ASPS
{ DESIGN STUDIO }

The Lisbon Council asbl

TEMA
VISUAL ID MANUAL

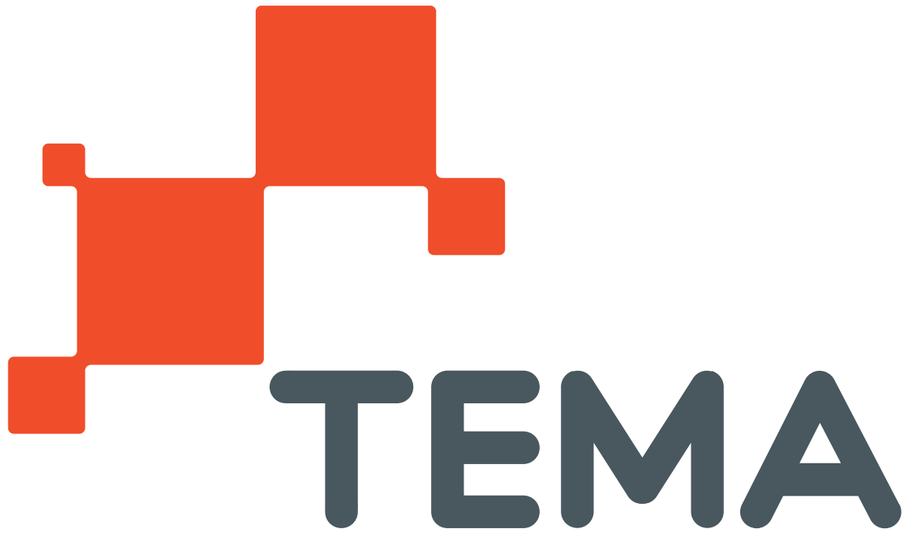
Logo and General Visual ID Guidelines

Main Logo

The TEMA main logo is defined by the red squares graphic logo and the “TEMA” typogram

The red squares symbolizes the worldwide data collection mapping and impact

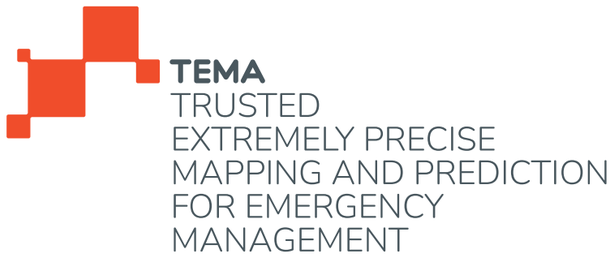
The typogram is based on a custom made version of “Nunito Black” font



Main Logo w tagline

The TEMA main logo version with tagline express the aims of the project

The TEMA logo w tagline
can be used in 3 different dimensional
proportions:
standard, extended and compact



extended

standard

compact

The TEMA Visual ID is build on a color scheme made of 5 colors:

“Anti Flash White”
“Lavender Grey”
“Vermilion Red”
“Stormcloud Blue”
“Charleston Green”

“Anti Flash White”

f2f3f5
R 242 G 243 B 245
C 4 M 2 Y 2 K 0

“Lavender Grey”

bccbd7
R 188 G 203 B 215
C 26 M 13 Y 10 K 0

“Vermilion Red”

e7401d
R 231 G 64 B 29
C 4 M 90 Y 100 K 0

“Stormcloud Blue”

4f5c63
R 72 G 92 B 99
C 70 M 54 Y 9 K 24

“Charleston Green”

252c2b
R 37 G 44 B 43
C 74 M 62 Y 64 K 65

Solid Background inverted logo w colors

The TEMA logo can be used on solid background with these suggested color schemes

TEMA
TRUSTED
EXTREMELY PRECISE
MAPPING AND PREDICTION
FOR EMERGENCY
MANAGEMENT

The TEMA logo can be used on solid background
with these suggested color schemes also in monochrome version

TEMA
TRUSTED
EXTREMELY PRECISE
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MANAGEMENT

To better organize the text contents
TEMA Visual ID will use 3 different fonts

Noto Sans BLACK

Nunito BOLD

NUNITO light

Noto Sans Black for main titles

Nunito Bold For subtitles

Nunito Bold for hi-lighted text

Nunito Light for common text

Main TITLES on one or TWO ROWS

Subtitles on one single long row or maybe in two or three rows

Estenes re non pa quam ea voloria

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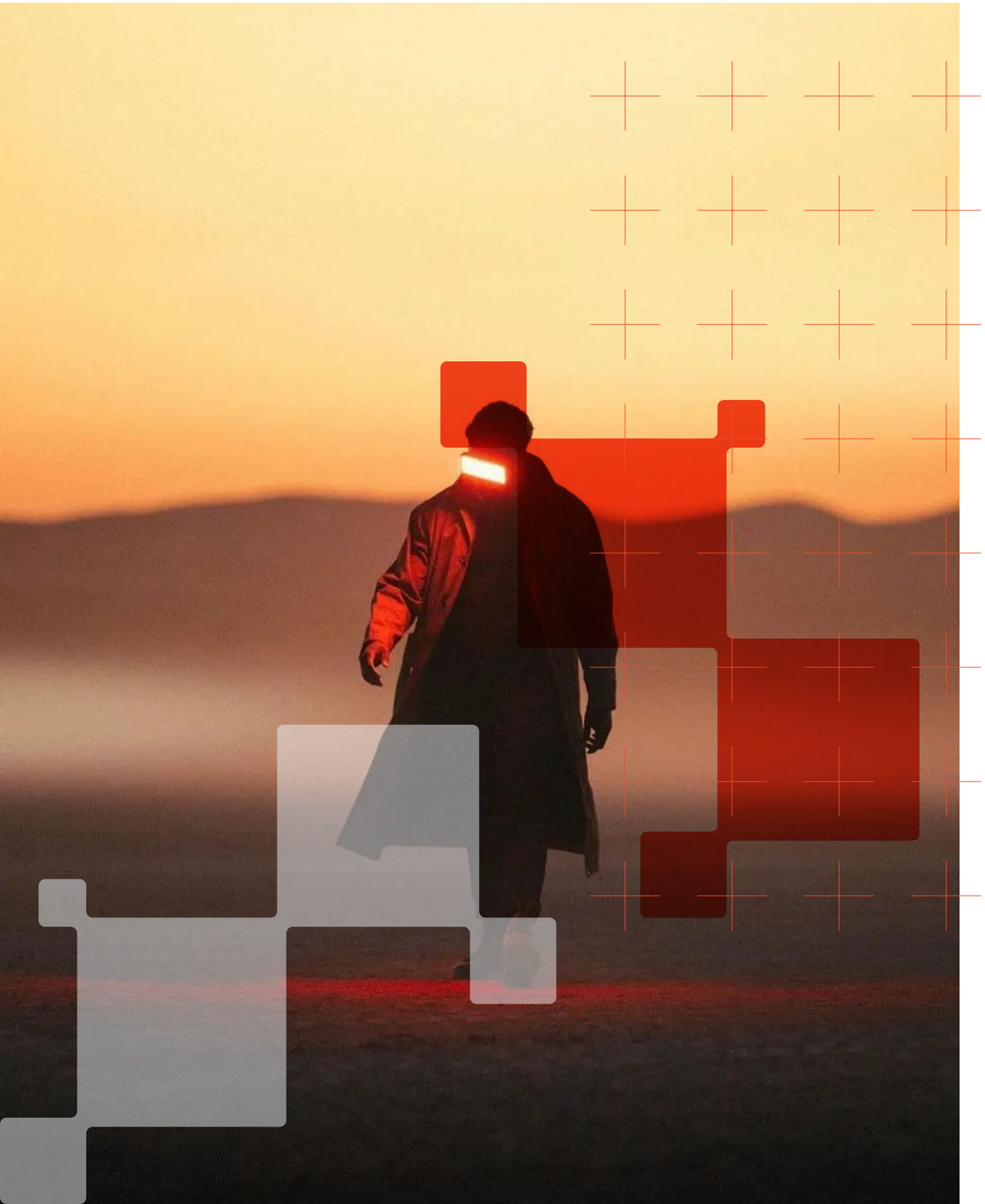
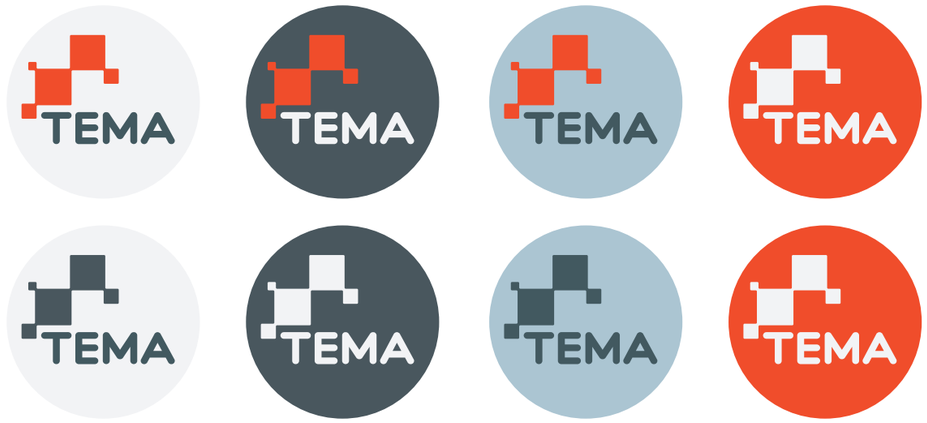
To empower the Visual ID system
two graphic visual elements can be used
beside the logo:

the “Squares” and the “GRID”
that can be used overlying
visual contents such as photograph



A special version of the “TEMA” logo is designed to fit social app as instagram facebook etc



Meta Instagram
account icon

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