RISC2
VISUAL IDENTITY MANUAL
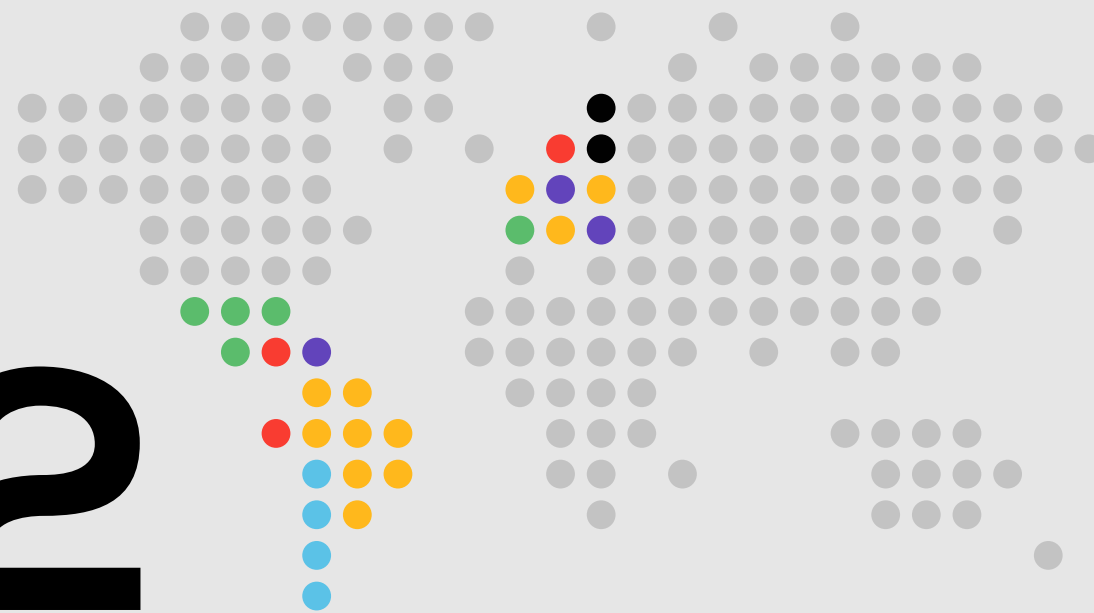VERSION 1 • APRIL 2021

RISC2

This manual explains the basic principles for a proper usage of **IRISC2**'s visual identity. This document describes the logo as well as the colour and typography codes that should be used.

This is a guide that intends to respond to all questions and doubts regarding the proper usage of the corporate image.

Following the rules featured in this manual is key to maintaining the coherence and credibility of the brand.

01 logo

MAIN VERSION

This is **RISC2**'s brand. It has been designed to be unique and to be used in all graphic material.

It is composed of two elements: the symbol and the logo. They should be used together in all communication material and, whenever possible, reproduced in its official colour.

BLACK AND WHITE VERSION

In the black and white versions uses 15% black or white in the positive and negative versions, respectively.

LOGO   SYMBOL

BLACK/WHITE POSITIVE   BLACK/WHITE NEGATIVE

02 protection area

The goal of the protection area is to preserve the legibility and the visual integrity of the brand.
The image on the right illustrates the minimum protection area to be respected. These margins apply to all versions of the logo and should be increased whenever possible.

03 minimum size

The size of the brand should not be smaller than what is shown on the right because that is key to maintaining legibility. For lower quality printing [screen printing, pad printing, etc.], it will be necessary to use larger sizes. This minimum size applies to all colour variations.

1,75CM

04 incorrect applications

Below are some examples of incorrect applications of the logo:

🚫 Totally or partially change the colours of the elements.

🚫 Change the proportion of the elements.

🚫 Change the position of the elements.

🚫 Distort/change the proportion between width and height.

🚫 Distort/change the proportion between width and height.

05 colour

Colour is key to identify the brand.

The colours should be represented as faithfully as possible, taking into consideration the references provided for each purpose [printing or digital].

OFFSET / PRINT					DIGITAL / ECRÃ			WEB
PANTONE	C	M	Y	B	R	G	B	**#6CC24A**
360	63	0	84	0	108	194	74	
PANTONE	C	M	Y	B	R	G	B	**#F05A5F**
WARM RED	0	83	80	0	249	60	49	
PANTONE	C	M	Y	B	R	G	B	**#FFB81C**
1235	0	31	98	0	255	184	28	
PANTONE	C	M	Y	B	R	G	B	#6244BB
2097	77	74	0	0	98	68	197	
PANTONE	C	M	Y	B	R	G	B	**#5BC2E7**
2985	60	0	3	0	91	194	231	
PANTONE	C	M	Y	B	R	G	B	#000000
BLACK	100	0	0	0	0	0	0	

06 backgrounds

INSTITUTONAL COLOURS / OTHER COLOURS

To apply the logo on a background with the institutional colours, please use the versions on the right.

In different backgrounds other than the blue or backgrounds with insufficient contrast, please use the versions presented – in black or white. The main principle is maintaining the integrity of the colour by obtaining the maximum contrast possible between the shape / background:
— Positive for white and light backgrounds;
— Negative for neutral, dark and black backgrounds.

IN PHOTOS

When applying the logo on a photo, please use the use the version with the better readability /visibility, taking into consideration the concepts of contrast between shape / background.

INSTITUTIONAL COLOURS

OTHER COLOURS

GREY SCALE

PHOTOS

07 typography

The font defined for the **RISC2** brand is **Roboto**, which should be used in all graphic material, including all internal and external communication material such as brochures, flyers, posters, etc.

If this font is not available, we recommend using **Arial**.

ROBOTO LIGHT
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.

ROBOTO REGULAR
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.

ROBOTO MEDIUM
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.

ROBOTO BOLD
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.

ROBOTO HEAVY
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.

ARIAL REGULAR
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.

ARIAL BOLD
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.