

The background features three circular frames containing teal-colored images of ocean waves. One frame is in the top right, another in the bottom left, and a third in the bottom right. The text is centered in the middle of the page.

# Portugal **SOCIAL INNOVATION**

Graphic standards manual

# Technical sheet

Title  
Graphic Standards Manual

Edited by  
Monsters Agency

Property  
Portugal Social Innovation

Year  
2024

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## Graphic Standards Manual

The purpose of this manual is to guide the application of visual identity of the Portugal Social Innovation brand, through the detailed presentation of its standards graphics. The coherent and consistent application of identity brand visual is considered fundamental to building effective communication between your positioning, differentiation and (brand) image.

The representation, par excellence, of the visual identity of the Portugal Social Innovation is its logo. This is constituted by symbol and nomenclature, in a fixed relationship. These elements, when combined, become a powerful force that embodies the brand identity, giving it life. Follow the guidelines defined in this document ensures consistent use of the Portugal brand Social Innovation.





## Graphic Concept

The rebranding proposal for this initiative was inspired in nature, which is generated and regenerated continuously, evolving towards infinity. The objective is to symbolize timelessness and constant renewal. The symbol of infinity, in addition to representing perpetuity and the continuity of the project, also reflects the two letters “O” present in the name “Portugal Social Innovation”.

The colors chosen refer to nature, more specifically for the infinite intersection between the blue of sky and the green of the sea.

In short, this new visual identity seeks to convey a sense of timelessness and sustainability, preserving the legacy of the program while designing it for the future.



## Mark



## Portugal Social Innovation

So that the image is always consistent and visible, we chose only to create a version with horizontal orientation.

## Safety Margin

To preserve the good readability of the logo, it was defined as a safe area around you. This area has as reference the measurement "x", which corresponds to the height of the lettering of the caption "Portugal Social Innovation".

Minimum clear space illustrated applies for all versions of the brand and is intended to protect the logo from any other element that is nearby and can prevent or influence its reading and visibility.

Whenever possible, the margin should be increased.

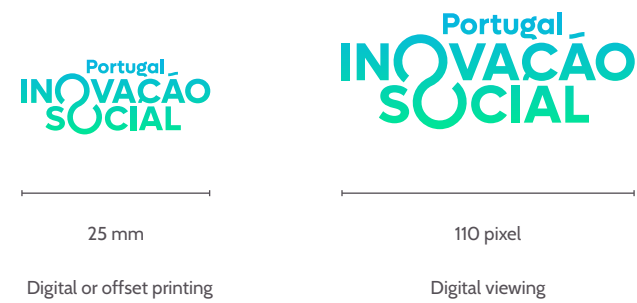


# Minimum Dimension

To ensure that the Portugal brand is read Social Innovation in offset/printing digital and screen, the minimum dimensions studied for the several versions.

For reproduction in scales varied, it is recommended that the logo not be reproduced in smaller size at 25mm.

In the case of applications of the logo on small merchandising (pens, bracelets, among others), must resort to the exception. In this case, the Minimum dimension required is 15 mm.



# The Color

The colors of the Portugal Innovation brand Social are green, blue and dark blue. The logos are presented here on the preferred option, in colors, with the four-color is the reproduction process most used and recommended colors.

	<b>HEX:</b> #8b3e5 <b>RGB:</b> 8 . 179 . 229 <b>CMYK:</b> 70 . 9 . 2 . 0 <b>LAB:</b> 67 . -26 . -37		<b>PANTONE:</b> 306C
	<b>HEX:</b> #0E498 <b>RGB:</b> 0 . 228 . 152 <b>CMYK:</b> 64 . 0 . 60 . 0 <b>LAB:</b> 80 . -62 . 23		<b>PANTONE:</b> 7479C
	<b>HEX:</b> #22A33 <b>RGB:</b> 2 . 42 . 51 <b>CMYK:</b> 93 . 66 . 58 . 61 <b>LAB:</b> 15 . -12 . -10		<b>PANTONE:</b> 546C

# Versions

The logo has two official versions: in color and in black and white. To reinforce the weight and visibility of the brand Portugal Social Innovation, must be applied, whenever possible, the colored version.

If it is impossible to reproduce it in color, you should use the versions in black and white.

These should only be applied when there are limitations on the use of color or when the reproduction technique requires, always protecting the best reading of the brand.



# Color Backgrounds

The preferred background colors for the brand Portugal Social Innovation are the white and black.

The basic principle is to maintain integrity chromatic, with maximum contrast possible between the logo and the background color.

These examples should serve as a guide, so that the visibility of the logo is preserved.



# Incorrect Uses

It is very important that the brand Portugal Social Innovation maintains its integrity in any support used. That's why we represent ourselves here some warnings for the most inaccuracies frequent.

This statement is not intended to cover all possibilities of misuse.



# Funds and climate Photographic

It is not recommended to apply logo over images. However, whenever you have to reproduce the logo on photographic backgrounds, its placement must fall on the areas of the image that allow for good reading.

The photographic climate should also represent graphic concept with images of nature, strength, challenge, dream, path, share, timelessness and infinity.



# Tipografia

Official typography is part of the identity and must always be respected, so that all communication material is coherent. In external communication such as advertising, publications, among others should be used:

**Titles and Taglines:**

Lufga Light

**Titles in Text Paragraphs:**

Lufga Bold

**Running text:**

Lufga Regular

In the event that it has to be used a system font (system tools) office such as word, powerpoint, etc.), the best choice will be Arial.

Lufga Light

0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Lufga Regular

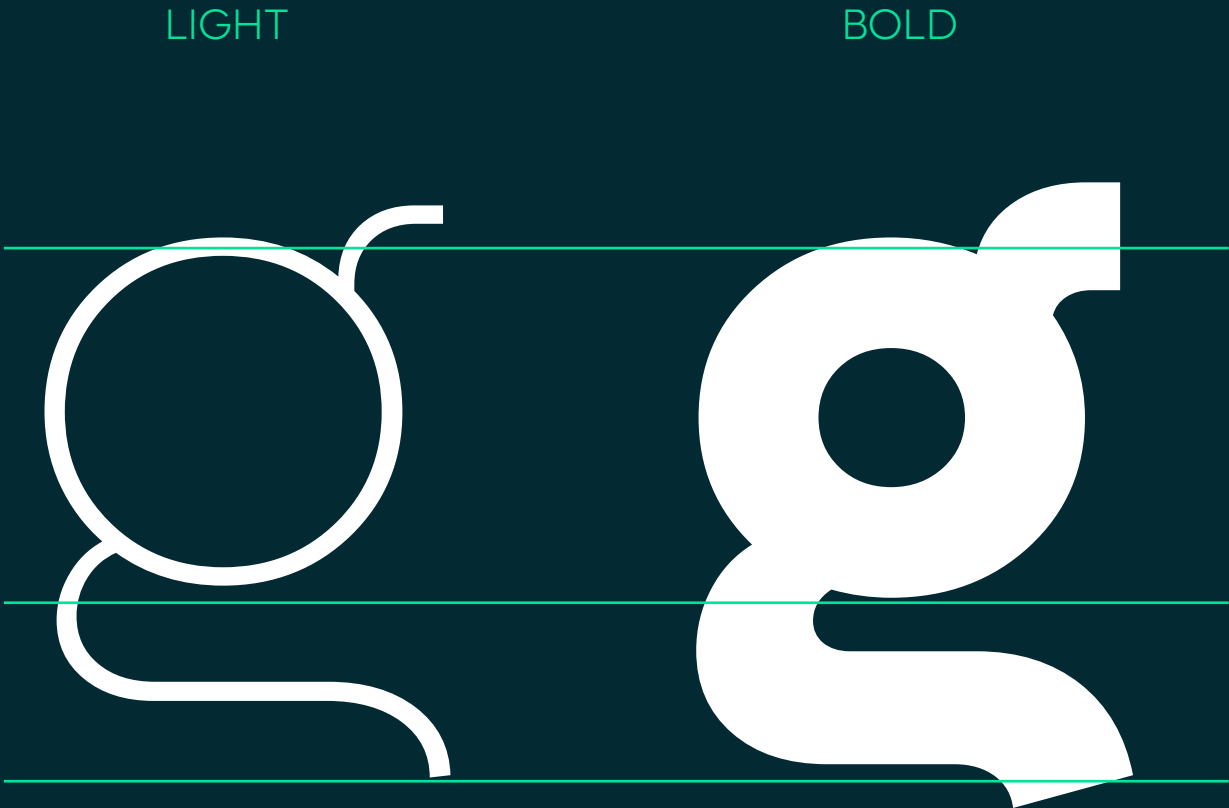
0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Lufga Bold

**0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Cabin

0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz





# English versions

Identity also presents a English version. The graphical logic remains the same, only changing the words. All rules created for the portuguese version also apply to this version.

Portugal  
SOCIAL  
INNOVATION

Portugal  
SOCIAL  
INNOVATION

Portugal  
SOCIAL  
INNOVATION



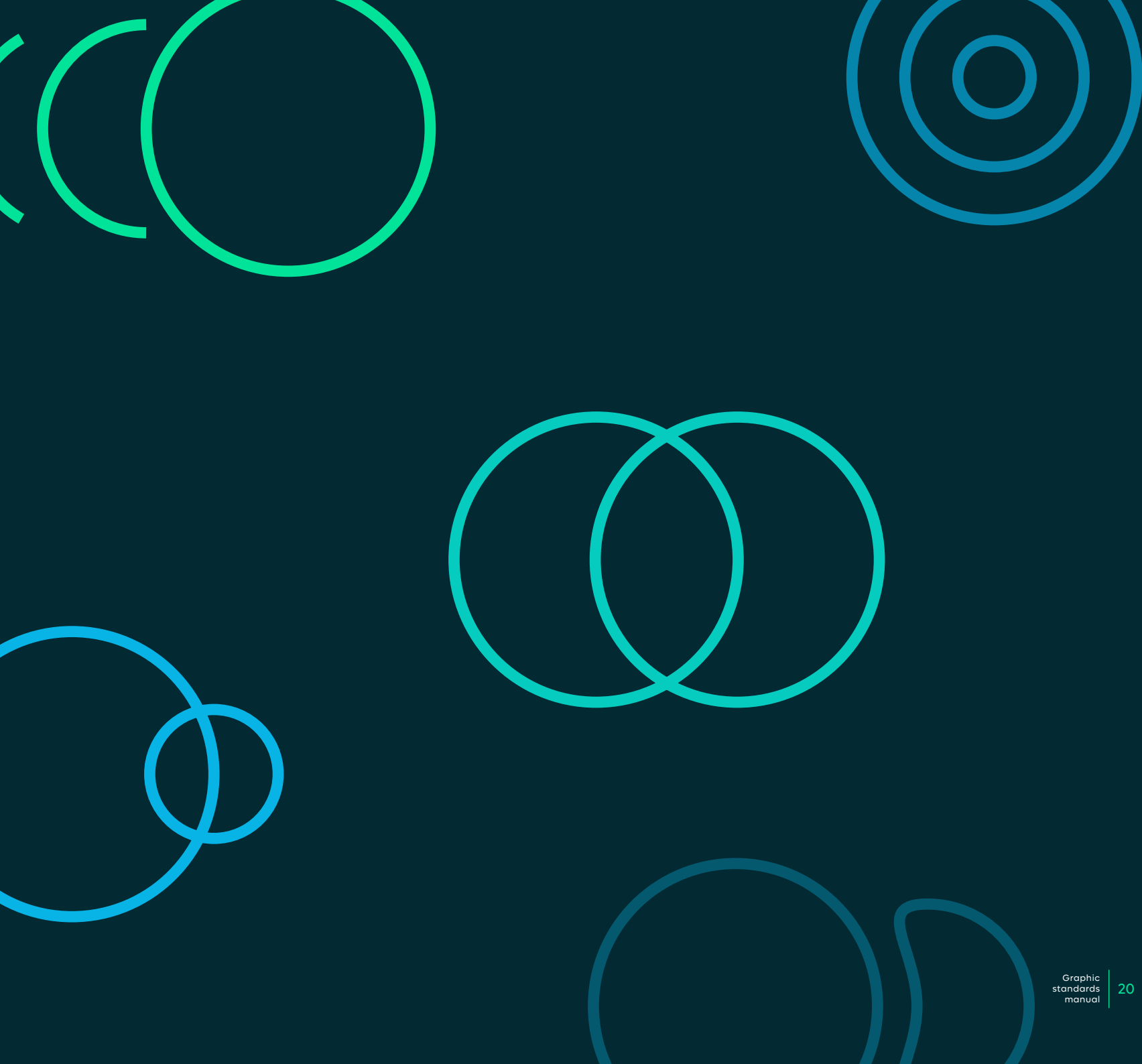
## Infinity symbol

The infinity symbol appears as a independent graphic element that can be used to complement supports, whether advertising, networks social media, iconography or infographics. This element can be used as a mask for photos or textures or, conversely, as overlapping and/or interlaced element in photography.

Can be used in the original position or at any other angle, and may also be thinner or thicker.



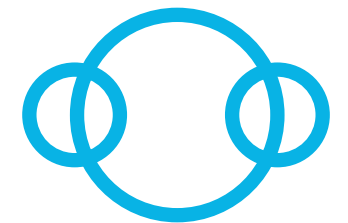
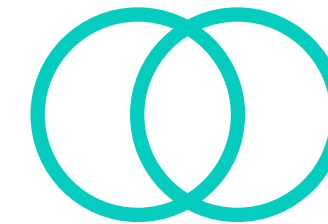




## Iconography

With the aim of visually representing the instruments used by the brand Portugal Social Innovation, an iconography was developed that distinguishes them through colors and shapes specific. Each icon, composed of rounded shapes, symbolizes a distinct instrument.

The established guidelines for the main brand were applied in the same way to this iconography, ensuring a cohesive visual identity and integrated.



# The instruments

The identity defined for the set of instruments are based on lettering used in the Portugal Innovation identity Social. The iconography is defined with the following main versions:





# Versions

For the identity of instruments some versions of structure, to which all the defined rules for identity Portugal Social Innovation.

In order to achieve a wider range of application options, were created alternative versions, for each version of structure.

Structure versions are defined in the following way:

- Horizontal**
  - no region
  - with region
  - lettering
- Vertical**
  - no region
  - with region
  - lettering

## Horizontal Version













## Vertical Version



# The Color

The colors of the instruments are within the spectrum of tones of brand identity Portugal Social Innovation. The logos are presented here in the preferred option, in color, with four-color being the more color reproduction process used and recommended.

	HEX: #0e498 RGB: 0 . 228 . 152 CMYK: 64 . 0 . 60 . 0		PANTONE: 7479C
	HEX: #4ccbf RGB: 4 . 204 . 191 CMYK: 68 . 0 . 34 . 0		PANTONE: 2239C
	HEX: #8b3e5 RGB: 8 . 179 . 229 CMYK: 70 . 9 . 2 . 0		PANTONE: 306C
	HEX: #0685AA RGB: 6 . 133 . 170 CMYK: 84 . 36 . 21 . 1		PANTONE: 2203C
	HEX: #04586E RGB: 4 . 88 . 110 CMYK: 93 . 57 . 41 . 20		PANTONE: 2153C

# Color versions

The instruments have two official versions: in color and in black and white. To reinforce weight and visibility, be applied, whenever possible, to colored version. If it is impossible to reproduce it, colors, you should use the versions black and white. These should only be applied when there are limitations on the use of color, or when the reproduction technique requires, always protecting the best reading of the brand.



# English versions

The identity of the instruments also exists in the English version. The logic graphic remains unchanged, only changing the words. All rules created for the portuguese version also apply to this version.





# Coexistence

The Portugal Social Innovation brand will always be associated with multiple entities that will be represented by their own identities. When the brand and associated entities coexist on a footer, the Portugal Innovation brand Social should always appear first and with greater emphasis, respecting the same as the color rules in this manual.



The brand can also coexist with other entities in situations differentiated, and here we have always evaluate the type of support, such as in the following examples:






# Portugal SOCIAL INNOVATION

**PAT** Programa  
Assistência Técnica  
2030

 PORTUGAL  
2030

 **Cofinanciado pela  
União Europeia**

Os Fundos Europeus mais próximos de si.