



**4Cs - From Conflict to Conviviality
through Creativity and Culture**

4Cs Visual Identity Guidelines
September 2017

So that all the brand manifestations contribute to the valorization of 4Cs, it's important that all the visual codes defined by this manual are followed.

Only by the correct application of these basic rules is it possible to create a clear, coherent and identifiable visual identity.

The elements explained and illustrated in this book should not be altered.

MAIN LOGO

This is the main version of our logo.
It should be used for both print and web.



**4Cs - From Conflict to Conviviality
through Creativity and Culture**

SECONDARY LOGO

This is the secondary version of our logo.
It should be used for both print and web.



4Cs
From Conflict to Conviviality
through Creativity and Culture

LOGO - variations

Both main and secondary logo should only be used in black or white. The one exception is when printing in a single color that is not black.



4Cs - From Conflict to Conviviality
through Creativity and Culture



4Cs
From Conflict to Conviviality
through Creativity and Culture



4Cs - From Conflict to Conviviality
through Creativity and Culture



4Cs
From Conflict to Conviviality
through Creativity and Culture

LOGO - how to use

We can use it with all kinds of backgrounds, colored or photographic. We should choose the most readable version and place the logo ideally over flat colors or neutral backgrounds.



4Cs - From Conflict to Conviviality
through Creativity and Culture



4Cs - From Conflict to Conviviality
through Creativity and Culture



4Cs - From Conflict to Conviviality
through Creativity and Culture



4Cs - From Conflict to Conviviality
through Creativity and Culture



4Cs - From Conflict to Conviviality
through Creativity and Culture



4Cs - From Conflict to Conviviality
through Creativity and Culture

LOGO - dos and don'ts

Always leave the logo some space to breathe.
This is what we think is the minimum margin
to protect the logo.



LOGO - dos and don'ts

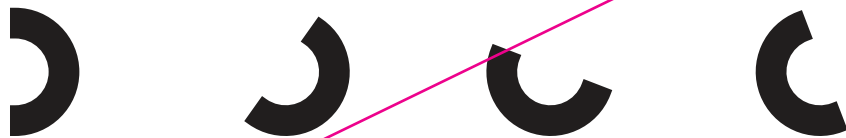
The proportions and scale between all the elements should not be altered.



4Cs - From Conflict to Conviviality
through Creativity and Culture



4Cs - From Conflict to Conviviality
through Creativity and Culture



4Cs - From Conflict to Conviviality
through Creativity and Culture

LOGO - dos and dont's

These are the minimum dimensions that should be used when printing. Going below these dimensions will compromise the ability to read the logo clearly.



TYPEFACES

We chose two Google fonts, so they're good for both print and web use. Both fonts have a wide array of special characters and should cover the needs of all the languages used by all the partners.

Nunito Sans type family is the main font.
It should be used in all official texts and documents.

Nunito Sans	Nunito Sans
Nunito Sans	Nunito Sans
Nunito Sans	Nunito Sans
Nunito Sans	Nunito Sans
Nunito Sans	Nunito Sans
Nunito Sans	Nunito Sans
Nunito Sans	Nunito Sans
Nunito Sans	Nunito Sans

THE SECONDARY FONT IS
SEDWICK AVE
AND IT SHOULD BE USED ONLY FOR TITLES
OR SHORT TEXTS.

SEDWICK AVE
SEDWICK AVE
SEDWICK AVE
sedwick ave

COLORS

These colors are also part of our visual identity.
We should try to use them according to
the purpose of the material we are working with
and respect the printing specifications or web use.



PANTONE 7478 - U
CMYK 56/0/51/0
RGB 109/204/157
HEX 6DCC9D



PANTONE 7478 - U
don't use in cmyk
RGB 158/233/197
HEX 9EE9C5

TEXTURES

With this guideline book you should also get a document with some textures and drawings that we can use in all kind of documents.

This elements should be used only in the 4Cs colors - Black, White, and the two Greens.

We strongly encourage you to create your own elements and textures according to the identity of 4Cs.

So, feel free to draw your own elements and even share them with the rest of the partners.

We hope this small library of elements will grow in the course of the project.



Thank You!