VAMOS

INTRODUCTION

This manual presents the guidelines that aim
to consolidate the Vamos Project's image,
in order to ensure consistency and uniformity
in the use of the structural elements – collor,
typography, composition – of the institution's
visual identity project.

TAGLINE   Virtual Exchange to Tackle Wicked Problems:
Latin America and European Collaboration
on Education for Sustainable Development

KEY WORDS

collaboration

sustainability

internationalisation

virtual exchange

co-creation

vamos
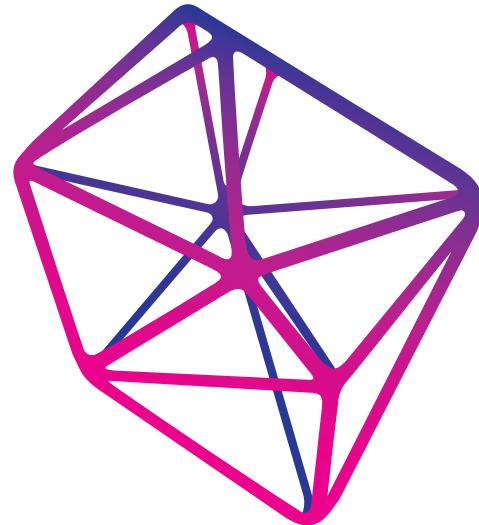
LOGO OPTIONS
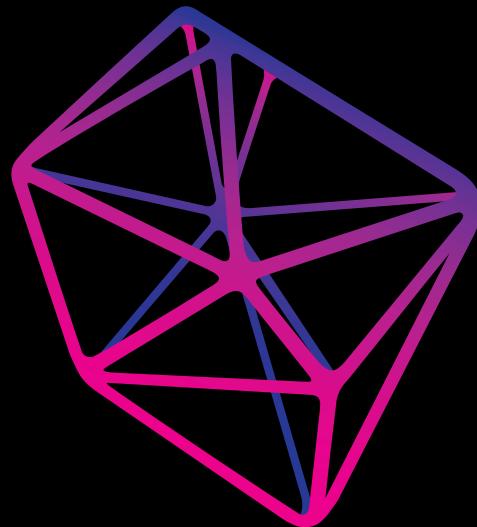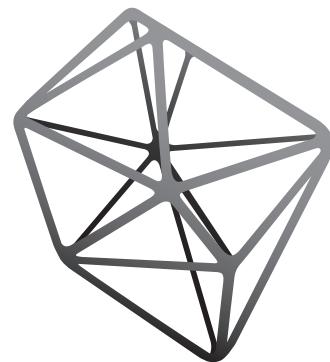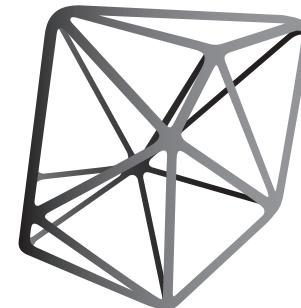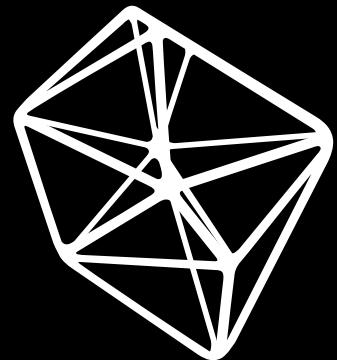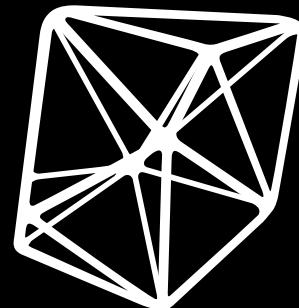
vamos

vamos

vamos

vamos

TYPOGRAPHY

UBUNTU FONT FAMILY are a set of matching new open fonts in development during 2010–2011. The technical font design work and implementation is being undertaken by Dalton Maag. The design files used to produce the font family are distributed under an open licence and you are expressly encouraged to experiment, modify, share and improve.

The word Ubuntu comes from the African philosophy that places emphasis on 'being self through others'. It is a form of humanism which can be expressed in the phrases 'I am because of who we all are'.

download here

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UBUNTU LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

UBUNTU REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

UBUNTU ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

UBUNTU BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

COLLOR PALLETE

C 20%	R 45
M 85%	G 46
Y 90%	B 135
K 0%	# 2d2e87
Pantone 2738 C	

DARK BLUE
Infinite, sobriety, inspiration, depth, rest, intelligence, confidence, security, density.*

C 0%	R 230
M 100%	G 0
Y 0%	B 126
K 0%	# e6007e
Pantone Process Magenta C	

MAGENTA
Joy, amiability, liveliness, positivity.*

*FARINA, Modesto; PEREZ, Clotilde; BASTOS, Dorinho. *Psicodinâmica das cores em comunicação.* 6ª ed. São Paulo: Blucher, 2006.

PROPORTION GRID / CONSTRUCTIVE MODEL
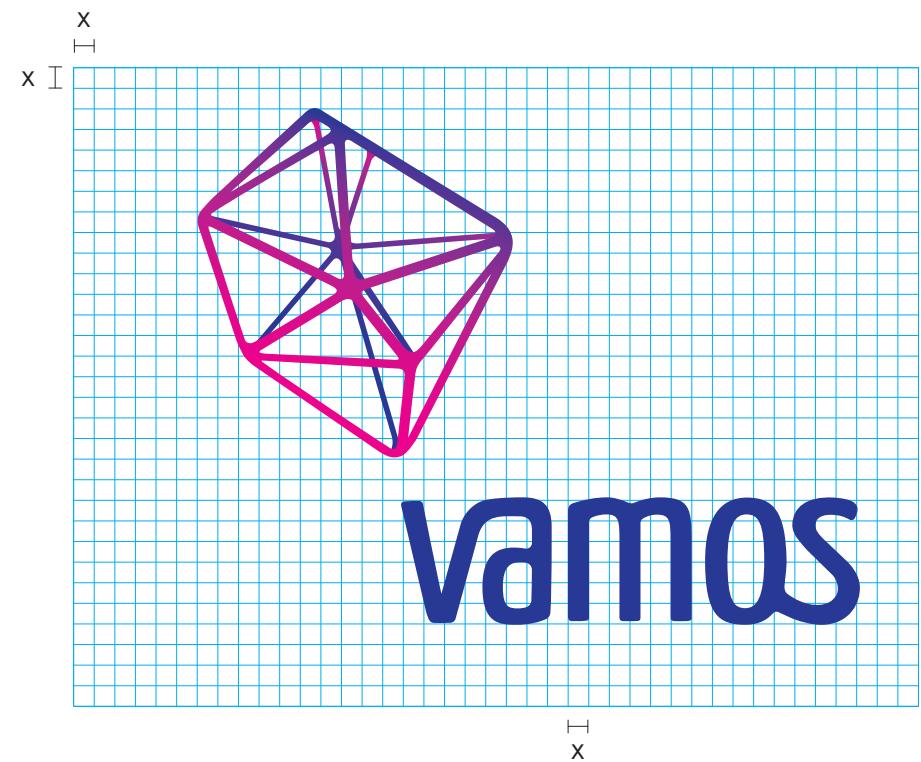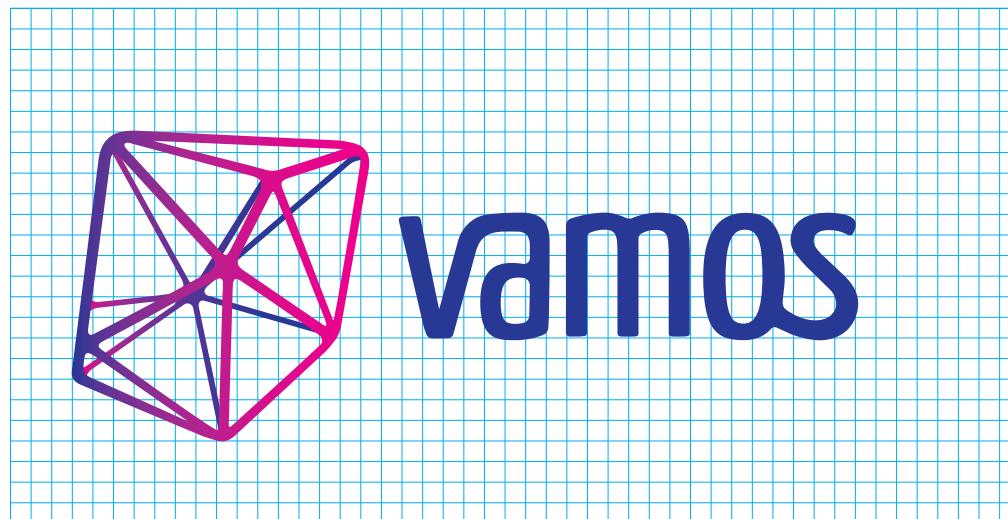
CLEAN SPACE

In order to preserve the integrity of the brand, a protection area must be kept free of texts and graphics. This area is delimited by a proportion of the width of the bar of the letter "m" in the logo, as shown in the illustration.
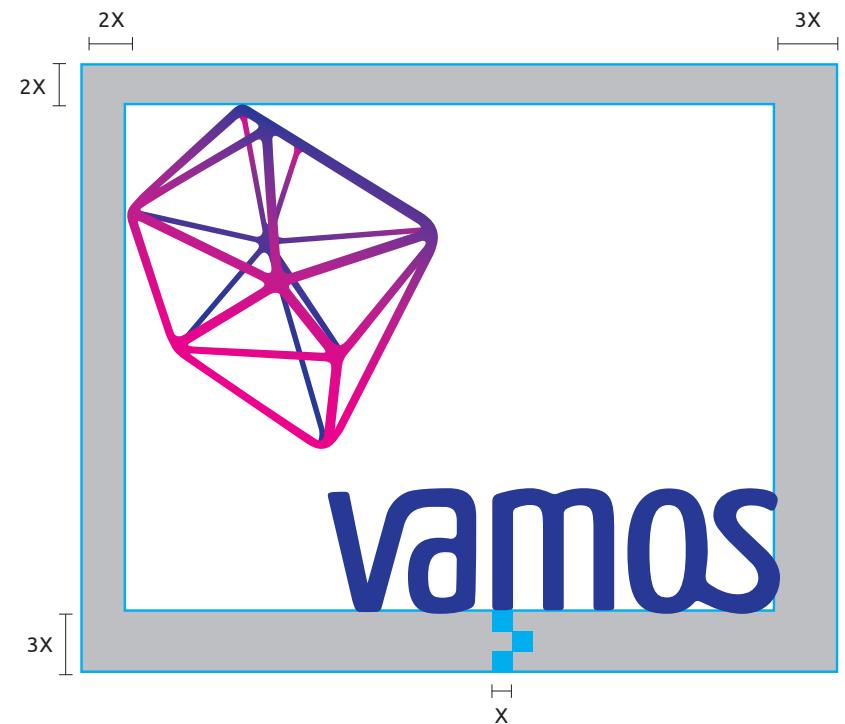
MINIMUM SIZE

The reduction limit must also be observed so that visibility and legibility are not compromised.

MINIMAL PRINT SIZE 0,9 cm / 0,35 in
MINIMAL SCREEN SIZE 25 px

MINIMAL PRINT SIZE 1,5 cm / 0,6 in
MINIMAL SCREEN SIZE 42 px

INCORRECT USE

Vamos Project's brand is dynamic and allows many forms of uses, however some changes in its structure, proportion and chromatic patterns should not occur under any circumstances.

1. Don't distort the logo, always scale proportionally.

2. Don't create an outline of the logo.

3. Don't alter the colors.

4. Don't drop shadows.

5. Don't place the logo in a box.

6. Don't place the logo on a busy background.

1.

2.

3.

4.

5.

6.
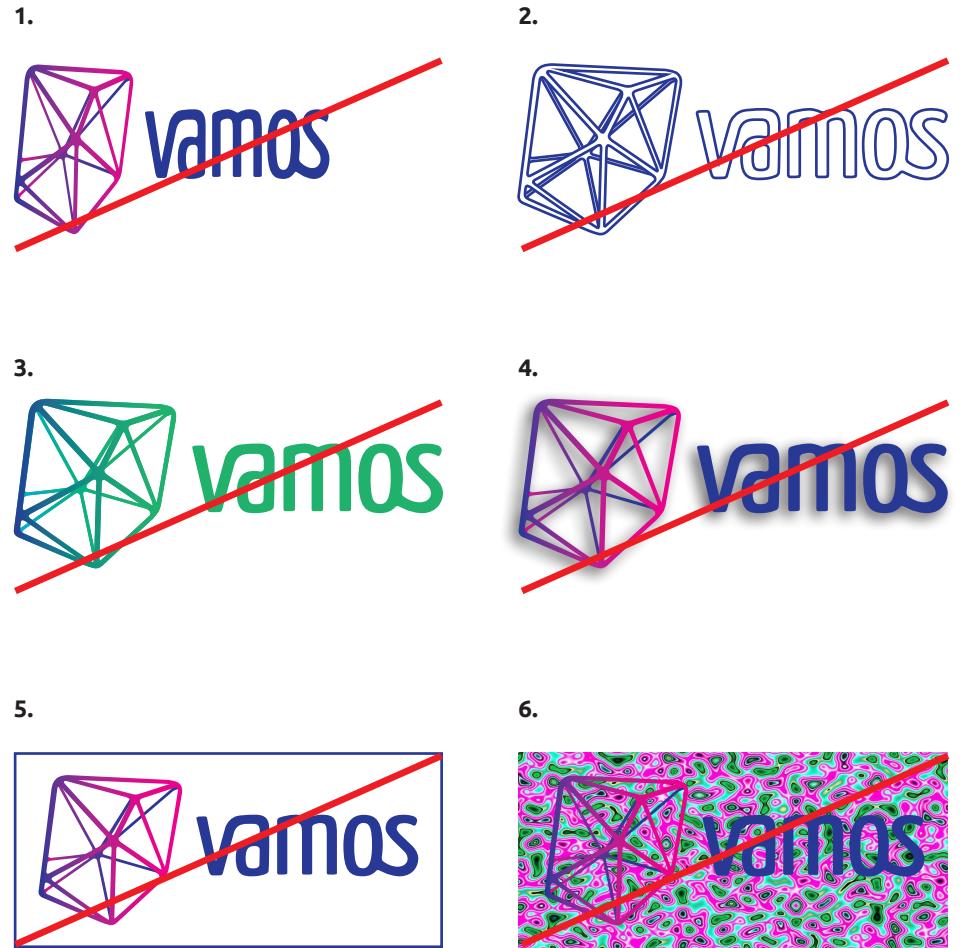
STATIONARY

BUSINESS CARD / TAG

SIZE 4 x 9 cm

PAPER coated 300 g/m²

LETTERHEAD

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SIZE A4 (21 x 29,7 cm)

PAPER uncoated 90 g/m^2

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