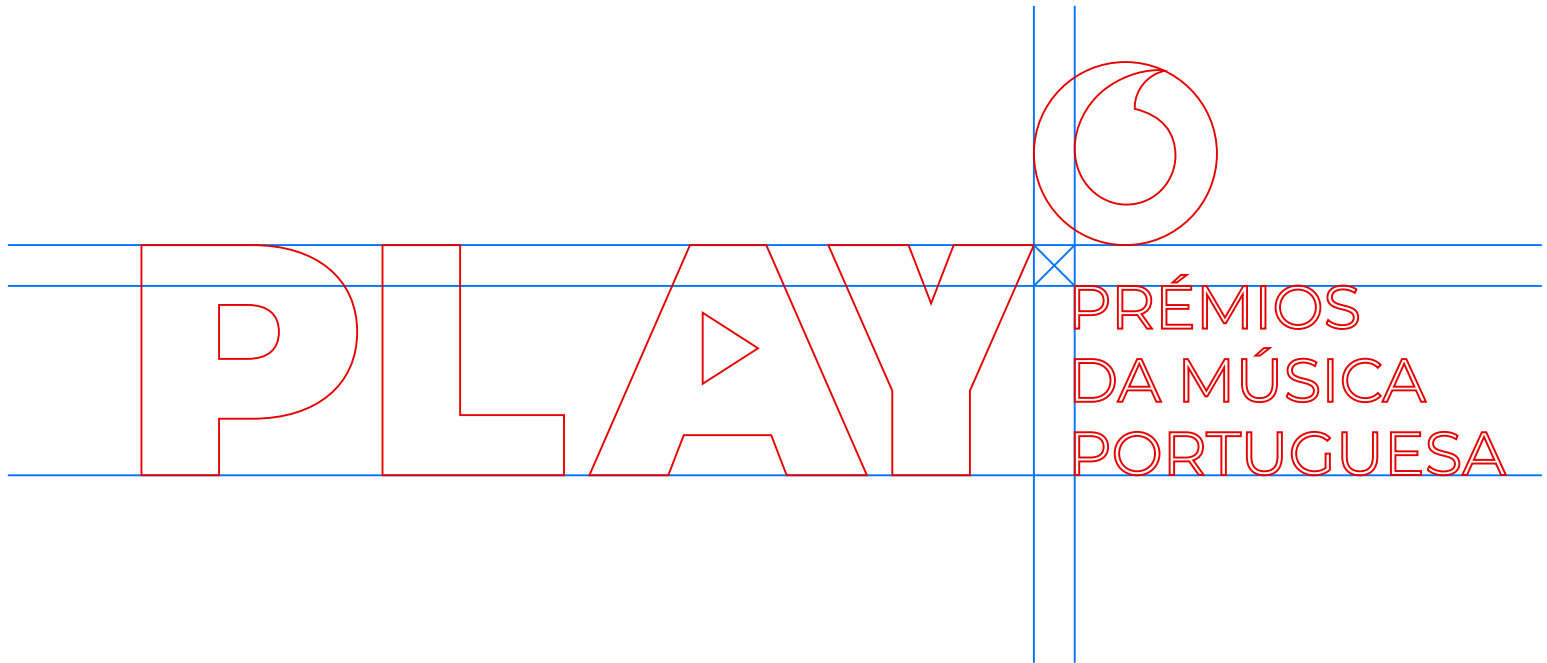
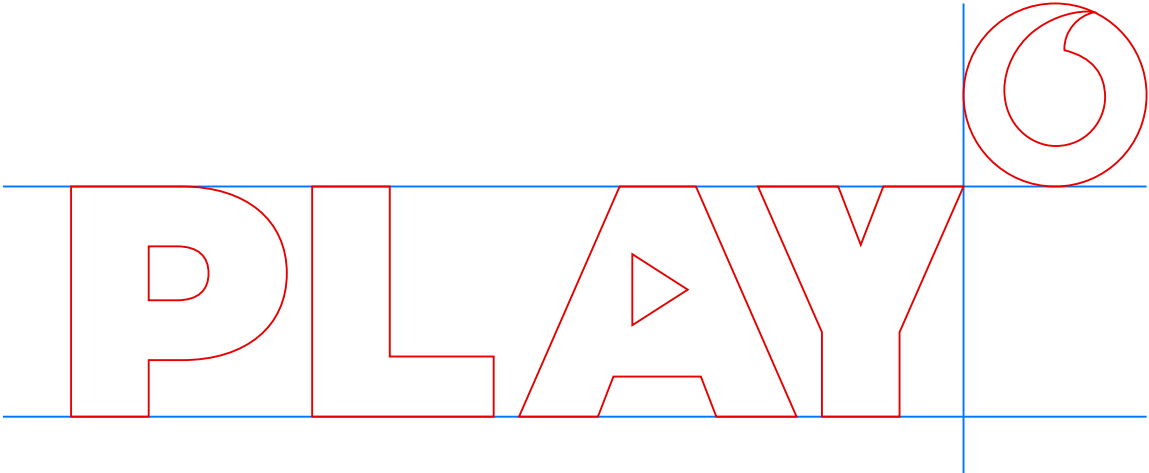


**PLAY
BRAND
GUIDELINES^{2.0}**

PLAY  

**HI!
THIS IS OUR
IDENTITY.**



SEE HOW IT
WORKS IN
OUR GRAPHIC
BACKGROUND.

PLAY⁶

PLAY⁶

PLAY⁶
PRÉMIOS
DA MÚSICA
PORTUGUESA

PLAY⁶
PRÉMIOS
DA MÚSICA
PORTUGUESA

PLAY⁶
PRÉMIOS DA MÚSICA
PORTUGUESA

PLAY⁶
PRÉMIOS DA MÚSICA
PORTUGUESA

PLAY^o
PRÉMIOS
DA MÚSICA
PORTUGUESA

PLAY^o
PRÉMIOS
DA MÚSICA
PORTUGUESA

PLAY^o
PRÉMIOS
DA MÚSICA
PORTUGUESA

PLAY^o
PRÉMIOS DA MÚSICA
PORTUGUESA

**OUR IDENTITY
IS NOT STATIC.
LIKE MUSIC,
IT HAS RHYTHM.**

PLAY 
PRÉMIOS
DA MÚSICA
PORTUGUESA

PLAY 

PL 
AY PRÉMIOS
DA MÚSICA
PORTUGUESA

PL 
AY
PRÉMIOS
DA MÚSICA
PORTUGUESA

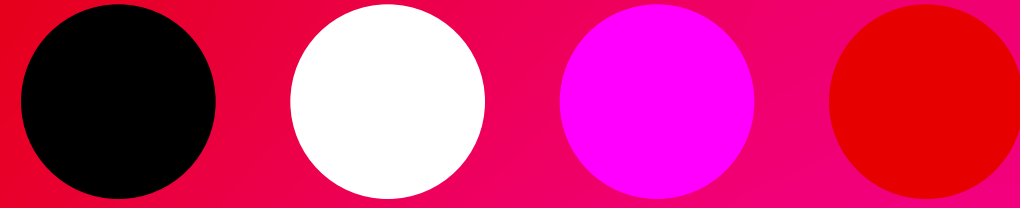
PLAY 
PRÉMIOS
DA MÚSICA
PORTUGUESA

PLAY 
PRÉMIOS DA MÚSICA
PORTUGUESA

PLAY 
PRÉMIOS DA MÚSICA
PORTUGUESA

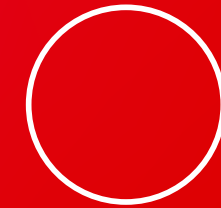
THESE ARE THE MAIN COLORS: RED AND MAGENTA

ALTHOUGH YOU CAN ALSO
USE BLACK AND WHITE
IN THE COMMUNICATION



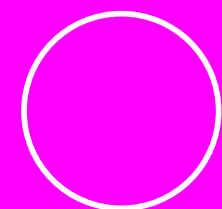
Screen & Print

R230 G0 B0
C0 M100 Y100 K0
PANTONE 485 C
RAL 3020
HEX/HTML E60000



Screen & Print

R255 G0 B255
C10 M100 Y0 K0
PANTONE 807 C
RAL 4003
HEX/HTML EA27C2



**OUR IDENTITY
IS VIBRANT
AND FUN.**

PLAY

PLAY

PLAY

PLAY

PLAY

PLAY



PRÉMIOS
DA MÚSICA
PORTUGUESA

AND THIS
IS OUR FONT.

MONTERRAT

**PACK MY BOX
WITH FIVE DOZEN
LIQUOR JUGS
1234567890
!#€%&/()=?*+.**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

**WOAH...
LOOK AT ALL
THE BACKGROUNDS
WE CAN USE.**



**MAKE A PATTERN
OUT WITH IT.**



AND HOW ABOUT SOME EMAIL SIGNATURES? WE HAVE THOSE TOO.

○○○ 

To: 

CC:

Bcc:

Subject:

Message Size: 45KB

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Pedro Ferreira
CEO
(+351) 912 345 876

PLAY^o
PRÉMIOS DA MÚSICA
PORTUGUESA

**I'D HATE TO SAY THIS BUT
PLEASE, ALWAYS REMEMBER:**

**DON'T USE OTHER COLORS BESIDES
THE ONES FEATURED HERE.**

**DON'T USE THE LOGO "PLAY" WITHOUT
VODAFONE SPEECHMARK.**

DON'T DISTORT IN ANY KIND OUR IDENTITY.

**WE FULLY TRUST ON YOUR GOOD TASTE AND EXPERTISE
TO APPLY OUR IDENTITY THE BEST WAY.**

PLAY BRAND GUIDELINES

updated JAN2020