



50th anniversary **inapa**
official celebration logo

design competition

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concept

A brand's identity is the combination of graphic elements which, in a systematized and structured way, differentiate the company and make it unique. A logo is an essential graphical mark in the communication and expansion of the brand's identity. Well, in order to satisfy this individuality, this logo of the 50th anniversary of Inapa was created, responding to all the strategic values for a positive communication and an automatic recognition.

The three business areas of Inapa were the starting point for the creation of this logo. A dynamic logo was conceived with the objective of creating something that was, in a way, simple and modern, but also eye-catching and with the colors of the current visual context of the company, never missing, however, a little touch related to the constant evolution and progression of the brand. The logo represents the mixture of different ink colors, which is a metaphor for the birth of something new and the challenges that might appear along the way. It is a graphic element that can be used and acknowledged all over the world. It is a synonym for **creativity, innovation, dynamism, internationalization, mobility, future, opportunity and excellence.**



typography



Typography is a particularly important area in any corporate image project. In order to maintain Inapa's identity, the font on the commemorative logo and on the actual logo of the company should relate to each and match.

The typographic family chosen was "Helvetica". This font is able to reflect the values of excellence, simplicity and innovation, which are intended to be transmitted with the logo, since it is a simple and modern font that can have many applications. The "Helvetica Neue 35 Thin" is used in the logo to write "50" and "1965-2015", however, it should also be used in texts, descriptions, stationery, among others. For titles and subtitles, the font used should be "Helvetica LT Std" and "Helvetica 55 Roman", respectively. If necessary, the italic versions of these types of letters can be used.

Helvetica Neue 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! ?€#%&()@\$*

Helvetica LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! ?€#%&()@\$*

Helvetica 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! ?€#%&()@\$*

logo

monochromatic versions



colors



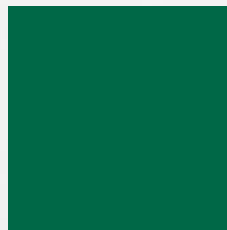
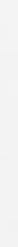
PANTONE 152 C/U
R 221 G 117 B 0
C 0 M 51 Y 100 K 1
RAL 2011



PANTONE 1795 C/U
R 214 G 47 B 40
C 0 M 94 Y 100 K 0
RAL 3018



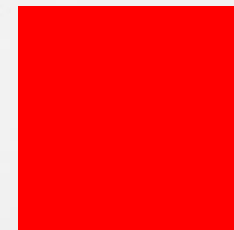
PANTONE 7477 C
R 16 G 86 B 102
C 86 M 16 Y 0 K 60
RAL 5009



R 0 G 104 B 71
C 100 M 0 Y 78 K 42



R 255 G 125 B 37
C 0 M 63 Y 94 K 0



R 255 G 0 B 0
C 0 M 99 Y 100 K 0



R 33 G 89 B 104
C 88 M 54 Y 46 K 23

behavior upon photographic backgrounds



behavior upon colors



logo guidelines

restrictions



✗ change of the distance between the elements

✗ color change

✗ outline application



✗ typography change

✗ distortion

✗ orientation change



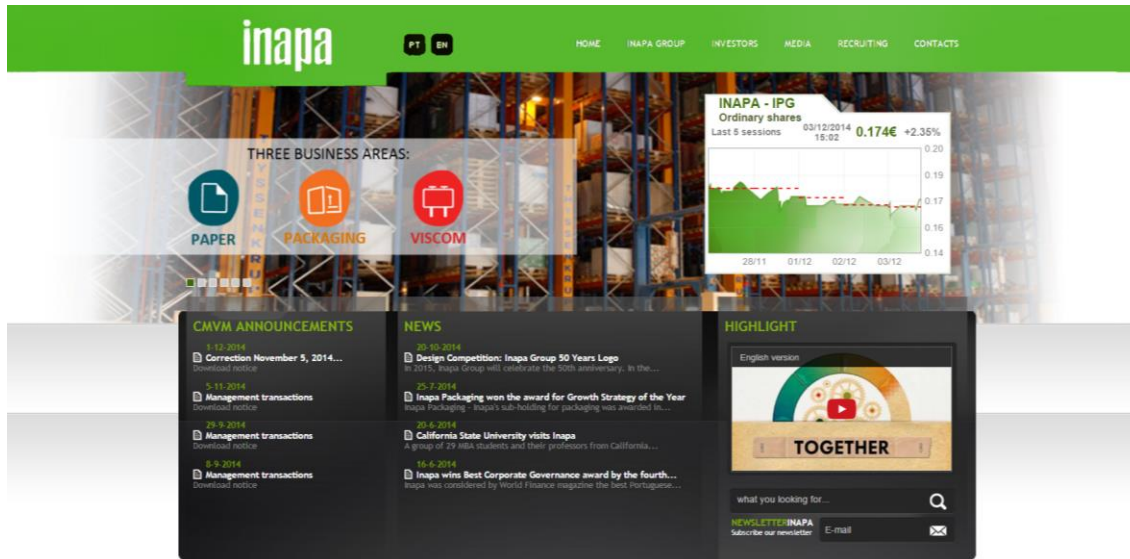
safety margins

minimum size

3cm



other applications



site

proposal for changes on the website

- _ replacement of Inapa's logo by the commemorative logo
- _ changing the typographic font to 'Helvetica'
- _ enhancing the logo of the 50th anniversary by the graphic 'INAPA-IPG'
- _ putting a commemorative picture on the slideshow



facebook page

other applications



business name

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signature

vehicle

