

BASIC GUIDELINES

SPOTLIGHT VISUAL IDENTITY



SPOTLIGHT

Sunlight Production
of Chemical Fuels

ARAGON HYDROGEN FOUNDATION

APRIL, 2021

INTRO AND INDEX

The objective of this Basic User Guidelines is to unify the graphic elements of communication, internal and external, of the SPOTLIGHT Visual Identity.

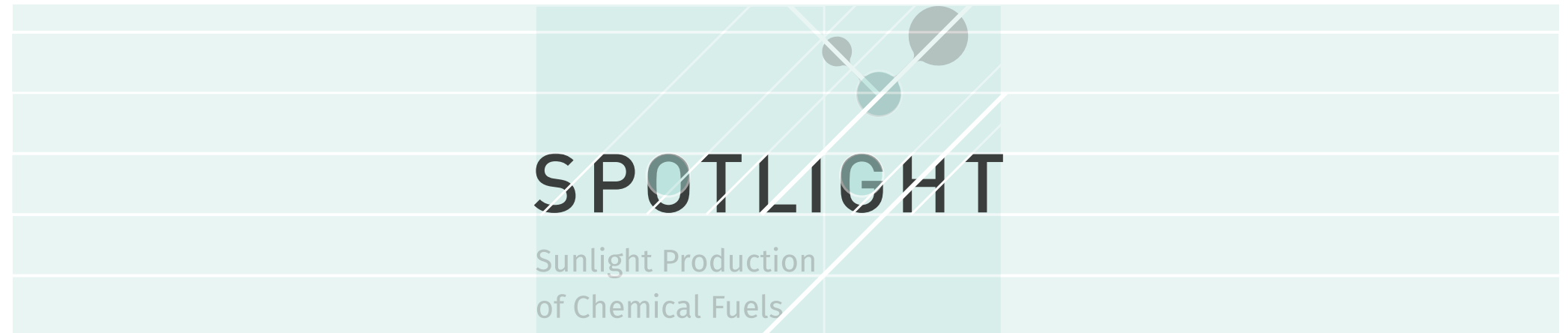
This document determines the rules to be followed in terms of design, advertising and communication in general, in order to provide consistency to all visual applications that are made to maintain coherence in the image of the project.

The manual is a basic instrument that requires efficient implementation and strict control. The correct and homogeneous application of a Visual Identity is decisive for the brand to obtain recognition and notoriety.

LOGOTYPES

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CONSTRUCTION



POSITIVE AND NEGATIVE VERSIONS



POSITIVE B/W



POSITIVE COLOR



NEGATIVE B/W



NEGATIVE COLOR

POSITIVE AND NEGATIVE VERSIONS



POSITIVE B/W



NEGATIVE B/W



POSITIVE COLOR



NEGATIVE COLOR

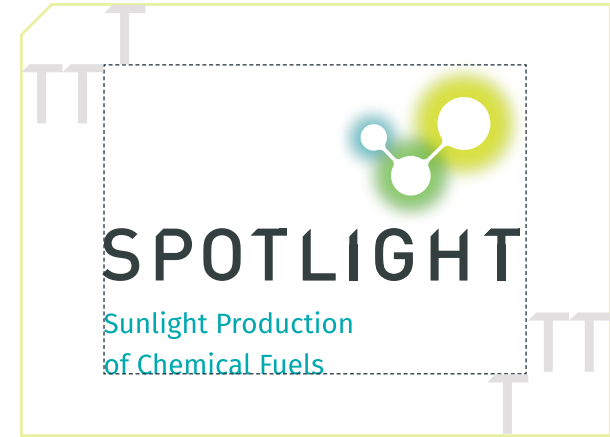
PROPORTIONS AND SIZES



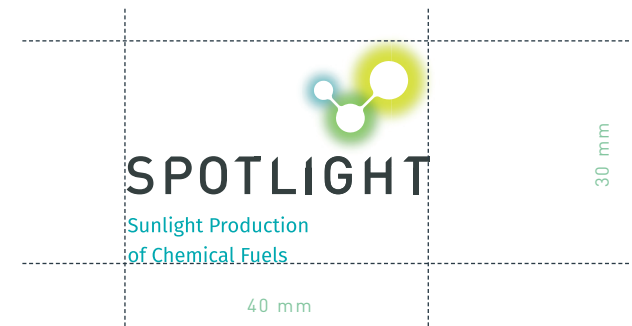
RESPECT AREA



MINIMUM SIZE



RESPECT AREA



MINIMUM SIZE

FONTS



SPOTLIGHT

Sunlight Production
of Chemical Fuels

DIN PRO
REGULAR

USE > TITLES
UPPERCASE AND
LOWER CASE
TRACKING > 0

Abcdefghijklm
Nopqrstuvwxyz
1234567890

DIN PRO (MODIFICATED)
MEDIUM

USE > LOGOTYPE
UPPERCASE

TRACKING > 100

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

FIRA SANS
REGULAR

USE > Description
UPPERCASE AND
LOWER CASE
TRACKING > 0

Abcdefghijklm
Nopqrstuvwxyz
1234567890

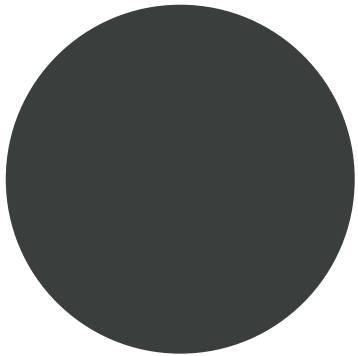
FIRA SANS
SEMIBOLD

USE > Text
LOWER CASE

TRACKING > 0

Abcdefghijklm
Nopqrstuvwxyz
1234567890

COLORS



MAIN COLOR
100% SOLID

PANTONE 446 C

CMYK % 69 52 55 54
RGB % 050 062 072
HTML # 3a3e3d



MAIN COLOR
100% SOLID OR
RADIAL GRADIENT

PANTONE 320 C

CMYK % 78 18 32 02
RGB % 097 153 167
HTML # 6199a6



SECONDARY COLOR
100% SOLID OR
RADIAL GRADIENT

PANTONE 376 C

CMYK % 57 00 100 00
RGB % 134 189 061
HTML # 85bd3c



SECONDARY COLOR
100% SOLID OR
RADIAL GRADIENT

PANTONE 396 C

CMYK % 20 00 94 00
RGB % 209 225 061
HTML # d1e03c

PERMITTED USES



NEGATIVE MAIN COLOR OVER SECONDARY COLOR WITHOUT GRADIENT



NEGATIVE WHITE OVER SECONDARY COLOR WITHOUT GRADIENT



NEGATIVE COLOR WITHOUT GRADIENT



POSITIVE TWO INKS

PROHIBITED USES



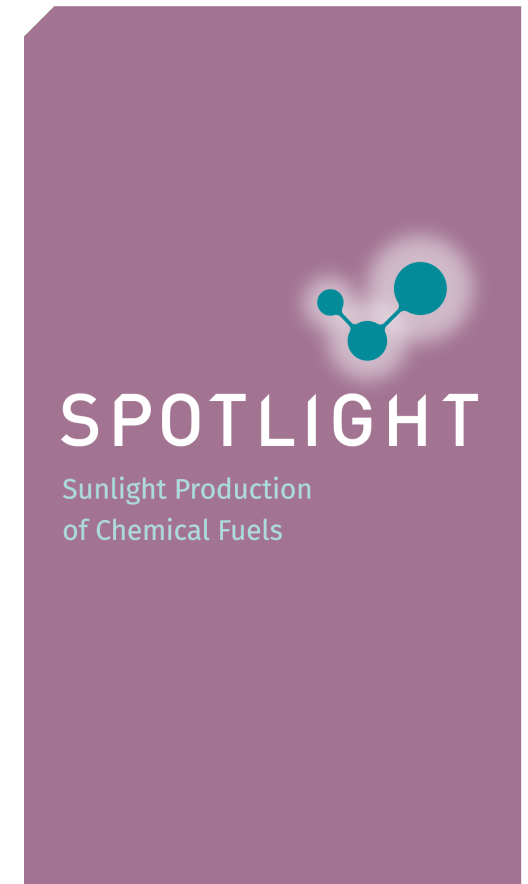
USE OF OTHER COLORS



REMOVING PARTS OF THE LOGO



CHANGING THE GEOMETRY



CHANGING COLORS



SPOTLIGHT

DESIGN: ADDSUM

APRIL, 2021