



/ BRAND BOOK

MAIN LOGO 02
SECONDARY LOGO 06
ISOTYPE 09
COLOR PALETTE 12
FONTS 14

Negative version

01 / MAIN LOGO



02

Positive version

01 / MAIN LOGO





Minimum size: 20 mm



***Do not** use non-corporate colors or chromatic versions that do not correspond to those specified in this brand book.



***Do not** deform.



***Do not** distort or alter the proportions of the logo.



***Do not** use the written word as a logo (even with the corporate typography).

Negative version

02 / SECONDARY LOGO



Positive version

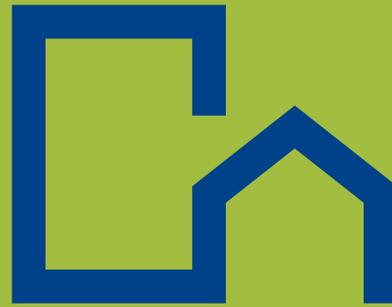
02 / SECONDARY LOGO





Minimum size: 25 mm

Negative version



03 / ISOTYPE

Positive version



03 / ISOTYPE



Minimum size: 5 mm
(favicon web)

PANTONE 180
C100 M72 Y0 K18
R0 G43 127
#002B7F

PANTONE 375C
C50 M1 Y96 K0
R162 G189 163
#A2BD3F

#FFFFFF



Digital font

Roboto light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Roboto regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Roboto italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Roboto bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Documents font

Calibri
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Calibri italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LUCE

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