

# Paramos Portales

BRAND GUIDELINES



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01

# Introduction

# Introduction

Good deeds can be done at any time of the year, not just before major holidays. To make it easier to get and give help, “**Paramos Portales**” is here.

It is intended to connect those in need of support with those who can support them as efficiently as possible. So, if you are a family with a disabled child, a team dreaming of winning international competitions, a student on a quest to reach the heights of education, and more, this is the place to raise the support you need.

Those who have the resources to help others will be able to contribute to your goal. “**Paramos Portales**” is open to everyone.



02

# The Logo

# Paramos Portales

The logo consists of the brands name “**Paramos portales**” with an enhanced letter “o” - symbolising giving - in the first word.

**Paramo's Portales**

**Paramo's Portales**

## THE LOGO

# Clear space

The height of the “o” symbol determines the unaltered security zone surrounding the logo. The dashed line in the example on the right indicates the area where no additional visual components or should be places. It is also the shortest distance the logo must be from the edge of a page.

In unusual instances, such as when the usage of the logo is constrained by a lack of composite mesh or physical space, the logo security zone may be reduced to half the height of the “o” symbol.





## THE LOGO

# Minimal size



The logo's minimum height should not be less than 5 mm.

# THE LOGO

## Wrong usage



Paramos Portales

Non-brand colors are used in the logotype



PaamosPortales

The space between the logo elements is not observed



Paramos Portales

The logo is positioned on an incorrectly colored background



Paramos Portales

Changed logo perspective



Paramos Portales

Logo modification



Paramos Portales

The logo is positioned on a contrast lacking background photo background

03

# Typography

# TYPOGRAPHY

## Primary typeface

### Quicksand (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

### Quicksand (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

### Quicksand (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Quicksand is primarily used for headlines.

In most instances it should be used in **BOLD**, but exceptions are possible.

A large, bold, black letter 'A' followed by a large, bold, black lowercase letter 'a', demonstrating the primary typeface in its most prominent weight.

# TYPOGRAPHY

## Additional typeface

### AMATIC SC (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

### AMATIC SC (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

Amatic SC is used for subheaders.

In most instances it should be used in **BOLD**, but exceptions are possible.



AA

# TYPOGRAPHY

## Additional typeface

### Nunito Sans (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

### Nunito Sans (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

### Nunito Sans (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Nunito Sans is used for body text.

In most instances it should be used in REGULAR, but exceptions are possible.

A large, bold, black 'A' and 'a' are displayed side-by-side, demonstrating the Nunito Sans typeface. The 'A' is a simple, geometric shape with a wide base and a sharp top. The 'a' is a lowercase letter with a rounded, bowl-like shape and a small tail.



# Colors



R 198  
G 57  
B 57

C 16%  
M 92%  
Y 83%  
K 5%

#C63939



R 137  
G 170  
B 227

C 35%  
M 22%  
Y 0%  
K 14%

#89AAE3



R 241  
G 201  
B 116

C 0%  
M 16%  
Y 49%  
K 5%

#F1C974



R 248  
G 244  
B 241

C 0%  
M 2%  
Y 3%  
K 3%

#F8F4F1



R 50  
G 50  
B 49

C 69%  
M 64%  
Y 62%  
K 60%

#323131

# COLORS

## Color scheme

The selected color scheme represents the company's values and ensures its visual distinctiveness. When additional colors are required, branded colors can be utilized in percentages ranging from 100 to 10%.





# Visual assets

## VISUAL ASSETS

# Circle element

The “o” element can be found in the logo and can be used as a additional visual element throughout the brands visual identity: on t-shirts, in social media posts and etc.

it can be used in colors **#C63939** or white and can have different opacity percentages.



## VISSUAL ASSETS

# Map element

The map element contains a cutout of Lithuania and is used as a decorative overlay in visual media. It should be placed on top of a black and white photo.

It is in the color **#F1C974** at 60% opacity.



# VISSUAL ASSETS

## Buttons

The buttons should be used both in the website and in other visual media. Buttons should have fully rounded corners and depending on their purpose - either a icon in a circle element or a CTA in the font QUICKSAND.

The color of the buttons should be [#89AAE3](#) and [#F1C974](#) for state changes. White colored buttons can also be used in certain instances.

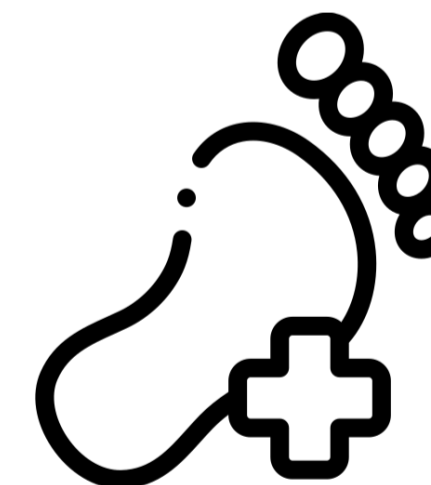
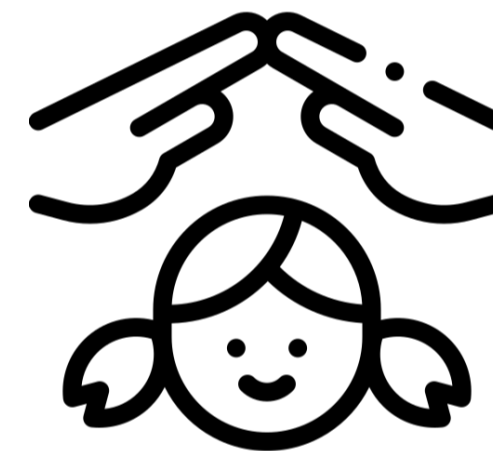


# VISSUAL ASSETS

## Icons

Colourful flat style icons are used throughout all visual media.

In some instances, on photos for example, white linear style icons can be used.





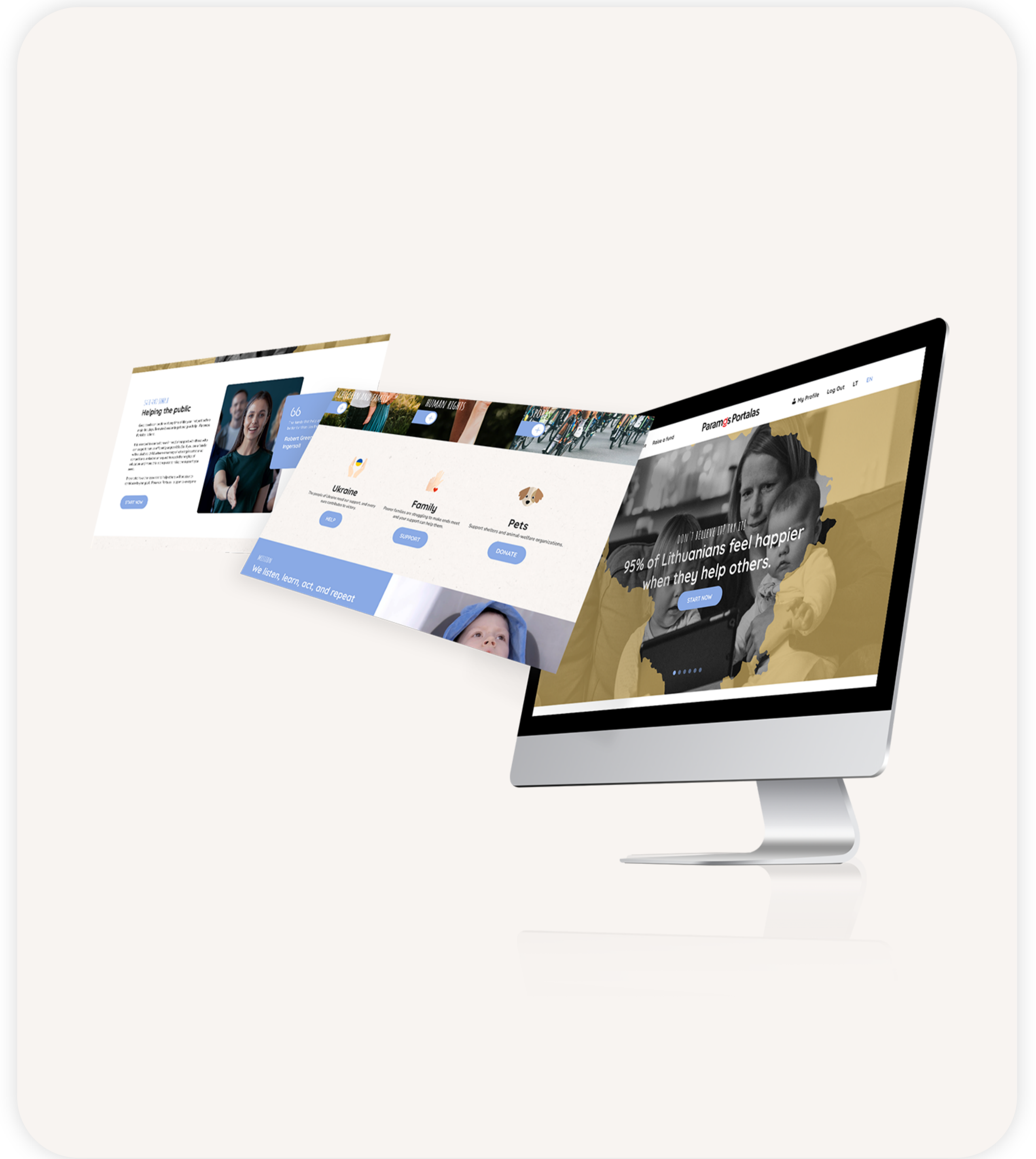
# Visual identity

# VISUAL IDENTITY

## Website

The **Paramos portales** website is light and simple. The brand colors and elements are used on this page.

Icons and photos are used to accentuate messages.

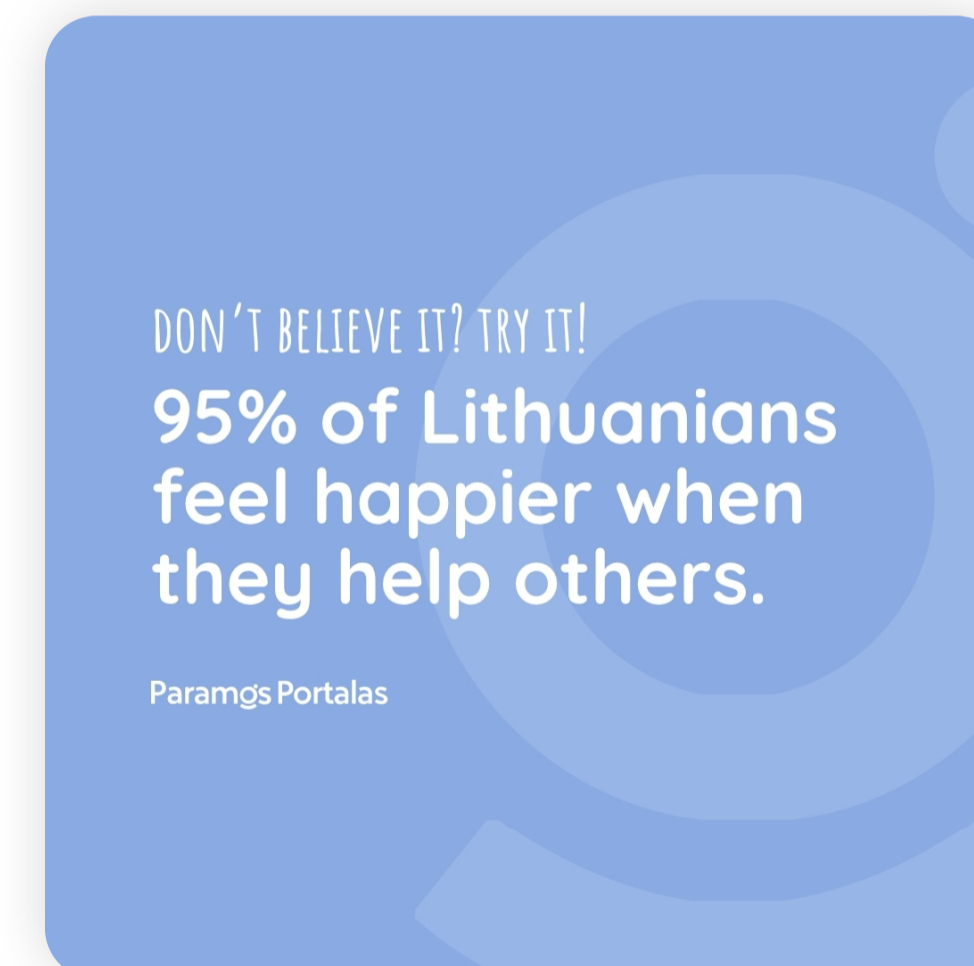
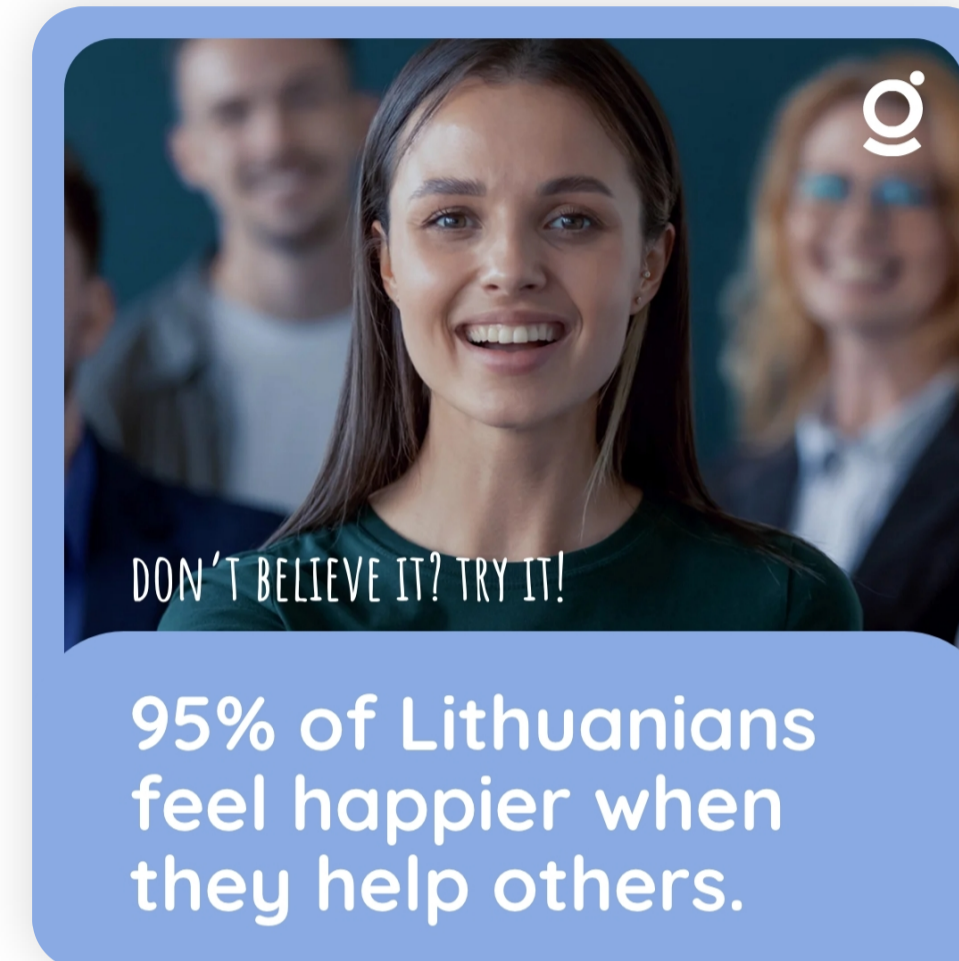


# VISUAL IDENTITY

## Social media

Social media visuals combine all brand elements and communicate the brands values and message.

The visuals should include a photo and copy or if no photo is used - should highlight the copy.

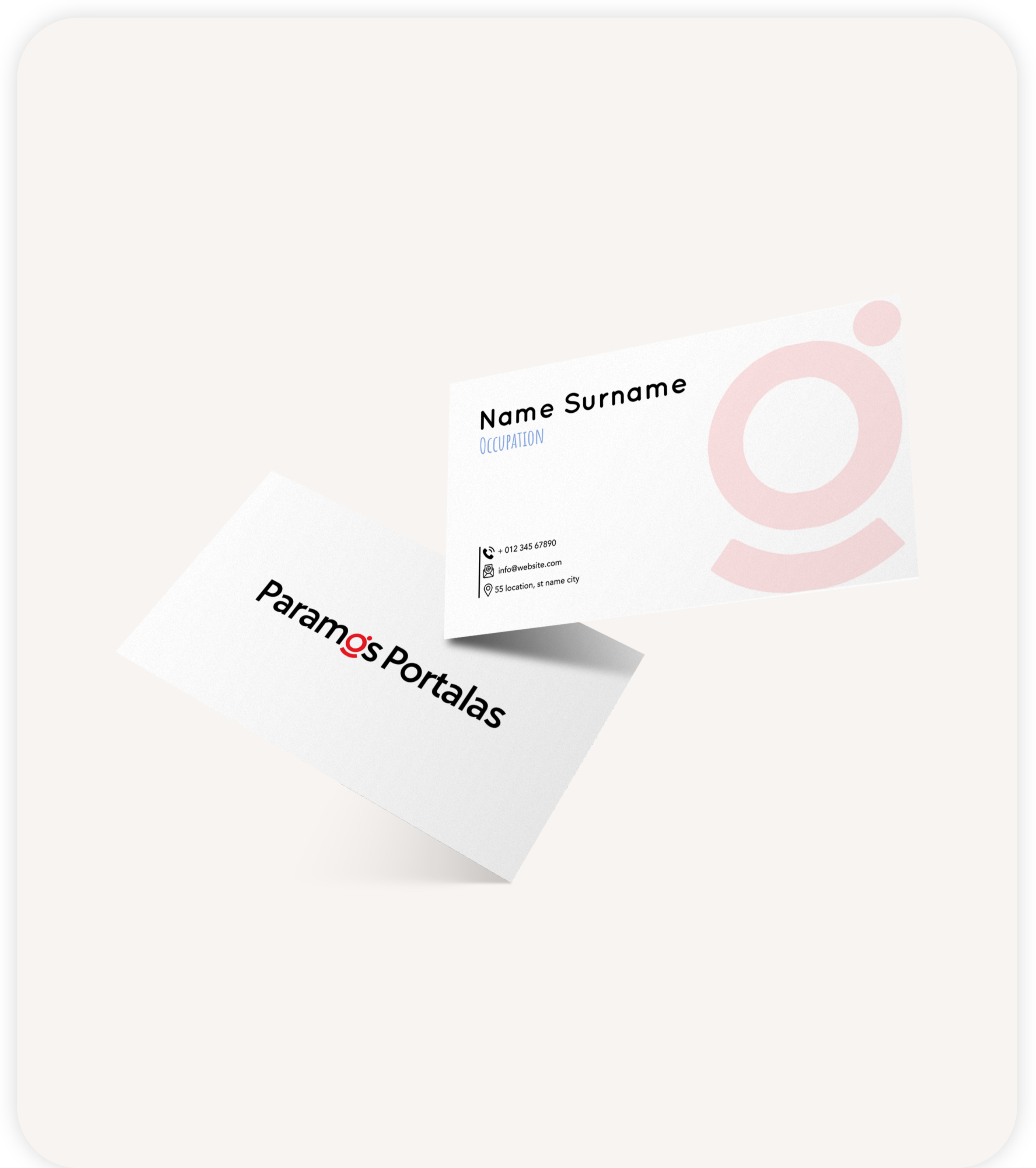




# VISUAL IDENTITY

## Business cards

The business cards include the brands logo on one side and credentials on the other. It's simple and clear.



# VISUAL IDENTITY

## T-Shirt

The design features the logo straight across the front of a white t-shirt.



