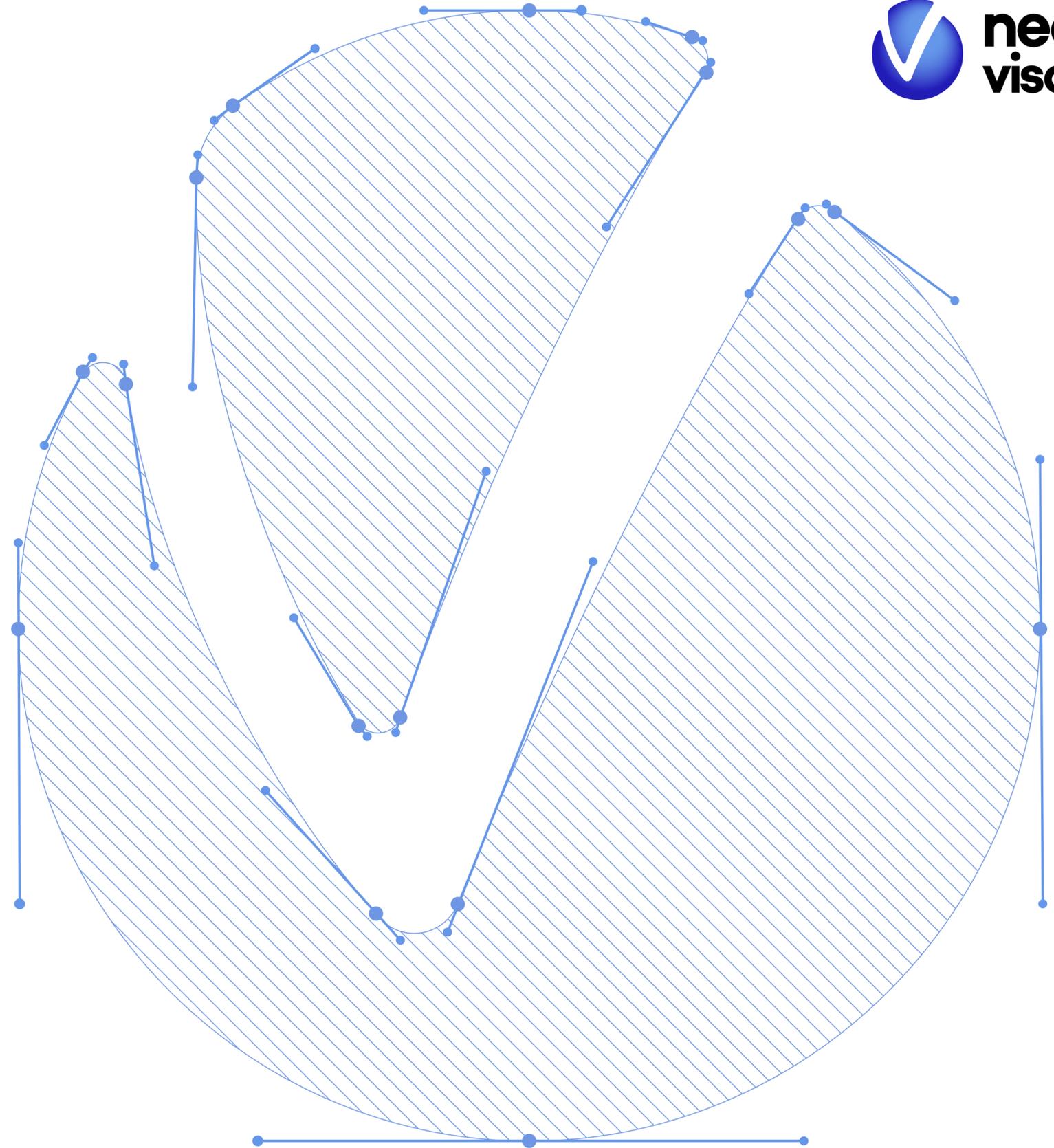


Brand Guidelines



At Nearing **Visabeira**, our business is critical infrastructure and the promotion of a connected life, through global action with local impact. Our brand is about how we bring people closer through what we do, how we communicate in a way that is both effective and visual, set us apart in the eyes of our clients, partners, and the world.

These are our brand guidelines.



- 01 Introduction
- 02 Horizontal Logo (Primary)
- 03 Horizontal Logo (Signature)
- 04 Clear Space
- 05 Background Applications
- 06 Scaling
- 07 Placement
- 08 Misuse
- 09 Color Palette



Logo.

01 Introduction

Our logo is our first impression. Applied consistently, it creates a memorable and recognizable visual experience across different touchpoints with our brand.

Symbol



Wordmark

nearing
visabeira

Logo

02 Horizontal Logo (Primary)

Our logo is used in nearly all our communications.

It is our stamp of authenticity. Ensure that the correct logo is used in every situation, and that it's consistent, legible, and identifiable.



nearing
visabeira

03 Horizontal logo (Tagline)

This is the horizontal version of the logo, accompanied by the brand tagline. It should be used whenever there is enough space to ensure legibility and visual impact. The signature reinforces the brand's positioning and personality, and is an integral part of this composition.

It is recommended for institutional materials, presentations, brand campaigns, and formats where horizontal layouts are preferred.

It must be applied in accordance with the clear space and proportion guidelines to ensure consistency and visual recognition.



**nearing
visabeira**

**Engineering
a closer future.**

04 Clear space

The clear space defines the minimum area that must surround the logo, free from any graphic elements, text, or margins. This protection zone ensures the logo retains its legibility, visual impact, and prominence in any application.

The measurement unit for this area is based on the width of one of the symbol's components. No other element should enter this zone, thus ensuring consistency and integrity in the brand's visual communication.

This principle must be respected across all formats and media - digital, print, advertising, or institutional.



05 Background application(Flat)

When overlaying the logo on a brand color, always ensure there is ample contrast.

See color section for exact values.



05

Background application (Photography)

The same contrast and legibility principles apply but make sure the logo lies in areas of the image with the least amount of background noise.



06 Scaling

The logo has been carefully crafted to read well, even in small sizes. There is no limit in large scale, but be careful at smaller sizes. Follow the minimum size requirements when using the logo at small scales.



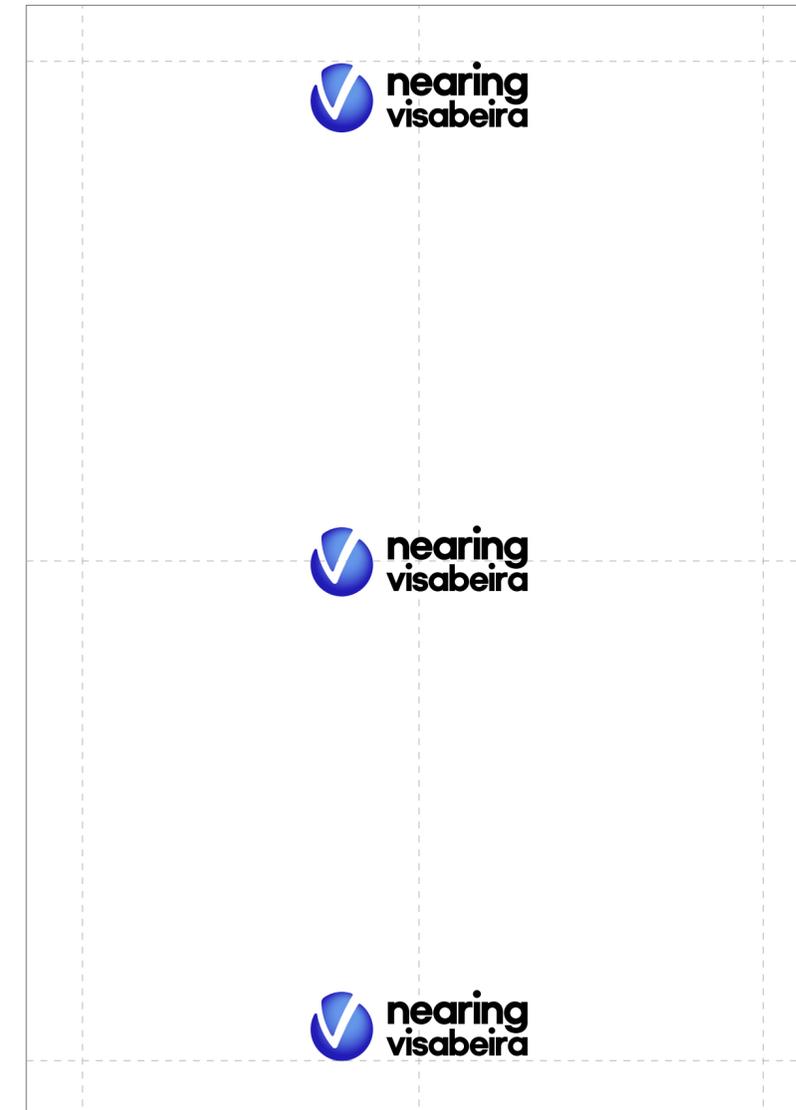
07 Placement

Regardless of composition size or dimension, our logo and symbol should always be placed in these six locations. This keeps placement simple and consistent, while allowing enough flexibility to accommodate different communications.

Corner Logo Position
Preferred



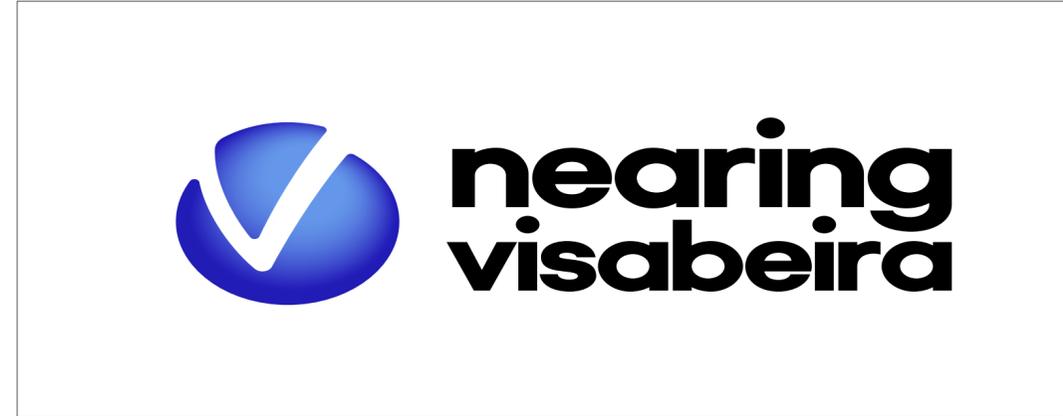
Center Logo Position
Alternate



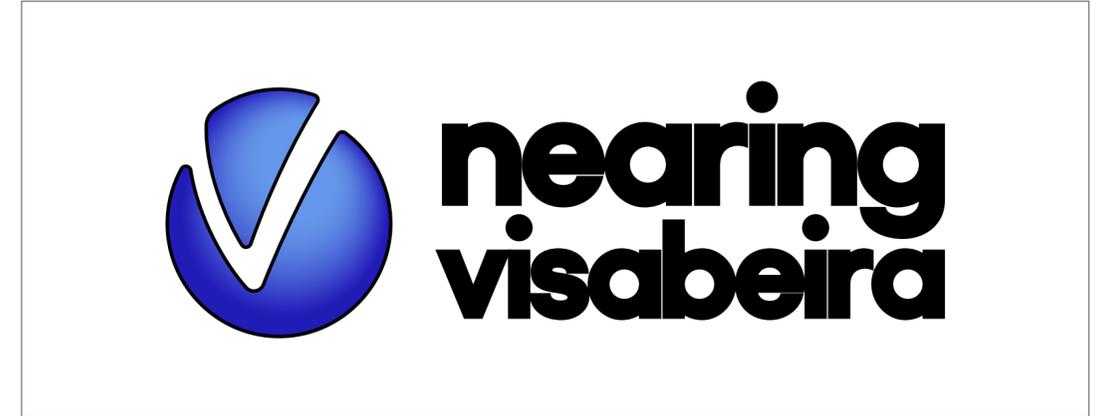
08 Misuse

To maintain the integrity of the Nearing logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the Nearing logo that should be avoided.



Don't stretch.



Don't outline.



Don't use unapproved colors.



Don't apply shadows (or other effects).



Don't rotate.



Don't apply textures or patterns.

09 Color palette

We built a brand color palette based around blue, the color of Visabeira's legacy. It conveys energy and expertise and presents Nearing Visabeira as a brand for the future and all it entails.

It can be light or dense, but it should always convey the energy and rigor that characterises Nearing.

Blues, especially bright or energetic blues, tend to smoothen when using 4 color process printing. For that reason Pantone inks and its Matching System should always be used for reference and for printing with so+pot colors whenever possible.

Nearing Black	Nearing Deep Blue	Nearing Future Blue*	Nearing Sky Blue*	Nearing White
Pantone® Black C → 0 M → 0 Y → 0 K → 100 R → 0 G → 0 B → 0 #000000	Pantone® Blue 072 C → 100 M → 95 Y → 0 K → 3 R → 16 G → 6 B → 159 #10069F	Pantone® 2728 C → 90 M → 68 Y → 0 K → 0 R → 0 G → 71 B → 187 #0047BB	Pantone® 2718 C → 65 M → 37 Y → 0 K → 0 R → 92 G → 136 B → 218 #5C88DA	N/A C → 0 M → 0 Y → 0 K → 0 R → 255 G → 255 B → 255 #FFFFFF
100%	100%	100%	100%	
83%	83%	83%	83%	2%
66%	66%	66%	66%	4%
50%	50%	50%	50%	6%
33%	33%	33%	33%	8%
16%	16%	16%	16%	10%

