

BRAND MANUAL
V. 02
30.Jan.2026



LOGO

Normal & Icon Version
Margins
Bad Usage

LOGO

NORMAL VERSION

This version of the logo will be the most used in any of the physical or digital platforms, as it is the only one that can convey the implicit brand up to a considerably reduced size.



LOGO

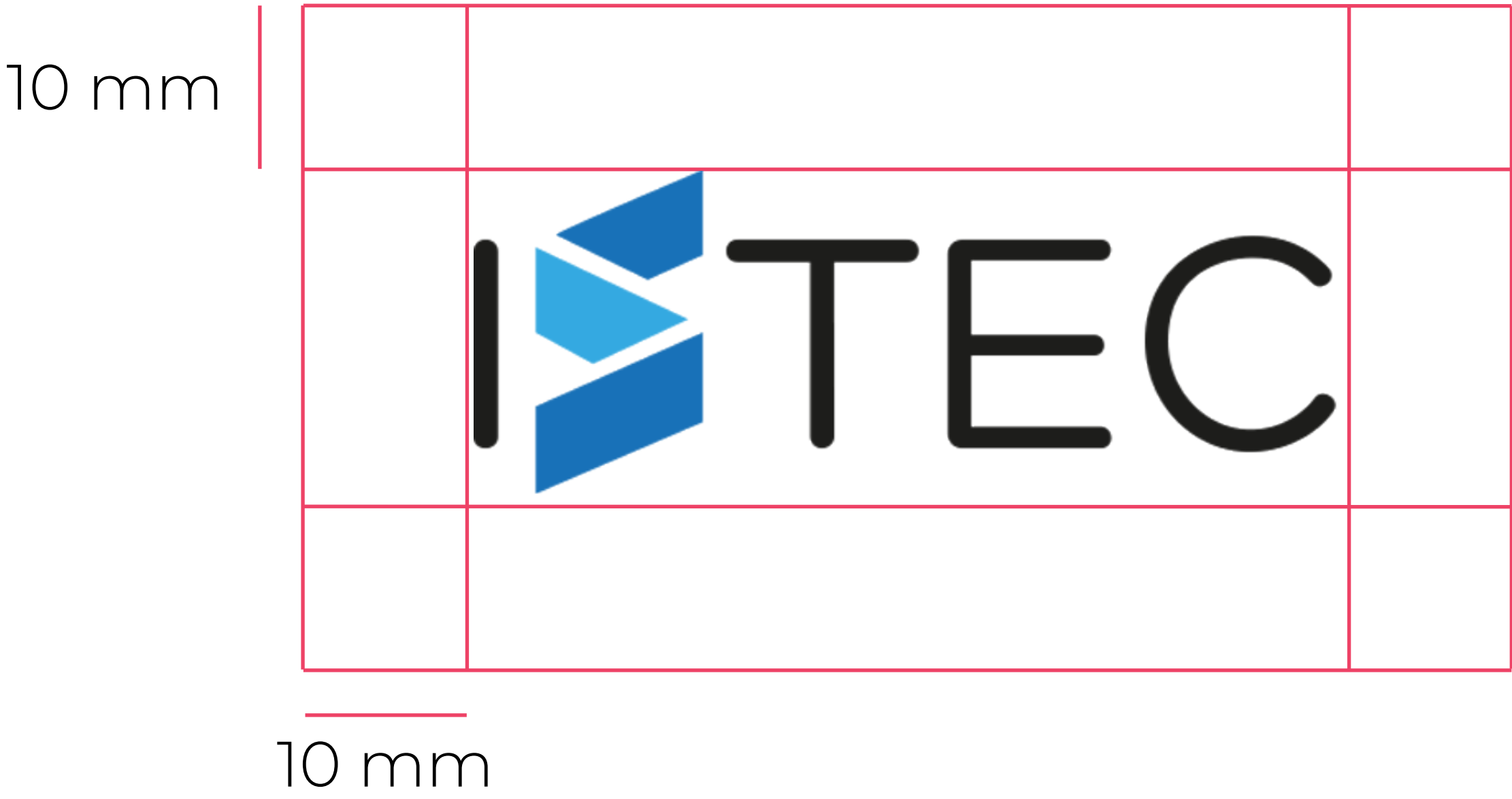
ICON VERSION

The creation of the minimal logo comes from the need of transformation and applicability in several supports and dimensions.



LOGO
MARGINS

When applying the logo it's necessary to bear in mind the surrounding environment. In this regard we create a security margin so that external elements don't collide with the brand.



LOGO

BAD USAGE

Bad usage situations are to be avoided.





COLOUR

Chromatic scheme
Hexadecimal system

COLOUR
CHROMATIC SCHEME

#0C73B7

#FFFFFF

#2da7df

#1d1d1b

3.

TYPOGRAPHY

Fonts



TYPOGRAPHY

FONTS

The typography chosen for the headlines is **Roboto**.

For the remaining text we selected **Montserrat** as it confers an elegant and timeless character to the brand.

These fonts will be used in the brand communication in all physical and digital frames.

ISTEC Porto

ISTEC Porto