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CONSTRUCTION



POSITIVE B/W

LOGOTYPES

B/W VERSIONS



POSITIVE B/W



POSITIVE + DESCRIPTION B/W



NEGATIVE B/W



NEGATIVE + DESCRIPTION B/W

LOGOTYPES

COLOUR VERSIONS



POSITIVE COLOUR



POSITIVE + DESCRIPTION COLOUR



NEGATIVE COLOUR



NEGATIVE + DESCRIPTION COLOUR

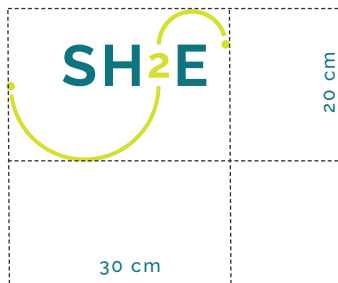
PROPORTIONS & SIZES



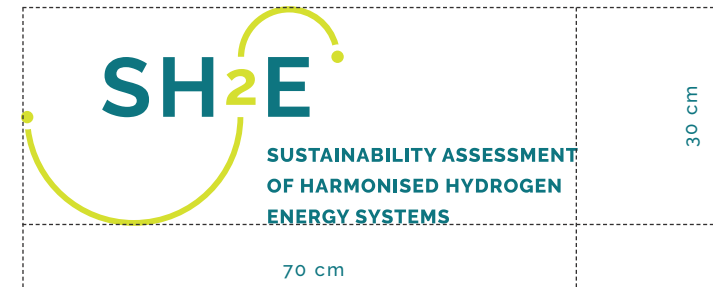
RESPECT AREA



RESPECT AREA



MINIMUM SIZE



MINIMUM SIZE

FONTS



**SUSTAINABILITY ASSESSMENT
OF HARMONISED HYDROGEN
ENERGY SYSTEMS**

RALEWAY REGULAR
Google Font

USO > Textos corridos
UPPERCASE & SMALLER CASE
TRACKING > 0

Abcdefghijklm
Nopqrstuvwxyz
1234567890

RALEWAY MEDIUM
Google Font

USO > Textos corridos
UPPERCASE & SMALLER CASE
TRACKING > 0

Abcdefghijklm
Nopqrstuvwxyz
1234567890

RALEWAY BOLD
Google Font

USO > LOGOTYPE
UPPERCASE
TRACKING > 50

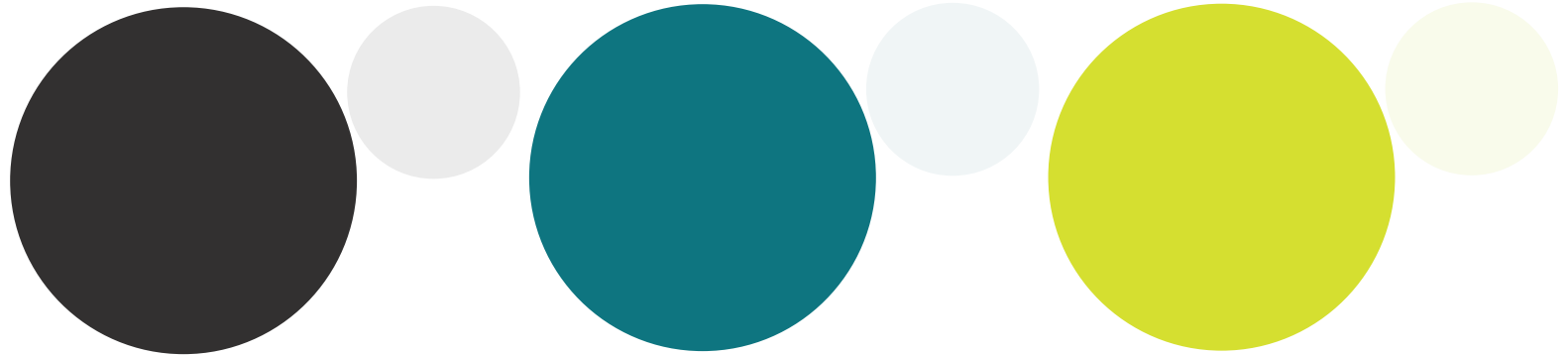
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

RALEWAY EXTRA BOLD
Google Font

USO > DESCRIPTION
UPPERCASE
TRACKING > 50

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

COLOURS



SECONDARY COLOUR

90% - 5%

PANTONE BLACK C

CMYK % 61 61 61 74

RGB % 044 041 038

HTML # 2c2926

MAIN COLOUR

100% - 5%

PANTONE 7474 C

CMYK % 85 33 39 18

RGB % 000 116 130

HTML # 007482

MAIN COLOR

100% - 5%

PANTONE 396 C

CMYK % 20 00 94 00

RGB % 221 221 011

HTML # deddob

LOGOTYPES

PERMITTED USES



SECONDARY COLOR AT 90% OVER MAIN COLOR



SECONDARY COLOR AT 90% OVER MAIN COLOR AT 5%



MAIN COLOR AT 5% OVER THE SAME MAIN COLOR AT 100%



MAIN COLOR AT 5% OVER SECONDARY COLOR AT 90%

PROHIBITED USES



USES OF OTHER COLORS OR REMOVAL OF PARTS OF THE LOGO



USES OF OTHER COLORS OR CONSTRUCTION MODIFICATION



USES OF OTHER COLORS OR CHANGES IN THE LOGO



USES OF OTHER COLORS OR CHANGING SIZES

