



Mini Brand Book

2020

1. Brand



HORIZONTAL VERSION



VERTICAL VERSION

BRAND

It is the imprint of Yanuz that stands out in everything we do. The Brand is composed of several elements: the Logo and the Signature.

There are two versions of the Brand; the horizontal and the vertical. These allow the application to adapt to the available spaces always with the best visibility.

ALTERNATIVE VERSIONS



2. Protection and Reduction



PROTECTION AREA

When the brand is applied next to others or next to a block of text, the following minimum protection area must be considered. This protection area is calculated based on the dimension of the symbol.

BRAND REDUCTION

In order to guarantee the readability of the Brand, it should not be applied with dimensions smaller than those presented.

VERTICAL
VERSION



HORIZONTAL
VERSION



3. Color

Pantone 2925 C
CMYK 78 · 24 · 00 · 00
RGB 017 · 170 · 244
Web #11AAF4

Meshes from 90% to 10%

Pantone 419 C
CMYK 15 · 00 · 00 · 95
RGB 30 · 34 · 36
Web #1E2224

Meshes from 90% to 10%

COLOR REFERENCES

This is the official chromatism of the Brand. The color references presented must always be respected taking into account the support on which they are applied (eg screen, paper, etc.).

4. Contrast

YQMMUZ
YOUR SOCIAL INNOVATION LEARNING SPACE

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YQMMUZ

YQMMUZ

CONTRAST

In order to allow full readability of the Brand on any type of background, the variants presented above were developed.

5. Backgrounds



SOLID BACKGROUNDS

The contrast between the Brand and the background must always allow good legibility. Thus, a version of the Brand must be applied that allows its full legibility over the background tint.



PHOTOGRAPHY BACKGROUNDS

Again, the contrast between the brand and the background is the dominant rule. We must never apply the Mark to an area of the image that does not allow its full legibility.

6. Prohibitions



Do not deform
the Brand.



Do not change the
position or
proportion of
elements of
Brand.

Yanuz logo with tagline 'YOUR SOCIAL INNOVATION LEARNING SPACE' and a block of Lorem Ipsum text.



Do not violate
the area of
protection.



Do not use
incorrect
typography.



Do not use colors
in addition to the official ones.

MISUSE

In order to respect the integrity of the Brand, it should not be changed. Any modification may compromise the readability of the Brand or, in extreme cases, its integrity.

7. Typography

Montserrat

A**b****c**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OFFICIAL TYPOGRAPHY

The official typography used in the communication media is Montserrat.

Montserrat can be obtained from:

<https://fonts.google.com/specimen/Montserrat>



velcrodesign

• criativos de comunicação •

velcrodesign@velcrodesign.com · +351 913 114 567 · +351 262 503 388
Rua Frei António Brandão, n.º38, 1º Dto. Tr. · 2460-047 Alcobaça · Portugal
Avenida 5 de Outubro nº 124 - 2º F · 1050-061 Lisboa · Portugal

www.velcrodesign.com