MOTA-ENGIL

ENGENHARIA

BRANDBOOK

> This document aims to define the set of rules and recommendations that guarantee the correct application of the Mota-Engil Engenharia brand identity.

This manual aims to ensure the correct application and identification of the brand, its distinction in relation to the competition and its memorization with the target audience.

In order to facilitate and guarantee production with a high quality standard, this manual contains standards that must be respected. Everyone's collaboration is essential in fulfilling and application of them in order to ensure a visual identity coherent and uniform.

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GRAPHIC LANGUAGE

MOTA-ENGIL
ENGENHARIA
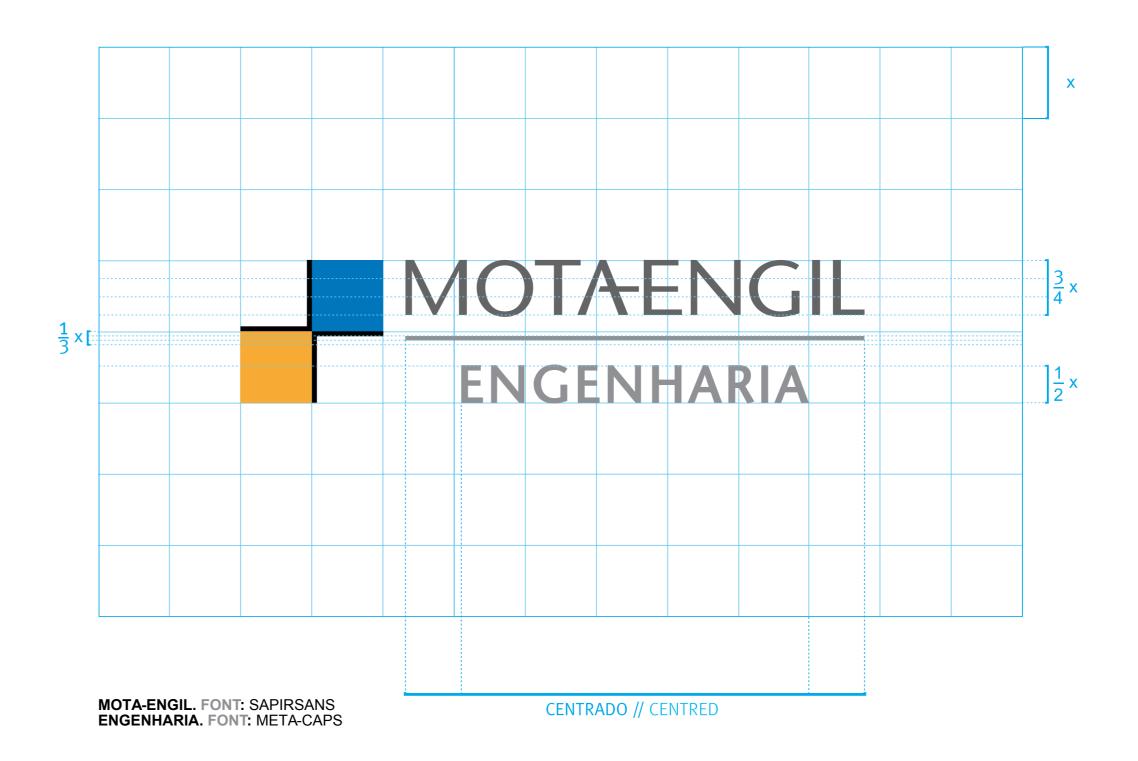
> LOGO

> PRESENTATION

These are the logo-symbols of Mota-Engil Engenharia.
The application of the presented versions, vertical
and horizontal, must be done according to the best
integration in the spaces in which they will be placed,
but whenever possible, give preference to the horizontal
version.

MOTA·ENGIL
ENGENHARIA
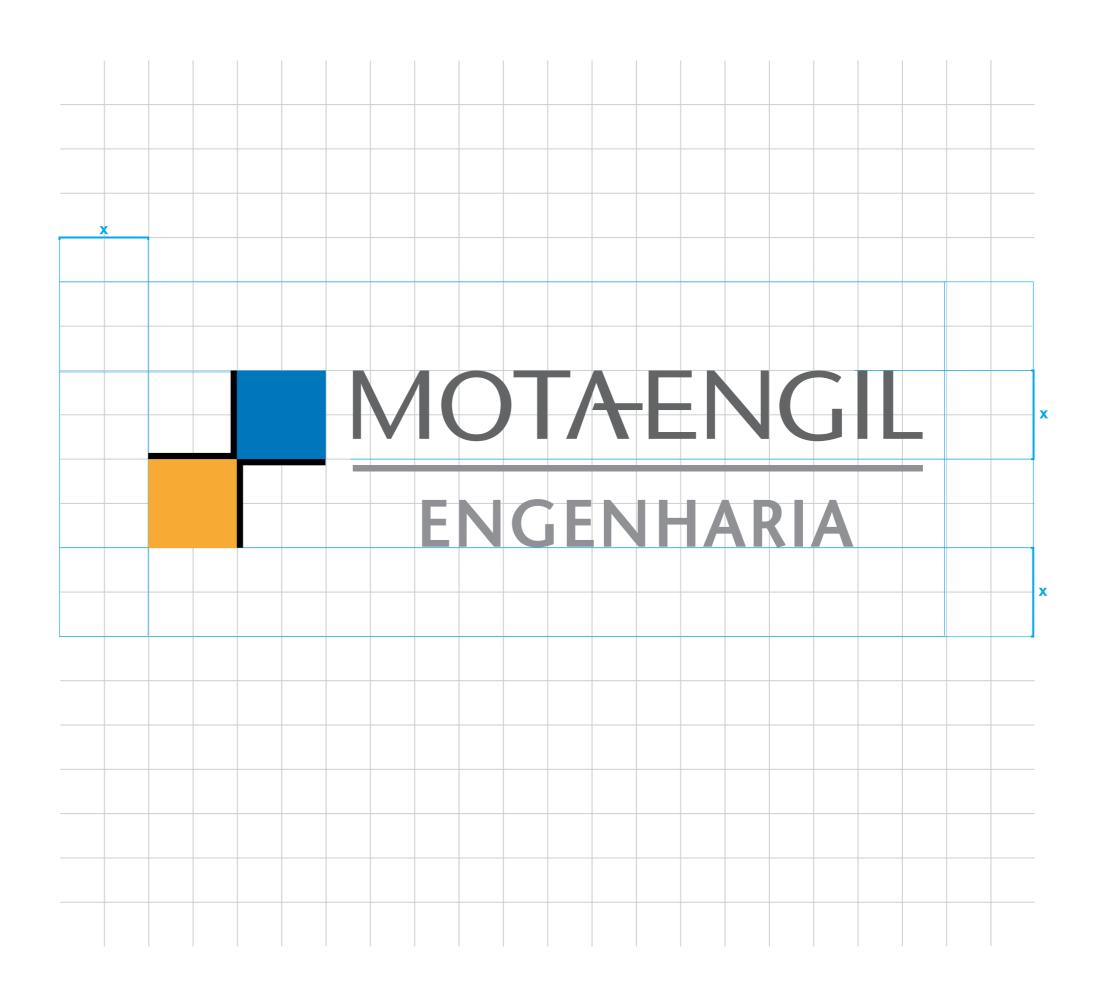
> **HORIZONTAL VERSION**

CONSTRUCTION GRID

The relationship between the various elements of the logo-symbol was carefully studied in order to create a visual balance and should not, under any circumstances, be altered.

MOTA·ENGIL
ENGENHARIA

x

$\frac{3}{4}x$

$\frac{1}{3}x$

$\frac{1}{2}x$

MOTA-ENGIL. FONT: SAPIRSANS
ENGENHARIA. FONT: META-CAPS

CENTRADO // CENTRED
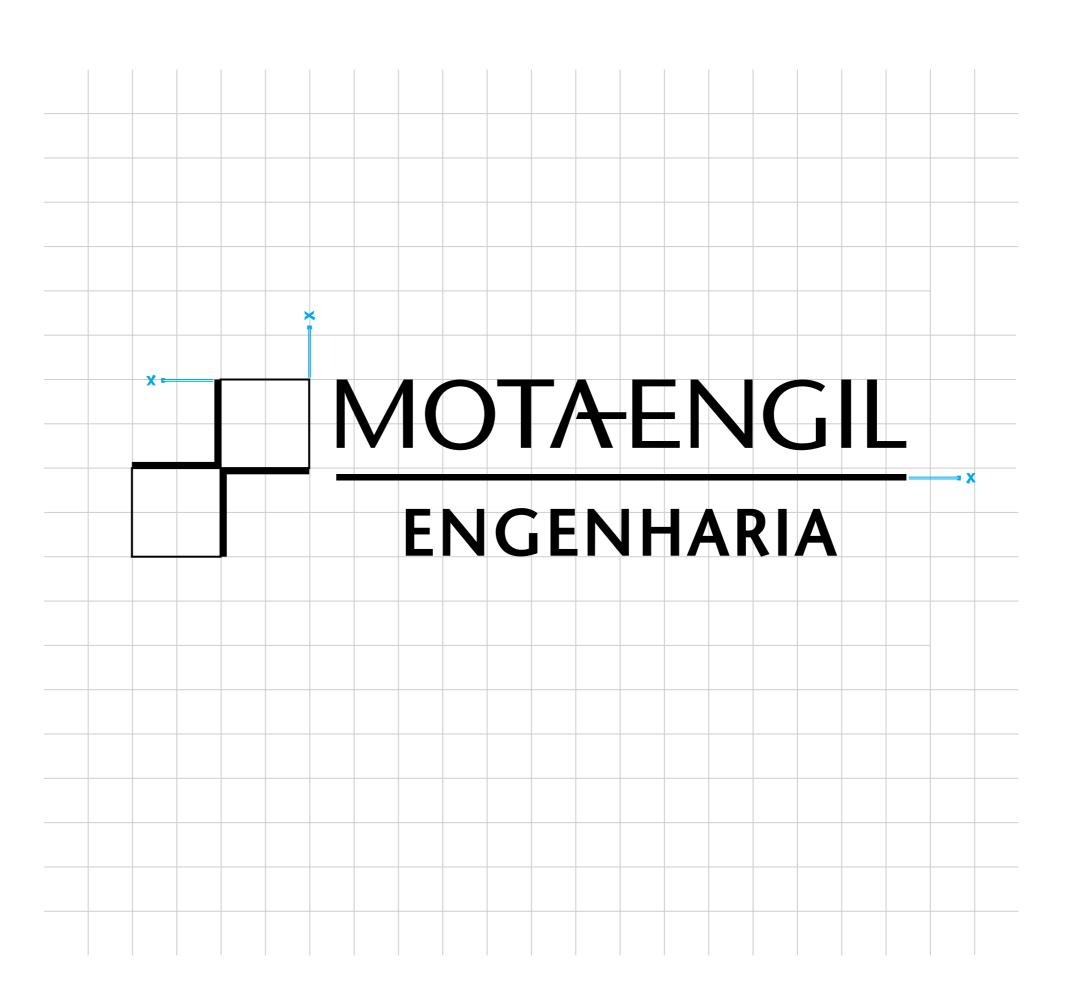
HORIZONTAL VERSION

SAFETY AREA
For correct reading of the logo-symbol there is a reserve area around it. This area must not be violated by any other element.

The dimensions shown are minimum and should be increased whenever possible. The safety area may be reduced in exceptional cases where it is clearly impossible to fully respect it.
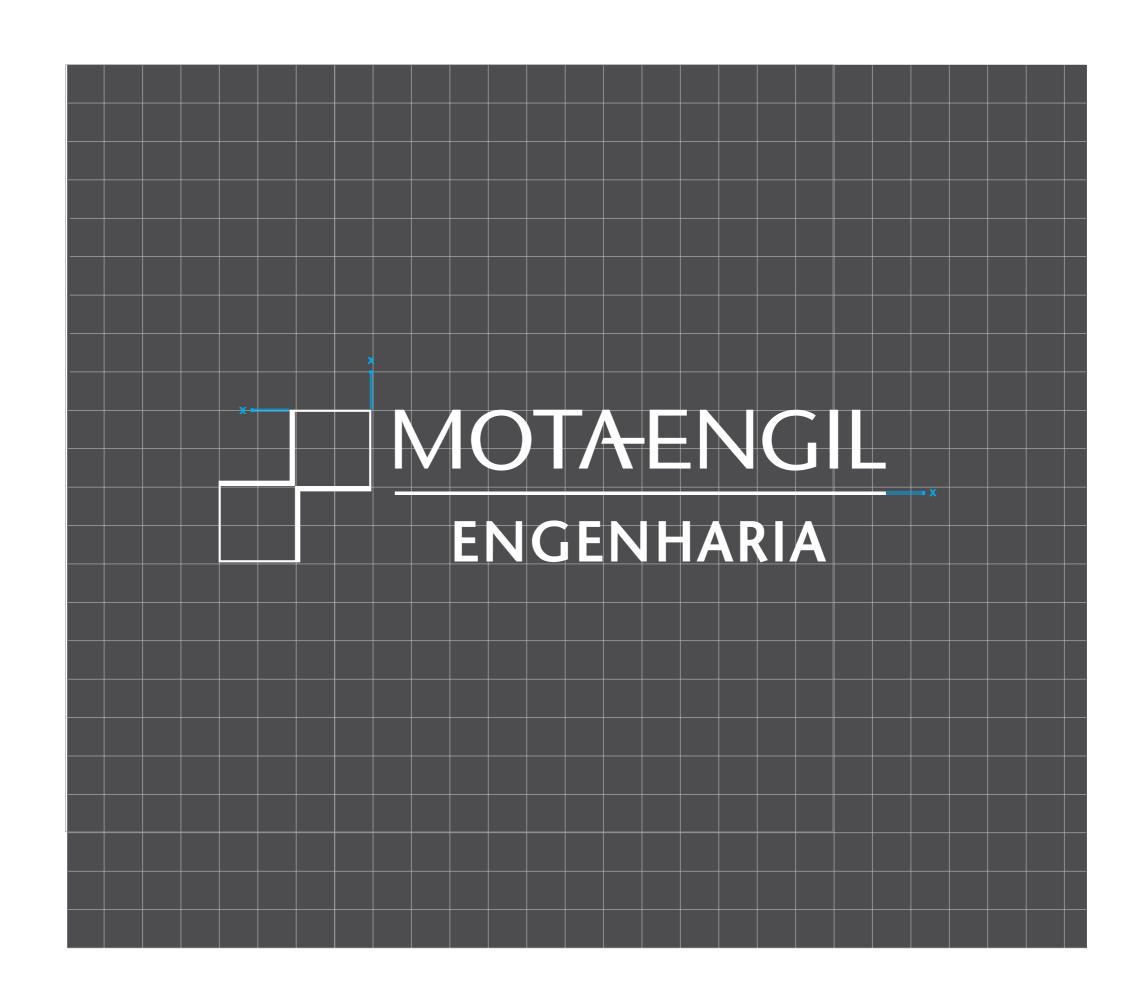
HORIZONTAL VERSION

OUTLINE APPLICATION

The outline version of the logo-symbol was designed for applications on colored or photographic backgrounds, but which do not compromise due brand recognition.
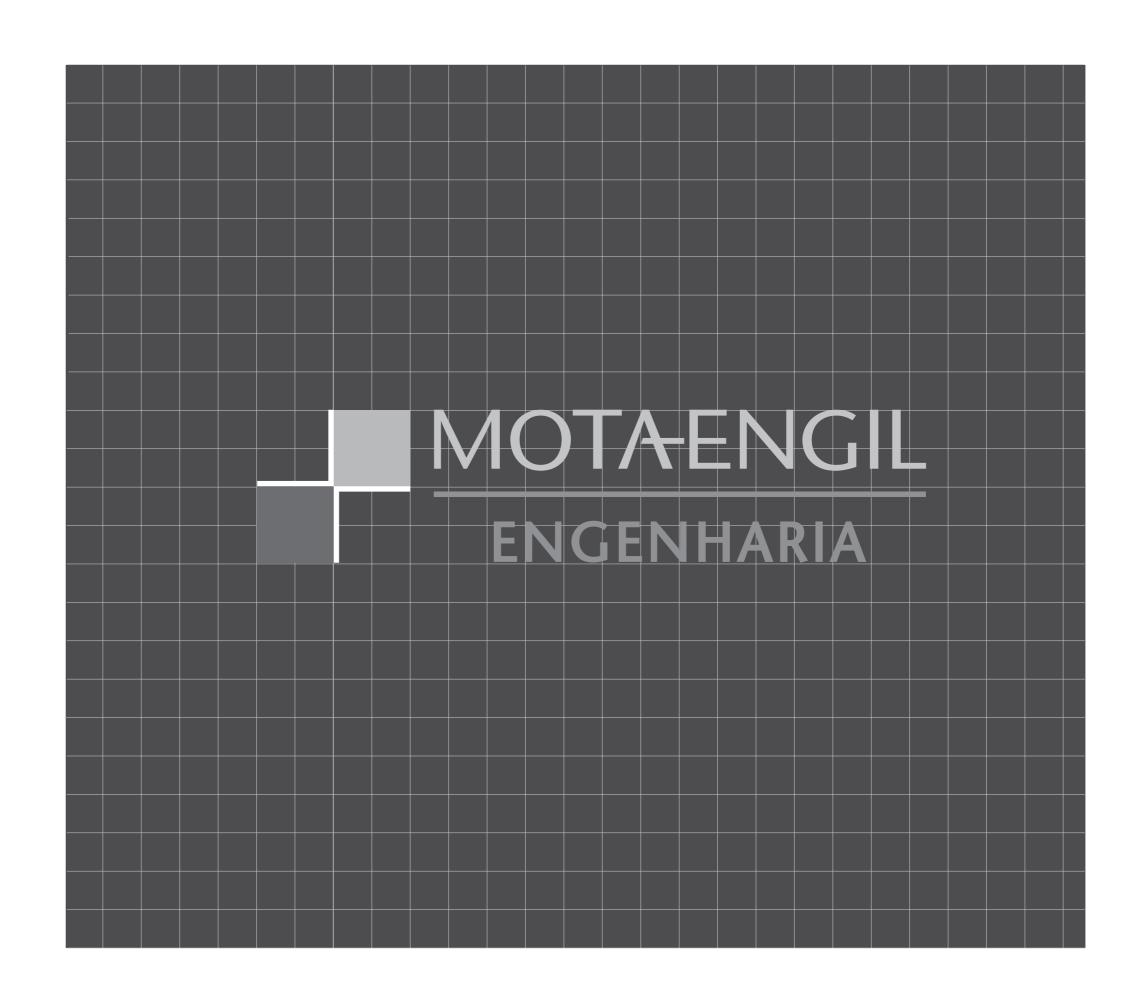
HORIZONTAL VERSION

NEGATIVE OUTLINE APPLICATION
The negative outline version of the logo–symbol was designed for applications on colored or photographic backgrounds, but which do not compromise due brand recognition.

HORIZONTAL VERSION

APPLICATION IN NEGATIVE WITH GRAYSCALE

The negative version with gray scales of the logo-symbol was designed for applications on colored or photographic backgrounds, but which do not compromise due brand recognition.
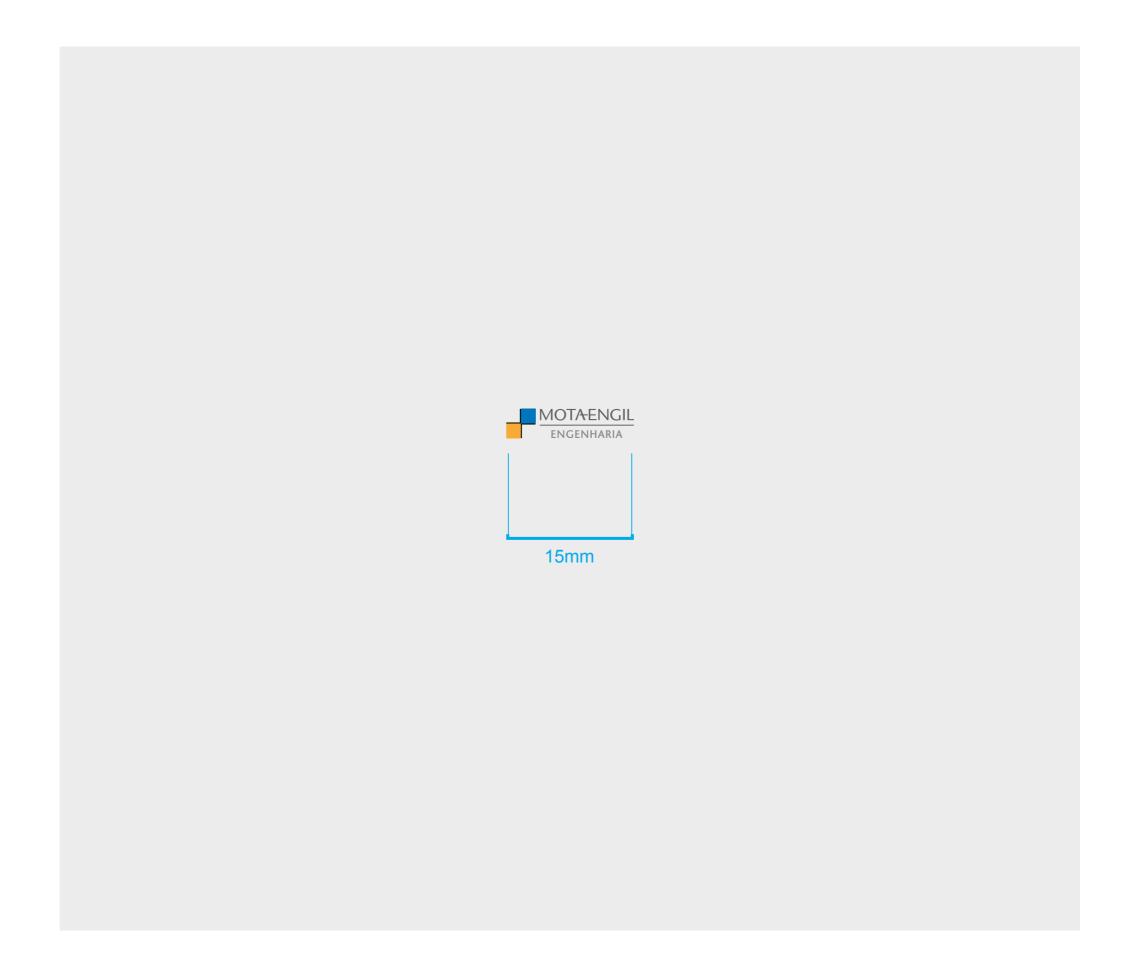
HORIZONTAL VERSION

MINIMUM DIMENSIONS
In order not to lose the reading of the logo-symbol, it must never be used in dimensions smaller than those established.

It should be noted that in systems with lower print quality, the logo symbol should be larger.
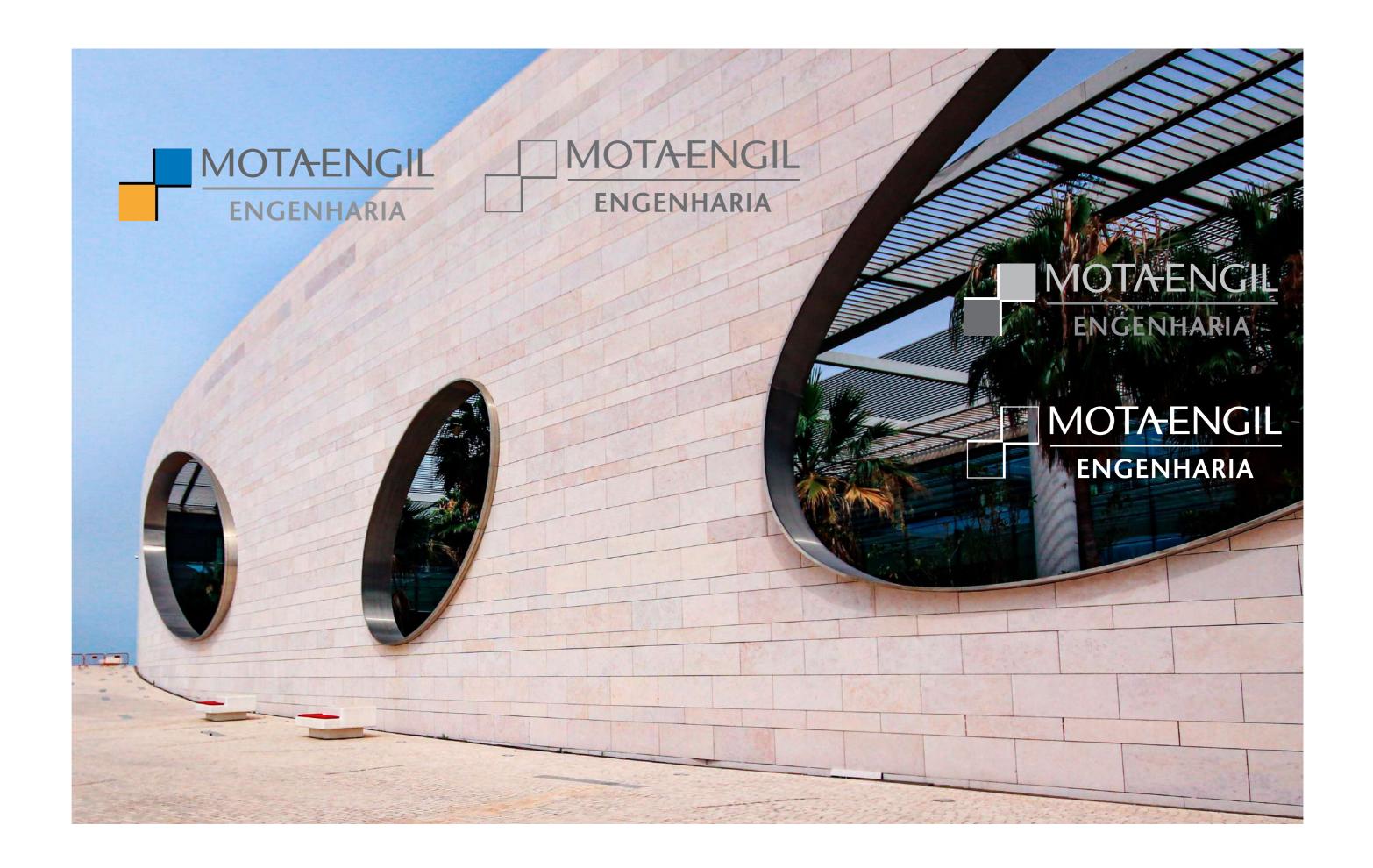
15mm

> **HORIZONTAL VERSION**

COLORFUL AND PHOTOGRAPHIC BACKGROUNDS

The logo-symbol can be applied to photographic backgrounds.

The chromatic version of the identity that guarantees greater legibility should always be chosen.

> **VERTICAL VERSION**

CONSTRUCTION GRID

The relationship between the various elements of the logo-symbol was carefully studied in order to create a visual balance and should not, under any circumstances, be altered.
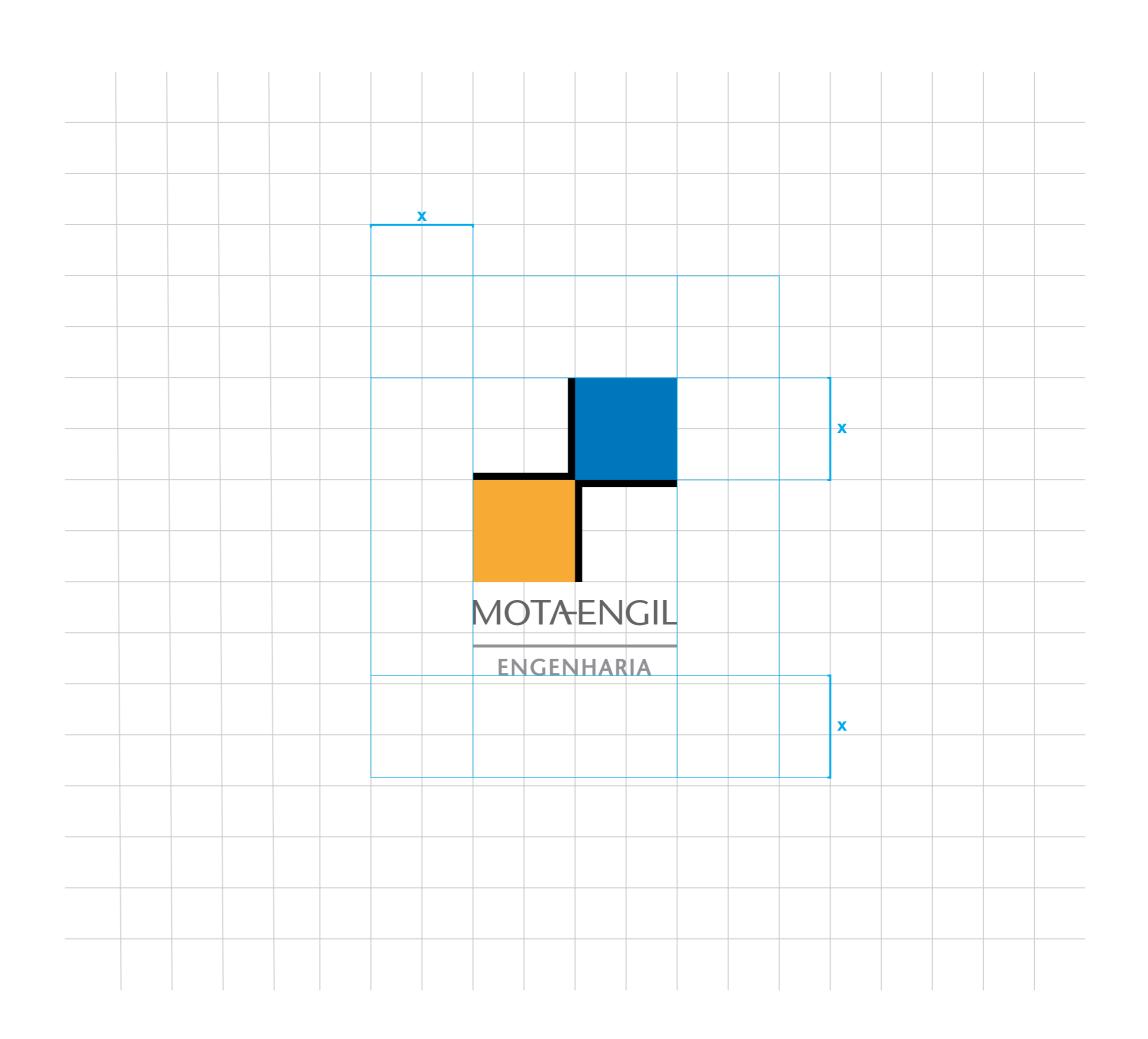

x

$\frac{5}{6}$x

$\frac{1}{3}$x

$\frac{5}{6}$x

CENTRADO // CENTRED

MOTA-ENGIL. FONT: SAPIRSANS
ENGENHARIA. FONT: META-CAPS

> **VERTICAL VERSION**

SAFETY AREA

For correct reading of the logo-symbol, there is a safety area around it. This area must not be violated by any other element.
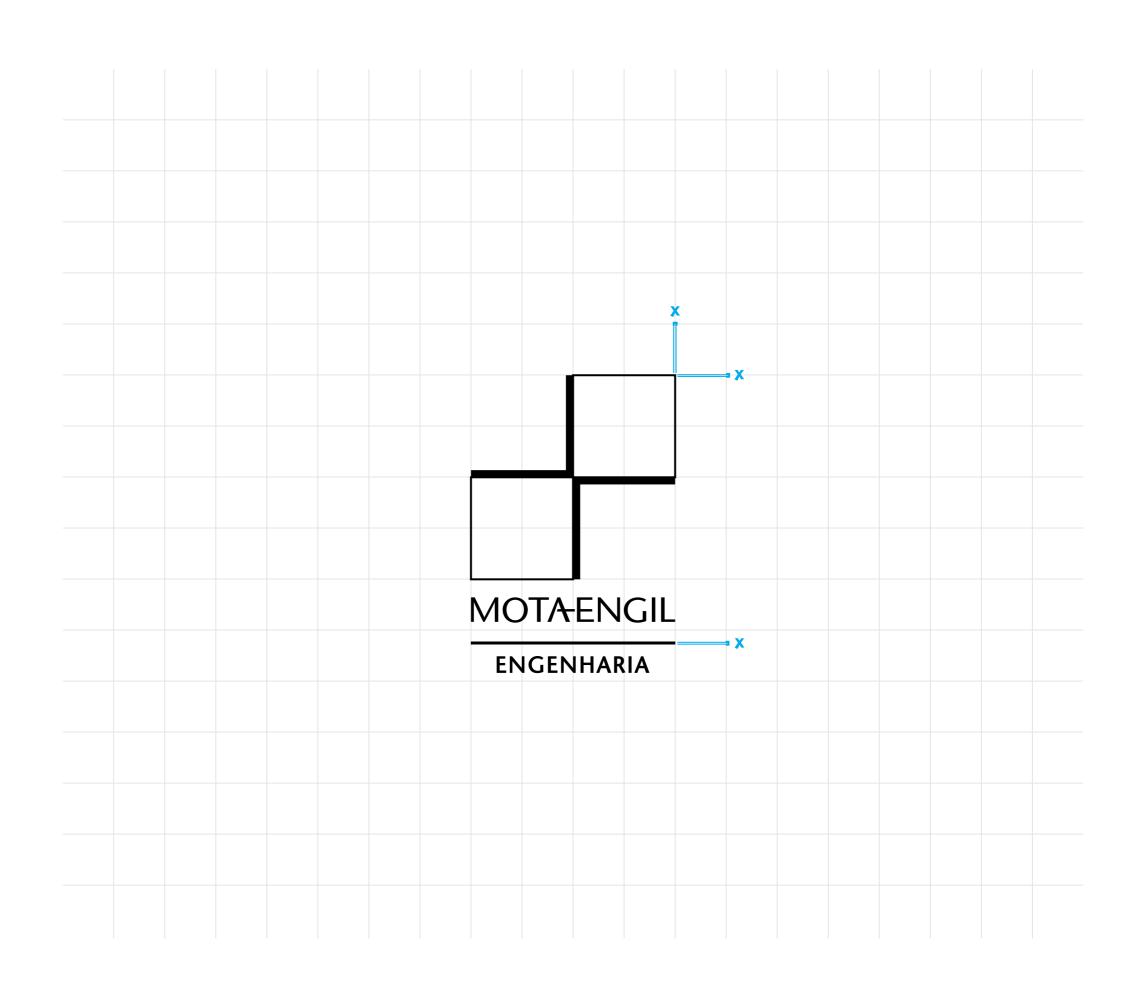
The dimensions shown are minimum and should be increased whenever possible.

The safety area may be reduced in exceptional cases where it is clearly impossible to fully respect it.
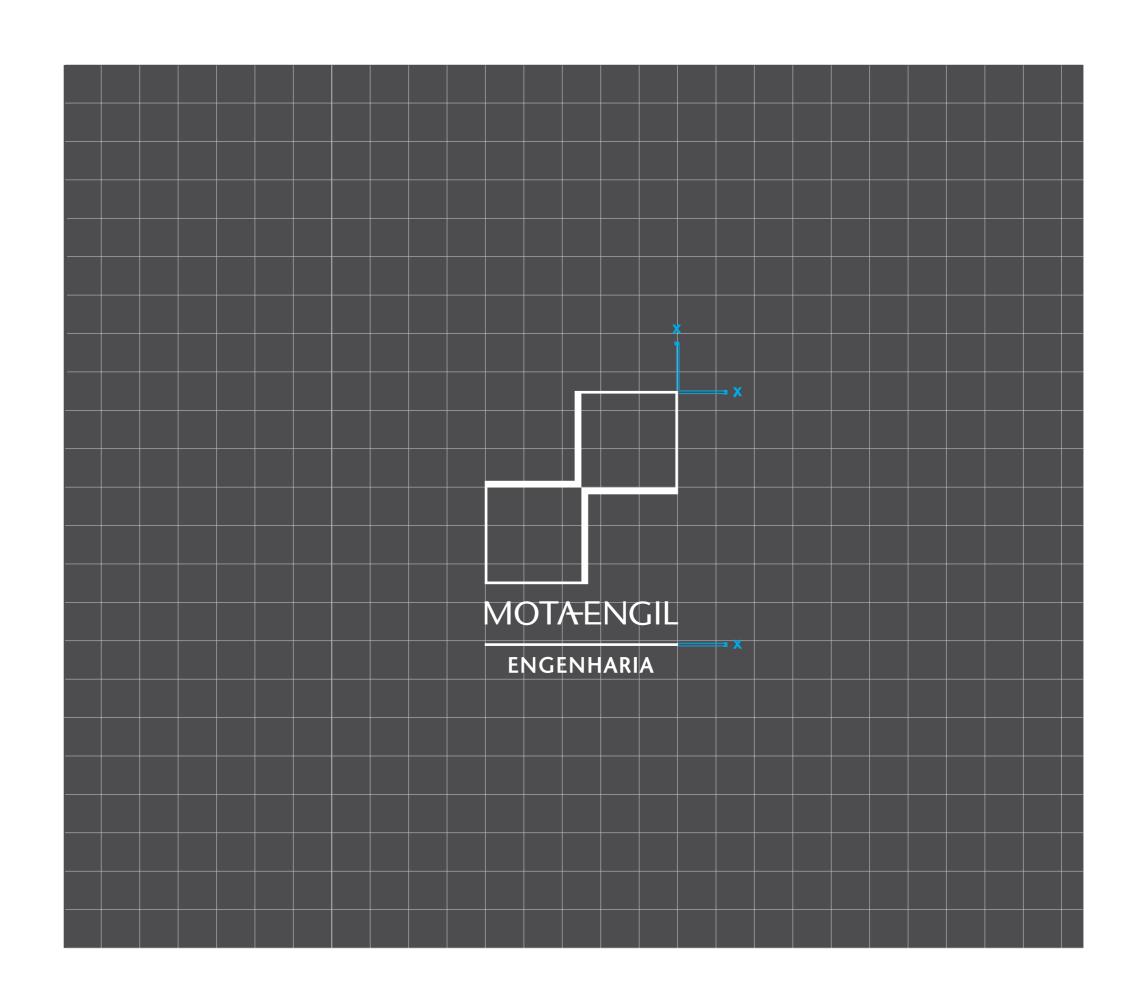
> **VERTICAL VERSION**

OUTLINE APPLICATION
The outline version of the logo-symbol was designed for applications on colored or photographic backgrounds, but which do not compromise due brand recognition.

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ENGENHARIA

> **VERTICAL VERSION**

NEGATIVE OUTLINE APPLICATION
The negative outline version of
the logo-symbol was designed for
applications on colored or photographic
backgrounds, but which do not
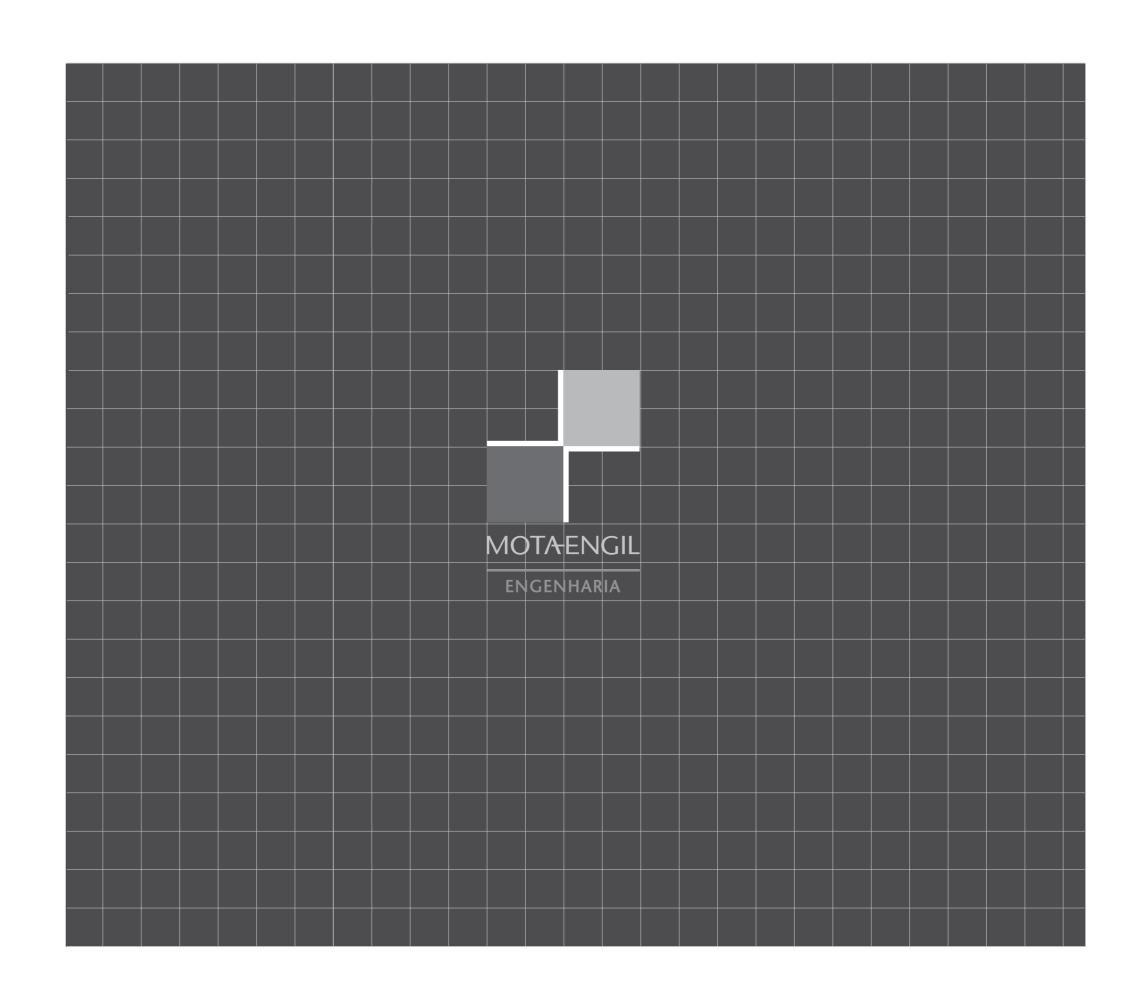compromise due brand recognition.

MOTA·ENGIL
ENGENHARIA

> **VERTICAL VERSION**

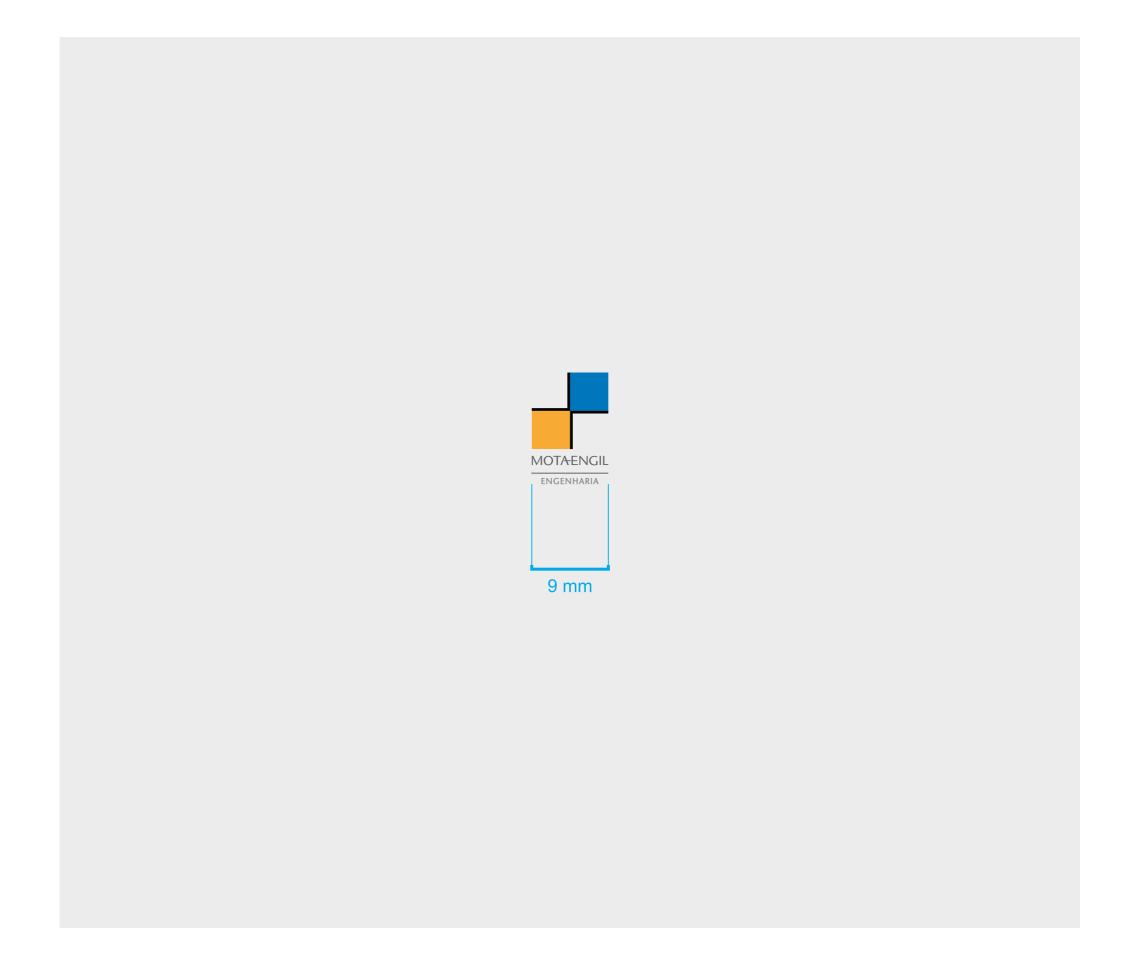**APPLICATION IN NEGATIVE
WITH GRAYSCALE**
The negative version with gray scales
of the logo-symbol was designed for
applications on colored or photographic
backgrounds, but which do not
compromise due brand recognition.

> VERTICAL VERSION

MINIMUM DIMENSIONS

In order not to lose the reading of the logo-symbol, it must never be used in dimensions smaller than those established.

It should be noted that in systems with lower print quality, the logo symbol should be larger.

MOTA·ENGIL
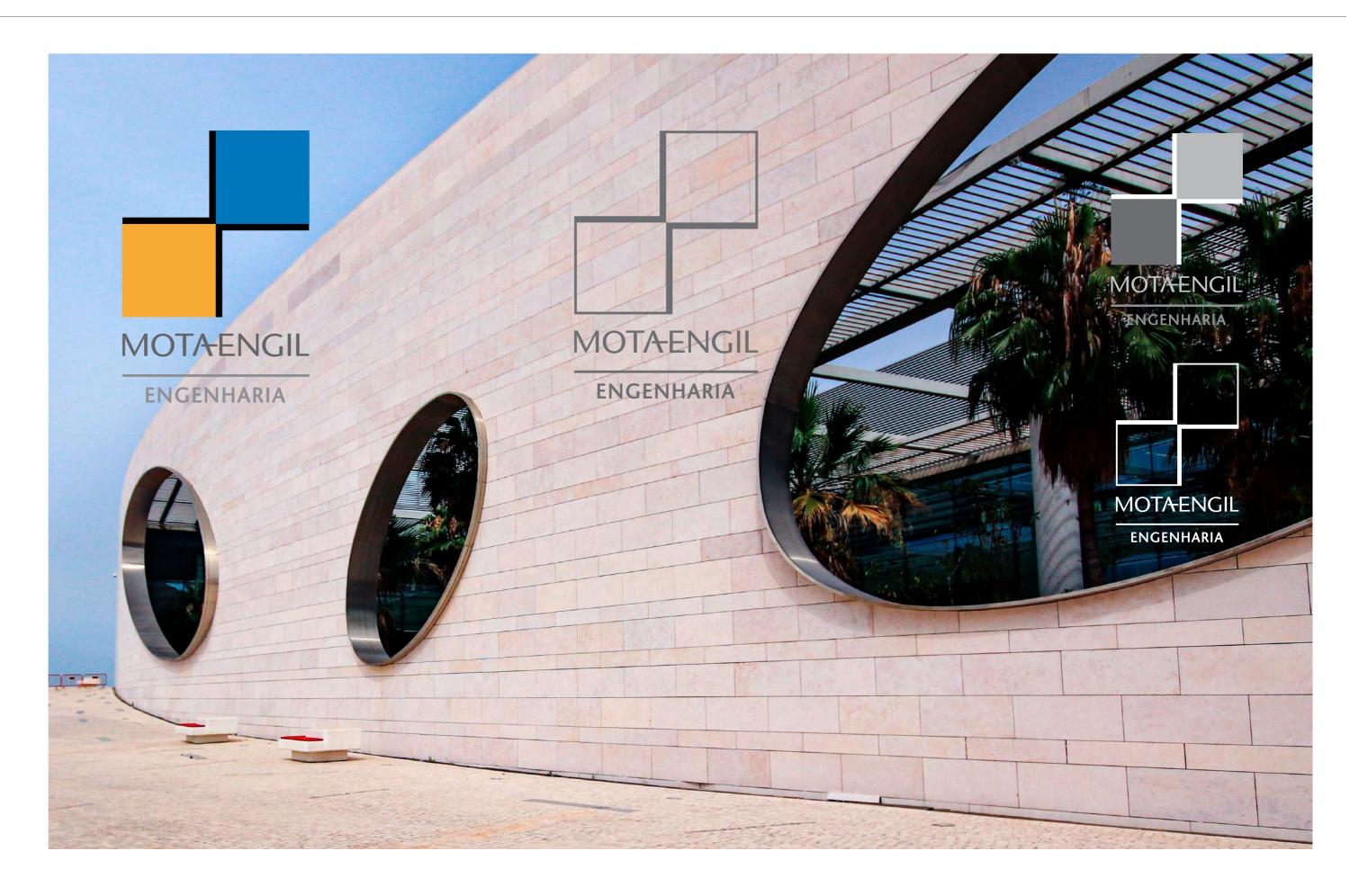ENGENHARIA

9 mm

> **VERTICAL VERSION**

COLORFUL AND PHOTOGRAPHIC BACKGROUNDS

The logo-symbol can be applied to photographic backgrounds.

The chromatic version of the identity that guarantees greater legibility should always be chosen.
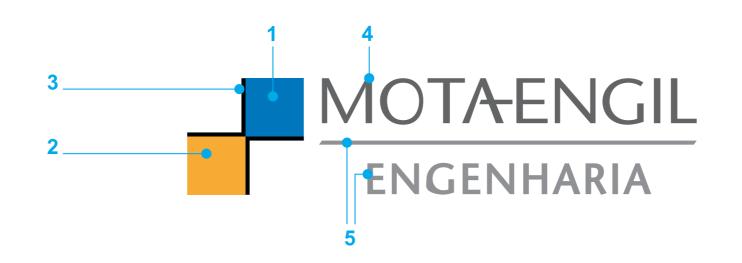
MOTA·ENGIL
ENGENHARIA

▶ INSTITUTIONAL COLORS

The chromatic universe of the logo-symbol
is an important element of identity and must
always be reproduced as accurately as possible.
The diversity of color systems will always allow
for appropriate brand recognition, regardless
of the support and/or production system used.

Color System:
› PANTONE – for printing in direct colors
[e.g. screens/brochures];
› CMYK – for four-color printing
[ex. brochures, clothing];
› RGB – for online use, documents and
internal presentations [e.g. website];
› RAL – for painting and lacquering
systems [e.g. containers/stand];
› VINIL – for reference in exterior and
interior decorations [e.g. vehicle
decoration].

Note: ral and vinyl references must always be
evaluated with Mota-Engil Engenharia at the
time of production as, depending on the
manufacturers, they may undergo changes.

1.
PANTONE – 2935 C
CMYK – C100 M46 Y0 K0
RGB – R0 G94 B196
HEX – #2B73F5
RAL – 5017
VINIL – 052 AZURE BLUE

2.
PANTONE – 137
CMYK – C0 M35 Y90 K0
RGB – R247 G163 B10
HEX – #F7A30A
RAL – 1028
VINIL – 020 GOLDEN YELLOW

3.
PANTONE – PROCESS BLACK
CMYK – C0 M0 Y0 K100
RGB – R0 G0 B0
HEX – #000000
RAL – 9005
VINIL – 070 BLACK

4.
PANTONE – 75% PROCESS BLACK
CMYK – C0 M0 Y0 K75
RGB – R64 G64 B64
HEX – #404040
RAL – 7043
VINIL – 073 DARK GREY
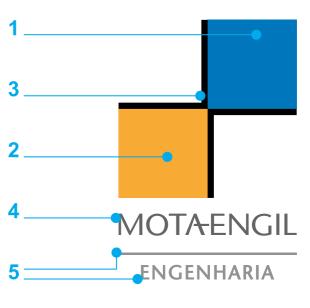
5.
PANTONE – 50% PROCESS BLACK
CMYK – C0 M0 Y0 K50
RGB – R128 G128 B128
HEX – #808080
RAL – 7037
VINIL – 071 GREY
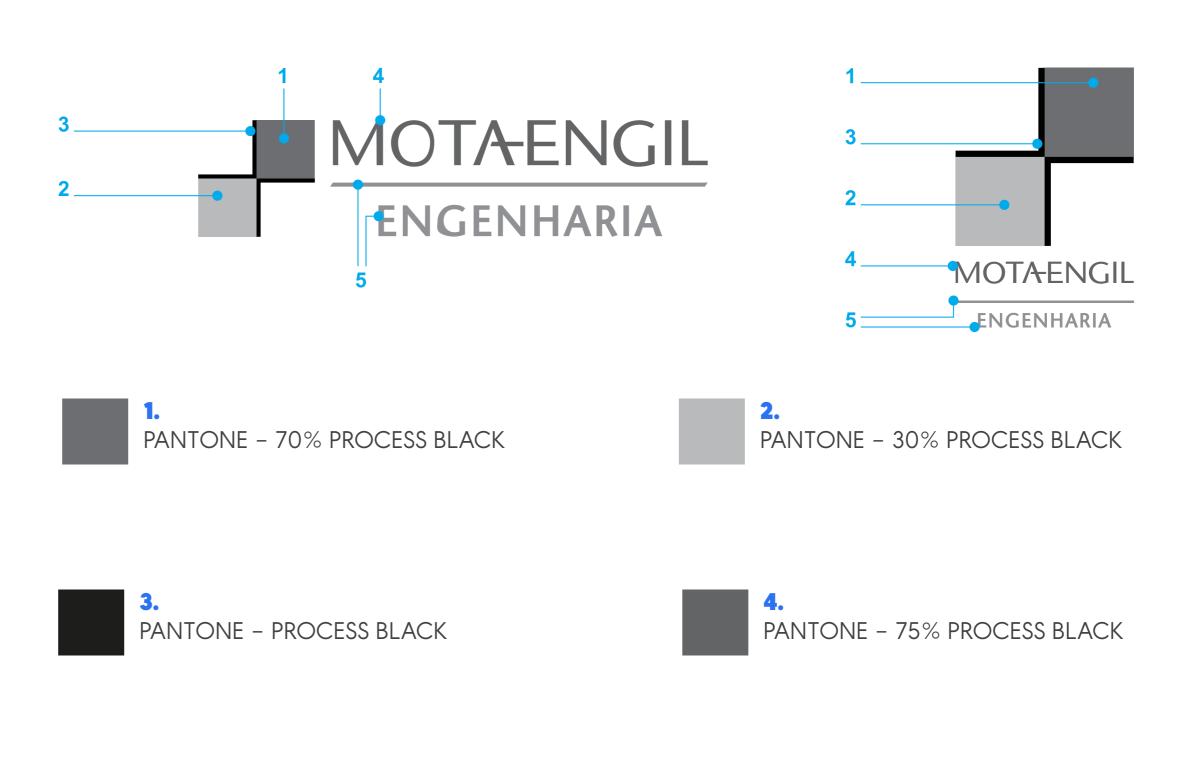
> **GRAYSCALE**

The grayscale presented here is derived directly from Pantone Process Black.

1.
PANTONE – 70% PROCESS BLACK

2.
PANTONE – 30% PROCESS BLACK

3.
PANTONE – PROCESS BLACK

4.
PANTONE – 75% PROCESS BLACK

5.
PANTONE – 50% PROCESS BLACK

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> SIGNATURE

SIGNATURE

More than building the future, with this signature we convey the idea that we continually shape it to our needs, dreams and ambitions.

Making the future take shape means constantly adapting and evolving the past and present. It is designing, adjusting, perfecting, sculpting and providing the future with the conditions and characteristics that allow us to move forward with solidity and confidence.

It's always remembering where we came from and making the bridge to where we're going.

O FUTURO GANHA FORMA

O FUTURO
GANHA FORMA

SIGNATURE

MINIMUM DIMENSIONS
In order not to lose the reading of
the signature, it should never be used in
dimensions smaller than those established.

It should be noted that in systems with lower
print quality, the signature should be larger.

O FUTURO GANHA FORMA

20mm

O FUTURO
GANHA FORMA

15mm