

# BRAND BOOK



BRAND - APPLICATION VERSIONS

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VERTICAL VERSION



HORIZONTAL VERSION

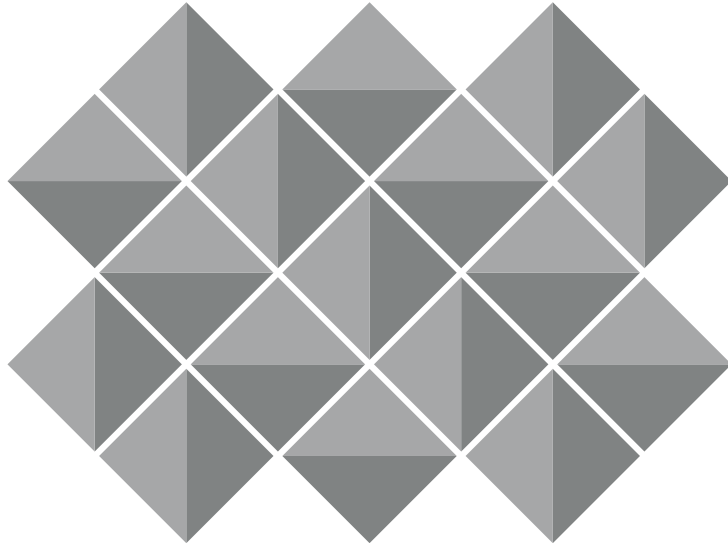


# BRAND - MONOCHROMATIC APPLICATION VERSIONS

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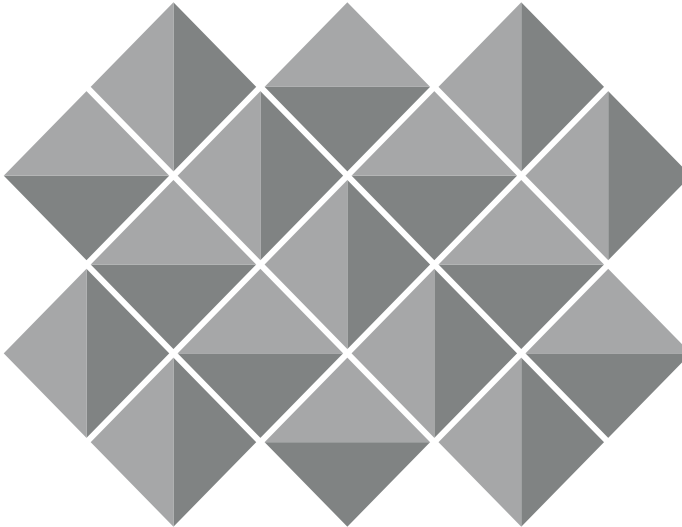
The predominant color is light grey #808283 with 70% in the lighter parts.

## VERTICAL VERSION

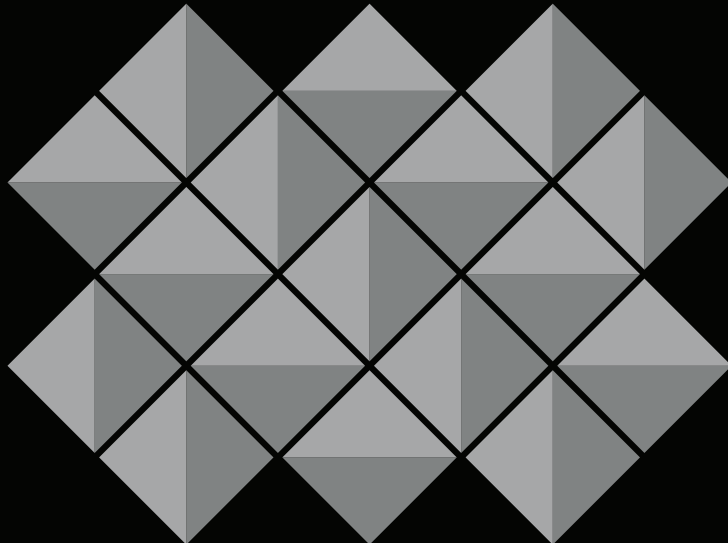


MAPBIOMAS

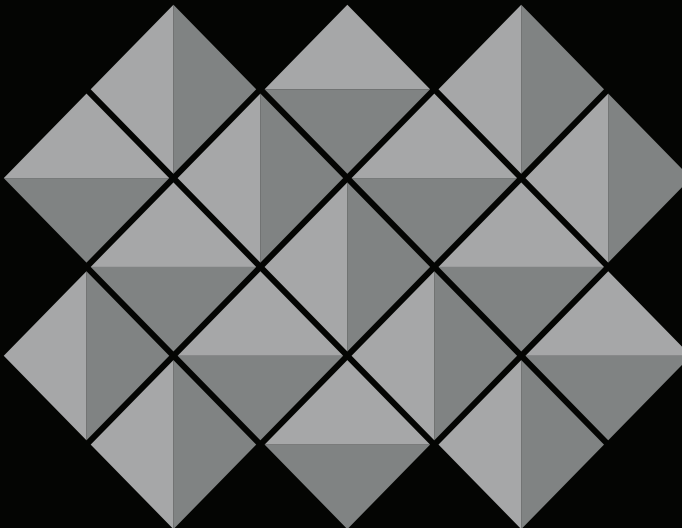
## HORIZONTAL VERSION



MAPBIOMAS



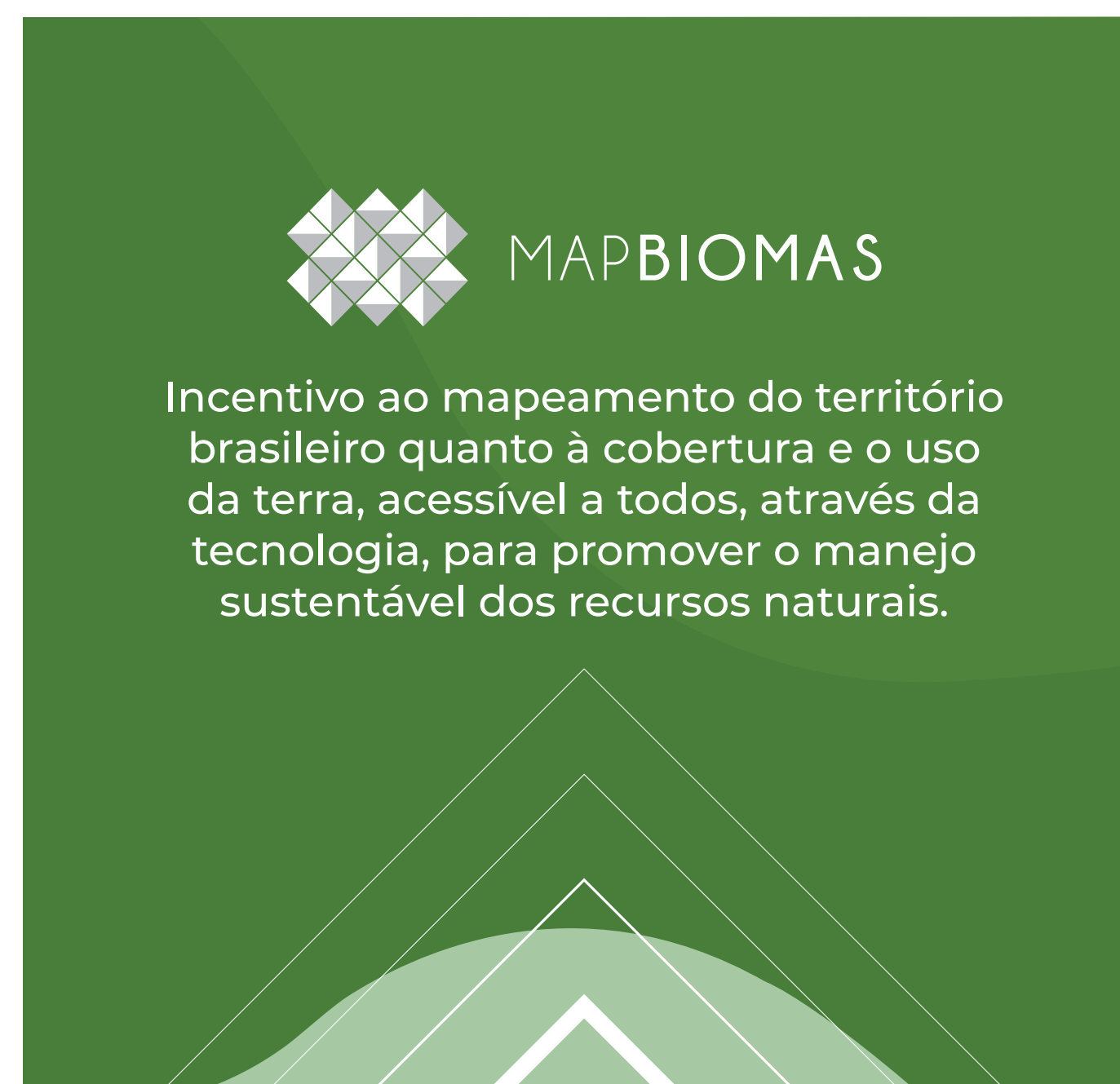
MAPBIOMAS



MAPBIOMAS

# BRAND - MONOCHROMATIC APPLICATION VERSIONS

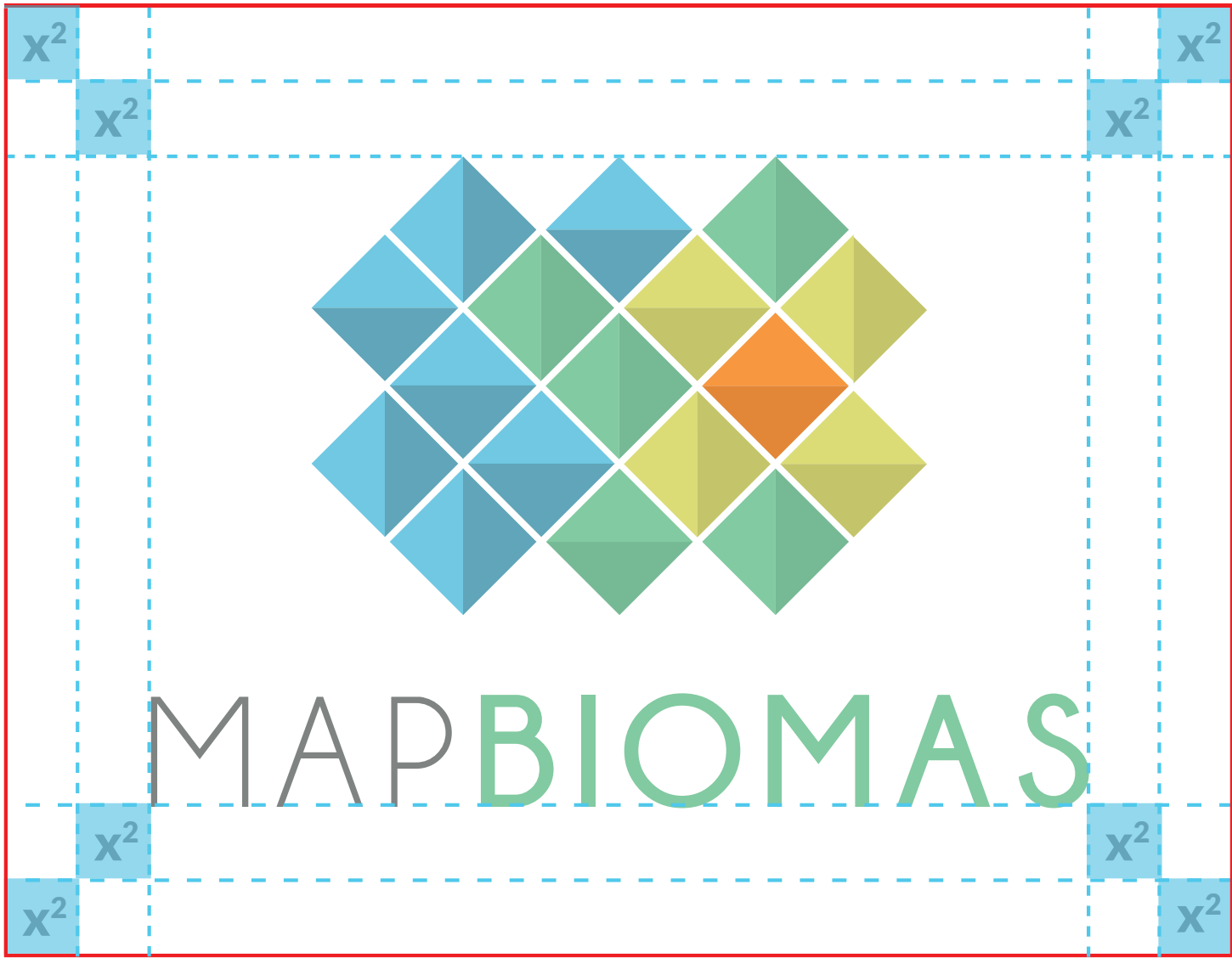
Use of the blank logo and suggested elements for illustrations



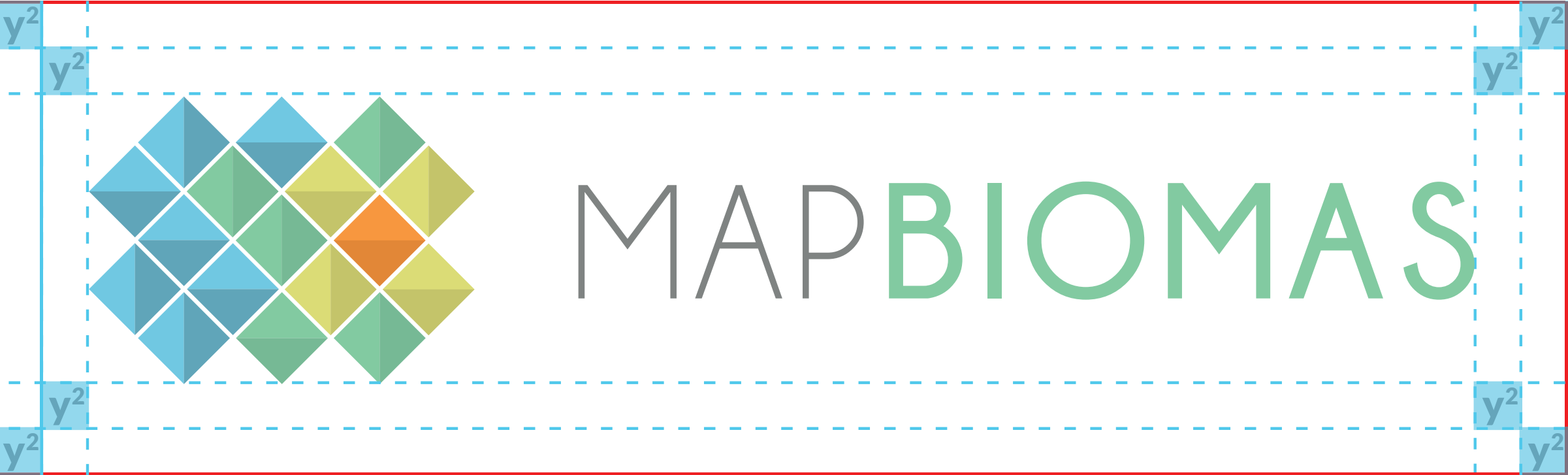
# BRAND - SAFETY MARGENS

The security margin aims to define and guarantee the spacing minimum around the logo mark, so that nothing is applied inside the margin area, in order to avoid interference in the identification and reading of the trademark.

## VERTICAL VERSION



## HORIZONTAL VERSION

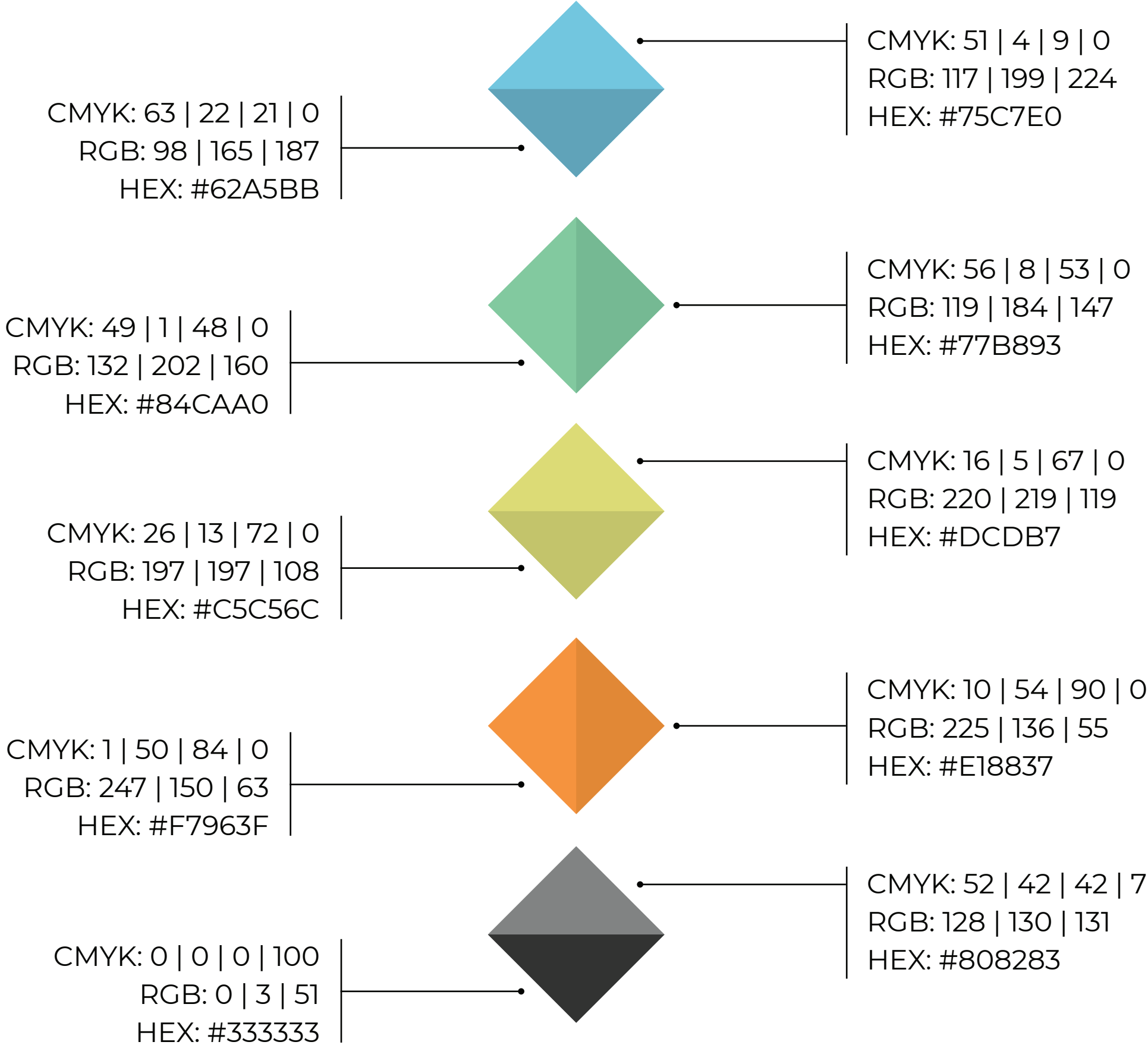


# BRAND - COLORS

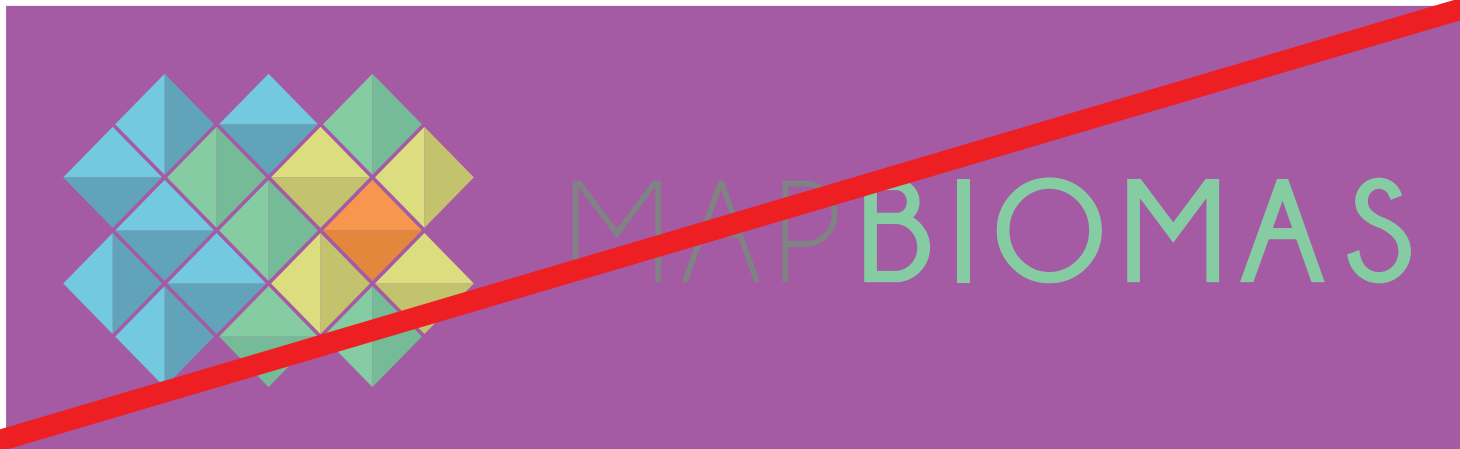
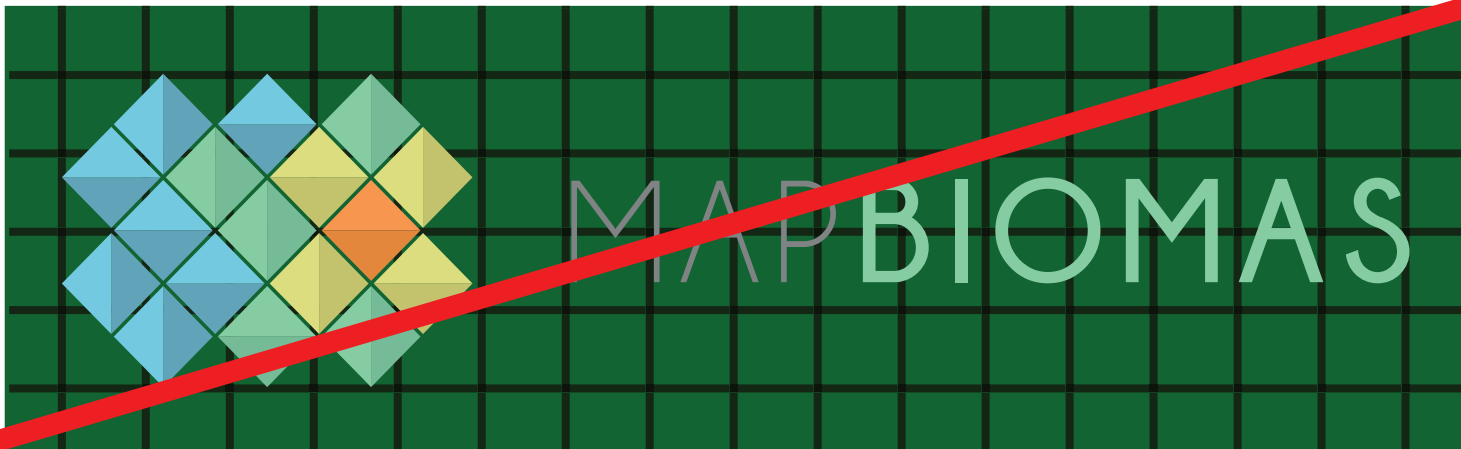
## COLOR PALET DESIGN

The present colors of the visual identity of the MapBiomass are based on the chromatic scheme of the EES - Emission Estimates System and Emissions of greenhouse gases, meanwhile adopting a subtle variation of tones to enable the bicolority of the rhombuses.

Within the SEEG color scheme, were selected the blue, green, ocre and orange aiming to represent conceptually the diversity of the biomasses considered on the platform.



BRAND - BACKGROUND VARIATIONS



**NOT ALLOW:  
REDESIGN MARK**

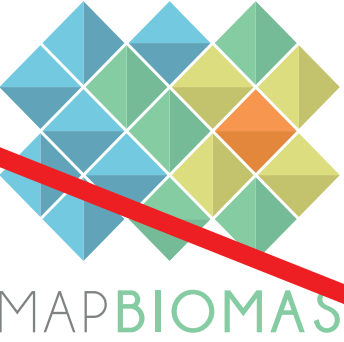
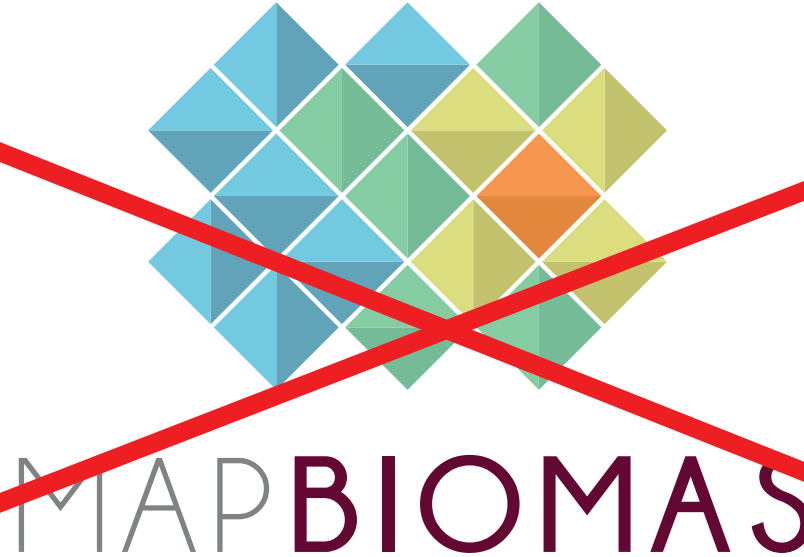
DISTORT SHAPES



CHANGE COLORS



CHANGE ORDER  
OF LOGO ELEMENTS





# BRAND - MAXIMAL ADMITED DIMINIATION

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The maximum allowed decrease determines the minimum size acceptable application without visual distortions or difficulty in identifying or reading the elements of the trademark.

## DIGITAL APPLICATIONS



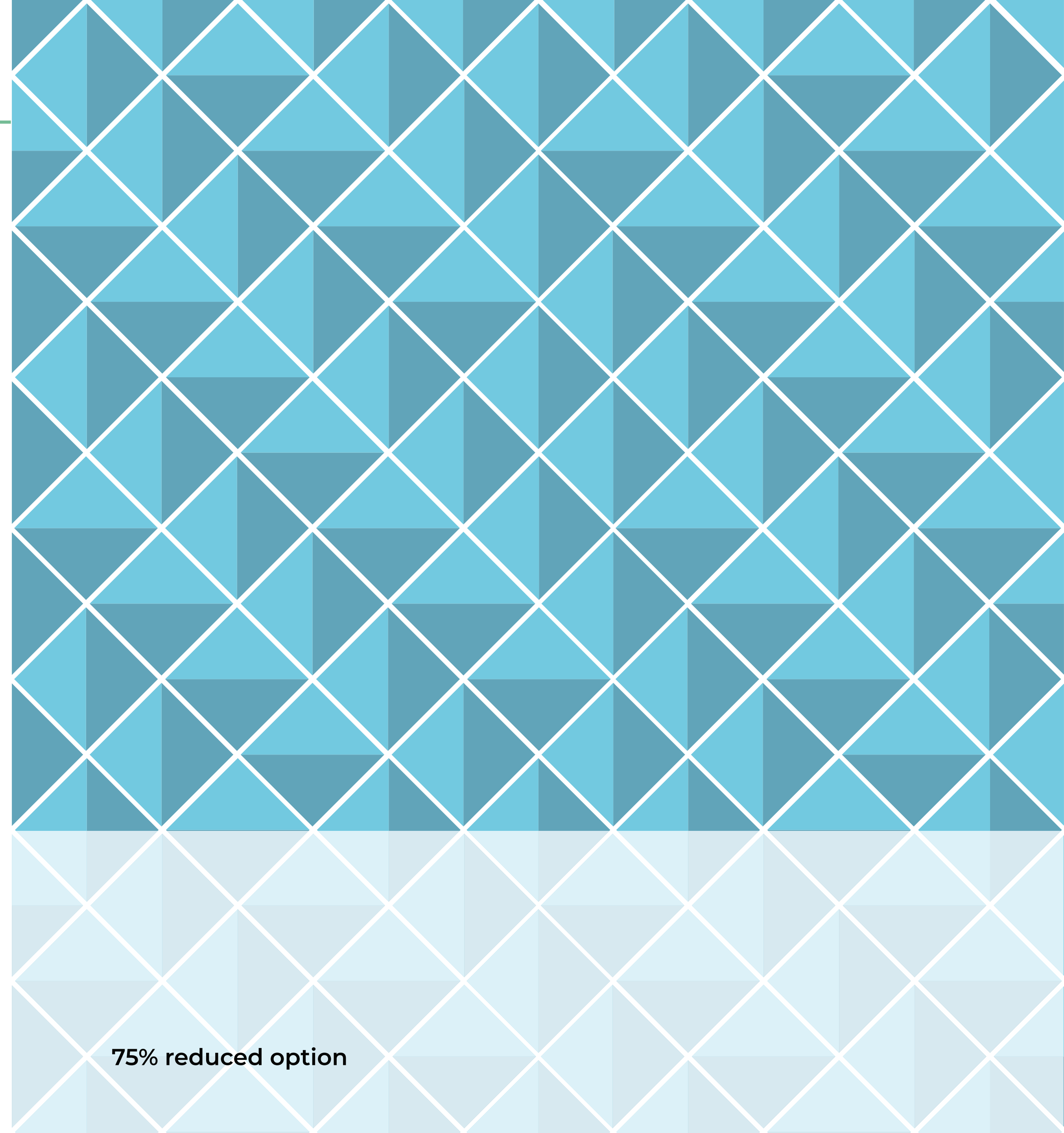
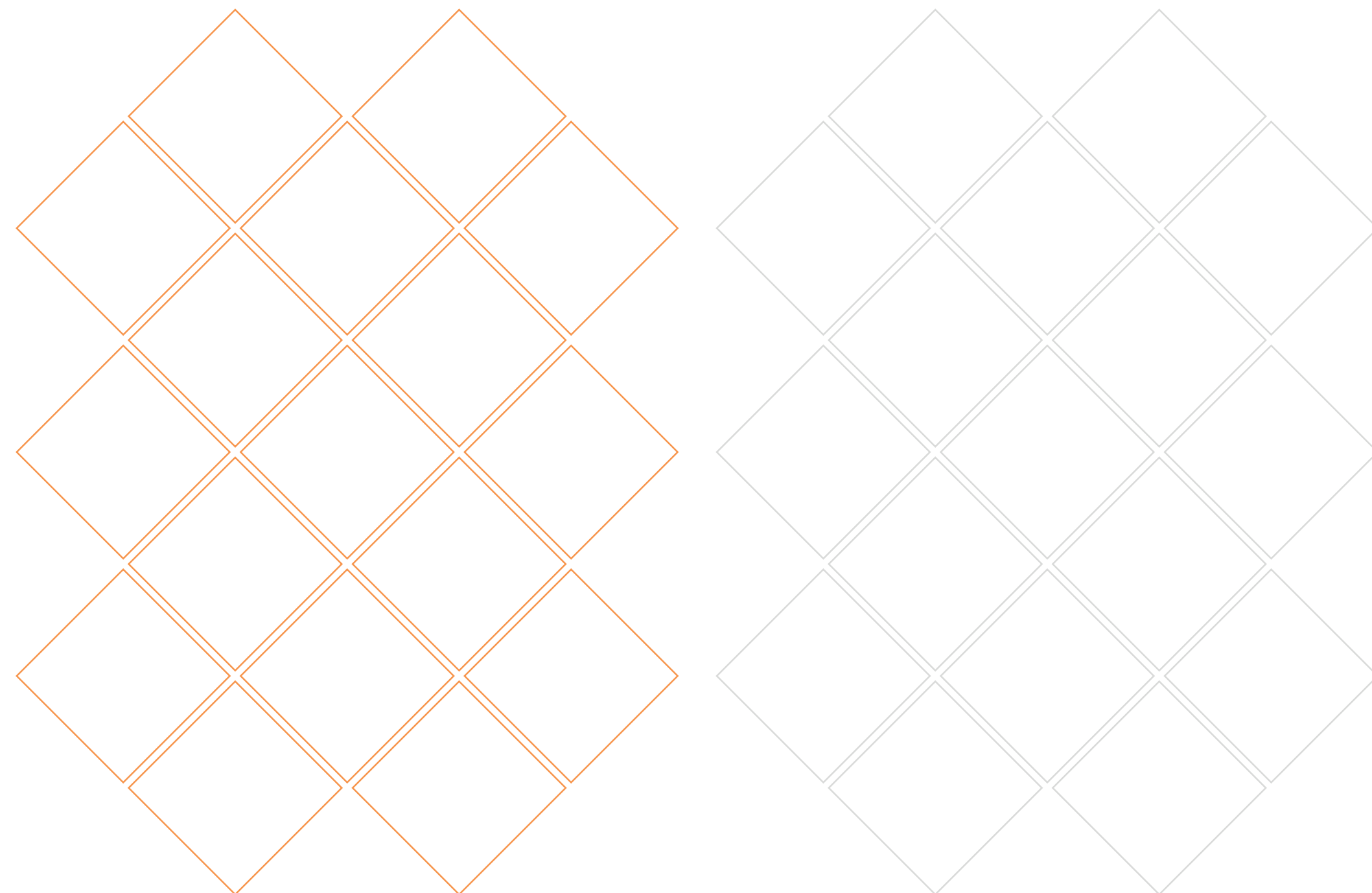
## PRINTED APPLICATIONS



# BRAND - STANDARD WITH ELEMENTS

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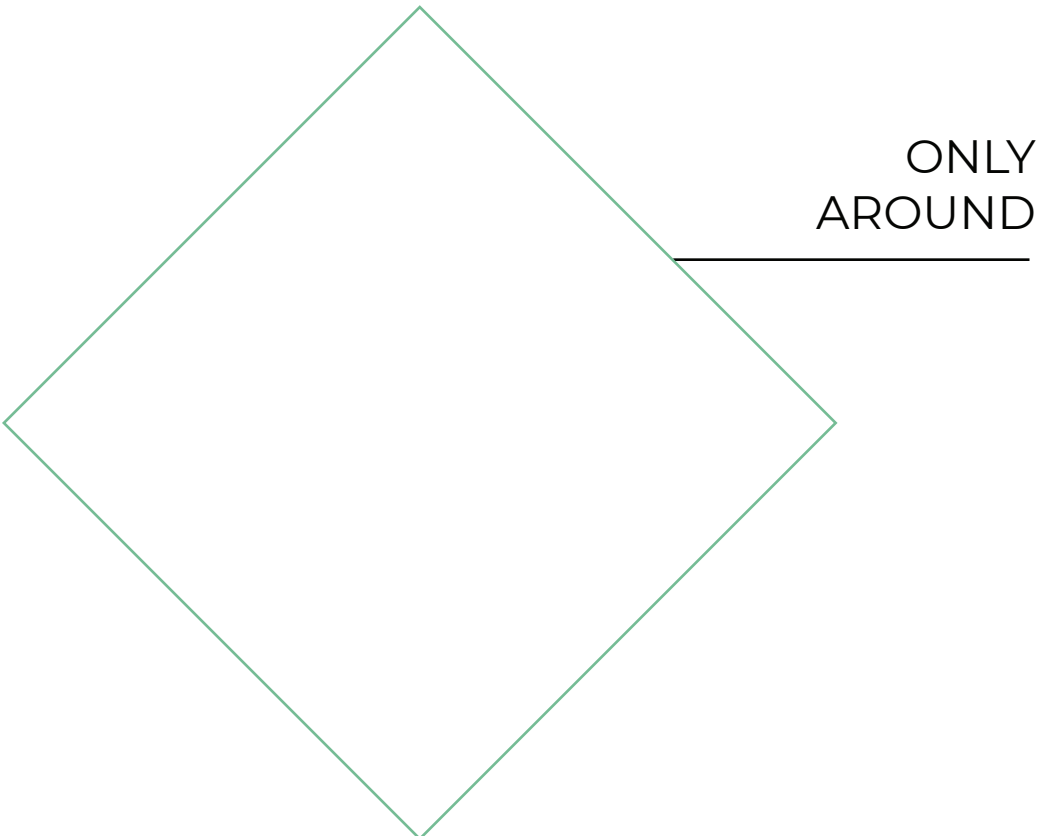
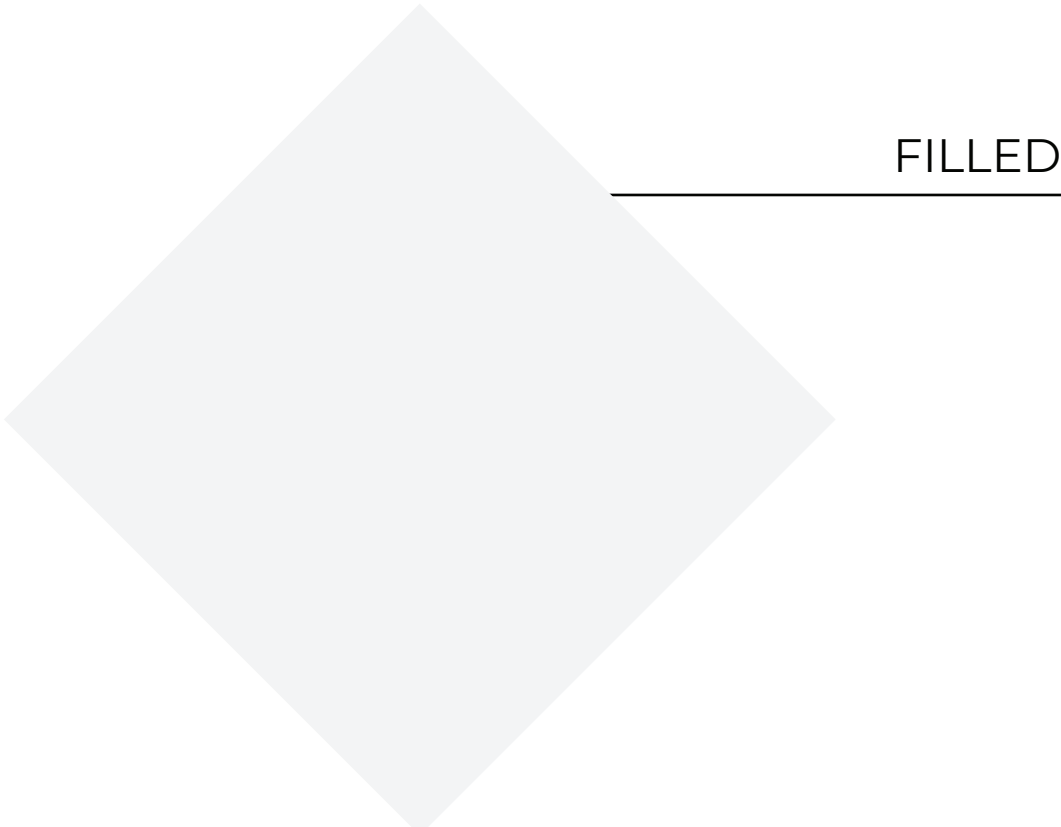
Pattern construction with brand tones for use in backgrounds for neutral areas, without the application of text, such as counter caps or transition pages, margins, for example. Or even with the contour of the losanges, in a cleaner version. In this case, wire with a thickness of 1 pt.



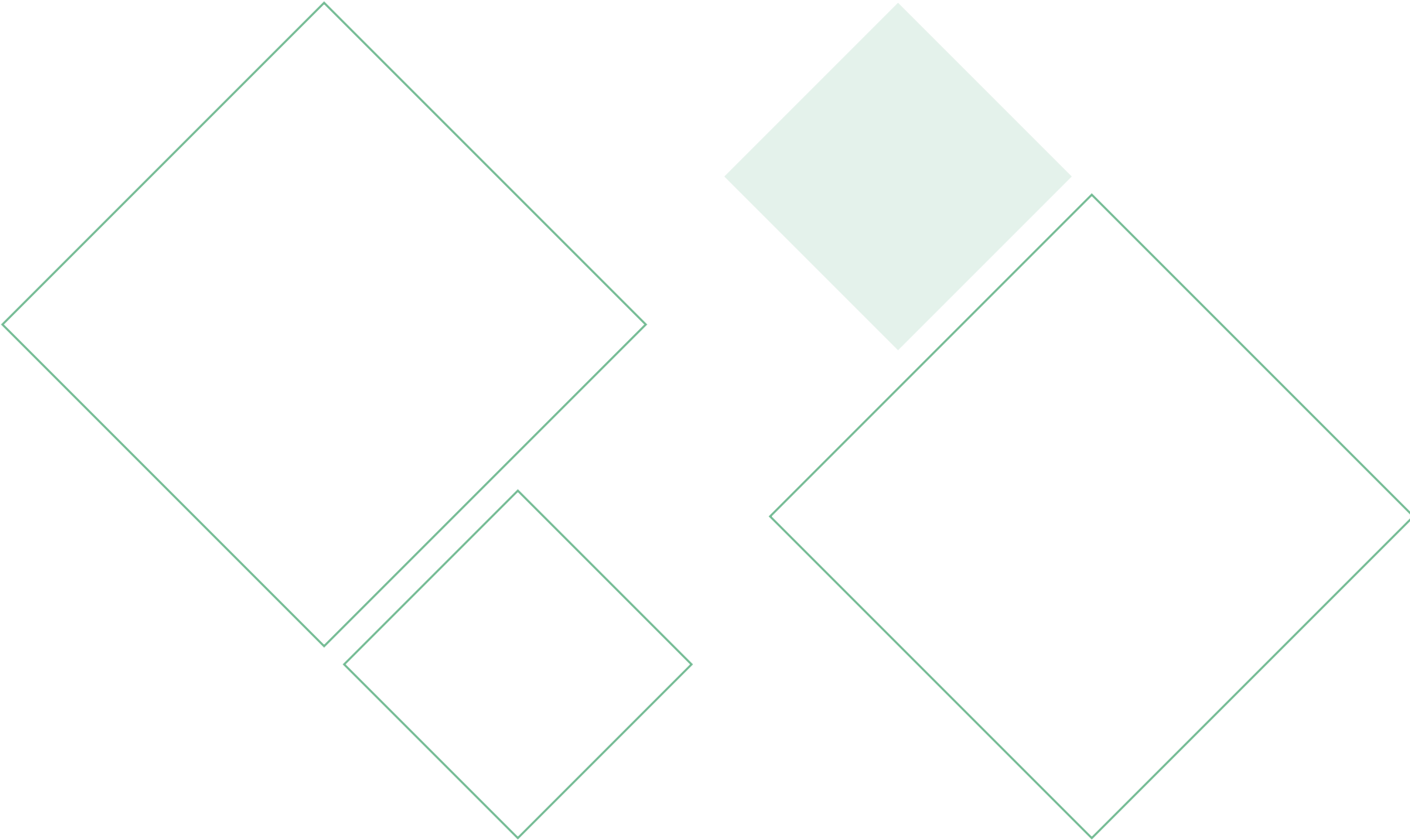
**75% reduced option**

# BRAND - STANDARD WITH ELEMENTS

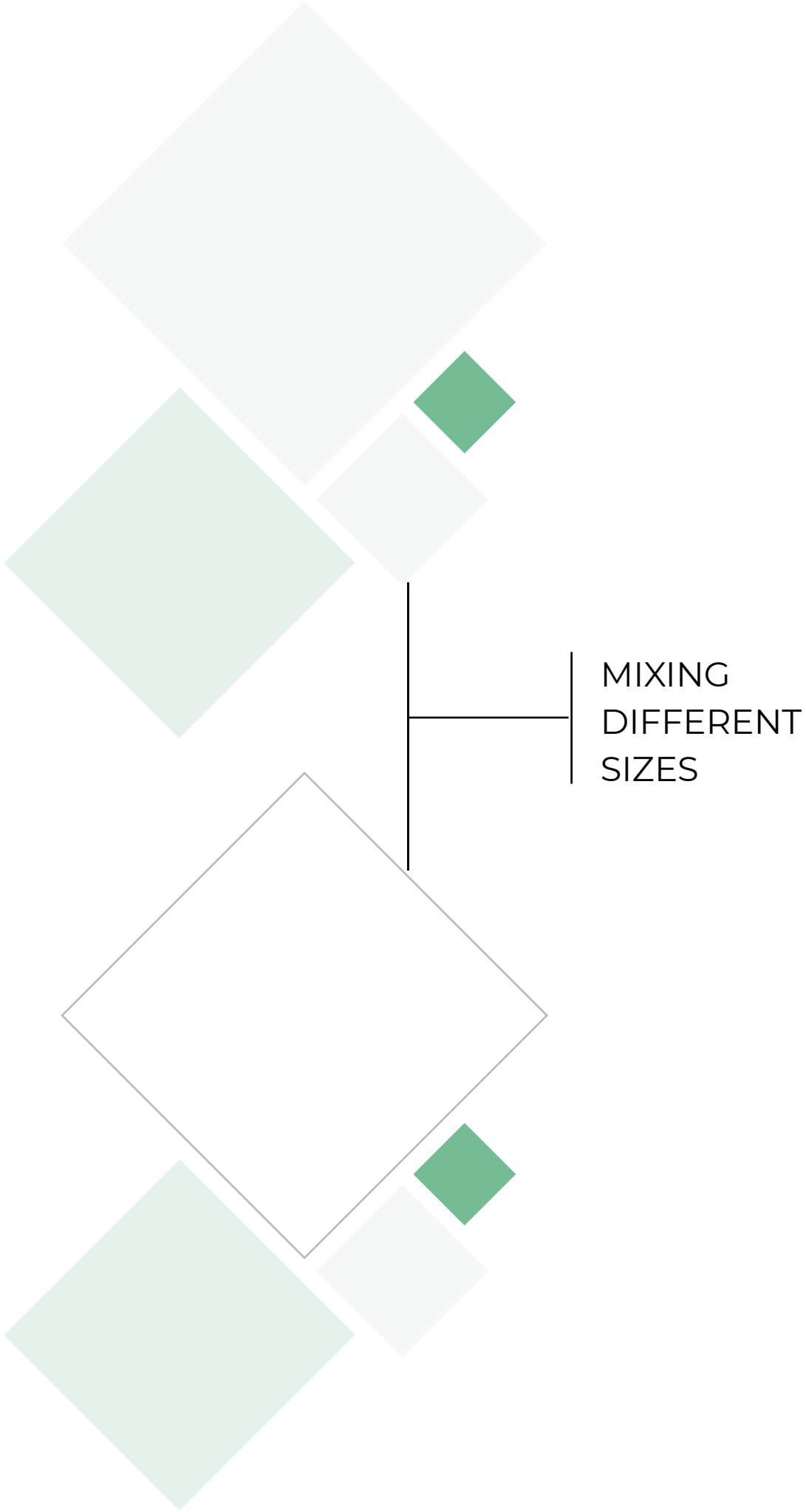
## USE OF RHOMBUSES INDIVIDUALLY



## COMPOSITION OF 2 RHOMBUSES



## COMPOSITION WITH MORE RHOMBUSES



# TYPOGRAPHY

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## PRINCIPAL FONT

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

- Feature
- No Sheriff
  - Strong
  - Structured
  - Modern
  - With simple lines and at the same time with personality
  - High readability
  - Family with several Weight.

## SECONDARY FONT

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Auxiliary typography of the identity, with a large family varying Weight. Should be used in conjunction with the visual identity in the composition of layouts and graphical materials.

## AUXILIAR FONT

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

For e-mails and documents generated in word.

## FONT TO THE SITE

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Font Type optimized for good web performance. Family with different weights.

Free fonts on GoogleFonts through the links:

**Montserrat**

<https://fonts.google.com/specimen/Montserrat?query=Montserrat>

**Lato**

<https://fonts.google.com/specimen/Lato?query=Lato>

**Open Sans**

<https://fonts.google.com/specimen/Open+Sans?query=open+sans>

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# DERIVATIVE PROJECTS

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# DERIVATIVE PROJECTS

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Due to the success and expansion of MapBiomias since its creation, some projects have emerged from the initiative and now operate in other territories adding to the MapBiomias family, deriving some elements of visual identity in order to have their own identity butining a visual unity with the original MapBiomias.

The color settings and typographs if keeps identical to the ones already set for the original MapBiomias. In this document we present some of these derivative projects:



# DERIVED PROJECTS - MAPBIOMAS COUNTRIES - CORRECT USE OF LOGOS

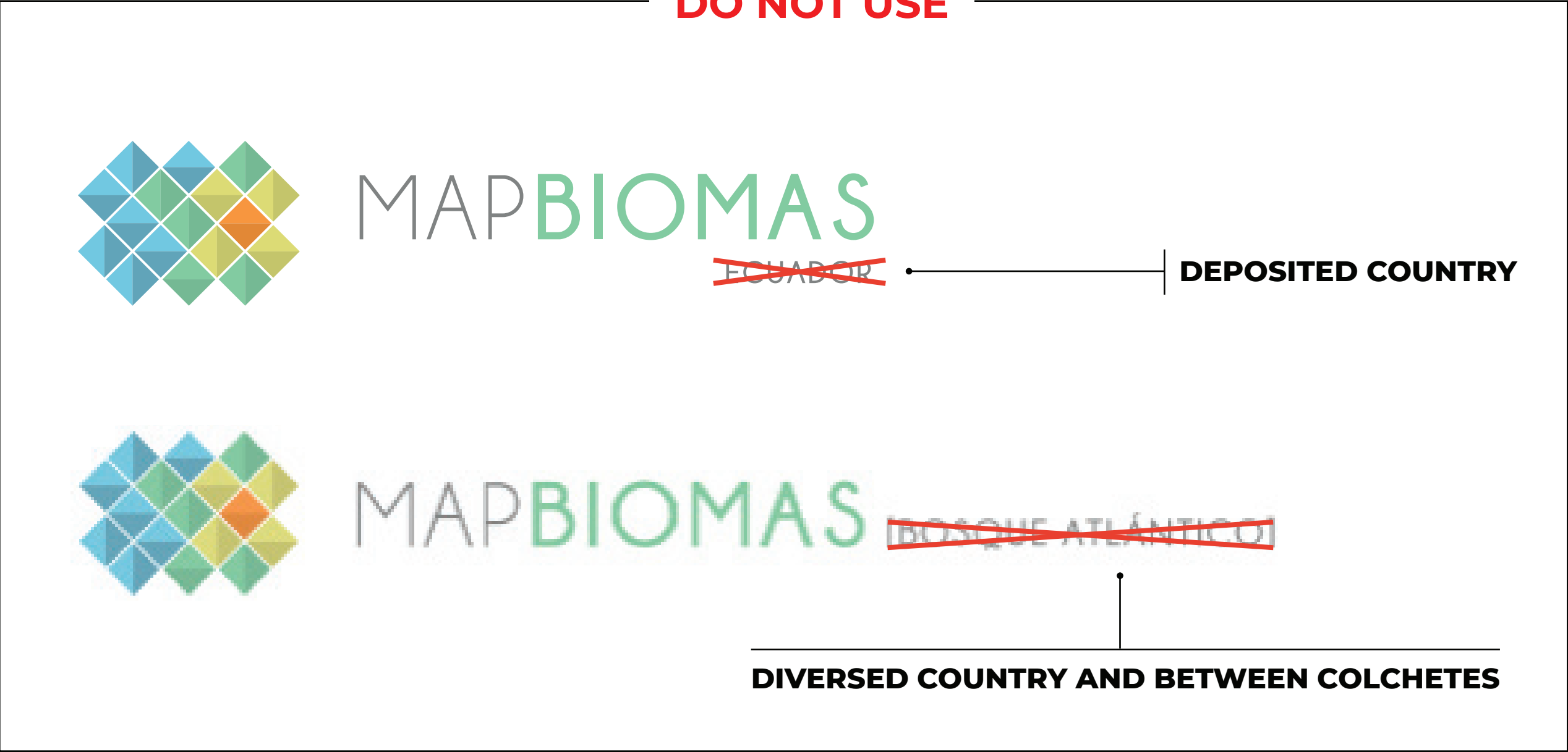
How we should use the MapBiomias Country logo.



**RIGHT USE**



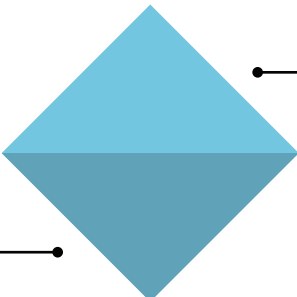
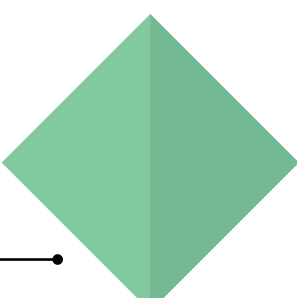
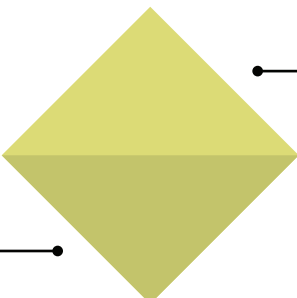
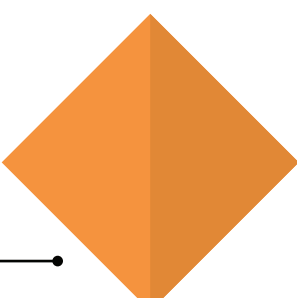
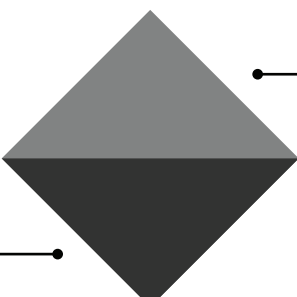
**DO NOT USE**



# DERIVED PROJECTS - MAPBIOMAS COUNTRIES - COLORS



## MAIN COLORS

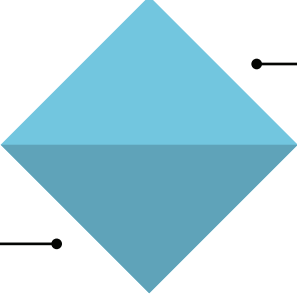
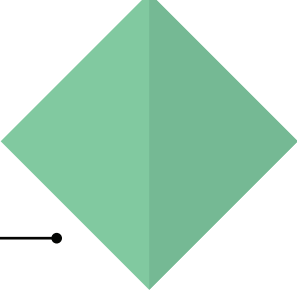
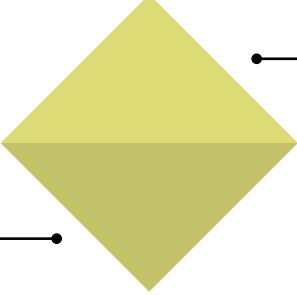
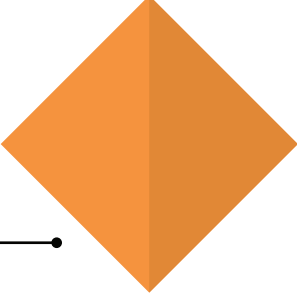
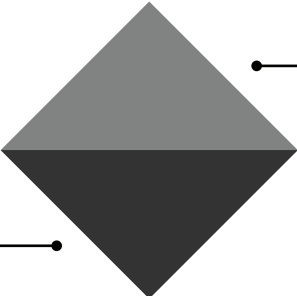
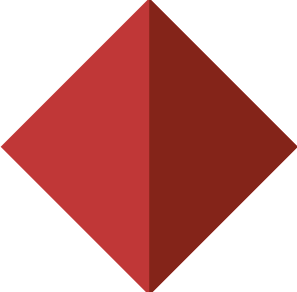
<p>CMYK: 63   22   21   0          RGB: 98   165   187          HEX: #62A5BB</p>		<p>CMYK: 51   4   9   0          RGB: 117   199   224          HEX: #75C7E0</p>
<p>CMYK: 49   1   48   0          RGB: 132   202   160          HEX: #84CAA0</p>		<p>CMYK: 56   8   53   0          RGB: 119   184   147          HEX: #77B893</p>
<p>CMYK: 26   13   72   0          RGB: 197   197   108          HEX: #C5C56C</p>		<p>CMYK: 16   5   67   0          RGB: 220   219   119          HEX: #DCDB7</p>
<p>CMYK: 1   50   84   0          RGB: 247   150   63          HEX: #F7963F</p>		<p>CMYK: 10   54   90   0          RGB: 225   136   55          HEX: #E18837</p>
<p>CMYK: 0   0   0   100          RGB: 0   3   51          HEX: #333333</p>		<p>CMYK: 52   42   42   7          RGB: 128   130   131          HEX: #808283</p>





MAPBIOMAS  
**ALERTA**

**MAIN COLORS**

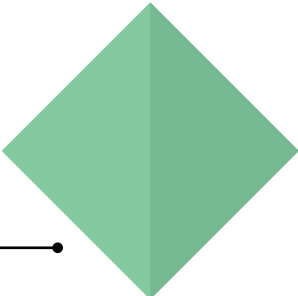
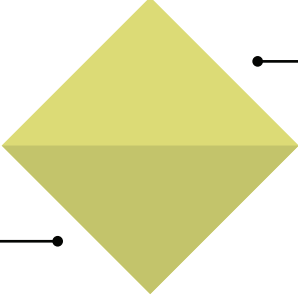
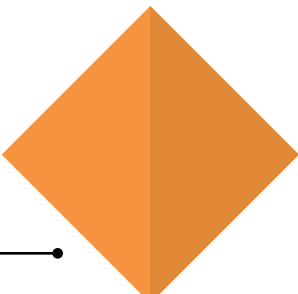
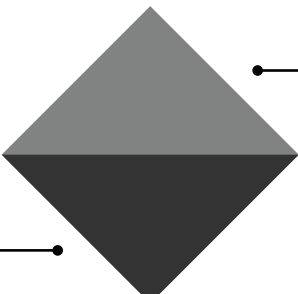
CMYK: 63   22   21   0 RGB: 98   165   187 HEX: #62A5BB		CMYK: 51   4   9   0 RGB: 117   199   224 HEX: #75C7E0
CMYK: 49   1   48   0 RGB: 132   202   160 HEX: #84CAA0		CMYK: 56   8   53   0 RGB: 119   184   147 HEX: #77B893
CMYK: 26   13   72   0 RGB: 197   197   108 HEX: #C5C56C		CMYK: 16   5   67   0 RGB: 220   219   119 HEX: #DCDB7
CMYK: 1   50   84   0 RGB: 247   150   63 HEX: #F7963F		CMYK: 10   54   90   0 RGB: 225   136   55 HEX: #E18837
CMYK: 0   0   0   100 RGB: 0   3   51 HEX: #333333		CMYK: 52   42   42   7 RGB: 128   130   131 HEX: #808283
CMYK: 18   92   84   7 RGB: 192   54   54 HEX: #C03636		CMYK: 29   93   47   0 RGB: 131   36   19 HEX: #832413

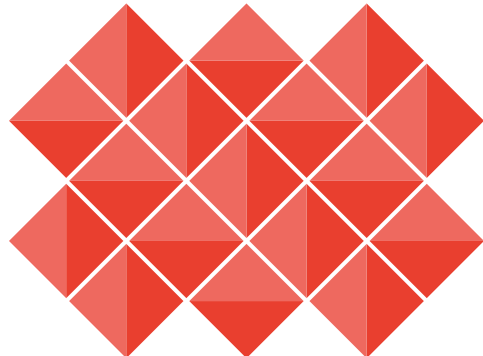


MAPBIOMAS  
ÁRIDA

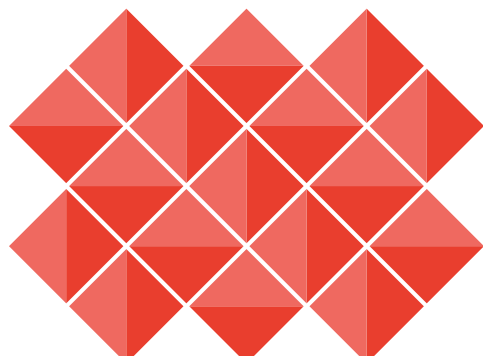
SISTEMA DE MONITORAMENTO  
DA DEGRADAÇÃO E  
RECUPERAÇÃO DA TERRA

MAIN COLORS

CMYK: 49   1   48   0 RGB: 132   202   160 HEX: #84CAA0		CMYK: 56   8   53   0 RGB: 119   184   147 HEX: #77B893
CMYK: 26   13   72   0 RGB: 197   197   108 HEX: #C5C56C		CMYK: 16   5   67   0 RGB: 220   219   119 HEX: #DCDB7
CMYK: 1   50   84   0 RGB: 247   150   63 HEX: #F7963F		CMYK: 10   54   90   0 RGB: 225   136   55 HEX: #E18837
CMYK: 0   0   0   100 RGB: 0   3   51 HEX: #333333		CMYK: 52   42   42   7 RGB: 128   130   131 HEX: #808283



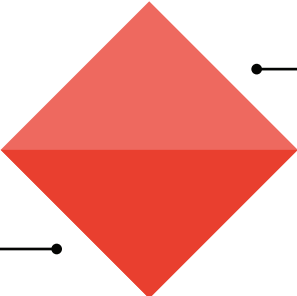
MAPBIOMAS  
[FOGO]



MAPBIOMAS  
[FOGO] COLEÇÃO 2

MAIN COLORS

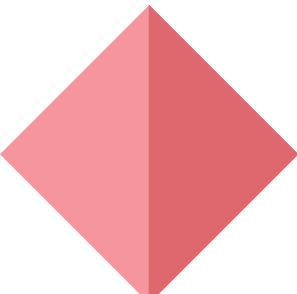
CMYK: 3 | 90 | 91 | 0  
RGB: 232 | 65 | 48  
HEX: #E84130



CMYK: 1 | 73 | 59 | 0  
RGB: 239 | 106 | 96  
HEX: #EF6A60

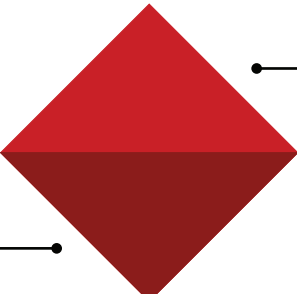
AUXILIAR COLORS

CMYK: 0 | 51 | 24 | 0  
RGB: 246 | 150 | 156  
HEX: #F6969C

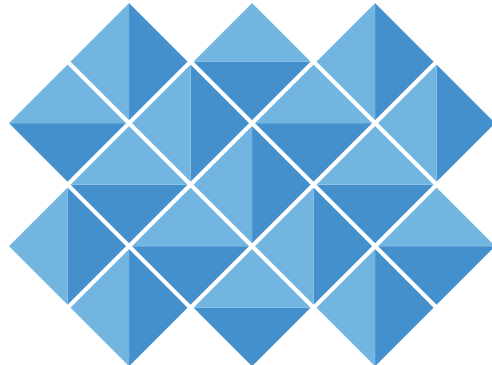


CMYK: 10 | 73 | 47 | 0  
RGB: 221 | 104 | 110  
HEX: #DD686E

CMYK: 28 | 98 | 100 | 30  
RGB: 139 | 29 | 24  
HEX: #8B1D18



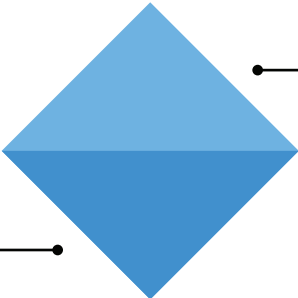
CMYK: 14 | 100 | 100 | 5  
RGB: 200 | 21 | 36  
HEX: #C81524



MAPBIOMAS  
[ÁGUA]

**MAIN COLORS**

CMYK: 70 | 33 | 0 | 0  
RGB: 71 | 145 | 209  
HEX: #4791D1



CMYK: 53 | 16 | 0 | 0  
RGB: 112 | 179 | 224  
HEX: #70B2E0

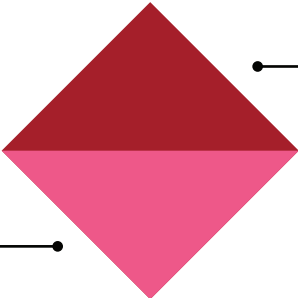
**AUXILIAR COLORS**

CMYK: 72 | 7 | 7 | 0  
RGB: 0 | 179 | 221  
HEX: #00B3DD

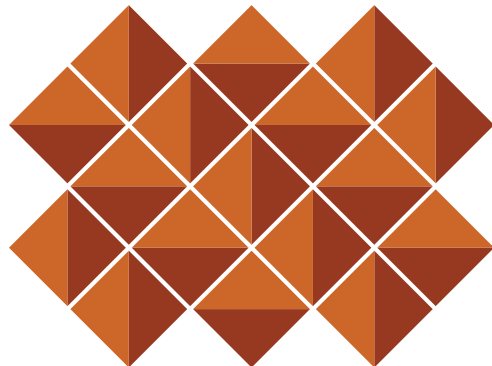


CMYK: 92 | 73 | 2 | 0  
RGB: 37 | 87 | 163  
HEX: #2557A3

CMYK: 1 | 80 | 19 | 0  
RGB: 237 | 89 | 137  
HEX: #ED5989



CMYK: 24 | 99 | 90 | 17  
RGB: 165 | 33 | 42  
HEX: #A5212A



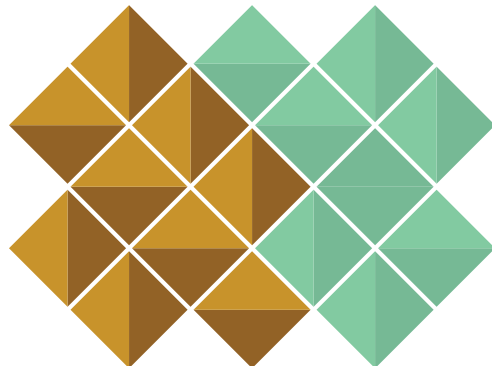
MAPBIOMAS  
[SOLO]

**MAIN COLORS**

CMYK: 26   86   100   26 RGB: 150   57   31 HEX: #95381E		CMYK: 16   71   100   4 RGB: 202   101   40 HEX: #CA6528
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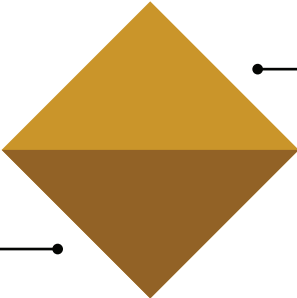
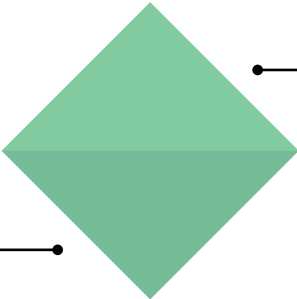
**AUXILIAR COLORS**

CMYK: 0   0   0   65 RGB: 119   120   123 HEX: #76787A		CMYK: 35   84   100   51 RGB: 102   37   6 HEX: #662506
CMYK: 3   69   100   0 RGB: 236   112   20 HEX: #EC7014		CMYK: 0   24   79   0 RGB: 254   196   79 HEX: #FEC44F

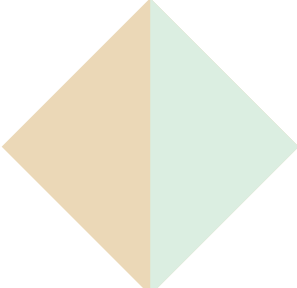


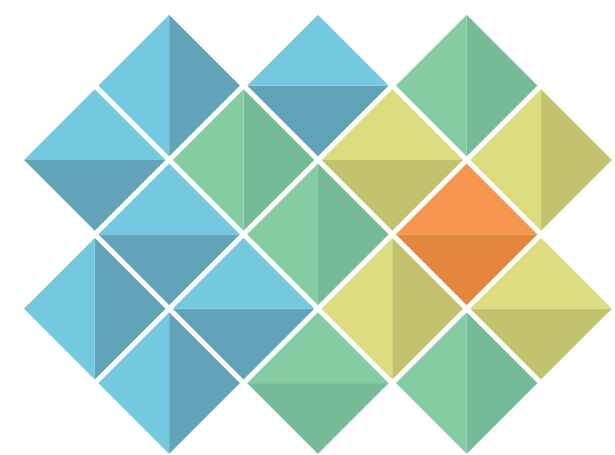
MAPBIOMAS  
[DEGRADAÇÃO]

**MAIN COLORS**

CMYK: 34   59   100   21 RGB: 147   99   39 HEX: #926226		CMYK: 21   42   100   2 RGB: 201   148   43 HEX: #C8932B
CMYK: 55   8   51   0 RGB: 120   185   149 HEX: #78B895		CMYK: 49   0   47   0 RGB: 132   203   161 HEX: #84CAA1

**AUXILIAR COLORS**

CMYK: 7   13   29   0 RGB: 235   215   183 HEX: #EBD7B6		CMYK: 13   0   12   0 RGB: 219   238   226 HEX: #DBEEE2
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MAPBIOMAS