

IGARAPE INC

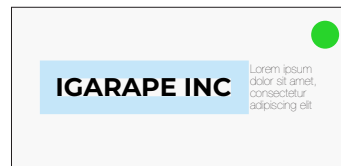
BRAND GUIDELINES
2023

Welcome. This manual will help you better understand our brand.
Here you will find various templates and guidelines to know the best way to apply it.

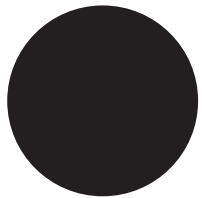
IGARAPE INC



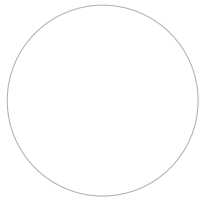
Applications of the logo in spaces with other elements or alongside other brands should respect the clear space requirements. It is recommended, whenever possible, to allow even more space than the minimum required.



Colors:

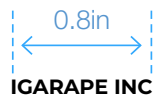


Black
HEX: #000000
RGB: 0/0/0
CMYK: 60/40/40/100



White
HEX: #FFFFFF
RGB: 255/255/255
CMYK: N/A

Minimum reduction:



Fonts for texts, titles, and supporting phrases in materials for Igarape INC:

1st option

Helvetica Neue LT Std - Light
Helvetica Neue LT Std - Bold

alternative option

Arial - Regular
Arial - Bold

alternative option
web

Roboto - Regular
Roboto - Bold

Light backgrounds

Use the black logo.



The black logo is used on light backgrounds.



The white logo is not used on light backgrounds.

Dark backgrounds

Use the white logo.



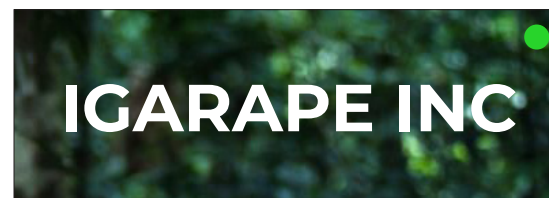
The white logo is used on light backgrounds.



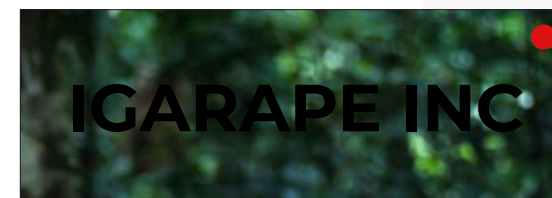
The black logo is not used on light backgrounds.

Photography backgrounds

Use the option that contrasts accordingly with the colors, making it easy to read.



Respect the contrast of the logo with the colors of the photography background.



Note: There may be exceptions, as long as the contrast relationship between the logo and the background is respected.

To help protect our brand and maintain its consistency, there are limitations on how it can be used. Please keep in mind that it is a carefully crafted artwork.

The brand should never be altered in any way, except for its size.

The examples on this page demonstrate some - but not all - ways in which the logo can be misused.

IGARAPE INC **IGARAPE INC**

Do not distort it in any way.

IGARAPE INC IGARAPE INC

Do not alter the typography.

IGARAPE INC **IGARAPE INC**

Do not add any shadows or special effects.

IGARAPE INC IGARAPE INC

Do not alter the colors described in this manual.

To make it easier to access this material, we have provided all versions at this link:

igarapeinc.org/brand