# Brand Guidelines

Version 02

sales layer

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## As a person

**Be better, my friend**

Feel the emotion of being better every day.

**Think outside the box**

You are building the future.

**Have a mission that matters**

Feel (and explain) your work passionately.

## Building team

**We are all important**

Never say "that's not my job".

**Be surprising!**

Go beyond the main goals.

**Fight for everyone**

Make your team proud of you.

## As an ambassador

**Prove yourself with results**

Be good, do better.

**Simple equals effective**

Make easy the complex things.

**Listen and empathize**

Make our clients love us.

Our brand and all its elements
are a reflection of our values.

# Brand
# Basics

sales layer

The primary brand logo will always appear in 2 inks on a white background. When it is not possible to reproduce this format, one of the other color versions of the logo indicated in this manual should be used.

The secondary version of our logo places the symbol above the typeface in the following parameters.

Our vertical logo is used for compressed device space. Please prefer the horizontal version of the logo in all acceptable cases.

The brand symbol may be represented in isolation as
long as the main logo cannot be used per space.
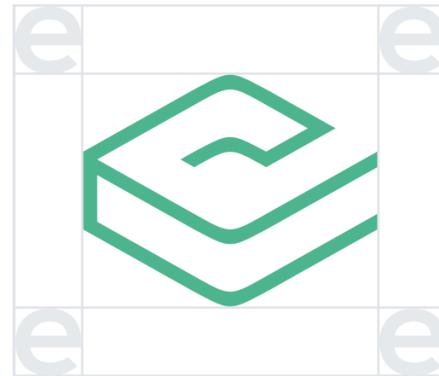
Spacing

Spacing
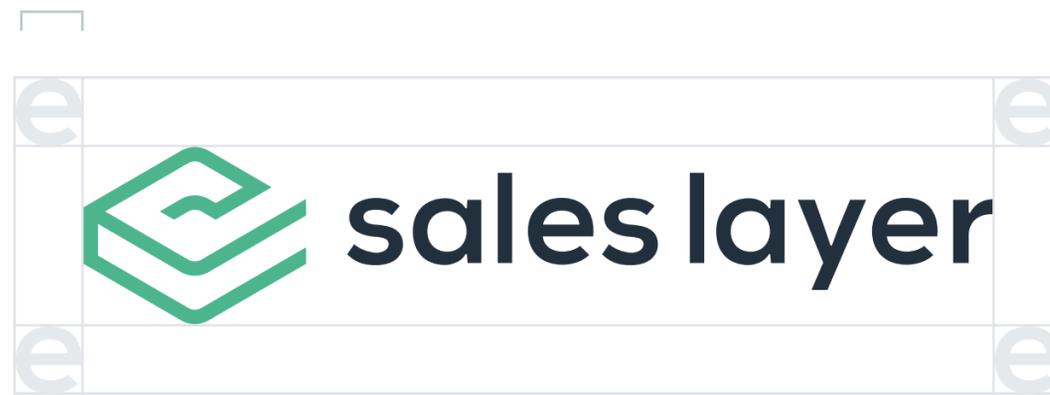
By using the letter "e" of the logo, the area to be observed around the logo.

And the symbol in which no other logo, a text or a small image can be entered is indicated.

# Green
## Sales Layer

Web: #4CB58E

RGB: 76, 181, 142

CMYK: 58, 0, 22, 29

# Blue Dark
## Sales Layer

Web: #22303D

RGB: 34, 48, 61

CMYK: 87, 68, 50, 56

This section defines the two main corporate colors. Whenever it is necessary to include a color in a file, these two colors should be used in preference to any others.

The brand colors should be reproduced as faithfully as possible. The CMYK percentage numbering should be used for printing and the RGB / Web division for online use.

Brand Colors for backgrounds or bold text

Brand Colors to highlights text

**Green Light**

Web: #82CBB0
RGB: 130, 203, 176
CMYK: 52, 0, 39, 0

**Snow Dark**
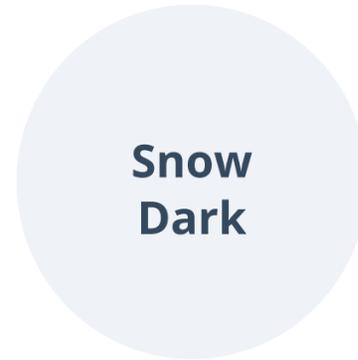
Web: #EFF2F7
RGB: 239, 242, 247
CMYK: 3, 2, 0, 3

**Blue**
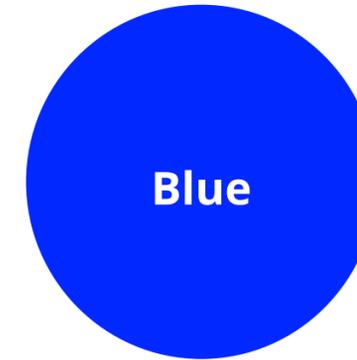
Web: #0128ff
RGB: 1, 40, 255
CMYK: 92, 73, 0, 0

**Green Ultra Dark**

Web: #1b7e79
RGB: 27, 126, 121
CMYK: 82, 28, 51, 13

**Blue Middle Dark**

Web: #566472
RGB: 86, 100, 114
CMYK: 67, 49, 38, 26

**Yellow**

Web: #ffd161
RGB: 255, 209, 97
CMYK: 0, 19, 70, 0

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**26. Secondary Colors**

The secondary corporate colors will always be used as reinforcement for use in backgrounds or to highlight text, as indicated on this slide.

# Open Sans Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

## Light
ABCDEFGHIJKLMNÑ
OPQRSTUVWXYZ
123456789

## Bold
**ABCDEFGHIJKLMNÑ**
**OPQRSTUVWXYZ**
**123456789**

In all public facing documents, Open Sans Regular typography will always be used for text development and Open Sans Bold for titles or for highlighting.

This slide shows the strict color variation of the logo:

- Whenever the background is white, the logo will be used in its primary version.
- Whenever the background is dark (either with a background that uses the corporate color Blue Dark Sales Layer) or includes a photograph, the logo will be used in its completely white version
- Whenever the background uses the corporate color Green Sales Layer, the logo will be used in its completely white version.

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**28. Color Versions**

**206x40 px**   sales layer

This sheet specifies the minimum size to which the logo should be placed so that it can be read correctly and easy to recognize.

Any use that does not respect the instructions in this manual will be incorrect.

Changes in the proportion, order, distribution or size of the elements, the color of the logo or the symbol, or the dimensions, proportions, family or color are strictly prohibited under the trademark of the Sales Layer brand.

Join us today!