

Guia de Identidade Visual



Young.Talents
Grande Público

Logotipo

Preferêncial



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Versões



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Simplificado



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Monocromático



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Horizontal - Simplificado



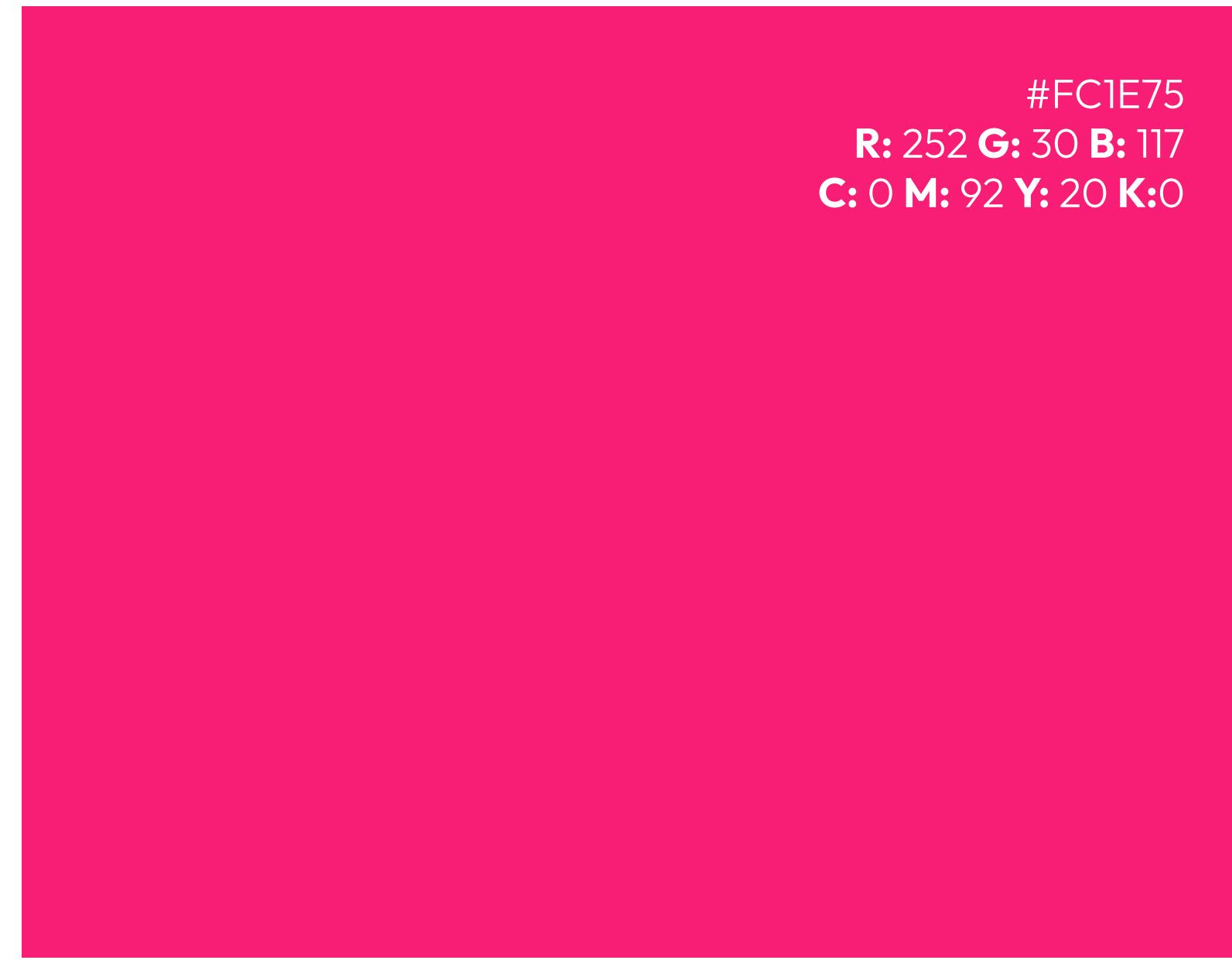
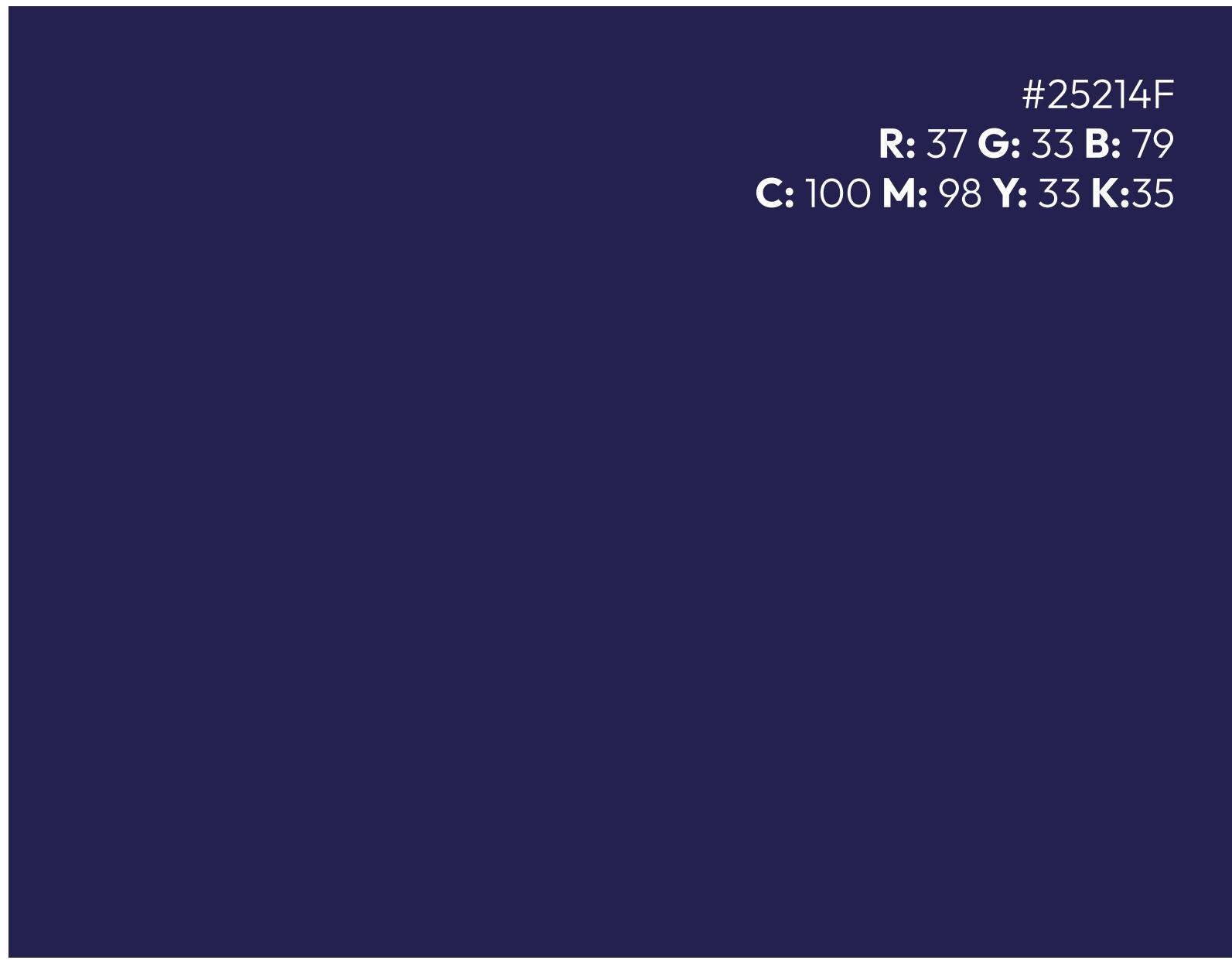
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Horizontal - Monocromático



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Cores



Principais



Complementares



#1D1D1B
R: 29 G: 29 B: 27
C: 0 M: 0 Y: 0 K: 100



#1D1D1B
R: 29 G: 29 B: 27
C: 0 M: 0 Y: 0 K: 100

Gradientes

Margens e tamanhos

Área de não interferência



Tamanho mínimo



Utilizar como referência a altura do símbolo 

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

1234567890

' ^~ . , : : ? ! \ / # \$ % & * () - +

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**
Dolor sit amet,
consectetuer
adipiscing elit.

**Lorem
Ipsum**

Dolor sit amet

Diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat
volutpat. Ut wisi enim.



Elementos gráficos

Exemplos de uso

• **Lorem Ipsum**

Dolor sit amet

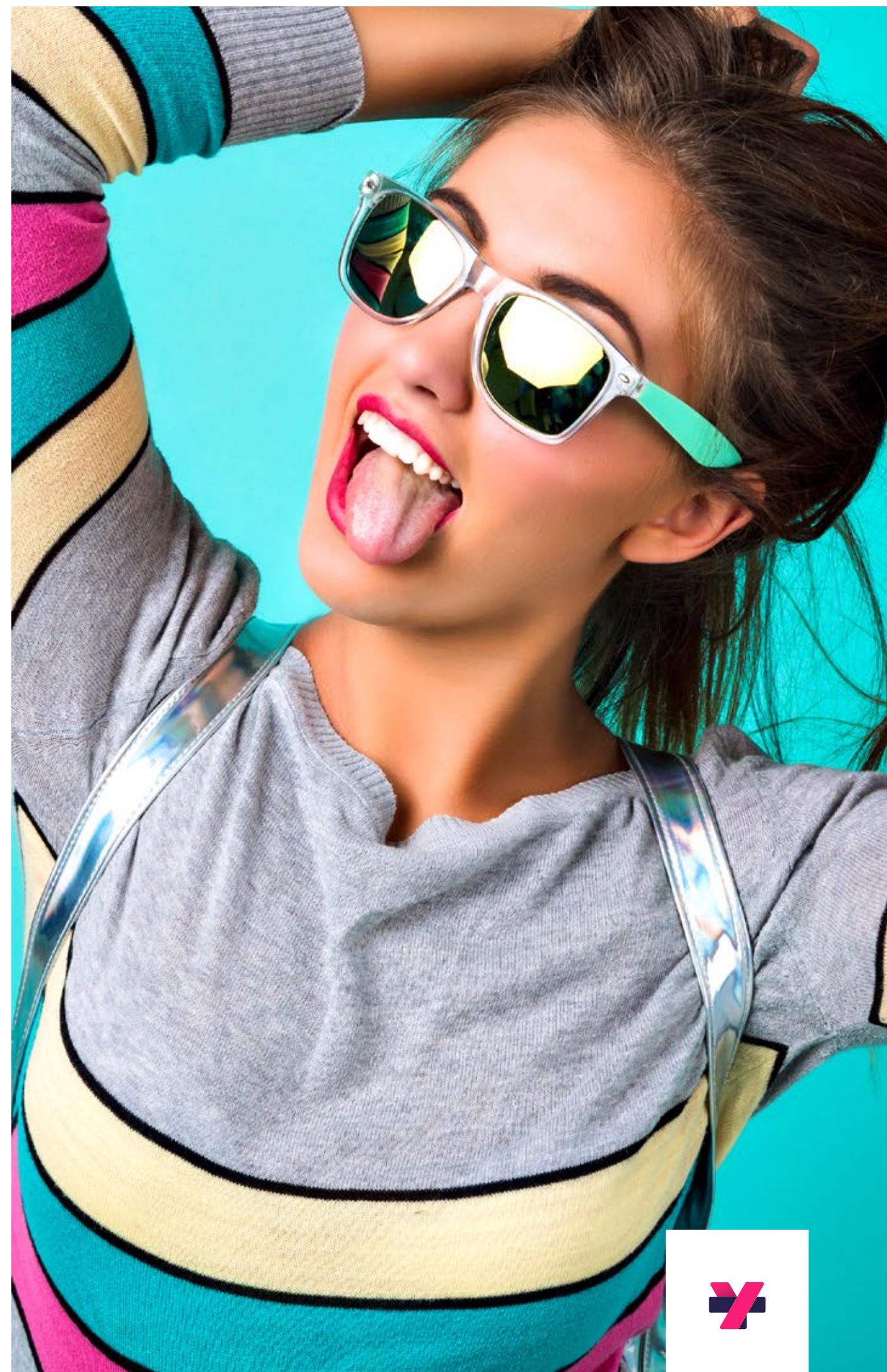
Diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim.



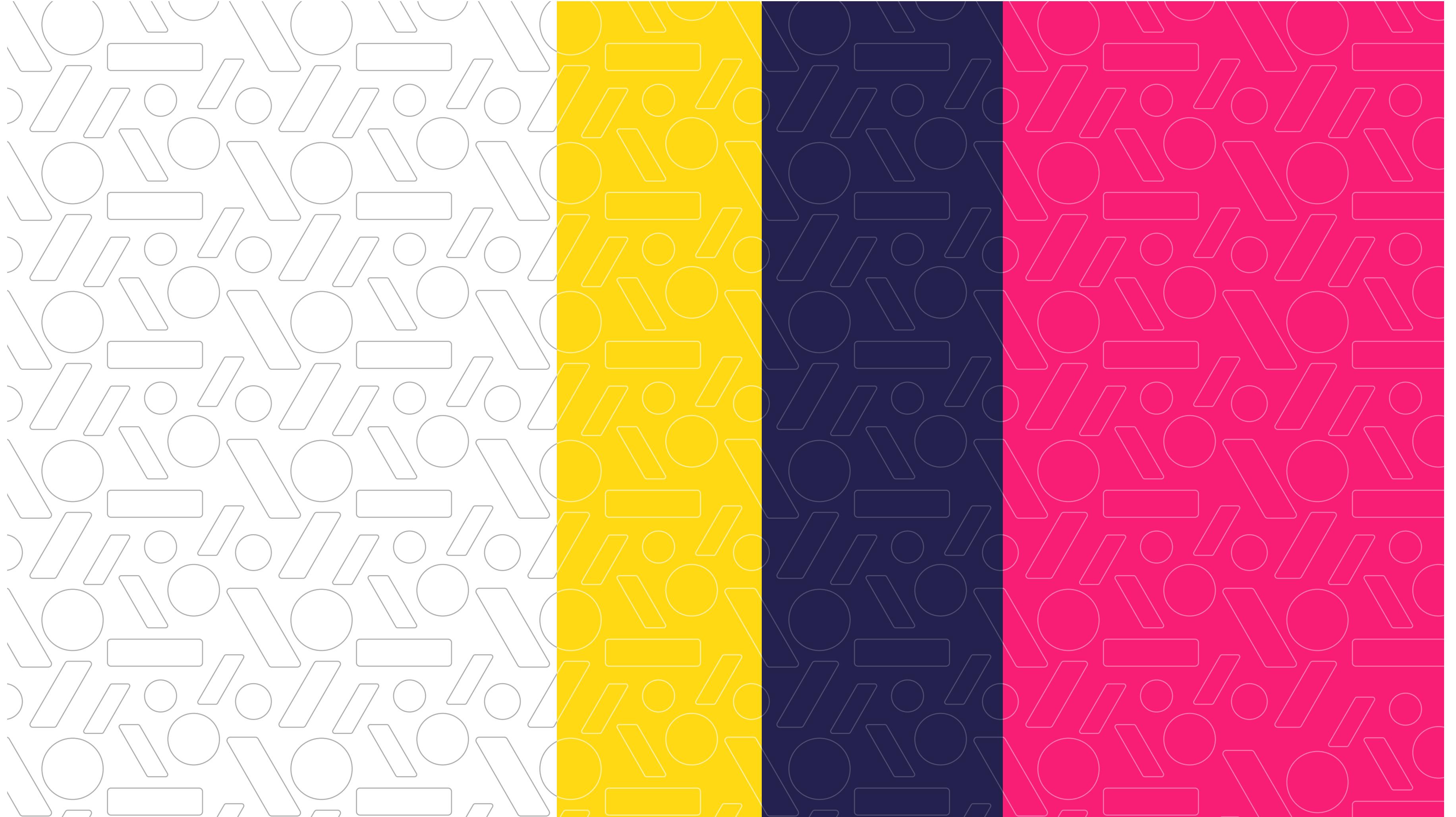
• **Lorem Ipsum**

Dolor sit amet,
consectetuer
adipiscing elit.

Tag



Padronagem



Fotos



As fotos devem ser sempre alegres, jovens e coloridas.

Layout de email

Exemplos de uso

• **Lorem Ipsum**

Dolor sit amet
consectetuer adipiscing

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• **Lorem Ipsum**

Dolor sit amet
consectetuer adipiscing

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Slides

Exemplos
de uso

The slide features a pink background with a white rounded rectangle in the center. Inside the rectangle, there's a logo with a stylized 'Y' icon and the text "Young.Talents Grande Público". To the right of the logo, the text "Lorem ipsum dolor" and "Consectetuer adipiscing elit" is displayed.

This slide includes a photograph of a woman laughing. Overlaid on the image are several geometric shapes: a large yellow triangle pointing down, a pink circle, and a white circle containing the text "Consectetuer adipiscing elit". The slide also contains placeholder text and a bulleted list.



This slide contains three photo thumbnails: two of young women taking a selfie and one of a woman smiling. To the right of the photos is the Young.Talents logo. Below the photos, there are three sections of placeholder text: "Consectetuer adipiscing elit", "Ut wisi enim ad minim veniam", and "laoreet dolore magna". A large yellow triangle is positioned at the bottom right.



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