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manual de normas

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versão principal do logótipo

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2020

versão simplificada do logótipo

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2020

versão do logótipo a preto

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100%



25%



75%



50%



representação de escalas

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80%



60%



40%



20%



representação em escala de cinzas

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representação sobre fundos de cor

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representação sobre fundos de cor

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2020



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2020

representação a positivo e negativo

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abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890'«»?»=)(/ & % \$ # " ! \ , ; : - _ ° a + * ^ ~ ^

Neo Sans

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890'«»?»=)(/ & % \$ # " ! \ , ; : - _ ° a + * ^ ~ ^

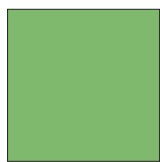
Neo Sans Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890'«»?»=)(/ & % \$ # " ! \ , ; : - _ ° a + * ^ ~ ^

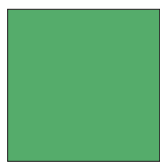
Neo Sans Black

codificação tipográfica

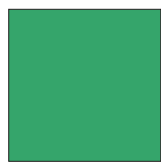
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54c > 8m > 75y > ok



68c > 9m > 76y > 1k



76c > 10m > 77y > 1k



84c > 12m > 78y > 1k

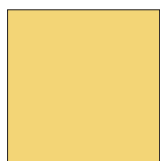


0c > 11m > 65y > ok

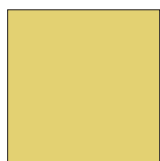


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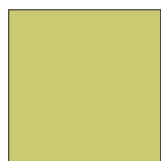
2020



5c > 13m > 64y > ok



12c > 12m > 67y > ok



24c > 11m > 69y > ok



37c > 10m > 72y > ok

codificação cromática

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