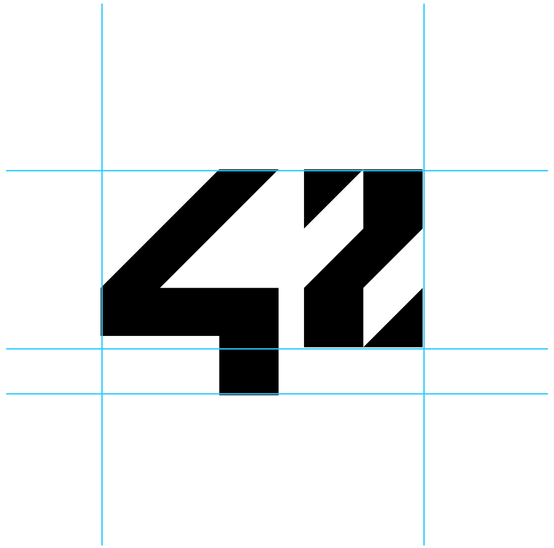
42 | LISBOA

BRAND IDENTITY GUIDELINES MANUAL

This manual establishes the graphic rules for 42 Lisboa band identity.
These must always be respected and applied correctly.
Only with a graphic consistency is it possible to create a clear and recognizable image.
Any questions or clarifications, contact the 42 Lisboa communication department.

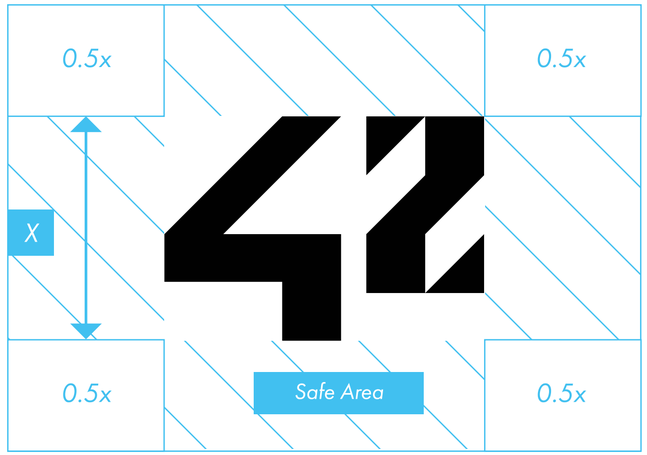
01 LOGOTYPE

1.1 42'S LOGOTYPE CONSTRUCTION



It is important to keep the proportions and spaces defined in 42's logo. The spaces defined have been validated to guarantee the right visual balance of the logo. The proportions indicated shouldn't be changed under any circumstance.

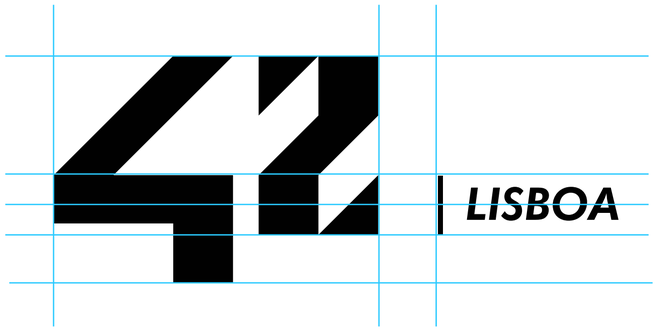
1.2 SECURITY MARGINS



Regardless of the support on which the logo will be used, it should always be surrounded by sufficient blank space so as to maximize its visibility and its impact (Hatched line area marked as 'Safe Area'). No graphic elements of any kind should appear in this zone.

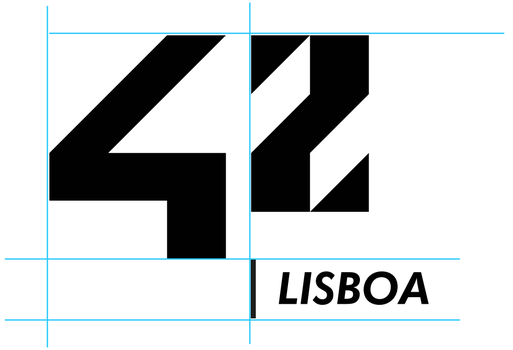
02 LISBOA CAMPUS

2.1 LISBOA CAMPUS LOGOTYPE - HORIZONTAL



The logo is built with the original 42's logo to which a pipe character and a name written in Futura PT Heavy Oblique uppercase is added.

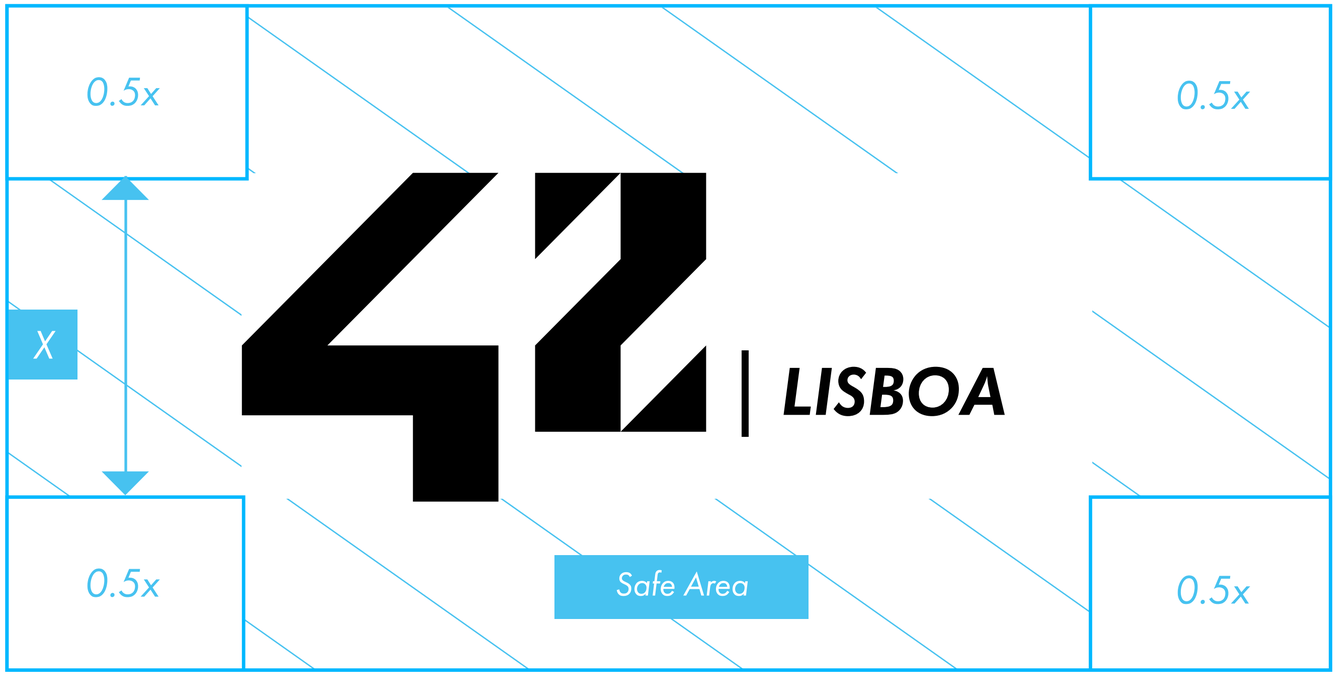
2.2 LISBOA CAMPUS LOGOTYPE - VERTICAL



It could be useful in some cases to have the logo organized in a different way. The version presented above showcases another possibility of use of the 42 Lisboa logo.

02 LISBOA CAMPUS

2.3 SECURITY MARGINS FOR LISBOA CAMPUS LOGOTYPE



In order to find the value of the logo's security margin, divide the height of the logo by two: Security margin = Height (represented by X) / 2

03 TYPOGRAPHY

3.1 OFFICIAL TYPOGRAPHY

Futura PT - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:?!/

Futura PT - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:?!/

Futura PT - **Heavy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:?!/

Futura PT - Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:?!/

Futura PT - *Book Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:?!/

Futura PT - ***Heavy Oblique***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:?!/

Futura PT is the official font used in all the 42 Lisboa graphic charter supports. If the use of Futura PT is not possible, another Sans Serif font shall be used.

04 COLORS

4.1 PRIMARY COLORIMETRIC SYSTEM

BLACK

CODES

CMYK : 0% 0% 0%100%
RGB : 0, 0, 0
Web : # 000000

TONES

100% 75% 50% 25%

GRADIANT

WHITE

CODES

CMYK : 0% 0% 0% 0%
RGB : 255, 255, 255
Web : # ffffff

100%

4.2 SECONDARY COLORIMETRIC SYSTEM

TURQUOISE BLUE

CODES

CMYK : 72% 0% 32% 0%
RGB : 0, 186, 188
Web : # 00babc

TONES

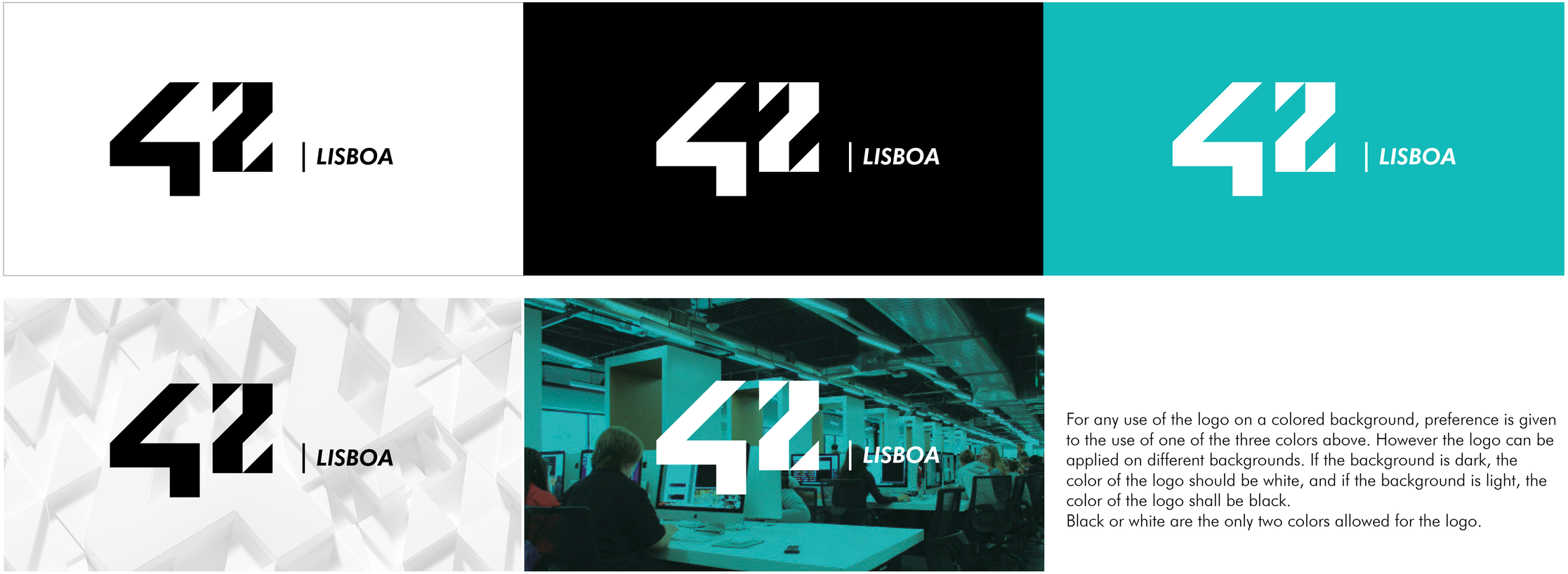
100% 75% 50% 25%

GRADIANT

42's visual identity is represented by two main colors and one secondary color.

05 BACKGROUNDS

5.1 APPLICATION WITH OR WITHOUT BACKGROUND



For any use of the logo on a colored background, preference is given to the use of one of the three colors above. However the logo can be applied on different backgrounds. If the background is dark, the color of the logo should be white, and if the background is light, the color of the logo shall be black.
Black or white are the only two colors allowed for the logo.

42
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