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## VISUAL IDENTITY

The purpose of this manual is to promote and guide a coherent and consistent use of the **Aleluia Ceramics** brand and its visual identity, in its various applications.

Therefore, the basic norms and indications exposed here are to be respected in order to guarantee the integrity of the brand's image.

The implementation of a visual identity system, and its correct use, is the starting point for building a strong and consistent image of the company.



# SAFETY MARGINS

To preserve legibility, there should always be a safety margin around the **Aleluia Ceramics** logo. This area is referenced by the dimensions of the letter "A". Whenever possible, this margin should be increased.



# MINIMUM DIMENSIONS

In order to guarantee total legibility of the brand's graphic properties in print and screen, the following minimum dimensions should be respected.

For its reproduction in various scales, it is recommended that the logo is not smaller than 5mm in height.

*Print*

*Digital*



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## INSTITUTIONAL COLOURS

Colours are an identifying element of the brand and, for this reason, should always be reproduced as faithfully as possible.

The systems by which the colours should be represented are defined below.

**Pantone**  
Pantone 301

**CMYK**  
**C** 100% **M** 43% **Y** 0% **K** 40%

**RGB**  
**Red** 0 **Green** 81 **Blue** 129

**Web Hex**  
# 005081

**Pantone**  
Pantone 7458

**CMYK**  
**C** 48% **M** 22% **Y** 11% **K** 12%

**RGB**  
**Red** 142 **Green** 162 **Blue** 187

**Web Hex**  
# 8da2bb

## POSITIVE AND NEGATIVE

Whenever the use of the defined institutional colours is not possible, the brand assumes the positive (Black) and negative (White).



**Pantone**  
Pantone Black

**CMYK**  
C 0% M 0% Y 0% K 100%

**RGB**  
Red 0 Green 0 Blue 0

**Web Hex**  
# 000000



**Pantone**  
(White / Paper)

**CMYK**  
C 0% M 0% Y 0% K 0%

**RGB**  
Red 255 Green 255 Blue 255

**Web Hex**  
# ffff

## APPLICATION ON CHROMATIC BACKGROUNDS

The use of the **Aleluia Ceramics** logo should always consider whichever version offers the best solution in relation to shape/background contrast.

Preferably the brand should assume the main colour and be used as positive or negative whenever legibility is compromised.



## APPLICATION ON PHOTOGRAPHIC BACKGROUNDS

The application of the visual identity on photographs should respect its legibility principals. A suitable placement, with sufficient contrast between the background and the identity, should be found, preferably on flat areas.



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## RESTRICTIONS

To preserve the integrity of the **Aleluia Ceramics**' visual identity and to guarantee the identification of the company, it is necessary to list examples of what should not occur in its representation and reproduction. These restrictions are within the scope of colour, form and composition.



⊘ *Total or partial chromatic changes to the elements*



⊘ *Changes in the proportion between elements*



⊘ *Changes in the elements' position*



⊘ *Distortion / changing of the ratio between height and length*



⊘ *Changes in the brand's font*



⊘ *Partial use of elements*



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## TYPOGRAPHY

The font used in the brand's visual identity is "Century Gothic", which is the only font that may be used to represent the brand.

### Century Gothic Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&/()=+

### Century Gothic Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!"#\$%&/()=+**

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