

# MANUAL DE IDENTIDADE VISUAL

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## NORMAS BÁSICAS



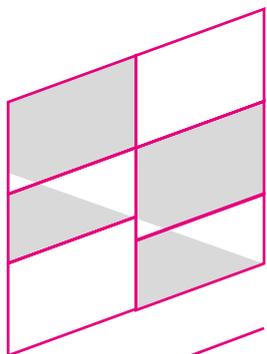
**PortosRio**

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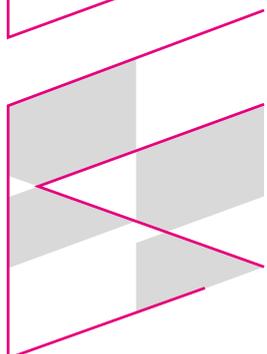
AGOSTO | 2024

# COMPOSIÇÃO CONCEITUAL

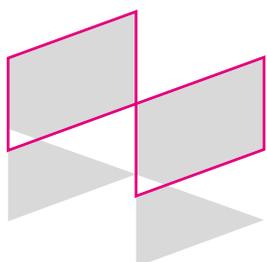
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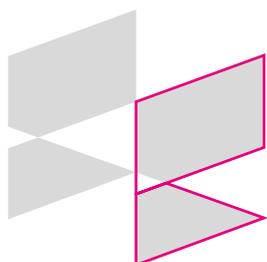
Containers  
Empilhados



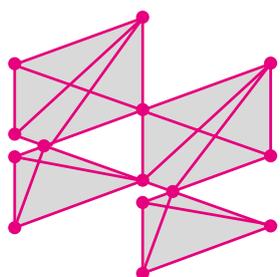
Formas da  
Bandeira Brasileira



Formas da Bandeira do  
Estado do Rio de Janeiro



Leme,  
o que direciona



Rotas  
Oceânicas

# SÍMBOLO

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# TIPOLOGIA

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A fonte oficial utilizada na marca é a **Degular Bold** e toda sua família poderá ser usada na identidade visual.

## Degular THIN

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Degular LIGHT

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Degular REGULAR

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Degular SEMIBOLD

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Degular BOLD

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# CORES

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Em função da diversidade de aplicações e processos de reprodução da marca e assinaturas, deverá ser utilizada a tabela de cor abaixo.



PANTONE 534 C

CMYK - 100 / 65 / 40 / 35

RGB - 0 / 58 / 99

HEXADECIMAL #003a63



PANTONE 7479 C

CMYK - 80 / 15 / 50 / 00

RGB - 86 / 154 / 142

HEXADECIMAL #569a8e



PANTONE Cool Gray 10 C

CMYK - 00 / 00 / 00 / 80

RGB - 88 / 87 / 87

HEXADECIMAL #585757

# MARCA

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A marca da PortosRio é definida pelo símbolo + lettering com utilização da tipologia Degular Bold + slogan "Autoridade Portuária".

**Exceto em casos onde a aplicação do slogan fique muito pequena e prejudique sua leitura, o slogan poderá ser retirado.**

Por razões de proteção dos direitos de propriedade e estratégia de comunicação, a configuração da marca não deve ser alterada.

Formato Oficial



Formato Vertical



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Formato Horizontal



# APLICAÇÃO DA MARCA

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Marca Monocromática

Formato Oficial



\*Regras válidas também para as versões vertical e horizontal da marca.

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# APLICAÇÃO DA MARCA

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Marca Monocromática - Negativo

Formato Oficial



\*Regras válidas também para as versões vertical e horizontal da marca.

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# APLICAÇÃO DA MARCA

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Marca em Duas Cores

**Formato Oficial**



\*Regras válidas também para as versões vertical e horizontal da marca.

\*\*Usar essa versão apenas em fundo sólidos nas cores institucionais.

# APLICAÇÃO DA MARCA

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Área de proteção da marca.

## Formato Oficial



x= altura do "R" de Rio.

\*Regras válidas também para as versões vertical e horizontal da marca.

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# APLICAÇÃO DA MARCA

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Redução máxima.

## Formato Oficial

Sem slogan



Com slogan



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## Formato Horizontal

Sem slogan



Com slogan



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## Formato Vertical

Sem slogan



Com slogan

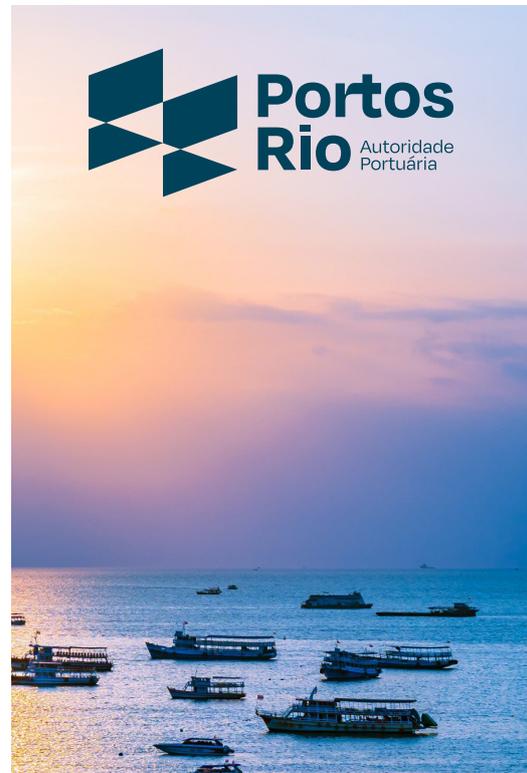


# APLICAÇÃO DA MARCA

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Variação de fundos - Imagens Claras.

É necessário a utilização de fundos sem muita interferência para garantir a leitura da marca.



\*Regras válidas também para as versões vertical e horizontal da marca.

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# APLICAÇÃO DA MARCA

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Variação de fundos - Imagens Escuras.

É necessário a utilização de fundos sem muita interferência para garantir a leitura da marca.



\*Regras válidas também para as versões vertical e horizontal da marca.

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# APLICAÇÃO DA MARCA

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Variação de fundos - Imagens Instáveis.

É necessário a utilização de uma faixa branca no rodapé ou um retângulo branco, do tamanho da margem de segurança, para garantir a leitura da marca.



\*Regras válidas também para as versões vertical e horizontal da marca.

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# APLICAÇÃO DA MARCA

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Assinatura conjunta



x= altura do "R" de Rio.

\*Regras válidas também para as versões vertical e horizontal da marca.

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# APLICAÇÃO DA MARCA

## Uso incorreto da marca - Exemplos



Não alterar ou inverter as cores do logotipo.



Não usar a marca em outline.



Não modificar a relação de proporcionalidade entre os elementos.



Não distorcer a marca.



Não alterar as posições entre os elementos.



Não Utilizar outras fontes na marca.



Não utilizar cores diferentes das definidas por este manual.



Não aplicar a marca em ângulo.



Não usar a marca sobre um fundo que prejudique sua legibilidade.



\*Regras válidas também para as versões vertical e horizontal da marca.

# TEMPLATES

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## CARTÃO DE VISITA



# TEMPLATES

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## ASSINATURA DE EMAIL



# TEMPLATES

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## TIMBRADO



It is a long established fact that .

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

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[portosrio.gov.br](http://portosrio.gov.br)

**Edifício Sede PortosRio**

Rua Dom Gerardo, 35 - 10º andar, Centro, RJ / CEP 20090-905

# TEMPLATES

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## INFORMATIVO

### AQUI ENTRA O TÍTULO DO INFORMATIVO

Insira o subtítulo.

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# TEMPLATES

## CRACHÁ



# TEMPLATES

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## SLIDES DE APRESENTAÇÃO

PARA CAPA

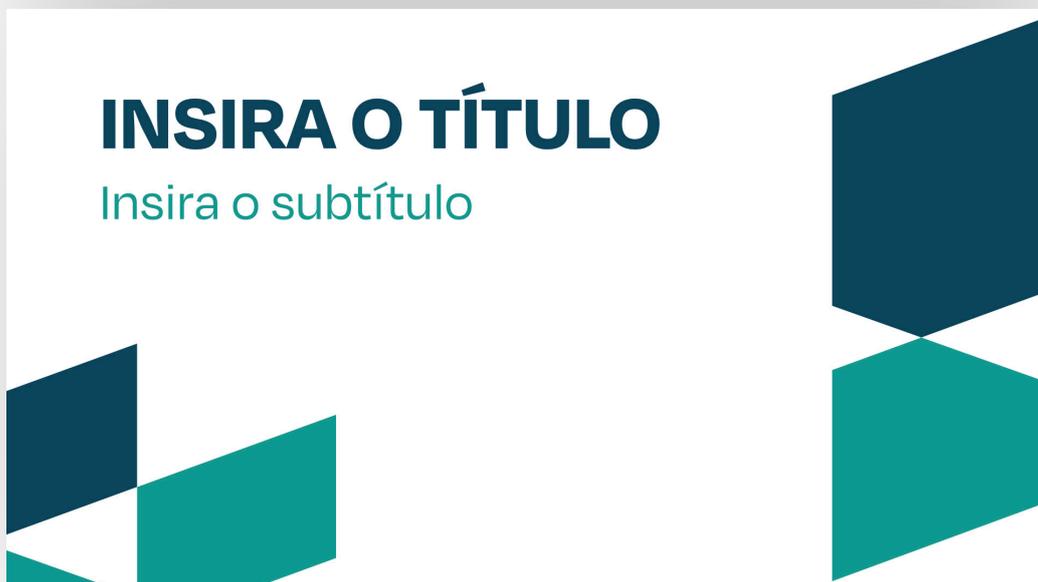


# TEMPLATES

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## SLIDES DE APRESENTAÇÃO

PARA TÍTULO E SUBTÍTULO



# TEMPLATES

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## SLIDES DE APRESENTAÇÃO

### PARA TEXTO

## INSIRA O TÍTULO

### Insira o subtítulo

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**INSIRA O TÍTULO INSIRA  
O TÍTULO INSIRA O  
TÍTULO INSIRA O TÍTULO**

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# TEMPLATES

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## SLIDES DE APRESENTAÇÃO

COM IMAGEM





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