

BRAND BOOK

GUIDELINES | 2.0

Logos

Typography

Colors

Imagery



BRAND GUIDELINES

Logos

Typography

Colors

Imagery

COLORS + SAFE SPACE / NPAW



Light and solid backgrounds



Dark backgrounds, both solid and gradients.

DON'T USE the container, it is just to show the background color and the space that must be clear from any elements around the logo.

100 px



23 px

Minumum size in which the logo is still clearly legible.

BRAND GUIDELINES

Logos

Typography

Colors

Imagery

DON'T

Completely avoid making changes to the logo, only use the versions specified before.
Some examples of misuse of the logo are shown below.



FONTS

Montserrat is a geometric font, perfect for giving your heading the space it needs to breathe.

In case you don't have them, the files can be found in Google Font where can be downloaded and installed.

Montserrat

Heading

———— **Montserrat Semibold**

Sub-heading

———— Montserrat Light

BRAND GUIDELINES

Logos

Typography

Colors

Imagery

FONTS

Source Sans Pro is a versatile typeface. Its letterforms are slightly condensed, allowing them to fit into tight spaces, and remain well-defined even at small sizes. Perfect when you have to write your text, but not as a heading, or in too big a size.

In case you don't have them, the files can be found in Google Font where can be downloaded and installed.

Source Sans Pro

**Paragraph. Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nunc vitae purus et odio congue semper.**

Source Sans Pro Bold

Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Nunc vitae purus et odio congue semper. Aliquet nulla at
purus vehicula. Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad
minim veniam, quis nostrud exerci tation ullamcorper suscipit
lobortis nisl ut aliquip ex ea commodo consequat.

Source Sans Pro Light

COLORS

The corporate colors are a key element to our visual identity, which makes the brand more recognizable. They must be consistent throughout all the communication artworks and presentations. Each color has a purpose and is used for specific pieces.



PRIMARY COLOR

R 0	C 100	HEX
G 58	M 78	#003A5D
B 93	Y 39	
	k 29	



SECONDARY COLOR

R 0	C 83	HEX
G 142	M 26	#008E96
B 150	Y 40	
	k 2	



SECONDARY COLOR

R 196	C 16	HEX
G 31	M 100	#C40D3C
B 63	Y 76	
	k 5	

Main NPAW color.
Used for corporate artworks about the company.

BRAND GUIDELINES

Logos

Typography

Colors

Imagery

PICTURES

The correct use of images is really important because as the other elements, they tell a story and help with the consistency of the brand's visual identity.



Use background images from the library provided, do not search for “technology” images. Those images have a lot of information and don't go with the visual identity. Also be careful with low quality pictures.

All the images must be in black and white.

Use color gradients above the background image with it's opacity at 90%. If it's a slide without image then it can be 100%.

The color of the gradient depends on the section/ topic of the slide.