



manual da logo, 2020

logo principal



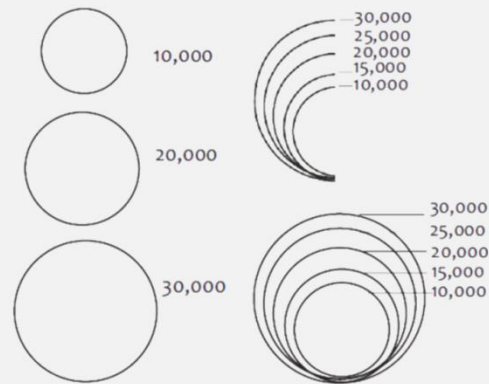
construção

conceitos
do design
de mapas
na
cartografia
temática

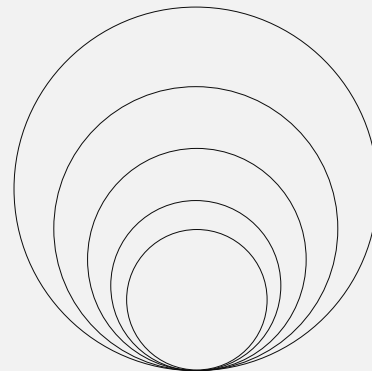
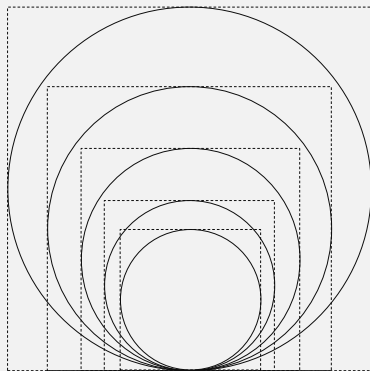
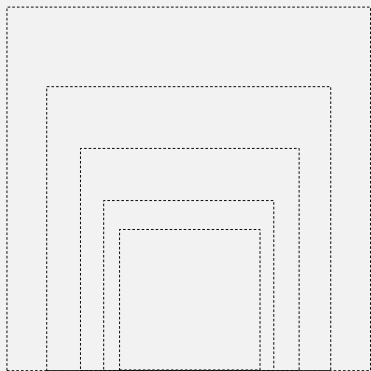
camadas



símbolos
proporcionais



composição



círculo principal azul sobreposto por 4 círculos brancos
gradativamente menores com opacidade de 50% cada

cor

HEX
#3F82D0

RGB
63, 130, 208

HSL
212, 70%, 53%

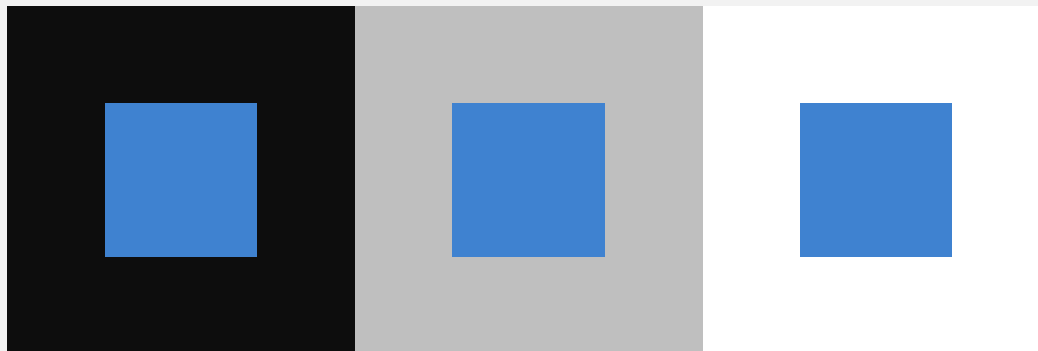
CMYK
70, 38, 0, 18

PANTONE
2143 C

azul
pensado em
lembrar a
ideia de
nuvem

modelo no
qual a siga
desenvolve
sua
tecnologia

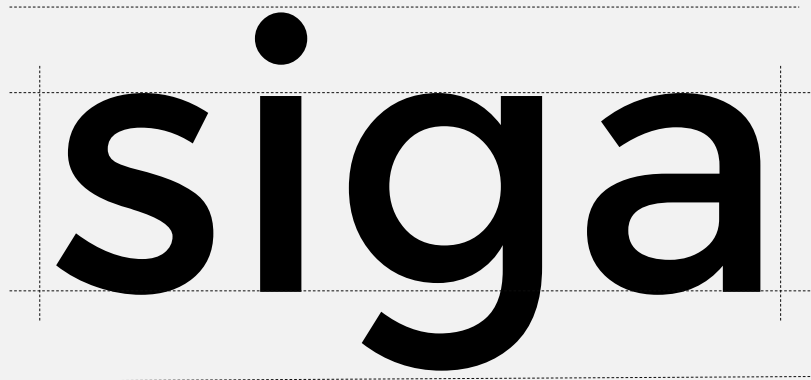
tom selecionado pela interação com
diferentes fundos



fonte

Montserrat

The quick
brown
fox
jumps
over the
lazy dog



sigaa

negativos



espaçamento



