

תּוּוּוּ

*Identidade  
visual do*  
**NOVO**

ATUALIZADO EM NOV/2018

***A identidade visual pode ser definida como o conjunto de elementos que representam visualmente o NOVO. Ela foi elaborada seguindo o nosso conceito geral de criação e as diretrizes de linguagem, e tem o objetivo de orientar e garantir que todas as nossas expressões e representações visuais tenham um padrão.***



NOVO

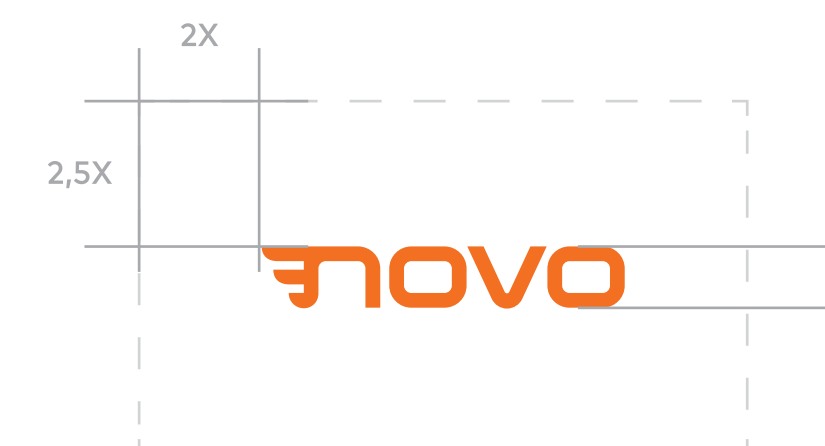


NOVO 30

## ASSINATURAS



### ÁREA DE PROTEÇÃO



#### ARQUIVO DIGITAL

- Novo\_AOC.eps
- Novo\_AOM.eps
- Novo\_AOMI.eps
- Novo\_AOTC.eps

#### ARQUIVO DIGITAL (TARJA)

- Novo\_AOTC.eps
- Novo\_AOTM.eps
- Novo\_AOTMI.eps
- Novo\_AOTTC.eps

## ASSINATURAS



### ÁREA DE PROTEÇÃO



#### ARQUIVO DIGITAL

Novo30\_AOC.eps  
Novo30\_AOM.eps  
Novo30\_AOMI.eps  
Novo30\_AOTC.eps

#### ARQUIVO DIGITAL (TARJA)

Novo30\_AOTC.eps  
Novo30\_AOTM.eps  
Novo30\_AOTMI.eps  
Novo30\_AOTTTC.eps

**TIPOLOGIA** (é necessário aquisição da licença de uso)

# FF Mark

*is a new typeface*

**GEOMETRIC SANS-SERIF  
contemporary design**

2013

is based on a concept that is apparent in many examples from the past

equipped with all the necessary glyphs

**SEVERAL SHAPES AND ARROWS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?.,:;"'@\${[(

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?.,:;"\*@\$%{[(

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?.,:;"'@\${[(

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?.,:;"\*@\$%{[(

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?.,:;"\*@\$%{[(

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?.,:;"\*@\$%{[(

**TIPOLOGIA** (OPÇÃO FREE)

**MONTSERRAT**

FREE FONT

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Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?..,;:“□@\${%{[(**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?..,;:“\*@\${%{[(**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?..,;:“□@\${%{[(**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?..,;:“\*@\${%{[(**

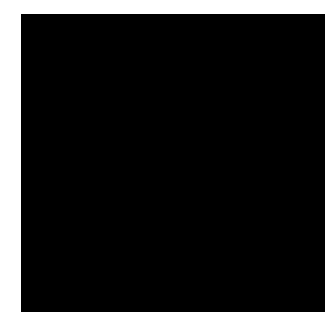
**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?..,;:“\*@\${%{[(**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?..,;:“\*@\${%{[(**

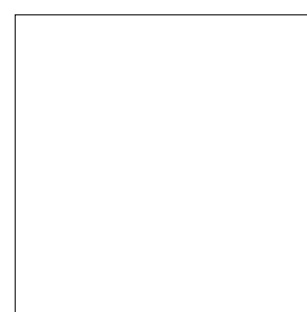


# CORES

## MÍDIA DIGITAL



**PRETO**  
R0 G0 G0  
#000000



**BRANCO**



**LARANJA ESCURO**  
R241 G90 B34  
# F15A22



**LARANJA NOVO \***  
R243 G111 B33  
# F36F21



**LARANJA CLARO**  
R247 G148 B30  
# F7941E



**AMARELO**  
R255 G203 B5  
# FFCE05



**PETROLEO ESCURO**  
R0 G67 B80  
#004350



**PETROLEO NOVO**  
R0 G84 B101  
#005465



**PETROLEO MÉDIO**  
R0 G116 B132  
#007484



**PETROLEO CLARO**  
R7 G135 B161  
#0787A1



**VERDE ESCURO**  
R0 G94 B51  
#005E33



**VERDE MÉDIO**  
R0 G125 B63  
#007D3F



**VERDE CLARO**  
R27 G143 B69  
#1B8F45



**VERDE CÍTRICO**  
R166 G206 B57  
#A6CE39

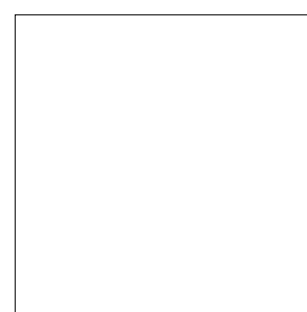
\* COR INSTITUCIONAL DA MARCA NOVO/NOVO30

# CORES

## MÍDIA IMPRESSA



**PRETO**  
CO M0 Y0 K100  
PAN BLACK C



**BRANCO**



**LARANJA NOVO\***  
CO M60 Y95 K0  
PAN 165C



**LARANJA CLARO**  
CO M50 Y100 K0  
PAN 151 C



**AMARELO**  
CO M20 Y100 K0  
PAN 1235 C



**PETROLEO ESCURO**  
C95 M60 Y50 K40  
PAN 547 C



**PETROLEO NOVO**  
C100 M60 Y50 K20  
PAN 7470 C



**PETROLEO MÉDIO**  
C90 M40 Y40 K10  
PAN 7468 C



**PETROLEO CLARO**  
C85 M35 Y30 K0  
PAN 7459 C



**VERDE ESCURO**  
C90 M35 Y95 K35  
PAN 3425 C



**VERDE MÉDIO**  
C90 M25 Y100 K15  
PAN 356 C



**VERDE CLARO**  
C85 M20 Y100 K5  
PAN 347 C



**VERDE CÍTRICO**  
C40 M0 Y100 K0  
PAN 382 C

\* COR INSTITUCIONAL DA MARCA NOVO/NOVO30

**NOVO**

*Desenvolvido por Partido NOVO  
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