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Parent Brand Guidelines

V 1.0
July 26, 2019

Introduction

This document was created with the goal of helping designers and the Parent team in using Parent's Visual Identity.

We hope that, by following this set of rules, it will be possible for each team to build consistent marketing and communication materials that strengthen the image of the project as a whole.

The visual identity is still in development, so new versions of this manual will be created. Always look for the new versions of this document and other materials at the address below:

http://parent.contagio.ag

If you have any questions or suggestions, feel free to contact us at **info@contagiocriacao.com.br**

Logo

Parent's logo is the most immediate representation of the project. It should be used consistently and in the proper forms.

The first version of the logo, above right, is the preferred version. Use this version whenever possible.

The version below is the reverse version and should be used to apply the logo over dark backgrounds.

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Single Color

The single color version should be used when it is not possible to print the logo in color.

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Logo: Clear space and minimum size

Always surround the logo with the amount of clear space shown to ensure that the logo is easily identifiable as well as visible and legible wherever it appears.

Clear space is the minimum "breathing room" maintained around our logo. It also defines the minimum distance between the logo and the edge of a printed piece.

The clear space around our logo is equal to the height of the letter R on the logo. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

Minimum size

Minimum size refers to the smallest allowable logo size. The logo is available in one size that can be scaled down to a minimum size of 10 mm wide, but we recommend using bigger than 15mm for better readability.

EPS logo files may be scaled to any size necessary for the application. Always maintain the logo's aspect ratio when scaling.

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├─ 15 mm ─┤   ├─10 mm─┤

Logo dont's

Ensure that the logo is clearly recognizable by using it properly, and do not alter it in any circumstances. Consider the logo version and the background it is placed on to provide the best legibility.
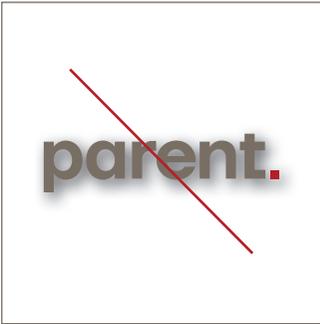
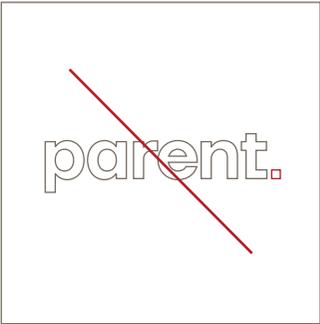The examples show various uses to avoid.

DO NOT change the logo's colors.

DO NOT change the logo's proportion.

DO NOT add drop shadows or other effects to the logo.

DO NOT outline the logo.

DO NOT rotate the logo.

DO NOT change the logo's proportion.

DO NOT place the logo on a complicated background or a background that reduces its legibility.

DO NOT use the preferred logo on a dark background.

DO NOT crop the logo.

DO NOT use the logo in a holding box or other shape.

Colors

The parent color palette was created to give a cheerful and diverse tone to the visual identity.

The logo should always be applied in gray with the dot in red. The other colors should be used in texture and other elements.

Color codes

The color codes below can be used to recreate the colors in graphic software and to use CMYK and Pantone as reference scales.

Print:
The CMYK color codes should be used for most of print documents, but you can also use the Pantone scale as a color reference.

Screen:
For digital documents, aimed to be viewed on screen, use the RGB color codes. For HTML documents (e-mails and websites) you can use the RGB references or the HEX color codes.

PANTONE	7621C	404C	3165C	7465C	158C	130C	4535C	7527C	622C
CMYK	0 / 98 / 91/ 30	20 / 25 / 30 / 59	100 / 16 / 33 / 66	58 / 0 / 36 / 0	0 / 62 / 95 / 0	0 / 32 / 100 / 0	6 / 8 / 35 / 12	3 / 4 / 14 / 8	25 / 2 / 19 / 5
RGB	171 / 35 / 40	119 / 110 / 100	0 / 79 / 89	64 / 193 / 172	232 / 119 / 34	242 / 169 / 0	207 / 196 / 147	214 / 210 / 196	183 / 205 / 194
HTML (HEX)	#AB2328	#776E64	#004F59	#40C1AC	#E87722	#F2A900	CFC493	D6D2C4	#B7CDC2

Typography

The **TT Firs Neue** font, developed by TypeType, has been chosen as the main typography for Parent for its contemporary, playful and geometric look. It should be used in its Bold and Regular variations for all titles and short texts.

For longer texts, we recommend using **OpenSans**. Created by Steve Matteson, it can be downloaded for free at Google Fonts.

TT Firs Neue license can be bought at:
https://www.myfonts.com/fonts/type-type/tt-firs-neue/

Open Sans can be downloaded at:
https://fonts.google.com/specimen/Open+Sans

TT Firs Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TT Firs Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography use example

Main Tile
TT Firs Neue Bold

Subtitle
TT Firs Neue

Short Body Copy
TT Firs Neue

Whenever possible use the TT Firs Neue Stylistic Set 1 for body copy.

Long Body Copy
Open Sans Regular

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

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Alternative typography

In instances where TT Firs Neue or Open Sans are not available, such as email communications, Word docs, Powerpoint, and other digital media that use system fonts, Arial or Helvetica can be used.

Main Tile
Helvetica/Arial Bold

Subtitle
Helvetica/Arial

Short Body Copy
Helvetica/Arial

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

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Graphic elements

The Parent texture is composed of basic geometric shapes, in a reference to children's construction toys and educational blocks.

The geometric shapes can be used grouped in textures, like the example on this page, or separately as graphic elements or photo frames.

Graphic elements

When you recreate the texture, always follow the grid. Always try to create a harmonious texture, balancing the use of shapes and colors.

We should balance the colors, with a higher prevalence of red and bluish tones. If you want to give a more serious and corporate tone it is possible not to use orange and yellow, as in the example below.

Do not use gray (Pantone 404C) in the texture.

The textures on the side will be available in EPS files for download and use.

Graphic elements:
use examples

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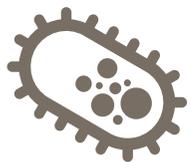
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Contágio Criação
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