

corporate identity manual

by **Martin Boles**, Universidade Lusitana Lisboa - DesignII - 2008/2009



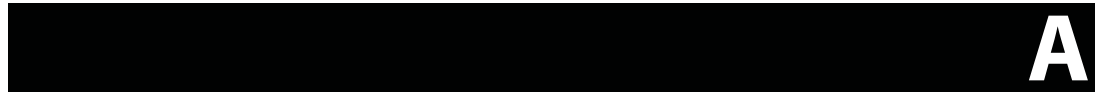
CENTRO de ARTE MODERNA
José de Azeredo Perdigão

contents

| | |
|-------------------|----|
| contents | 03 |
| color palette | 04 |
| logotype | 05 |
| typography | 09 |
| stationery | 10 |
| promotional items | 11 |

color palette

Colour plays an important role in identifying the CAMJAP museum, keeping the brand recognizable and memorable. The CAMJAP museum uses the colour palette as shown below. These colours may not be substituted.



Pantone Black C 100 %
C0 M0 Y0 K100
000000



Pantone Process Black C 80 %
C0 M0 Y0 K80
333333



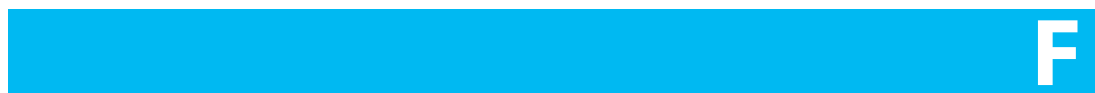
Pantone Process Black C 50 %
C0 M0 Y0 K50
808080



Pantone Process Black C 20 %
C0 M0 Y0 K20
CCCCCC



Pantone Process Magenta C 100 %
C0 M100 Y0 K0
EC008C



Pantone Process Cyan C 100 %
C100 M0 Y0 K0
00B9F2



Pantone 370 C 100 %
C56 M0 Y100 K27
5D9732



Pantone Process Yellow C 100 %
C0 M0 Y100 K0
FFF200

logotype

The CAMJAP Logo is the most visible expression of the museum. It is a unique visual identity that supports museum's presence.

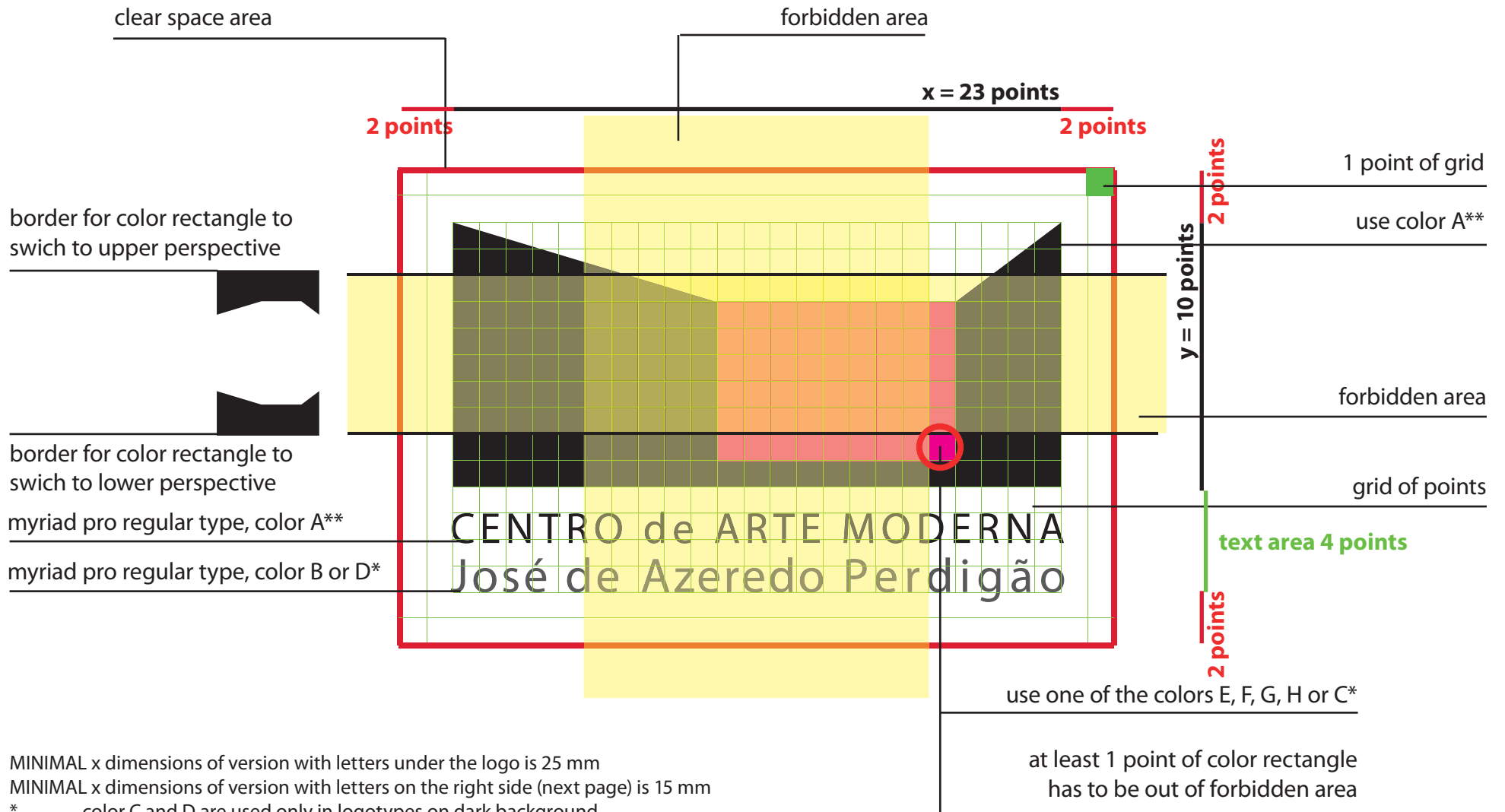
It is therefore important to emphasise the correct usage of this logo. It is a valuable asset and has been registered as a trademark. Its correct usage will ensure that the corporate identity is always protected. The correct application of the logo will assist in strengthening the CAMJAP museum.

Please familiarize yourself with the area of isolation, which is the minimum permissible distance between the logo and other graphic elements. The area of isolation has been developed to ensure that the logo is always separated from other graphic elements, text, photography and so forth, to ensure maximum visibility and branding effectiveness.



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logotype



MINIMAL x dimensions of version with letters under the logo is 25 mm
 MINIMAL x dimensions of version with letters on the right side (next page) is 15 mm
 * color C and D are used only in logotypes on dark background
 ** on dark backgrounds use white except color A (black)

logotype

CAMJAP logotype uses 2 combination of text placement. One under the shape and one on right side of that.

There are 32 shape variabilities and 4 coloured variations of logo use, that is together 108 variations of coloured logotype in color print on bright background. That use 32 of grayscale or black and white printing variations on bright background. The same number of uses is for dark backgrounds. Variation is based on random choose of the program on web page.

Some of logotype variations



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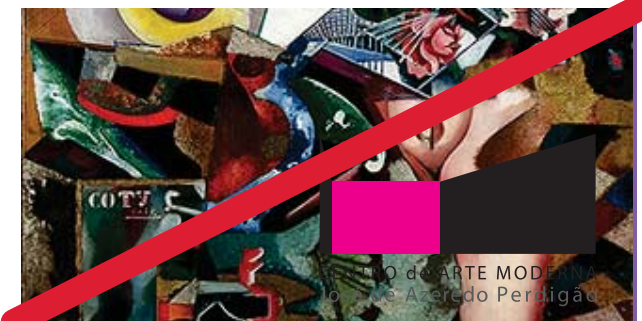
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logotype

This page shows uses of the logo on different types of backgrounds and in different applications.



typography

The CAMJAP museum identity uses family of Myriad Pro and Minion Pro (in communication) fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789.:;,%&[("?!?')]

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789.:;,%&[("?!?')]

Myriad Pro Bold

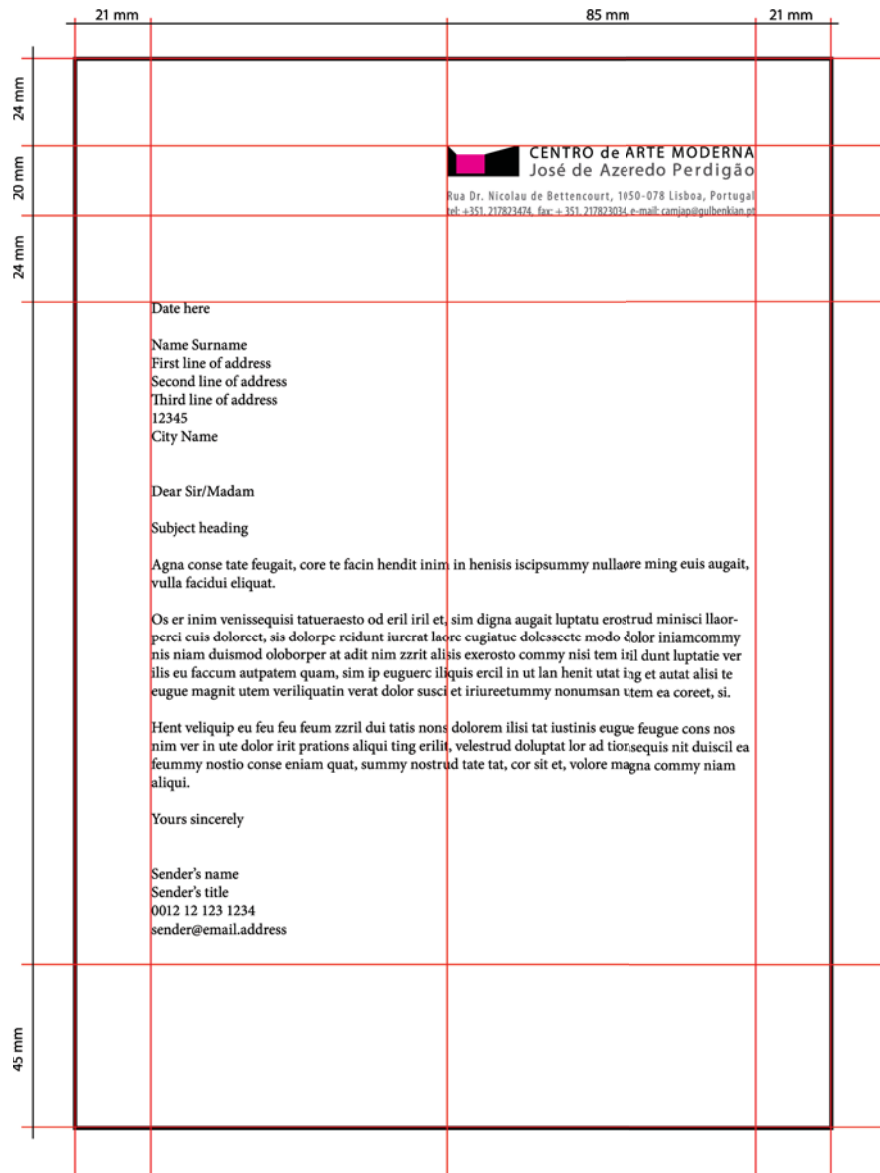
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789.:;,%&[("?!?')]

Minion Pro Regular

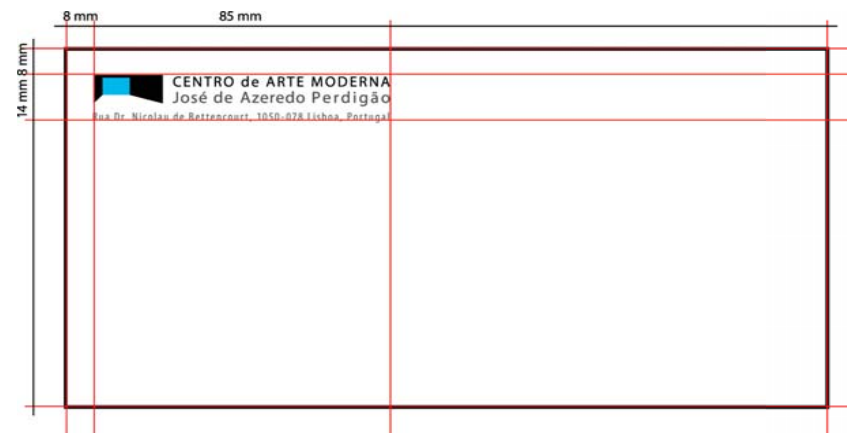
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789.:;,%&[("?!?')]

Minion Pro Bold

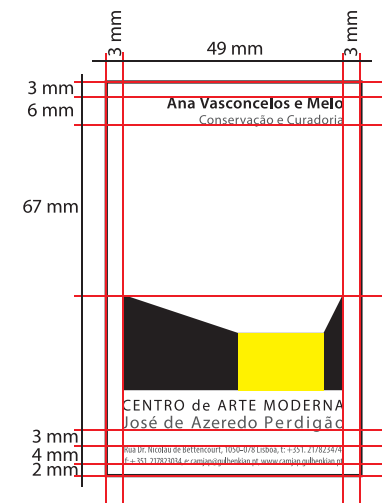
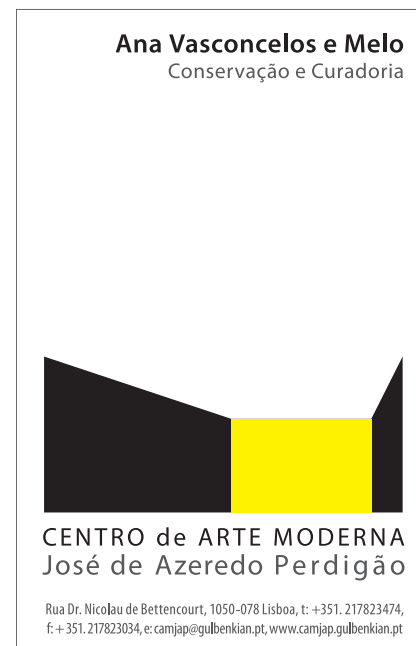
Letterhead A4 210x297



Envelope DL 220x110

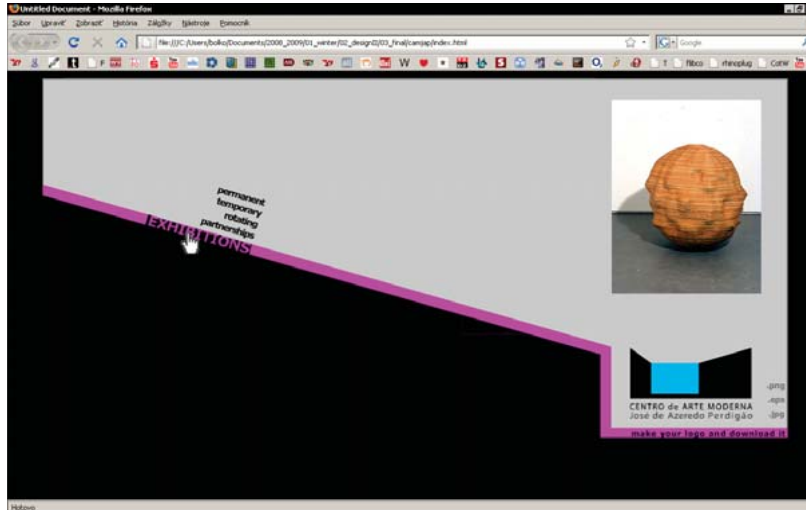


Visitcard 55x85



promotional items

Webpage



Logo as part of facade



Poster for exhibition

