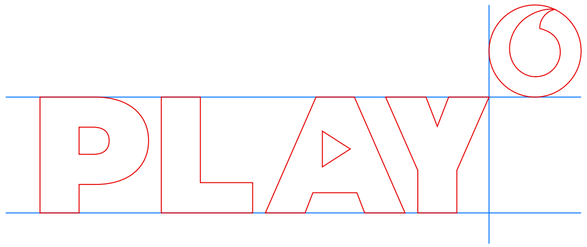
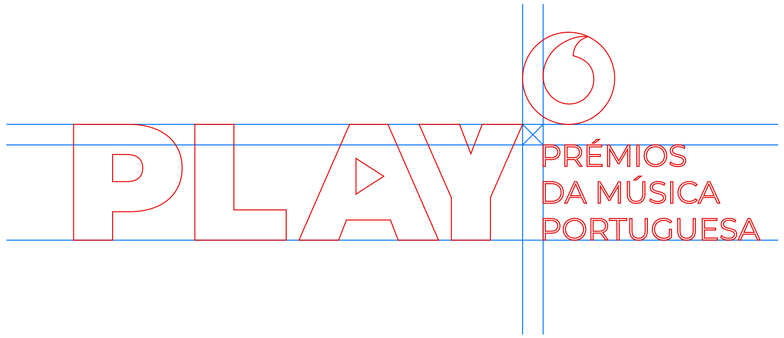
PLAY BRAND GUIDELINES 3.0

PLAY
PRÉMIOS DA MÚSICA
PORTUGUESA

HI!
THIS IS OUR IDENTITY.



PLAY



PLAY PRÉMIOS DA MÚSICA PORTUGUESA

PLAY
PRÉMIOS DA MÚSICA
PORTUGUESA

SEE HOW IT WORKS IN OUR GRAPHIC BACKGROUND.

PLAY

PLAY PRÉMIOS DA MÚSICA PORTUGUESA

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DA MÚSICA
PORTUGUESA

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PRÉMIOS DA MÚSICA
PORTUGUESA

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

OUR IDENTITY IS VIBRANT AND FUN.

PLAY

PLAY

PLAY

PLAY

PLAY

PLAY

PRÉMIOS
DA MÚSICA
PORTUGUESA

WE'VE REFRESHED AND UPGRADED THE COLORS!

Screen & Print

R94 **G**39 **B**80
C75 **M**100 **Y**45 **K**10
PANTONE 511 C
RAL 4007
HEX/HTML 5E2750

Screen & Print

R230 **G**0 **B**0
C0 **M**100 **Y**100 **K**0
PANTONE 485 C
RAL 3020
HEX/HTML E60000

Screen & Print

R255 **G**0 **B**255
C0 **M**45 **Y**100 **K**0
PANTONE 137 C
RAL 2008
HEX/HTML EB9700

AND THIS
IS OUR FONT.

MONTSERRAT

THE FIVE BOXING WIZARDS JUMP QUICKLY
1234567890
!#€%&/()=?*+-

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

WE LIKE TO
HAVE FUN WITH
OUR IDENTITY.
GIVE IT MOTION.

PLAY
PRÉMIOS DA MÚSICA
PORTUGUESA

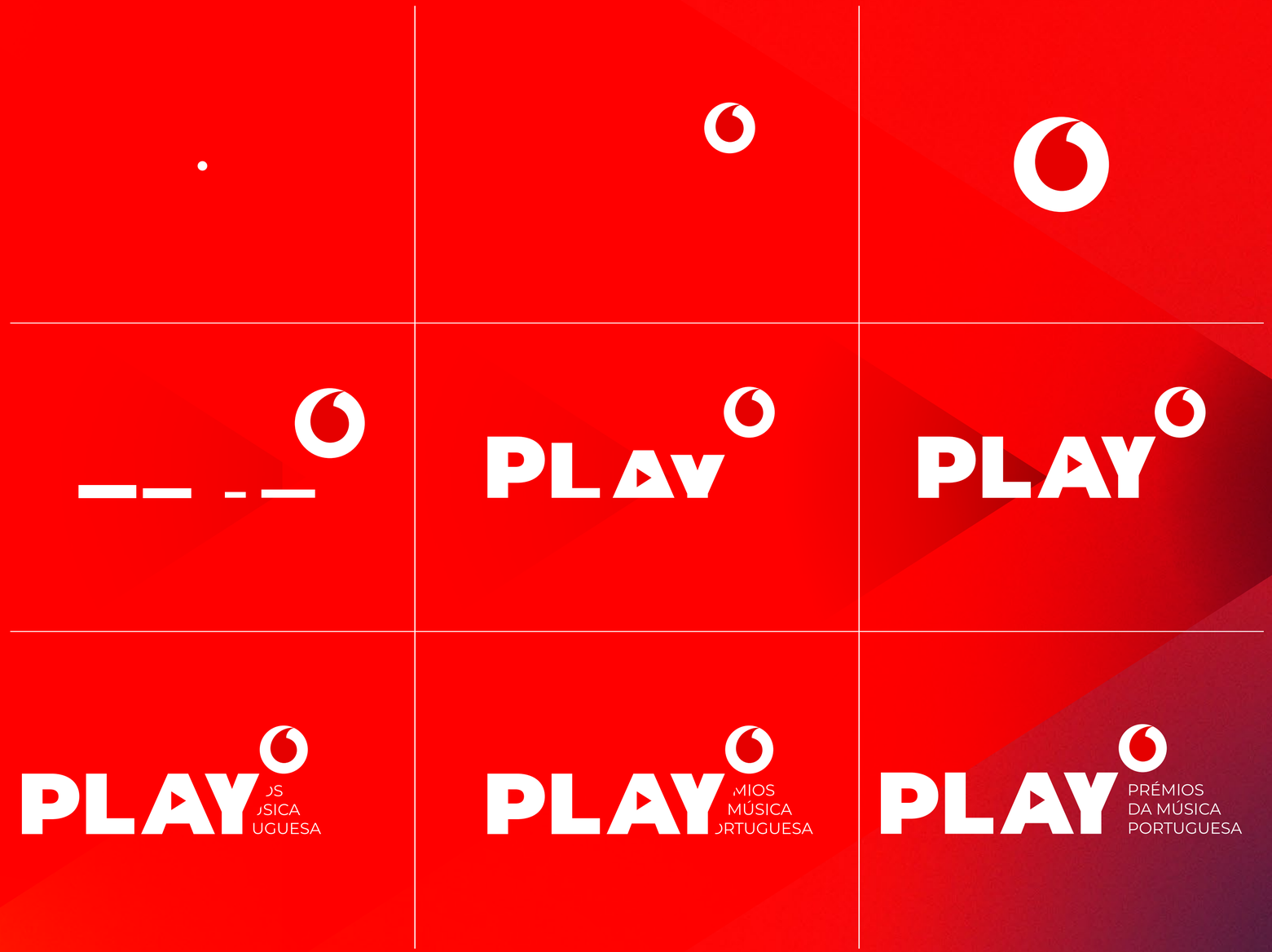
IMAGERY

SHOW IT HOW IT IS.
IN COLOR.

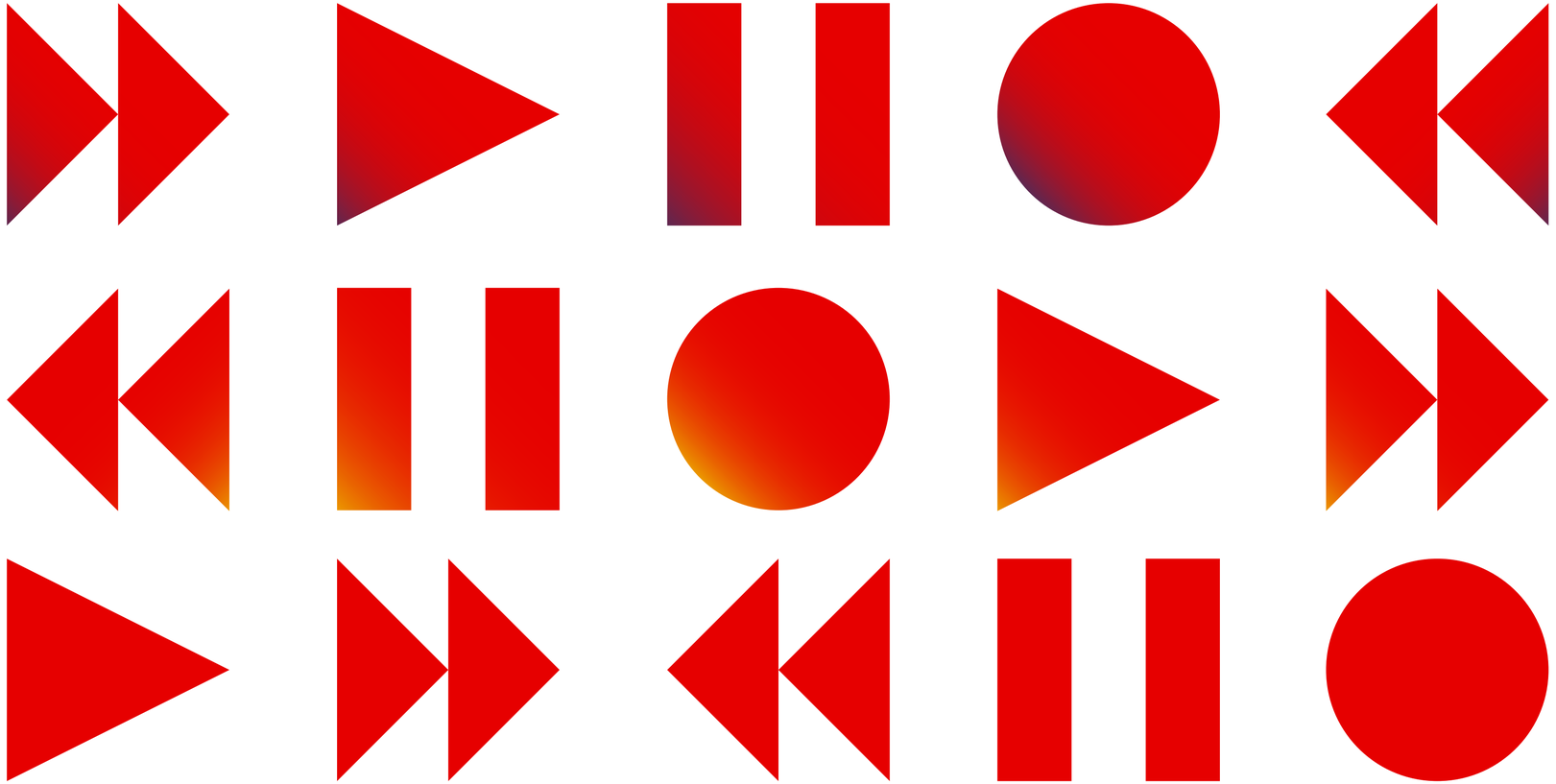
ON SCREEN

MOTION GRAPHICS

MORPHING ID FOR SCREENS



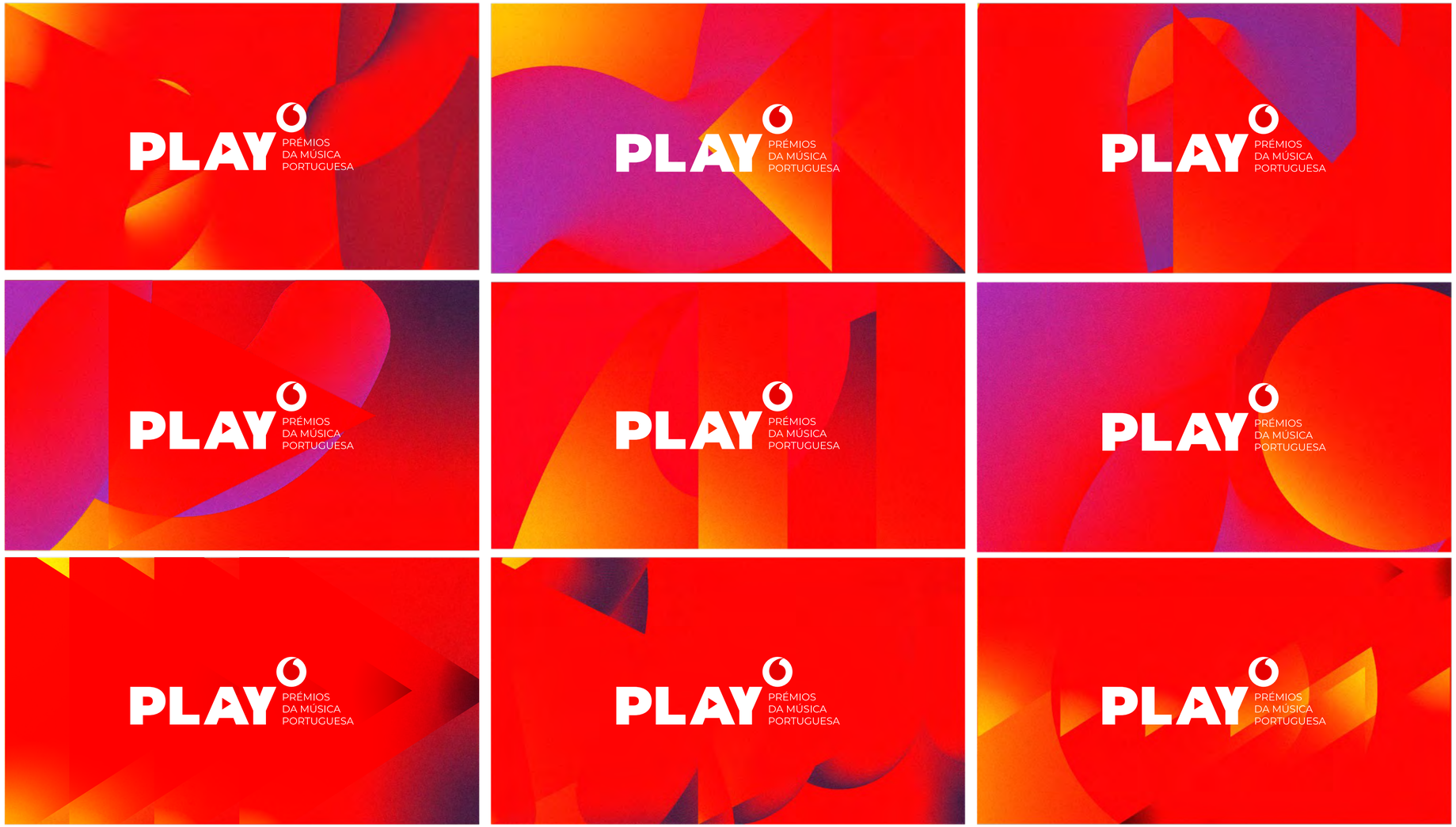
WE USE MUSIC RELATED, AND UNIVERSAL, ICONS...



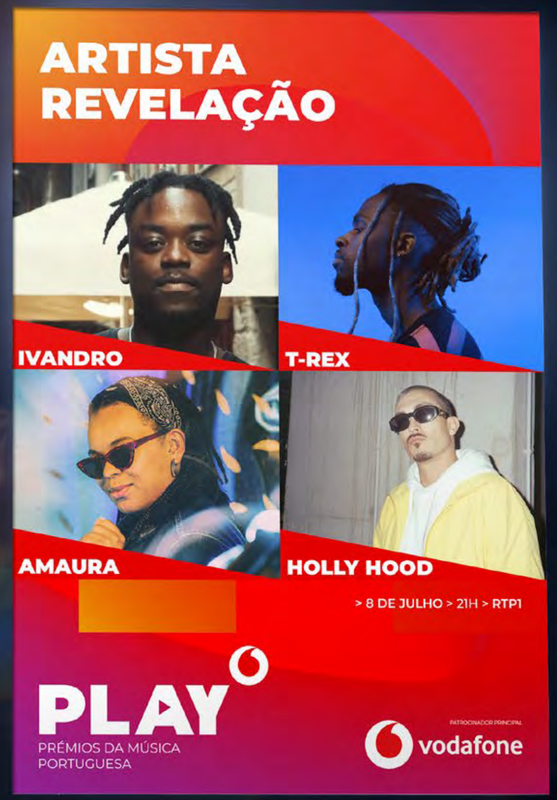
...THAT COMBINES
WITH A UNIQUE FONT
THAT FLOWS, JUST LIKE MUSIC
FLOWS.

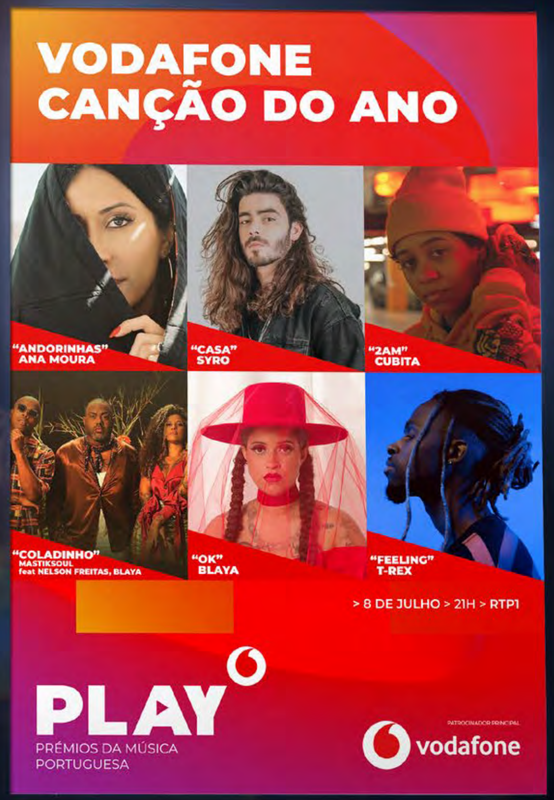
SO YOU CAN
CREATE, THIS.
AND MANY MORE.

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

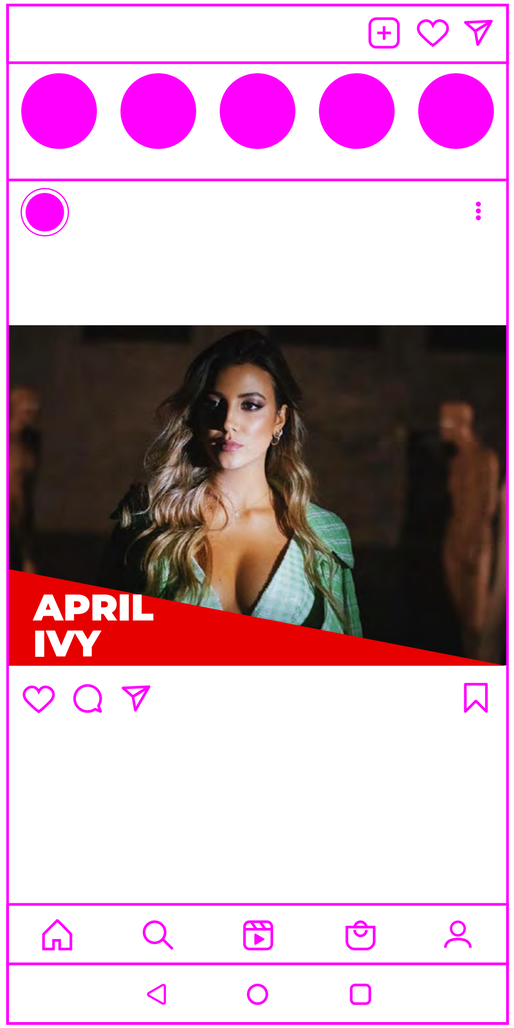


OUR COMMUNICATION ON THE STREETS.

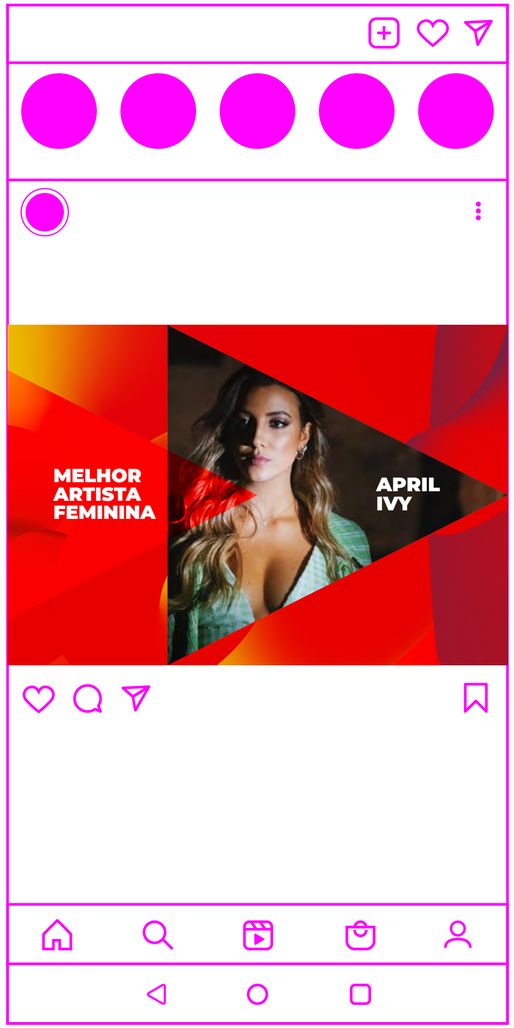




INSTAGRAM?
ON IT.

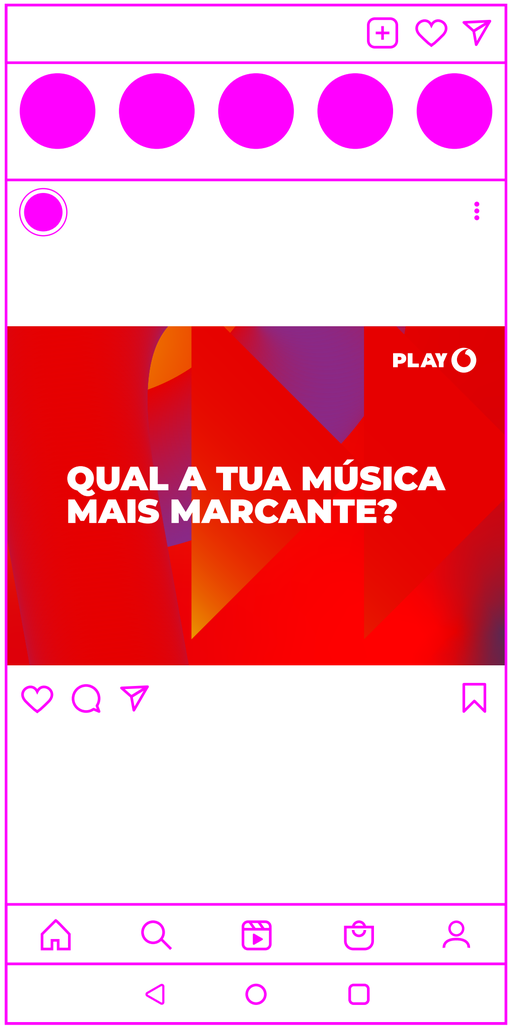


post Candidato



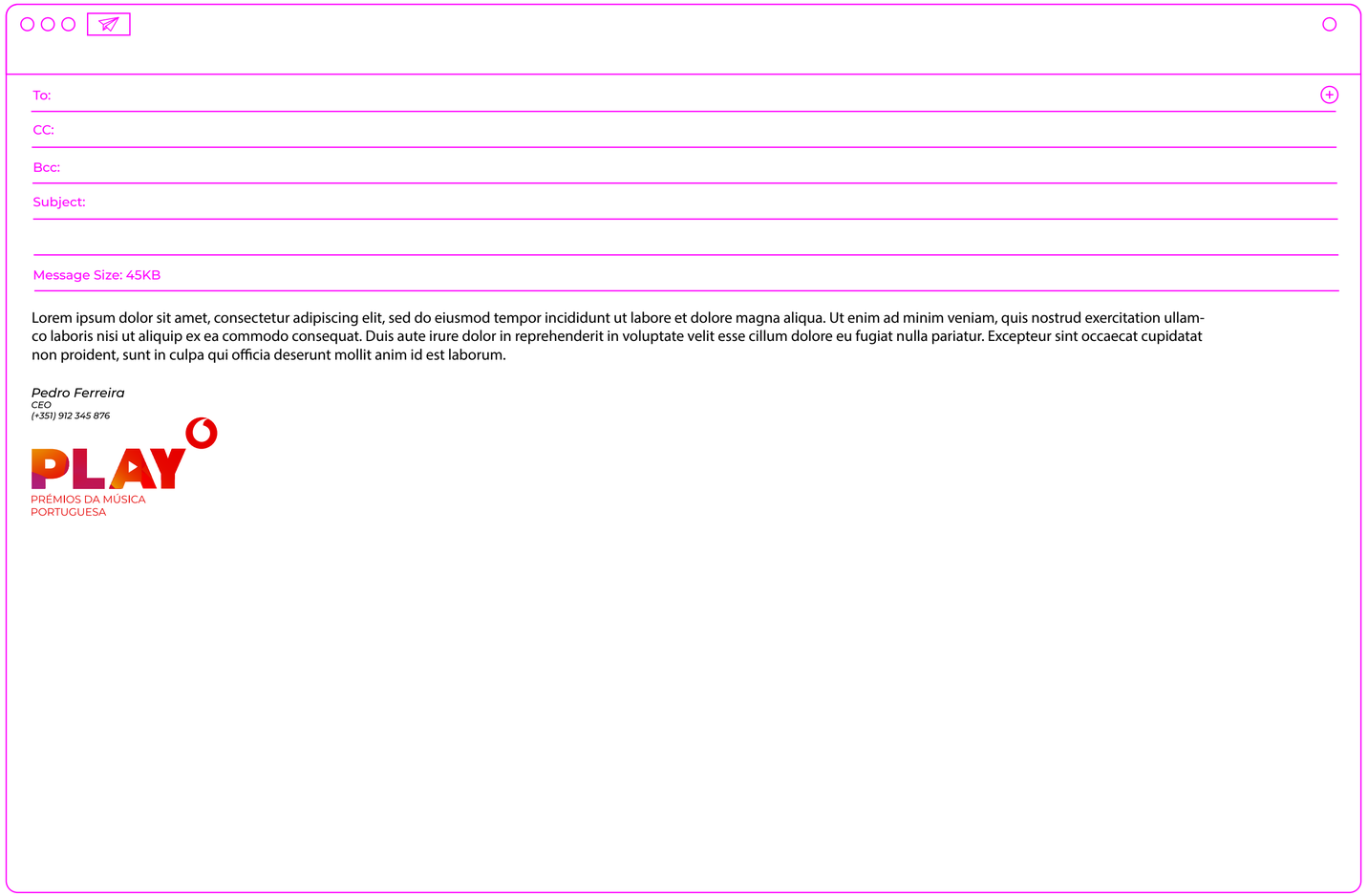
post Vencedor

Story

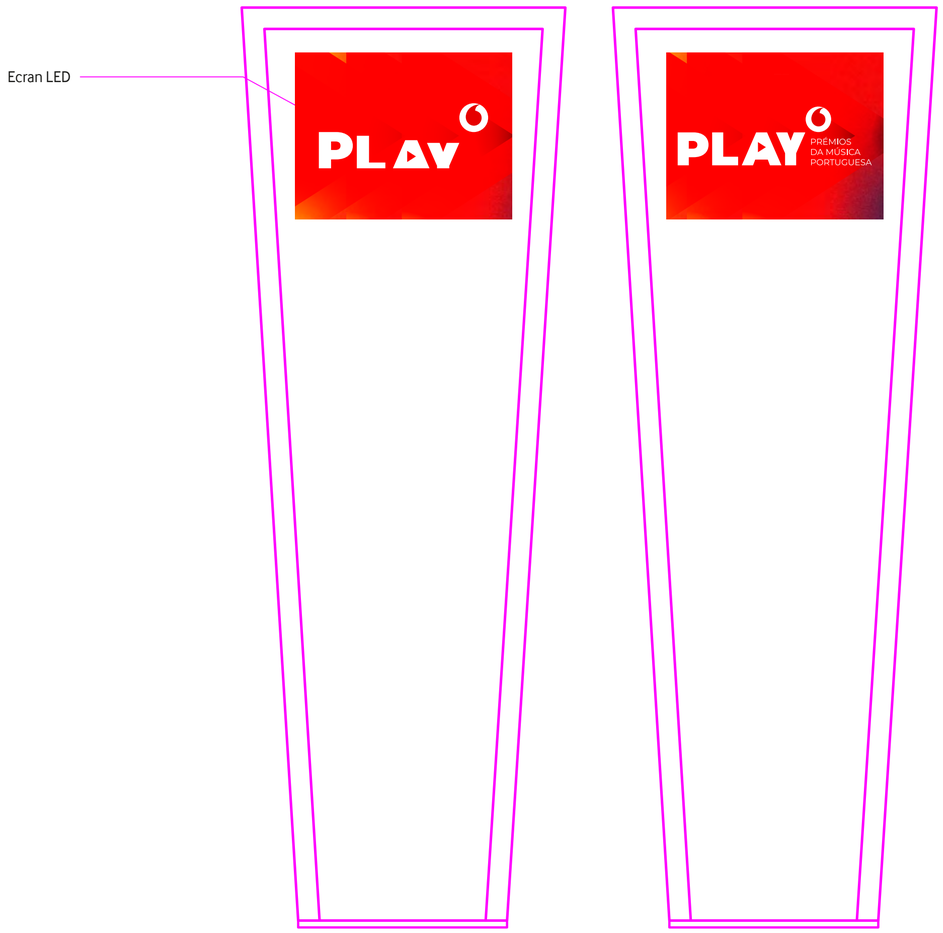


post Genérico

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



ON STAGE



AND, AS USUAL, PLEASE 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 FEB2022