

Manual de Identidade Visual
Prefeitura de Santos



1. Apresentação

2. Informações sobre a marca

- Logotipo
- Tipografia - Alfabeto Institucional
- Versões

3. Uso coreto da marca

- Área de ocupação
- Limite de redução
- Utilização individual dos elementos

4. Cores

- CMYK
- RGB
- Pantone



Logotipo



PREFEITURA DE
Santos

Vertical



PREFEITURA DE
Santos

Horizontal

Montserrat

PREFEITURA DE
Santos

Aa

Thin
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Thin Italic
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

ExtraLight
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

ExtraLight Italic
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Light
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Light Italic
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Regular
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Italic
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Medium
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Medium Italic
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

SemiBold
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

SemiBold Italic
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

SemiBold Italic
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Bold
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Bold Italic
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

ExtraBold
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

ExtraBold Italic
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Black
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Black Italic
Aa Bb C Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Versões



PREFEITURA DE
Santos



PREFEITURA DE
Santos



PREFEITURA DE
Santos



PREFEITURA DE
Santos

Área de ocupação



Limite de redução



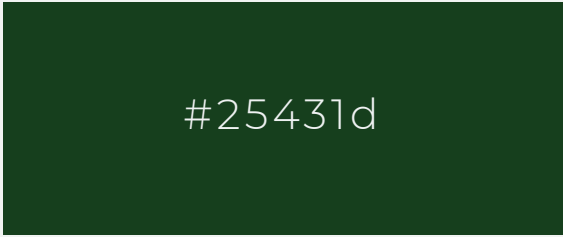
Cores



PREFEITURA DE
Santos

C: 86 R: 37
M: 64 G: 67
Y: 96 B: 29
K: 38

Pantone+ Solid Coated
357 C



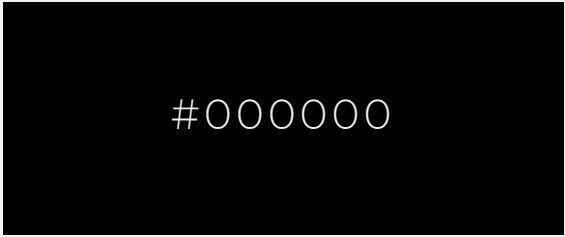
C: 76 R: 112
M: 0 G: 189
Y: 91 B: 84
K: 0

Pantone+ Solid Coated
7738 C



C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100

Pantone+ Solid Coated
Black 6 C



Favicon

