



# VISUAL IDENTITY

CareFull

# GUIDE

The brand is the most valuable asset that a company or person can have and its Visual Identity is responsible for graphically translating all its essence. A strong brand needs uniformity and coherence, which is why standards have been created to ensure that all elements are integrated in all graphic manifestations - which includes logo, typography and colors - ensuring uniformity and harmony. Our goal is to guide and facilitate the correct use of the elements that identify the brand, facilitating the application and, consequently, the assimilation by the public.

# **INSTITUTIONAL COLORS**

Ensuring color fidelity  
helps maintain consistency  
of brand;

CareFull's main colors are Green,  
Dark Blue, Red, Light Blue and White;

Blue - Confidence  
Green - Logic, "yes"  
Red - Care, dining, action;

The CMYK and Pantone standard  
be used in printed materials;  
RGB and Hexadecimal in parts  
for the purpose of being displayed  
on some kind of electronic screen,  
like websites and videos.

GREEN

Pantone® 7467 C  
RGB 0 163 173  
HEX/HTML #00a3ad  
CMYK 100 0 34 0

DARK BLUE

Pantone® 2188 C  
RGB 0 66 106  
HEX/HTML #00426a  
CMYK 100 43 0 55

RED

Pantone® 1787 C  
RGB 244 54 76  
HEX/HTML #f4364c  
CMYK 0 89 66 0

LIGHT BLUE

Pantone® 298 C  
RGB 65 182 230  
HEX/HTML #41b8e6  
CMYK 65 3 0 0

WHITE

RGB 255 255 255  
HEX/HTML #ffffff  
CMYK 0 0 0 0

# LOGO PROPOSAL



CareFull



CareFull



The logo has 2 versions:  
a Horizontal application  
and a Vertical application;

The mark can be placed  
under the colors institutional,  
as exemplified next;

It is important to never apply  
the brand on backgrounds  
with insufficient contrast for  
legibility.

Horizontal application  
Green background



Symbol  
White background



Vertical application  
Green background



Horizontal application  
White background



Symbol  
Green background



Vertical application  
White background



Icons  
Green background



Icons  
White background





# **SYMBOL CONCEPT**



***Heart and Shield = "Care"/Safety***

Concern for the safety, success and well-being of communities;  
Convey the care that customers are taking in eating in a safe place and also the care of establishments in ensuring an environment of minimal risk of contagion by Covid-19;



***Full form = "Full"***

Represents the company's goal of making restaurants full. Also customer content from a special meal out and with the services of the app;



***Plate and fork***

Reference to food. Since the name "CareFull" does not directly imply dining/eating, we include these two icons to represent the industry;



***Letter "C" by "Carefull" on the plate design***

**TYPOGRAPHY**

# Aa

Use in titles  
and texts:

**Lato**

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
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# THANK YOU

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