

The background features several large, overlapping, organic shapes. On the left, there is a teal shape and an orange shape. In the center and right, there are several light orange and light blue shapes that resemble stylized rays or petals. The overall composition is dynamic and modern.

brand
GUIDELINE

CREDIBILIDADE

FOME

INOVAÇÃO

RENOVAÇÃO

CRESCIMENTO

VIDA SAUDÁVEL



Logotype
Version 1



M3FOOD
PRODUTOS ALIMENTÍCIOS

Logotype
Version 2



M3
FOOD
PRODUTOS ALIMENTÍCIOS

**BRAND
COLOR**

**R0
G135
B125**

CMYK
C91 M27 Y58 K8

PANTONE
327C

**R230
G136
B18**

CMYK
C11 M31 Y100 K0

PANTONE
130C

**R250
G110
B54**

CMYK
C0 M74 Y97 K0

PANTONE
1645C

**R51
G43
B36**

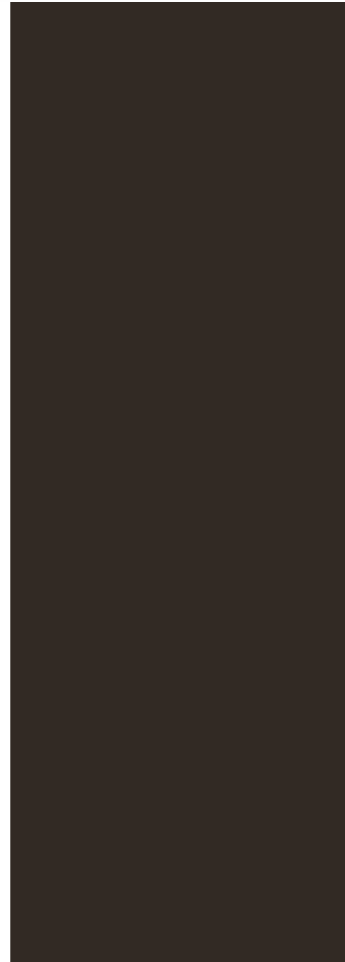
CMYK
C62 M67 Y75 K81

PANTONE
BLACK C

**R255
G255
B255**

CMYK
C0 M60 Y0 K0

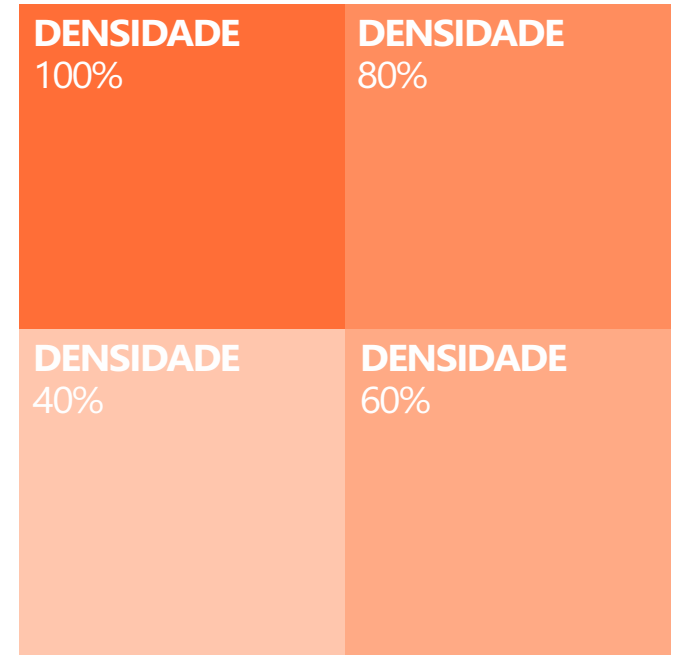
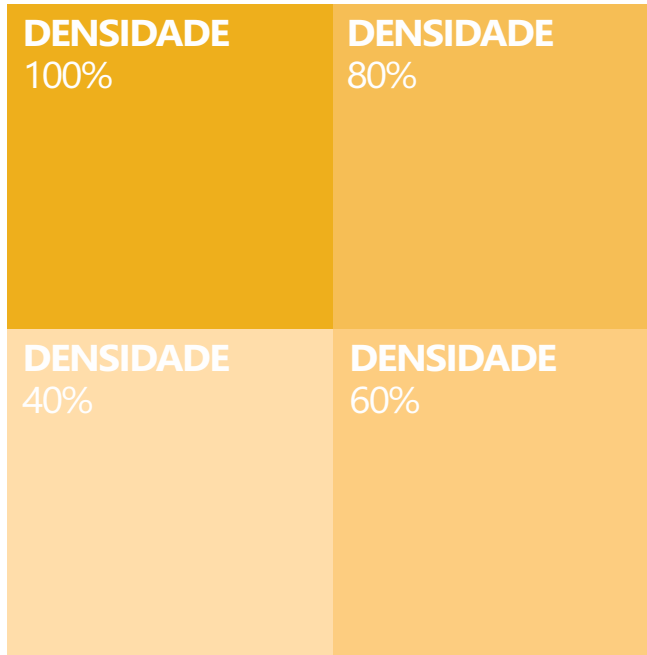
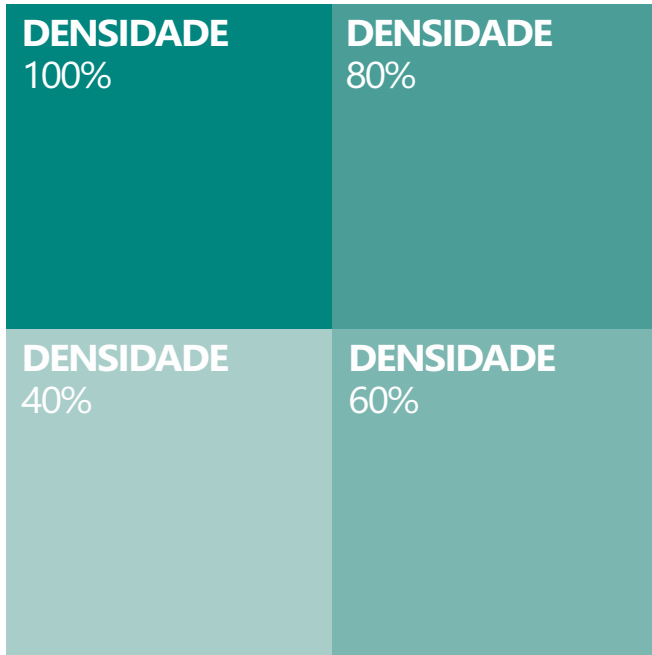
PANTONE
TRANS. WHITE



PANTONE 327C

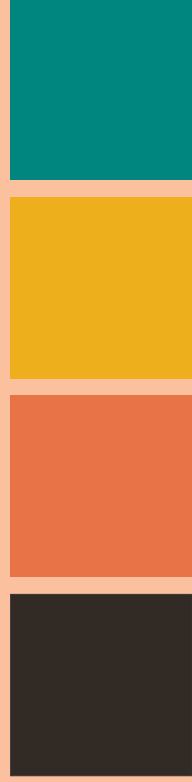
PANTONE 130C

PANTONE 1645C

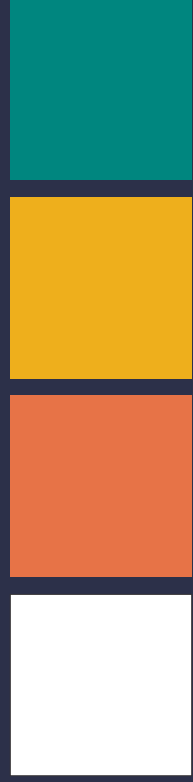


MATCHING COLOR

LARANJA CLARO



AZUL MARINHO



AMARELO OURO



AMARELO CLARO



CINZA MÉDIO 50%



BRAND PANTONE

COTTON PANTONE

PANTONE
327C

PANTONE
17-5330 TCX

PANTONE
130C

PANTONE
14-0852 TCX

PANTONE
1645C

PANTONE
16-1454 TCX

BRAND TYPOGRAPHY Logotype

Aa Leelawadee UI
Bold

AĂÂÂBĈĈDĒĒÊÊFGHIJKLMN
OÓÔÔÉÉPQRSTUÚÛÛVWXYZ
aãââbĉĉdeéèfghijklmnoóòô
pqrstuúùvwxyz1234567890
'?'"!(%)[#{@}/&\<-+=>x«»
\$€¥:;,.*

Aa Leelawadee UI

AĂÂÂBĈĈDĒĒÊÊFGHIJKLMN
OÓÔÔÉÉPQRSTUÚÛÛVWXYZ
aãââbĉĉdeéèfghijklmnoóòô
pqrstuúùvwxyz1234567890
'?'"!(%)[#{@}/&\<-+=>x«»

Aa Lucida Bright

AĂÂÂBĈĈDĒĒÊÊFGHIJKLMN
OÓÔÔÉÉPQRSTUÚÛÛVWXYZ
aãââbĉĉdeéèfghijklmnoóòô
pqrstuúùvwxyz1234567890
'?'"!(%)[#{@}/&\<-+=>x«»
\$€¥:;,.*

LOGO 1

Leelawadee UI, Bold
Letter Spacing -12%

LOGO 2

Leelawadee UI
Letter Spacing -17%

LOGO 3

Lucida Bright, Bold

BRAND TYPOGRAPHY Catalogue

Aa Leelawadee UI
Bold

AĂÂÂBĈĈDĒĒĒFGHIJKLMN
OÓÔÔÉPQRSTUÚÛVWXYZ
aăââbĉĉdeêêfghijklmnoóòô
pqrstuúùvwxyz1234567890
'?'"!(%)#}{@}/&\<-+=>x«»
\$€¥;,:,*

Aa Leelawadee UI

AĂÂÂBĈĈDĒĒĒFGHIJKLMN
OÓÔÔÉPQRSTUÚÛVWXYZ
aăââbĉĉdeêêfghijklmnoóòô
pqrstuúùvwxyz1234567890
'?'"!(%)#}{@}/&\<-+=>x«»

Aa Lucida Bright

AĂÂÂBĈĈDĒĒĒFGHIJKLMN
OÓÔÔÉPQRSTUÚÛVWXYZ
aăââbĉĉdeêêfghijklmnoóòô
pqrstuúùvwxyz1234567890
'?'"!(%)#}{@}/&\<-+=>x«»
\$€¥;,:,*

Aa Bernard MT
Condensed

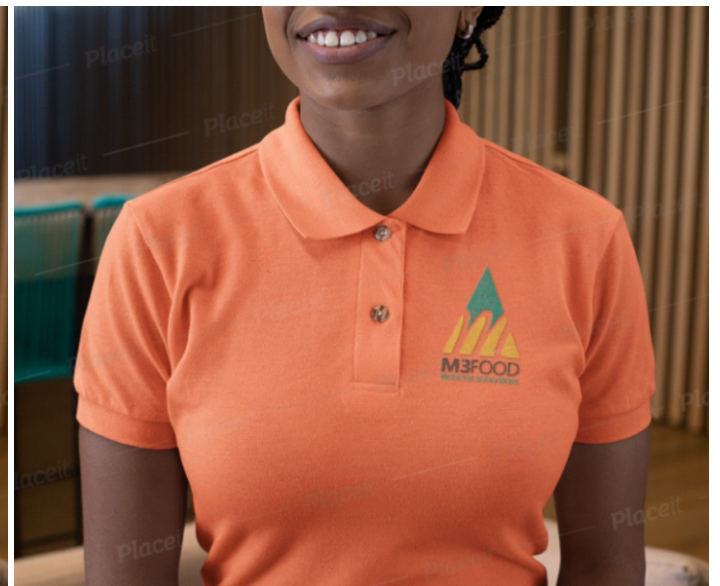
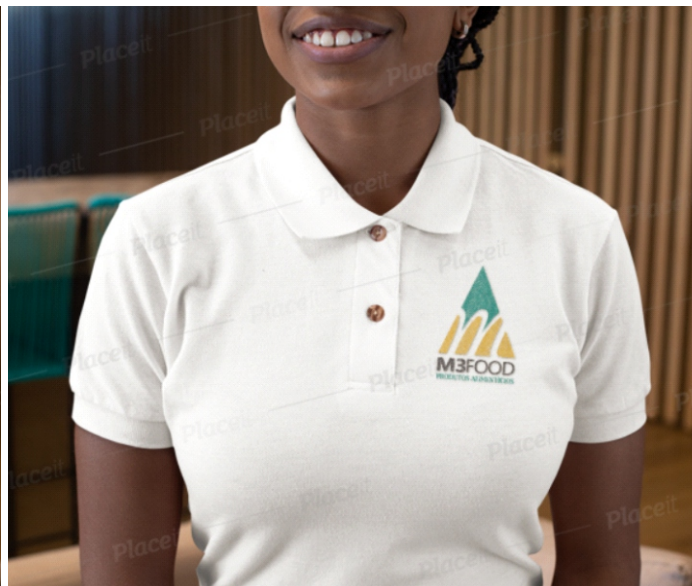
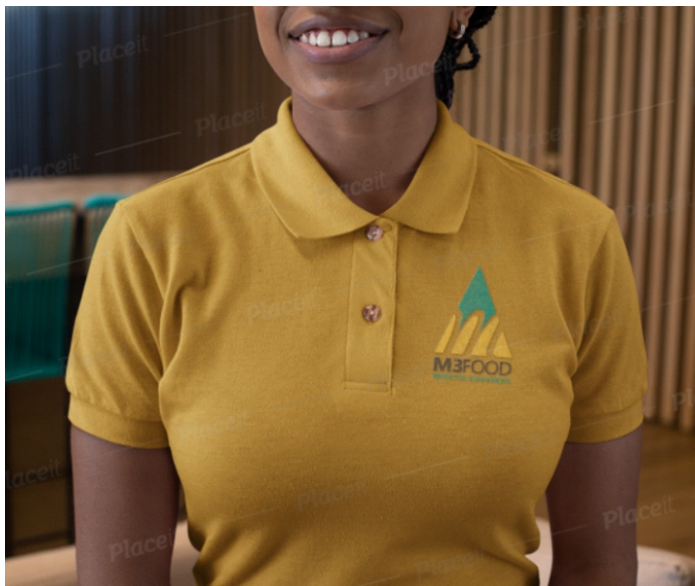
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OÓÔÔÉPQRSTUÚÛVWXYZ
aăââbĉĉdeêêfghijklmnoóòô
pqrstuúùvwxyz1234567890
'?'"!(%)#}{@}/&\<-+=>x«»

Catalogue main title 2	58 pt	Leelawadee UI, Black Letter Spacing 10%
Catalogue main title 1	35 pt	Lucida Bright, Black Letter Spacing -10%
Catalogue product title	25 pt	Bernard MT Condensed, Black
Catalogue product description	10 pt	Leelawadee UI, Black Full Justify
Catalogue page footer title	10 pt	Lucida Bright, White Letter Spacing 22%
Catalogue page number	10 pt	Lucida Bright, Black Letter Spacing 22%
Catalogue product code	9 pt	Leelawadee UI, Black Bold
Catalogue product tips	9 pt	Lucida Bright, Black

Using Types Model



Using Types Model



Using Types Model

