



IDENTITY GUIDELINES

[short version]



Welcome

This document defines a set of guidelines that guarantee a correct brand reproduction and its understanding. These guidelines must be respected in order to create a strong visual identity and a clearly recognized brand.

The colours in this document are designed for screen view (RGB). Desktop printers reproduction does not allow a correct colour reading. For a correct reading consult the colours catalogs of the various reproduction systems.

In case of doubts, or for more specific applications not covered in this manual, please contact:

dmc@ceiia.com

Index

- 04 What is CEiIA?
- 05 Brand Keywords
- 06 Type CEiIA
- 07 Main logo
- 08 Minimum reproduction sizes
- 08 Safety Area
- 09 Colour
- 10 Colour / Logo behavior
over brand colour backgrounds
- 11 Colour / Logo behaviour
over other colour backgrounds
- 12 Colour / Logo behavior
over photos
- 13 Do not mess with our brand
- 14 Tipography
- 15 Tipography / Alternative
font for ppt and word
- 16 Tipography / Alternative
font for internet

What is CEiA?

We Are

CEiA is an innovation and engineering centre that aims to enhance the competitiveness of mobility through international cooperation between university and industry into market oriented products and solutions.

We Aim

CEiA's daily mission is to be a global reference on research, design, development, manufacture and testing of products and services for mobility industries.

We Believe

CEiA has a strong team spirit, based on high qualified engineers and designers working together with the most advanced technologies in an “engineering the creativity” environment to materialize new and competitive products and solutions.

Words that reflect our brand. This is how you tag CEiIA.

Blue
White
Black
Simple
Functional
Design
Mobility
Human
Together
People
Happiness

Future
Better World
Service
Engineering
Auto
Aero
Offshore

Movement
Ethics
Certified
Visionary
Value
Development
Intelligence
Integration
Sustainability
Connection
Knowledge

Car
Bike
Plane
Helicopter
Boat
Skate
mobi.me
Nature
Dream
Project

When typing our brand, do it like this:

Thanks.

CEIIA

upper cases

CEiiA

normal text

This is our main logo, use it and respect it.
We give it to you in Pantone®, CYMK and RGB
reproductions files.

A large, bold, black version of the CEiIA logo. The lowercase 'i's are stylized with two blue circles above them. The letters are 'C', 'E', 'i', 'i', 'A'.

Can you see me?
Logo minimum size reproductions
should always be respected.

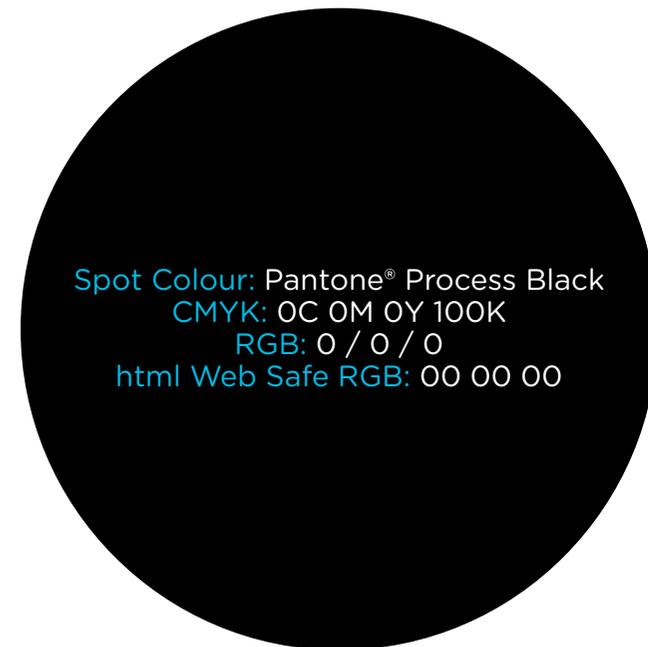
Let me breathe!
We need space around our logo.



Blue and black, that's our colour identity. Do not mess with it!
We give you Spot Colour, CMYK, RGB and HTML colour reproduction system values.
For architecture colours please choose paint or plastics colour based on Pantone®306.
That's our colour reproduction golden rule.



BLUE



BLACK

Blue, Black and White, simple!

This is CEiIA colour universe, our identity is recognized over this colour backgrounds.
Whenever possible use example A, then B and C.

A

Full colour Positive behaviour

B

One colour (Pantone®306) Positive behaviour

C

One colour (Black) Positive behaviour



Full colour Negative behaviour



One colour (Pantone®306) Negative behaviour



One colour (Black) Negative behaviour

Run away!

Please avoid this colour backgrounds, they don't reflect CEiIA's identity.

If inevitable, use the behaviours represented here, contrast and legibility are the key.

Where is CEiIA?

Don't build a game of hide and seek with our logo. Here you can find correct examples of our logo behaviours over photos.

This page is not about layout solutions, it's about legibility and contrast!



Do not mess with our brand.

Be creative, ideas are vital, but don't have ideas about our logo or other graphic elements of our brand. It's not for you to decorate, colourize, stretch, bend, reflect, distort, ungroup, mess around or do anything besides applying it according to our guidelines. There must be 10,001 ways to mess around with it. We can only give you some examples of wrong usage.



Wrong Colours



Disproportionalety Scaled



Crooping



Wrong Logo elements relation



Messing with Logo elements



Drop shadow or any other effect



Wrong angle



Safety area violation



Mask images



Tints or transparency

Gotham Rounded, the font choice for CEiA.

Breathes friendly and high-tech feelings at the same time.

Design by Tobias Frere-Jones, you can buy it at: tipography.com

Gotham Rounded should not be used in editable docs. Please see next page.

emotion

function

Gotham Rounded Light

Gotham Rounded Book

Gotham Rounded Medium

Gotham Rounded Bold

Gotham Rounded Light Italic

Gotham Rounded Book Italic

Gotham Rounded Medium Italic

Gotham Rounded Bold Italic

To PPT presentations, WORD documents and Outlook e-mails it is recommended the usage of fonts that exist in all computers.
Arial Rounded MT Bold for titles and Calibri for text.

emotion

**Arial Rounded MT Bold
(titles)**

function

**Calibri
(text)**

Oops!

Unfortunately Gotham Rounded doesn't exist with internet user licenses, yet.

For internet only, you can use Nunito as alternative font.

This font was design by Vernon Adams, you can get it at google.com/webfonts

emotion

Nunito Light

Nunito Regular

Nunito Bold

function

Thank you for pushing
our brand the right way.

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