



# Visual Guidelines

# PHITRONICS Logo

## For White Backgrounds



## For Dark Backgrounds



## Logo Color Palette



SPOT COLOR	PRINT	SCREEN
<b>PANTONE</b>	<b>CMYK</b>	<b>RGB</b>
7455 U	81 52 4 0	60 98 159



SPOT COLOR	PRINT	SCREEN
<b>PANTONE</b>	<b>CMYK</b>	<b>RGB</b>
HEXACHROME ORANGE U	3 52 92 0	226 132 47

## USAGE



### Plain Corporate Logo

Must be composed on white backgrounds.

This is the preferred usage on formal or simple PRINT materials.

## DO NOT



**DO NOT** Dark Backgrounds



**DO NOT** turn into badge by enclosing in shape, border or frame



**DO NOT** skew, rotate or distort



**DO NOT** displace or move any elements



**DO NOT** apply your own shading / bevel / 3D effects

# SUFRAMA's Logo

## For White Backgrounds



## For Dark Backgrounds



## Logo Color Palette



SPOT COLOR	PRINT	SCREEN
PANTONE	CMYK	RGB
348 C	100 0 79 27	0 102 51

SPOT COLOR	PRINT	SCREEN
PANTONE	CMYK	RGB
BLACK 100%	0 0 0 100	0 0 0

SPOT COLOR	PRINT	SCREEN
PANTONE	CMYK	RGB
BLACK 40%	0 0 0 40	150 149 148

## For White Backgrounds



## For Dark Backgrounds



## Logo Color Palette



SPOT COLOR	PRINT	SCREEN
<b>PANTONE</b>	<b>CMYK</b>	<b>RGB</b>
123 C	2 22 96 0	255 204 0

SPOT COLOR	PRINT	SCREEN
<b>PANTONE</b>	<b>CMYK</b>	<b>RGB</b>
BLACK 100%	0 0 100	0 0 0

SPOT COLOR	PRINT	SCREEN
<b>PANTONE</b>	<b>CMYK</b>	<b>RGB</b>
WHITE	0 0 0	255 255 255

# Flag of Brazil

## For White Backgrounds



Produzido no Brasil

## For Dark Backgrounds



## Logo Color Palette



SPOT COLOR	PRINT	SCREEN
PANTONE	CMYK	RGB
123 C	2 22 96 0	255 204 0



SPOT COLOR	PRINT	SCREEN
PANTONE	CMYK	RGB
355 C	100 0 100 0	0 146 63



SPOT COLOR	PRINT	SCREEN
PANTONE	CMYK	RGB
WHITE	0 0 0 0	255 255 255



SPOT COLOR	PRINT	SCREEN
PANTONE	CMYK	RGB
237 C	100 100 0 0	40 22 111

## Required Packaging Elements

