

BRAND GUIDELINES

STARTUP
PORTUGAL

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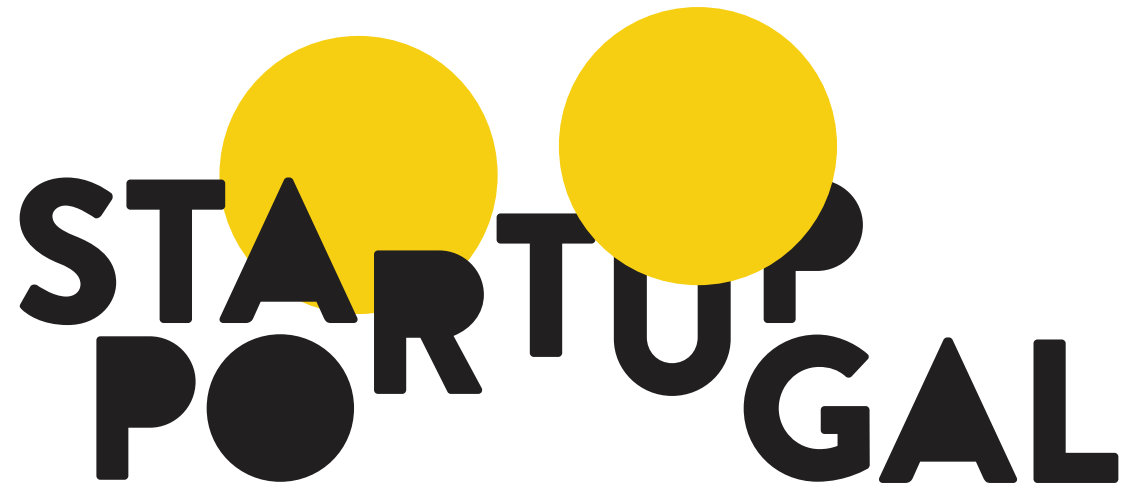
MAIN LOGO
HORIZONTAL

STARTUP
PORTUGAL

**MAIN LOGO
VERTICAL**



**SECONDARY
VERSION**



**STARTUP
PORTUGAL**

**MONOCHROMATIC
VERSION**

**STARTUP
PORTUGAL**

**USAGE ON
BACKGROUNDS**
- NEUTRAL



**USAGE ON
BACKGROUNDS**
- CHROMATIC
AND IMAGE



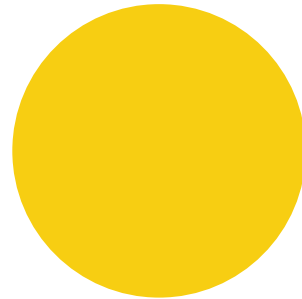
TYPOGRAPHY

FONT FAMILY:
BRANDON GROTESQUE

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? \$ % & /

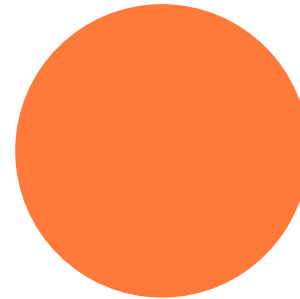
COLORS

PRIMARY

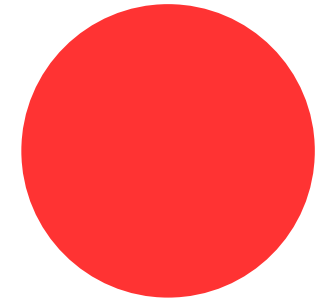


RGB #F7CE12
C:3 M:18 Y:95 K:0

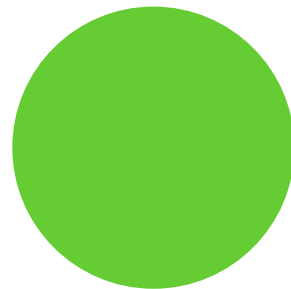
SECONDARY



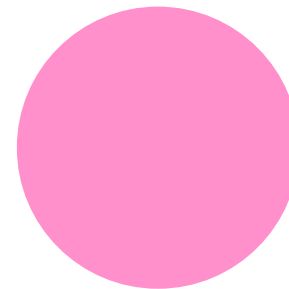
RGB #FF793B
C:1 M:52 Y:68 K:0



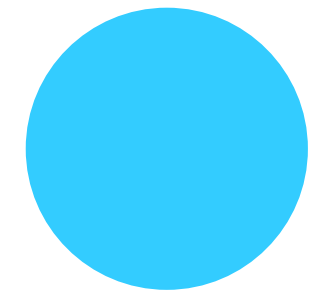
RGB #F7CE12
C:3 M:18 Y:95 K:0



RGB #66CC33
C:60 M:0 Y:90 K:0



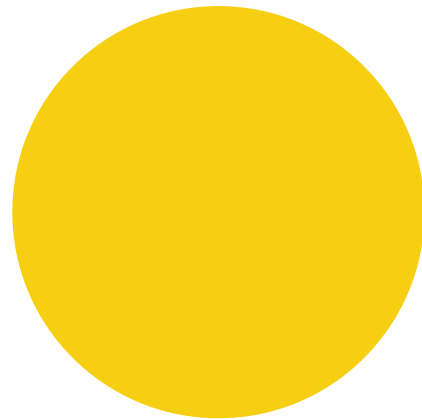
RGB #FF90CC
C:1 M:55 Y:0 K:0



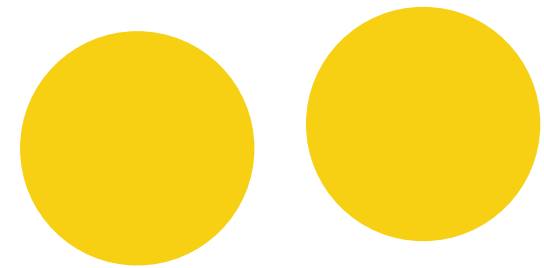
RGB #33CCFF
C:70 M:0 Y:0 K:0

VISUAL ELEMENTS

ELLIPSE



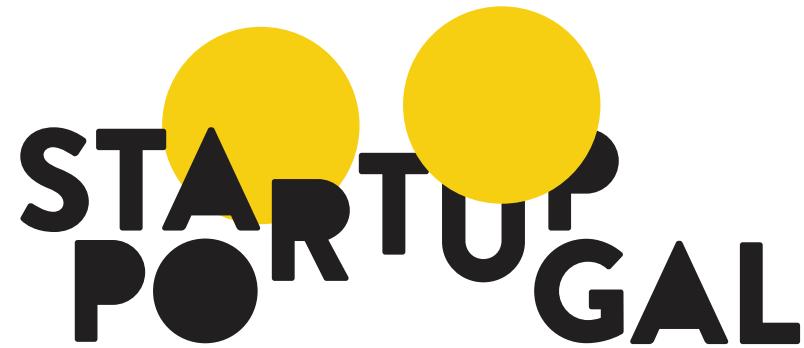
“EYES”



CLEAR SPACE

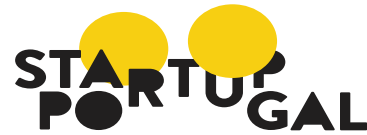


**MINIMUM SCALE
FOR PRINT**



20mm

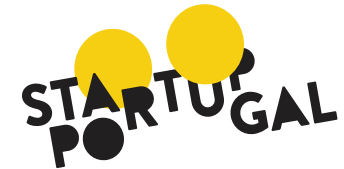
LOGO MISUSE



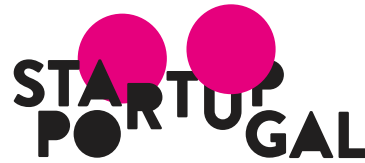
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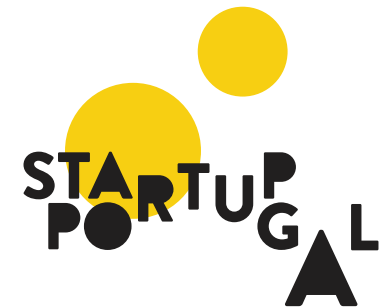
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