

SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER



manual de uso da marca

SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER



SÃO PAULO EXPO

EXHIBITION & CONVENTION CENTER



SÃO PAULO EXPO

EXHIBITION & CONVENTION CENTER



PANTONE:
Process Black C

CMYK:
Cyan 0%
Magenta 0%
Amarelo: 0%
Preto: 100%

RGB:
Red: 0
Green: 0
Blue: 0

PANTONE:
485 C

CMYK:
Cyan 0%
Magenta 100%
Amarelo: 100%
Preto: 0%

RGB:
Red: 255
Green: 0
Blue: 0

PANTONE:
Cool Gray 10 C

CMYK:
Cyan 0%
Magenta 0%
Amarelo: 0%
Preto: 70%

RGB:
Red: 112
Green: 111
Blue: 111

PANTONE BLACK

SÃO PAULO EXPO

EXHIBITION & CONVENTION CENTER



SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER



SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER



SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER



SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER



X

1/3 x

SÃO PAULO EXPO

EXHIBITION & CONVENTION CENTER



1/3 x

1/3 x

1/3 x



40 MM

SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER



~~SÃO PAULO EXPO~~



Não subtrair nenhum elemento

~~SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER~~



Não rotacionar a marca

~~SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER~~



Não distorcer os elementos

~~SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER~~



Não usar nenhuma combinação cromática que não esteja descrita neste manual



~~SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER~~

Não alterar as posições dos elementos

HELVETICA NEUE EXTENDED

Helvetica Neue 23 Ultra Light Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue 33 Thin Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue 43 Light Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue 53 Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue 63 Medium Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz012345678

Helvetica Neue 73 Medium Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz012345678

Helvetica Neue 73 Medium Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz012345678

São Paulo, _____ de _____ de 20_____.

PERMITENTE

USUÁRIA

Testemunhas:

Pela SPE - GL events

Nome:

RG:

CPF:

Pela USUÁRIA

Nome:

RG:

CPF: