



# IDENTITY GUIDELINES

[short version]



## Welcome

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This document defines a set of guidelines that guarantee a correct brand reproduction and its understanding. These guidelines must be respected in order to create a strong visual identity and a clearly recognized brand.

The colours in this document are designed for screen view (RGB). Desktop printers reproduction does not allow a correct colour reading. For a correct reading consult the colours catalogs of the various reproduction systems.

In case of doubts, or for more specific applications not covered in this manual, please contact:

[dmc@ceiia.com](mailto:dmc@ceiia.com)

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## What is CEiiA?

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### We Are

CEiiA is an innovation and engineering centre that aims to enhance the competitiveness of mobility through international cooperation between university and industry into market oriented products and solutions.

### We Aim

CEiiA's daily mission is to be a global reference on research, design, development, manufacture and testing of products and services for mobility industries.

### We Believe

CEiiA has a strong team spirit, based on high qualified engineers and designers working together with the most advanced technologies in an “engineering the creativity” environment to materialize new and competitive products and solutions.

## Words that reflect our brand. This is how you tag CEiA.

Blue  
White  
Black  
Simple  
Functional  
Design  
Mobility  
Human  
Together  
People  
Happiness

Future  
Better World  
Service  
Engineering  
Auto  
Aero  
Offshore

Movement  
Ethics  
Certified  
Visionary  
Value  
Development  
Intelligence  
Integration  
Sustainability  
Connection  
Knowledge

Car  
Bike  
Plane  
Helicopter  
Boat  
Skate  
mobi.me  
Nature  
Dream  
Project

When typing our brand, do it like this:

Thanks.

CEIIA

upper cases

CEiIA

normal text

This is our main logo, use it and respect it.  
We give it to you in Pantone®, CYMK and RGB  
reproductions files.



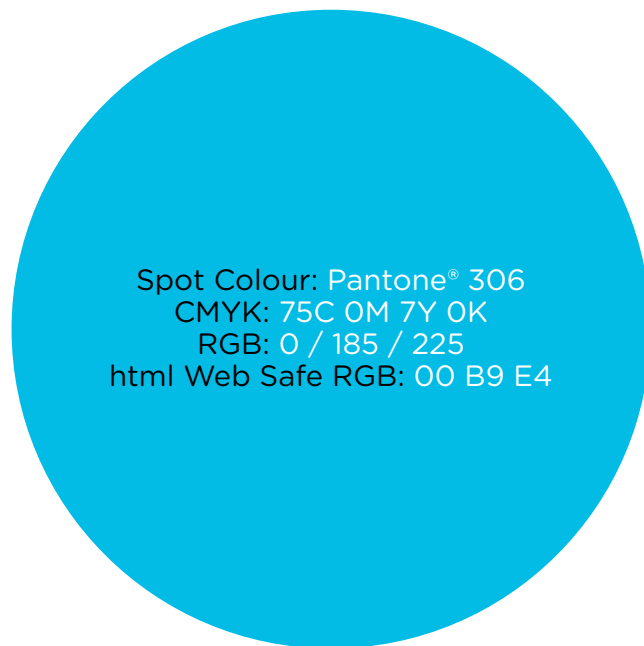
Can you see me?  
Logo minimum size reproductions  
should always be respected.

Let me breathe!  
We need space around our logo.

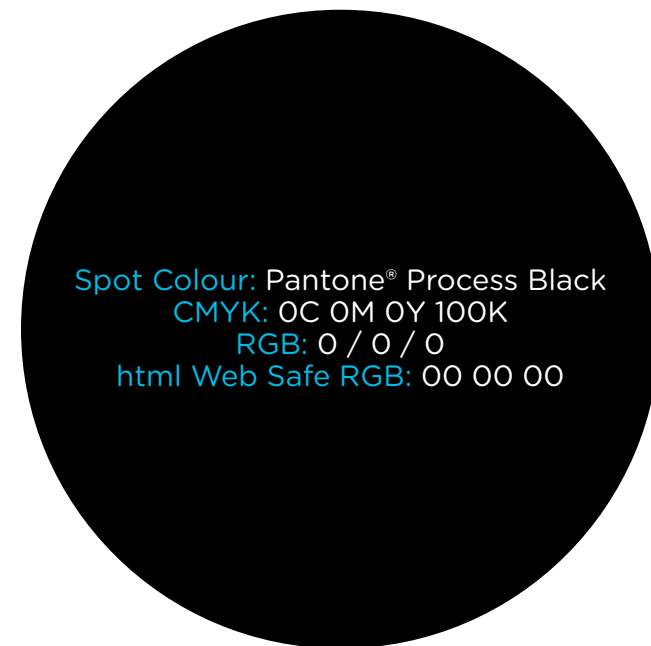




Blue and black, that's our colour identity. Do not mess with it!  
We give you Spot Colour, CMYK, RGB and HTML colour reproduction system values.  
For architecture colours please choose paint or plastics colour based on Pantone®306.  
That's our colour reproduction golden rule.



BLUE



BLACK

Blue, Black and White, simple!

This is CEiA colour universe, our identity is recognized over this colour backgrounds. Whenever possible use example A, then B and C.

A



Full colour Positive behaviour

B



One colour (Pantone®306) Positive behaviour

C



One colour (Black) Positive behaviour



Full colour Negative behaviour



One colour (Pantone®306) Negative behaviour

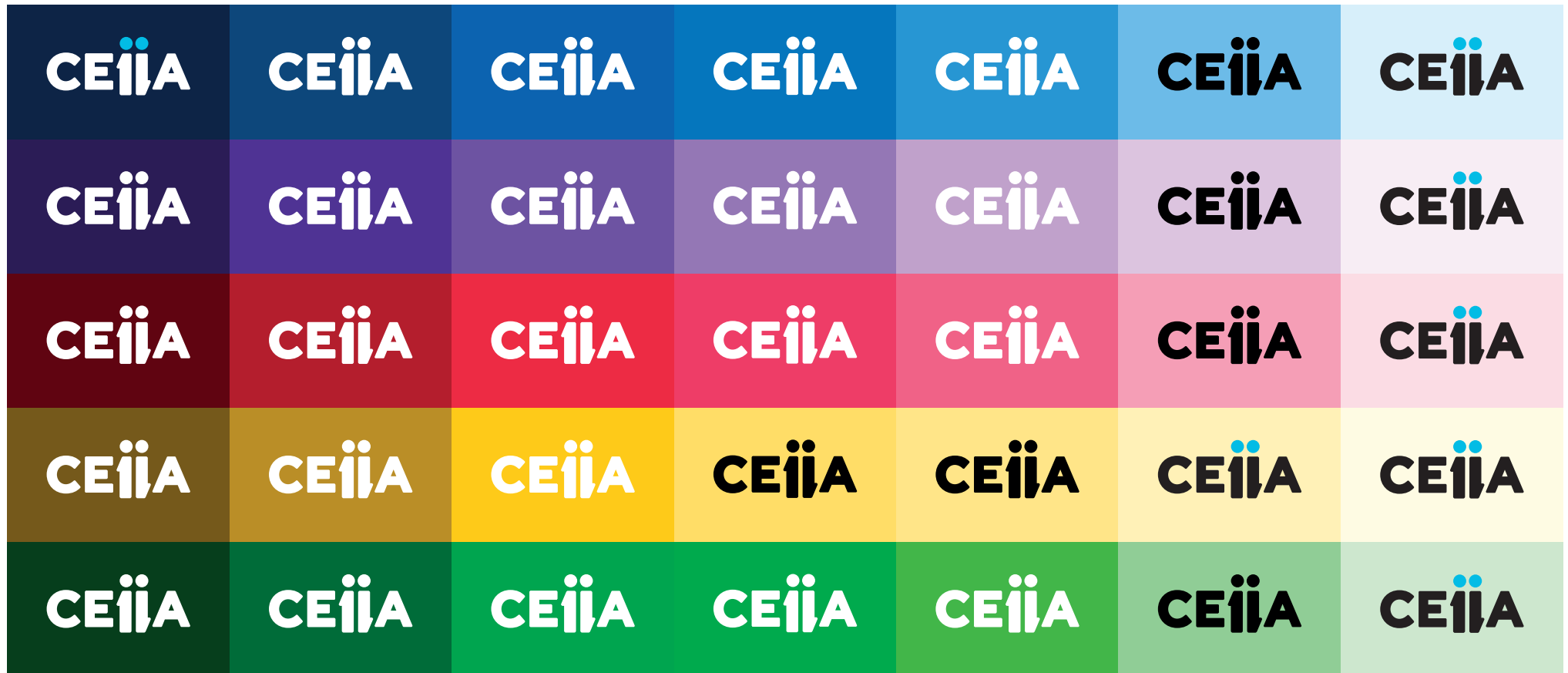


One colour (Black) Negative behaviour

Run away!

Please avoid this colour backgrounds, they don't reflect CEiIA's identity.

If inevitable, use the behaviours represented here, contrast and legibility are the key.



## Where is CEiIA?

Don't build a game of hide and seek with our logo. Here you can find correct examples of our logo behaviours over photos.

This page is not about layout solutions, it's about legibility and contrast!



Do not mess with our brand.

Be creative, ideas are vital, but don't have ideas about our logo or other graphic elements of our brand. It's not for you to decorate, colourize, stretch, bend, reflect, distort, ungroup, mess around or do anything besides applying it according to our guidelines. There must be 10,001 ways to mess around with it. We can only give you some examples of wrong usage.



Wrong Colours



Disproportionality Scaled



Crooping



Wrong Logo elements relation



Messing with Logo elements



Drop shadow or any other effect



Wrong angle



Safety area violation



Mask images



Tints or transparency

Gotham Rounded, the font choice for CEiA.  
Breathes friendly and high-tech feelings at the same time.  
Design by Tobias Frere-Jones, you can buy it at: [tipography.com](http://tipography.com)

Gotham Rounded should not be used in editable docs. Please see next page.

emotion

function

Gotham Rounded Light

Gotham Rounded Book

**Gotham Rounded Medium**

**Gotham Rounded Bold**

*Gotham Rounded Light Italic*

*Gotham Rounded Book Italic*

***Gotham Rounded Medium Italic***

***Gotham Rounded Bold Italic***

To PPT presentations, WORD documents and Outlook e-mails it is recommended the usage of fonts that exist in all computers.  
Arial Rounded MT Bold for titles and Calibri for text.

emotion

**Arial Rounded MT Bold  
(titles)**

function

Calibri  
(text)

Oops!

Unfortunately Gotham Rounded doesn't exist with internet user licenses, yet.

For internet only, you can use Nunito as alternative font.

This font was design by Vernon Adams, you can get it at [google.com/webfonts](https://google.com/webfonts)

emotion

function

Nunito Light

Nunito Regular

**Nunito Bold**



Thank you for pushing  
our brand the right way.

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