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PRESS MANAGEMENT

# GRAPHIC USAGE REGULATIONS

FIDAE 2022

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# 01 LOGOTYPE DESCRIPTION

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CORPORATIVE IMAGE DESCRIPTION AND STRUCTURE

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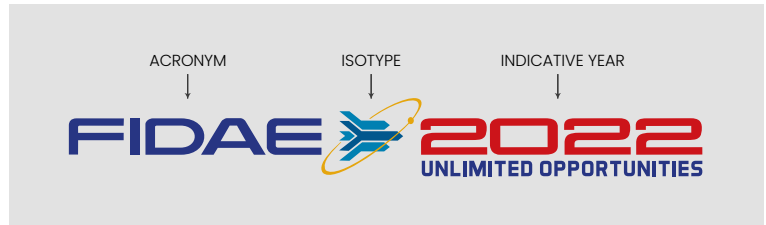
## LOGOTYPE DESCRIPTION

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The FIDAE logotype is a trademark, and it is formed by an aircraft-shaped Isotype, and an orbit representing the space field. Additionally, the year of the event, placed before the logotype, and the FIDAE acronym, placed after the isotype, also form part of the isotype.

The corporative image also has a slogan, **“Unlimited Opportunities” / “ Oportunidades sin Límites”**.

When the situation or publications calls for it, the SLOGAN can be added to the logotype.



The phrase cannot be wider than the indicative year.

The year of the event cannot be larger than the FIDAE acronym (width or height).

The Isotype cannot be modified, nor any of the elements can be eliminated.

# 02 CORPORATIVE PANTONE






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COLORS FORMING THE FIDAE 2022 CORPORATIVE IMAGE

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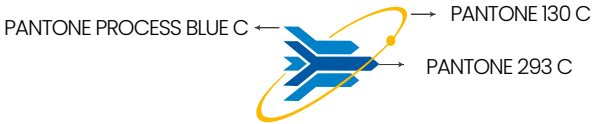
# CORPORATIVE PANTONE

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	PANTONE 2758 C
	PANTONE PROCESS BLUE C
	PANTONE 293 C
	PANTONE 130 C
	PANTONE RED 032

PANTONE 2758 C  
↓  
**FIDAE**

PANTONE RED 032  
↓  
**2022**



# 03 LOGO COMPOSITION AND APPLICATIONS

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LOGO STRUCTURE AND TYPOGRAPHY, AND ALLOWED USES

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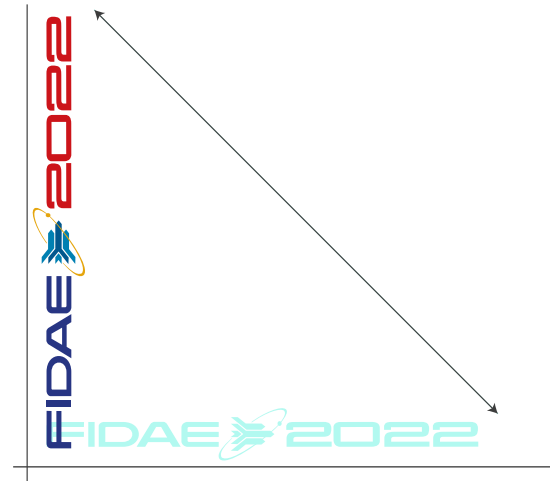
## LOGO COMPOSITION

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There are two logotype compositions, depending on the need to create a FIDAE 2022 corporate image, according to this:



A 90° rotation to the left for an extended composition is the only movement allowed. Moreover, under no circumstance, the logotype, Isotype, indicative year, or acronym can be distorted or deformed, always keeping the proportionality.





# USES AND TYPOGRAPHY

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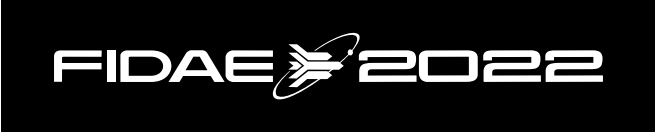
In extraordinary cases when the design requires a one-color logotype, the Pantone 2758 C or WHITE may be used.

**NOTE: FULL-COLOR ISOTYPE IS NOT ALLOWED IN THIS TYPE OF DESIGN; THE PANTONE 2758 C OR WHITE SHOULD BE USED.**

The acronym typography is original, not existing in the typographic market. The Pantone WHITE or 2758 C must be used in this typography, depending on the background of the graphic composition.

The corporative typography is set apart from the logotype used for texts, titles, etc. In a graphic composition, the Eras or Erie fonts, with the corresponding Light, Bold, or shadows, should be preferably used. In some publications, these options can be used with the logotype and without the indicative year.

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# 04 LOGOTYPE USES

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LOGOTYPE CORRECT AND INCORRECT USAGE

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LOGOTYPE CORRECT USAGE

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FIDAE  2022

FIDAE



2022

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FIDAE  2022

## LOGOTYPE INCORRECT USAGE



ANY OTHER MODIFICATION NOT STATED ON THESE REGULATIONS MUST BE REQUESTED AND APPROVED BY THE GRAPHIC DESIGN DEPARTMENT.

# 05 DIGITAL RESOURCES

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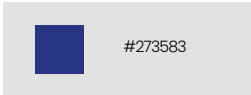
SECONDARY COLORS AND TYPOGRAPHY USED IN DIGITAL PLATFORMS.

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# DIGITAL RESOURCES

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PRIMARY



#273583



#1A8ACB



#215FAB



#F39B1A



#E30413

SECONDARY



#73EDFD



#DF46A4



#4B1F64



#7E3A6E



#F35A21



#328BA2



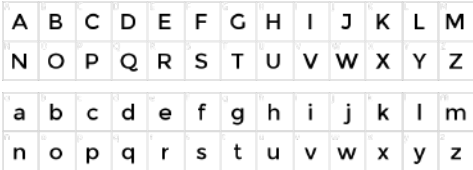
#D9D9D9

## TYPOGRAPHY:

Poppins



Montserrat



# 06 FIDAE 2022 OFFICIAL IMAGE

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OFFICIAL POSTER FOR FIDAE 2022

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# FIDAE 2022 OFFICIAL IMAGE

## TYPOGRAPHY:

### Aero matics

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
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				
P	Q	R	S	T	U	V	W	X	Y	Z				

a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
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						
q	r	s	t	u	v	w	x	y	z						

### Ubuntu

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
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





**FIDAE**  **2022**  
**UNLIMITED OPPORTUNITIES**