



**Brand Usage Manual**



# Introduction

This manual aims to establish parameters for the correct use of the Sumig logo. The care in the application of each of its graphic elements is fundamental to give unity to the communication.

Applications and uses of the logo must always be approved by the Marketing department of Sumig through the contacts below:

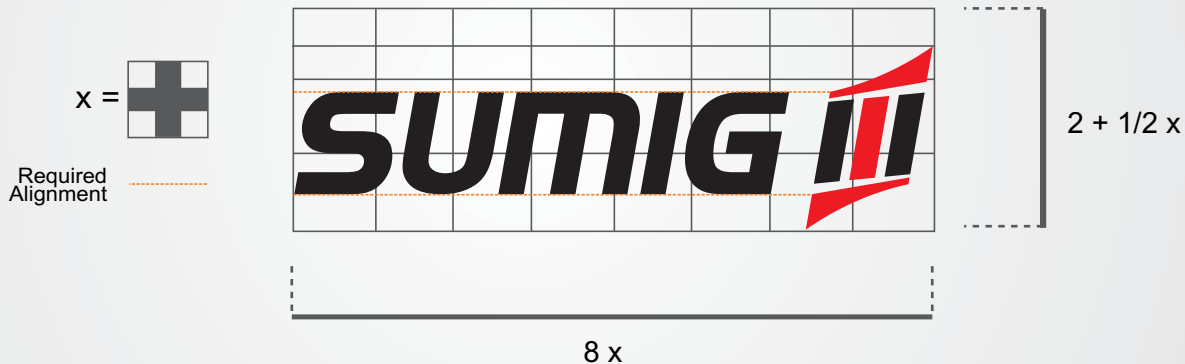
**E-mail:** [marketing@sumig.com](mailto:marketing@sumig.com)

**Phone:** +55 54 3220.3900



# I. Construction

The diagram below defines the proportions of the mark in the grid. The unit of measurement "x" is equivalent, in width and height, to the "+" element.





## 2. Colors

The colors that make up the Sumig logo should be applied according to the scales shown below. Please note that for a safer check, always have a Pantone® scale in good condition. em bom estado de conservação.



**Pantone Black C**

C 0% | M 0% | Y 0% | K 100%

R 41 | G 41 | B 38



**Pantone 485C**

C 0% | M 100% | Y 100% | K 0%

R 218 | G 41 | B 28



### 3. Maximum Reduction

For the integrity of the logo, it is recommended that its size on printed media is not less than 20 mm wide and 5.7 mm high.





## 4. Protection Area

The protection area defines the minimum distances that must separate the logo from other visual elements, ensuring its correct perception and readability. The protection area is based on the grid, increasing 2x to the right and left side and 1x up and down.





## 5. Application on background

Applications only with contrast suiting for perfect reading and sharpness. Other colors than the examples shown below should not be used.



White



White



Red



Cold hues



Grey up to 40%



Shifting images  
(clear)



Grey above 50%



Hot hues



Black



Shifting images  
(Dark)



Grey above 50%



Grey above 50%

Note: Shading effect (shadow) on the logo may be used if necessary for better readability. An average capacity of 50% is recommended.



## 6. Incorrect Uses

The logo cannot be modified improperly. Proportions, spacing, shapes and colors should follow the specifications in this manual.



Original



Do not rotate



Do not distort



Do not change colors



Do not use outline



Do not change typography



Do not misalign elements





## 7. Old versions

Do not use any old versions of the Sumig logo. The current version is available at [www.sumig.com/revendedores](http://www.sumig.com/revendedores) in several extensions (.jpg, .png, .cdr).



1st version



Version from the year 2000



Current version



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