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Guia de Identidade Visual

Logotipo

Preferencial



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Logotipo

Versões



Simplificado



Monocromático



Horizontal - Simplificado



Horizontal - Monocromático



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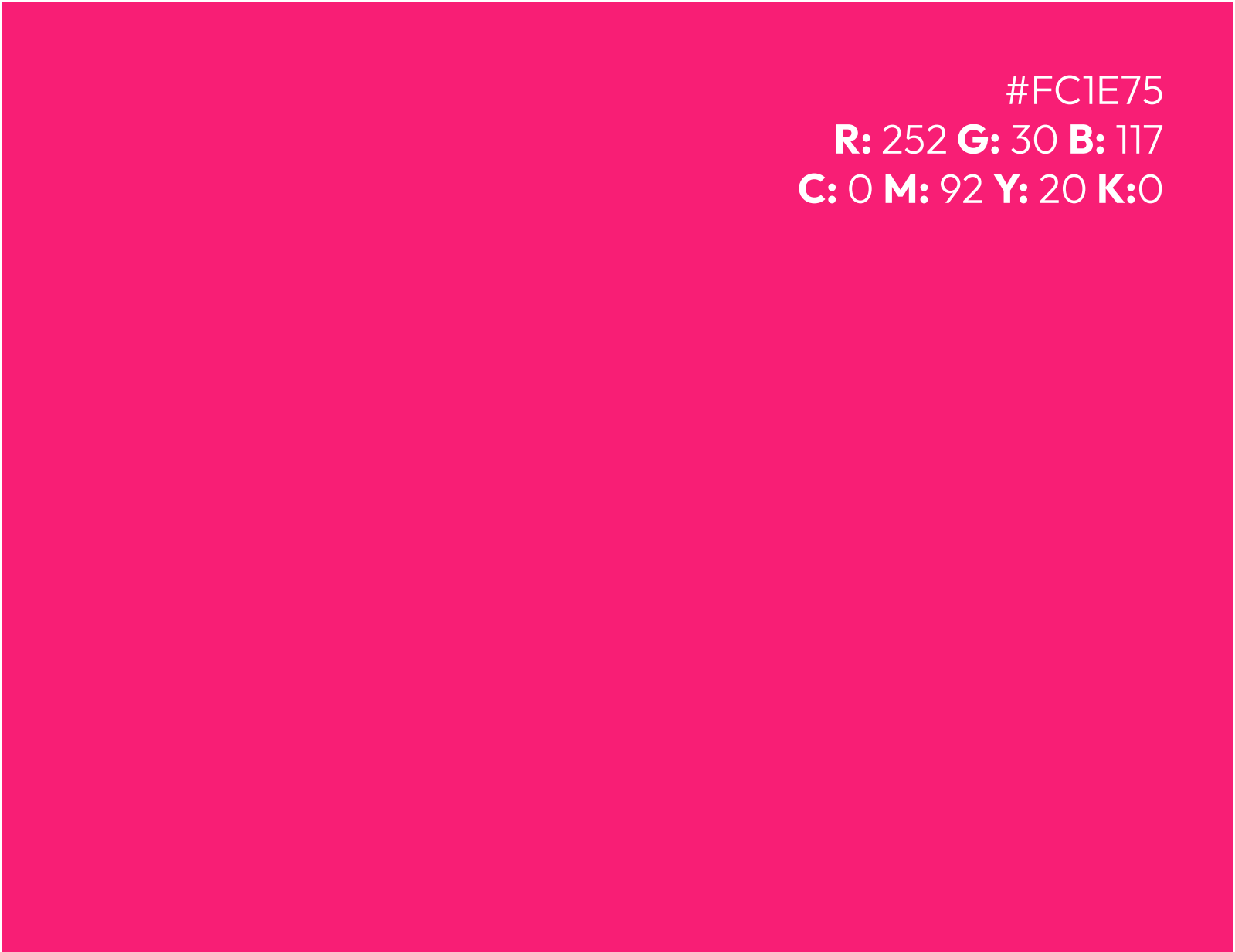
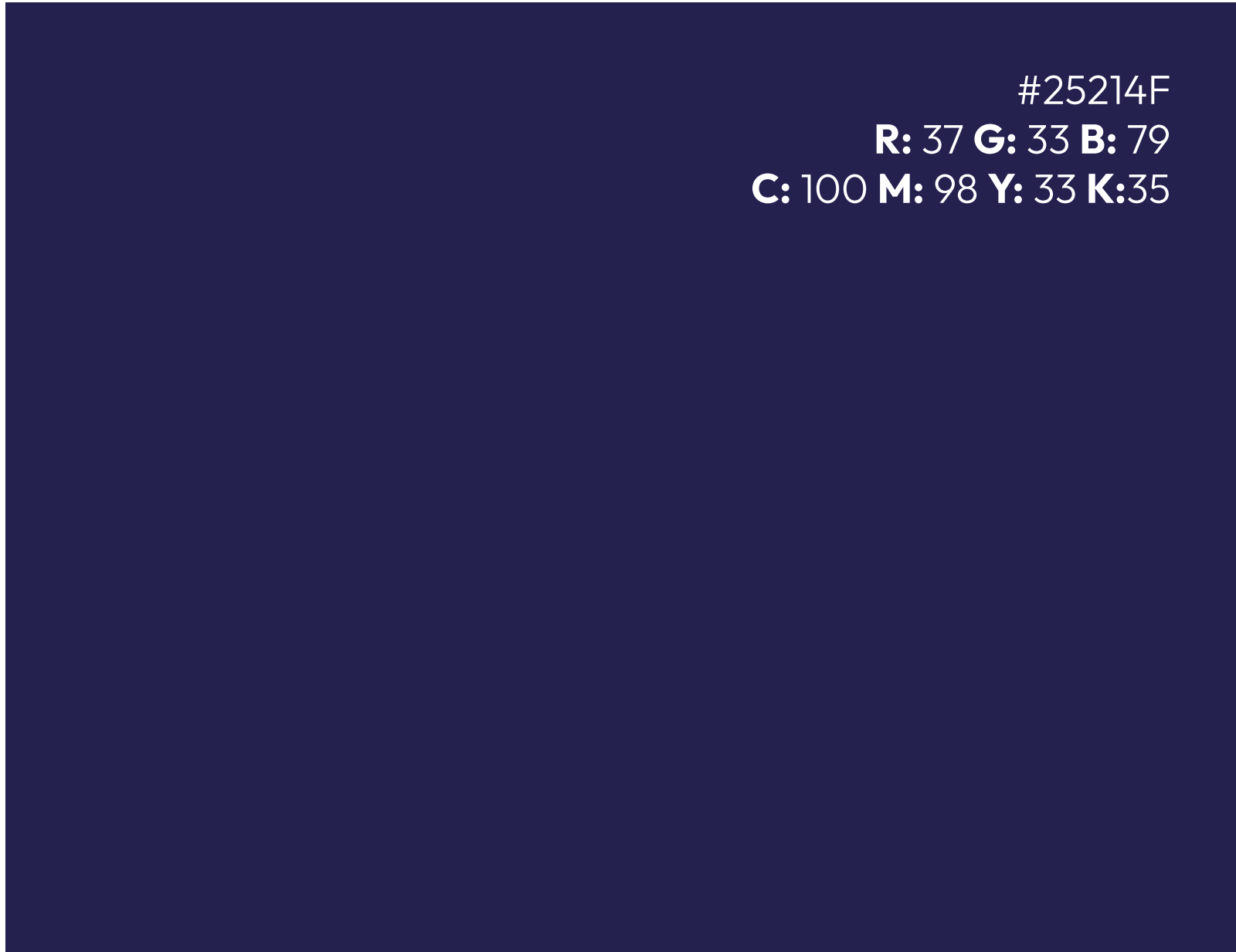


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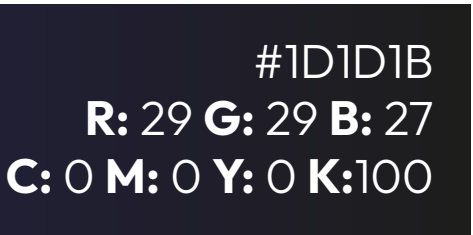
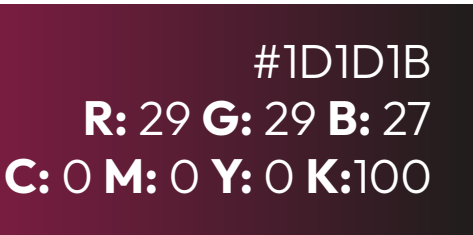
Cores



Principais



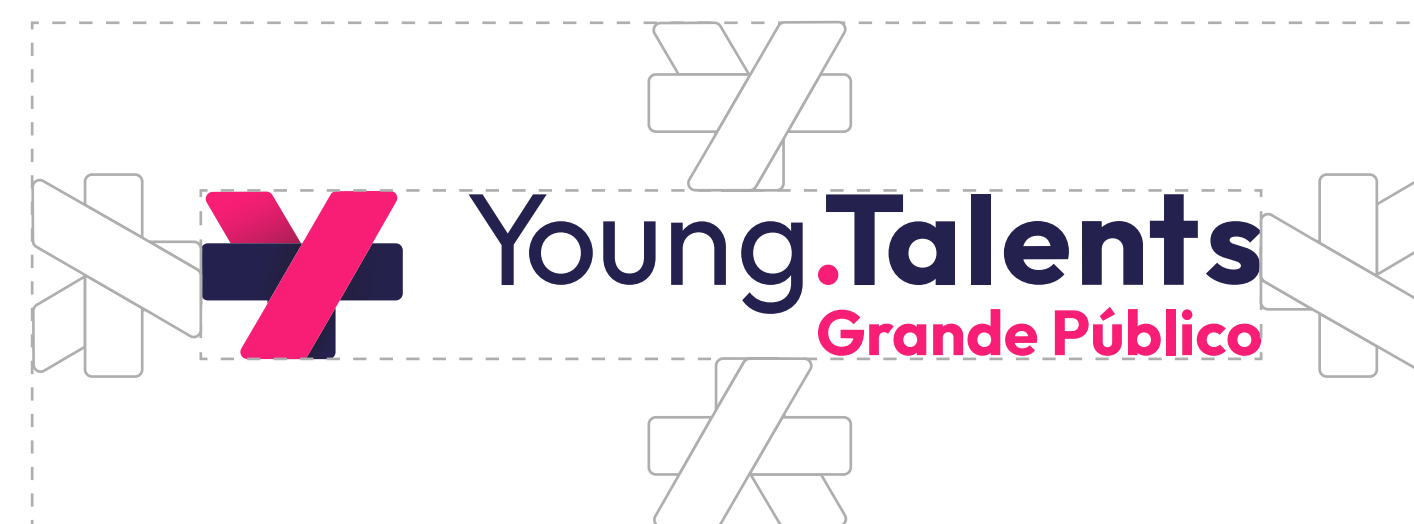
Complementares



Gradientes

Margens e tamanhos

Área de não interferência



Utilizar como referência a altura do símbolo 

Tamanho mínimo



Tipografia

Outfit

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

1 2 3 4 5 6 7 8 9 0

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Outfit - Light

Outfit - Regular

Outfit - Bold

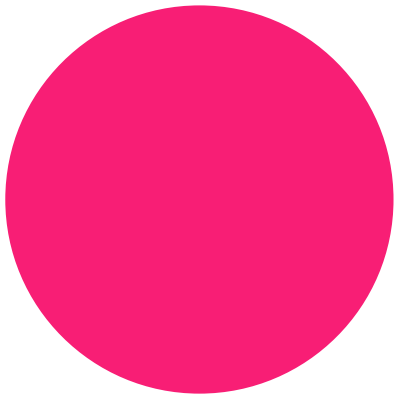
Outfit - Black

Exemplo de Título

Subtítulo **40% menor** que o título

Texto 40% menor que o subtítulo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sapien augue, imperdiet vel accumsan ac, molestie eu nisi. Maecenas nisi tellus, fermentum nec consequat sed, dapibus et nibh.

**Elementos
gráficos**



Elementos gráficos

Exemplos
de uso



• Lorem Ipsum

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Lorem Ipsum

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Elementos gráficos

Exemplos
de uso

Lorem Ipsum

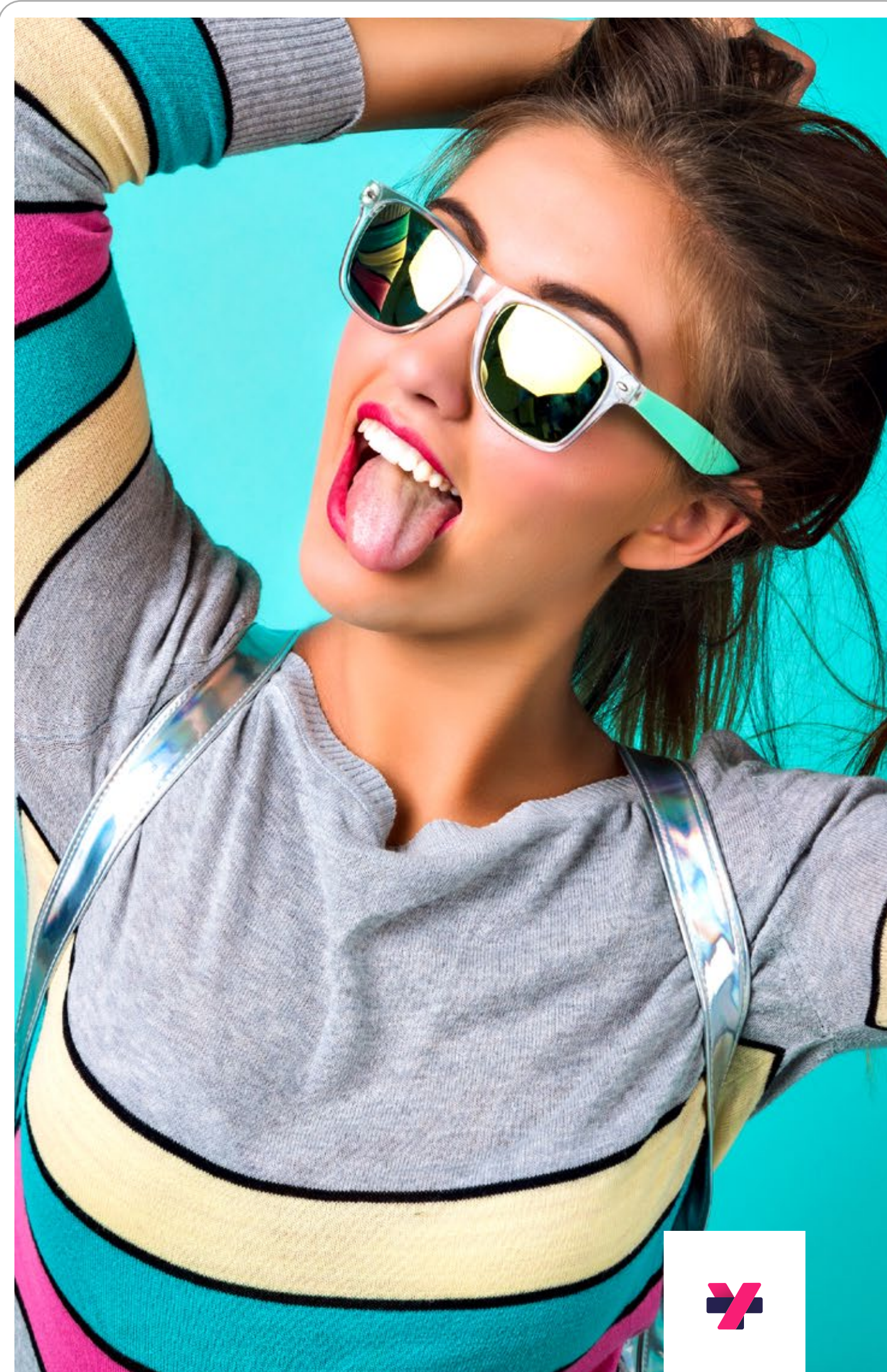
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- Lorem
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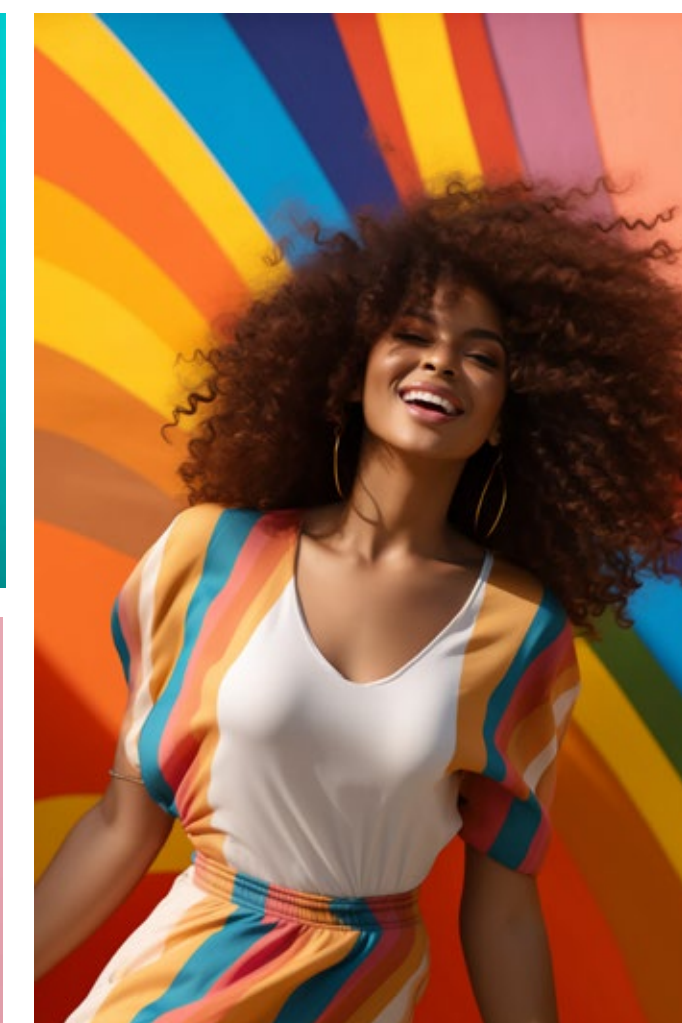
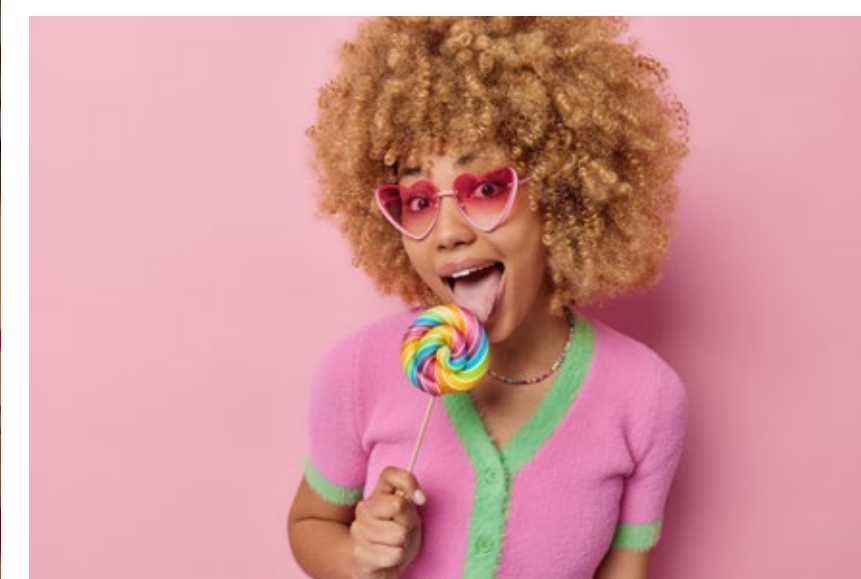
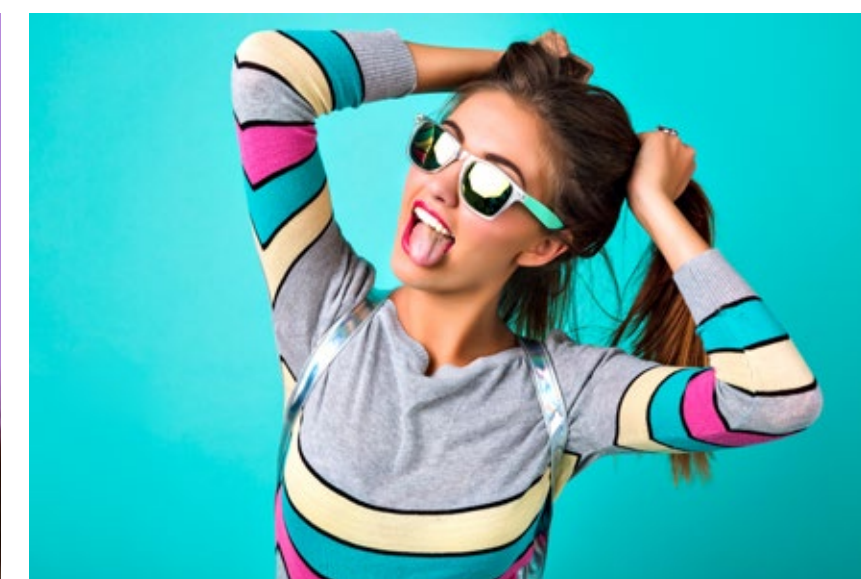
Tag



Padronagem



Fotos



As fotos devem ser sempre alegres, jovens e coloridas.

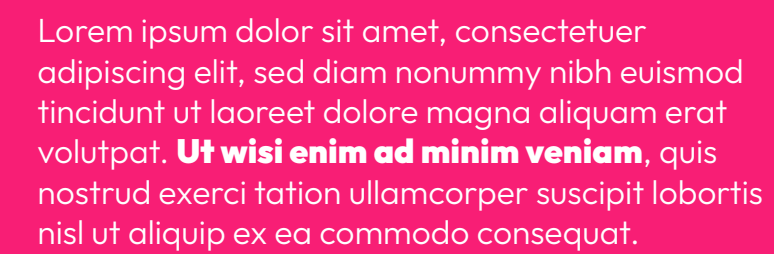
Exemplos de uso

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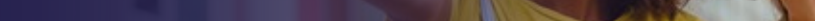
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A circular inset image showing two young women smiling and laughing. They are wearing colorful face paint and hair accessories, including a yellow hair clip and a pink hair tie. The image is set against a white background with a yellow triangle in the top left corner.

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Slides

Exemplos
de uso



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