

# LOGOTYPE - FUNDAMENTAL STANDARDS

## RULES OF USE



### COLORS

R 91  
V 110  
B 131

C 42  
M 18  
J 0  
N 45

PANTONE  
2165 C

### BLEED AREA



### MINIMUM SIZE



12mm  
50px

# LOGOTYPE - FUNDAMENTAL STANDARDS

## PROHIBITED USAGE



1 Distort the logotype



2 Change the colors of the logo



3 Modify the proportions and layouts of the elements of the logo (symbol, typogram)



4 Change the typogram or configuration of the logo



5 Use the logo as a form of welcoming an image



6 Dissociated the symbol and typogram



6 Add the mention of an activity to the logo