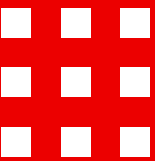
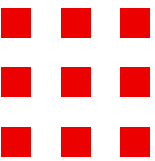
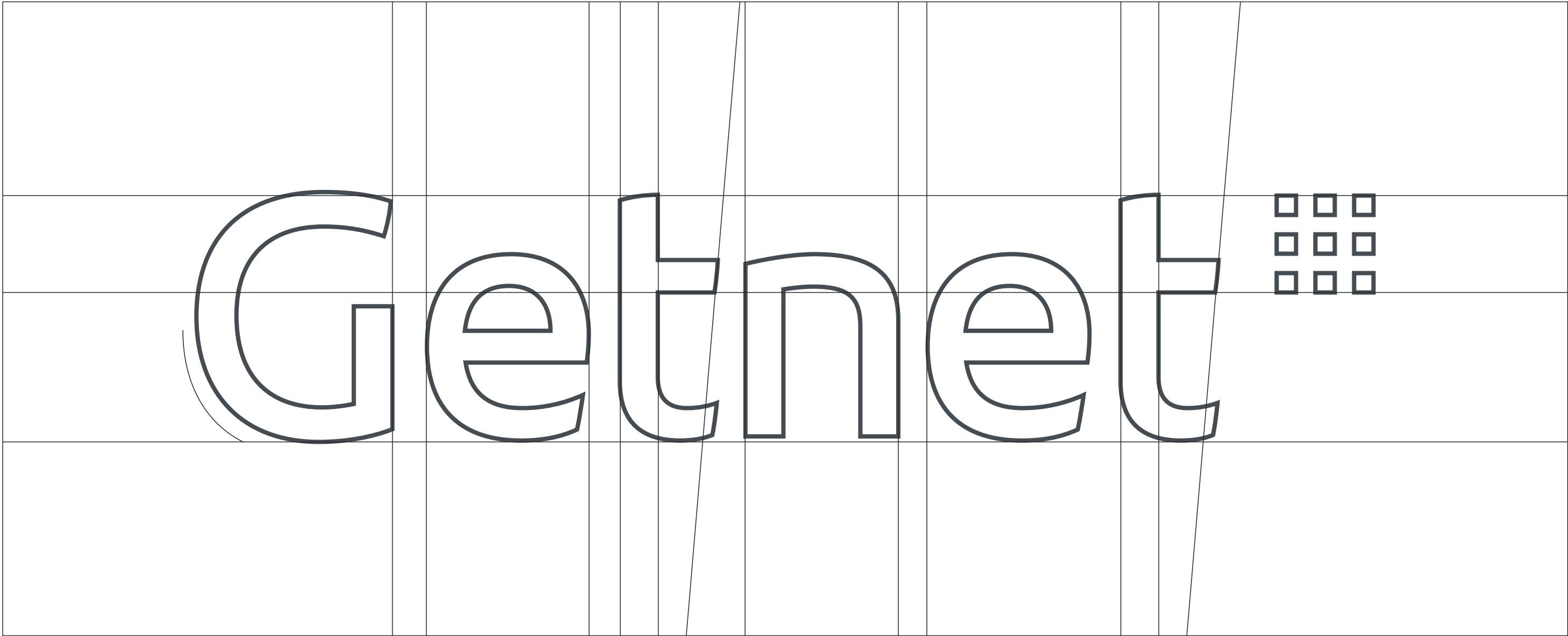




01. LOGO



Estrutura Logo

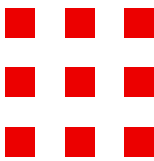


Área arejamento

O espaço claro permite ao redor do logo permite um respiro para aplicação de qualquer elemento, desde botão, texto e imagens.

O espaço livre é proporcional à duas vezes o elemento gráfico de apoio (chamado Pixel) na diagonal. Sempre que possível, deixe mais claro espaço ao redor do logo do que o mínimo especificado.

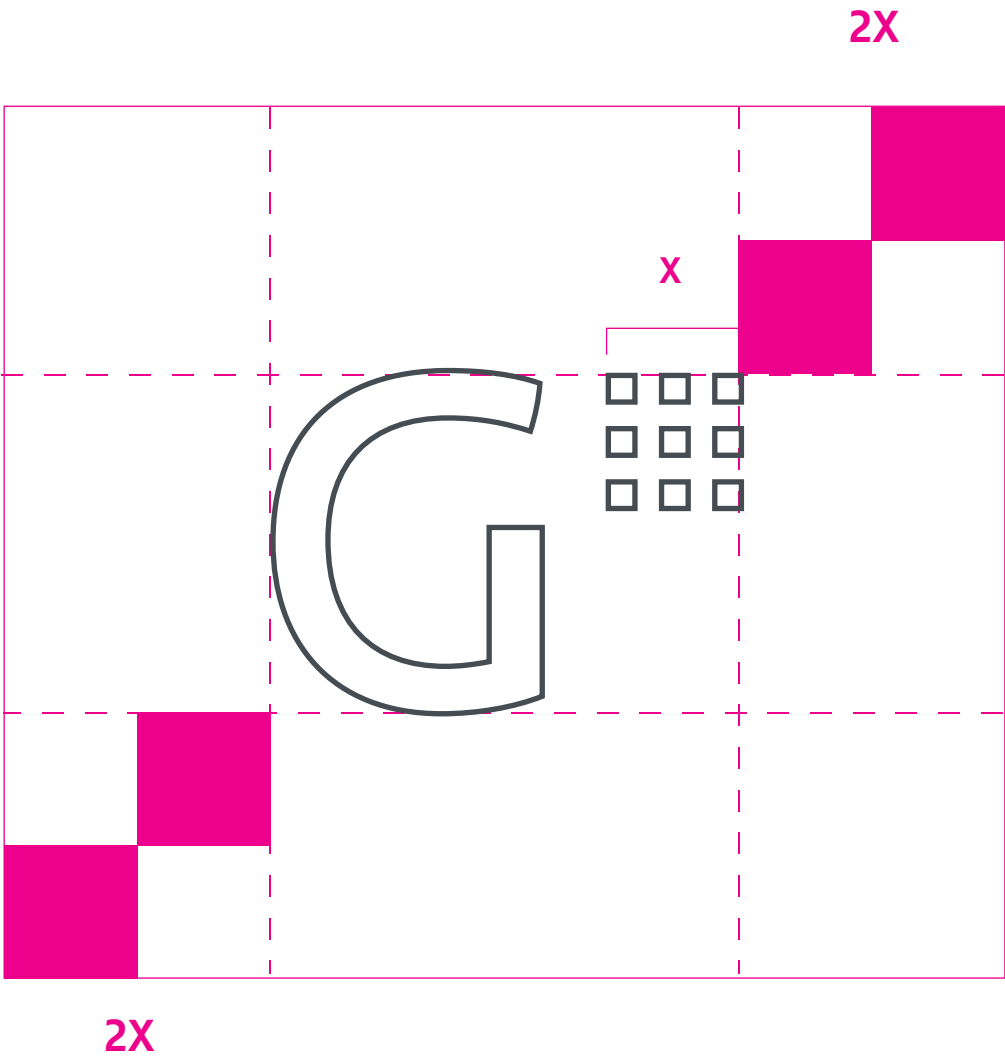
Exemplo na próxima página.



Social



App





Getnet 

COMPRE AGORA

Getnet 

Lorem ipsum dolor
 sit amet, consectetur
 adipiscing elit. Donec
 porttitor tempor urna

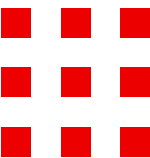


Getnet 

COMPRE AGORA

Getnet 

Lorem ipsum dolor
 sit amet, consectetur
 adipiscing elit. Donec
 porttitor tempor urna



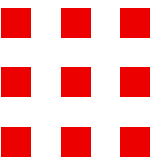
Aplicação e Redução

Digital

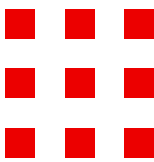
15px [Getnet 

Impresso

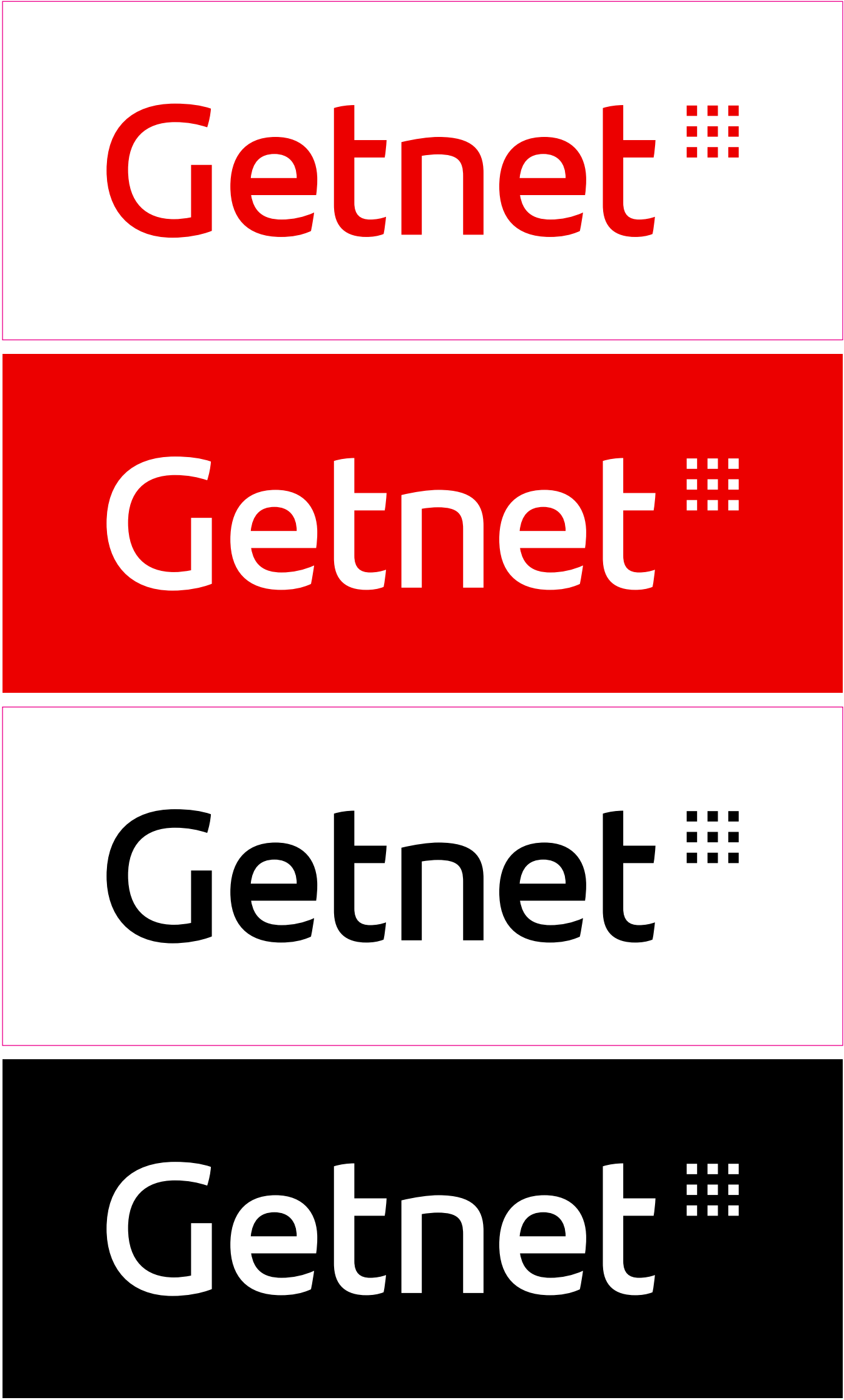
100mm [Getnet 



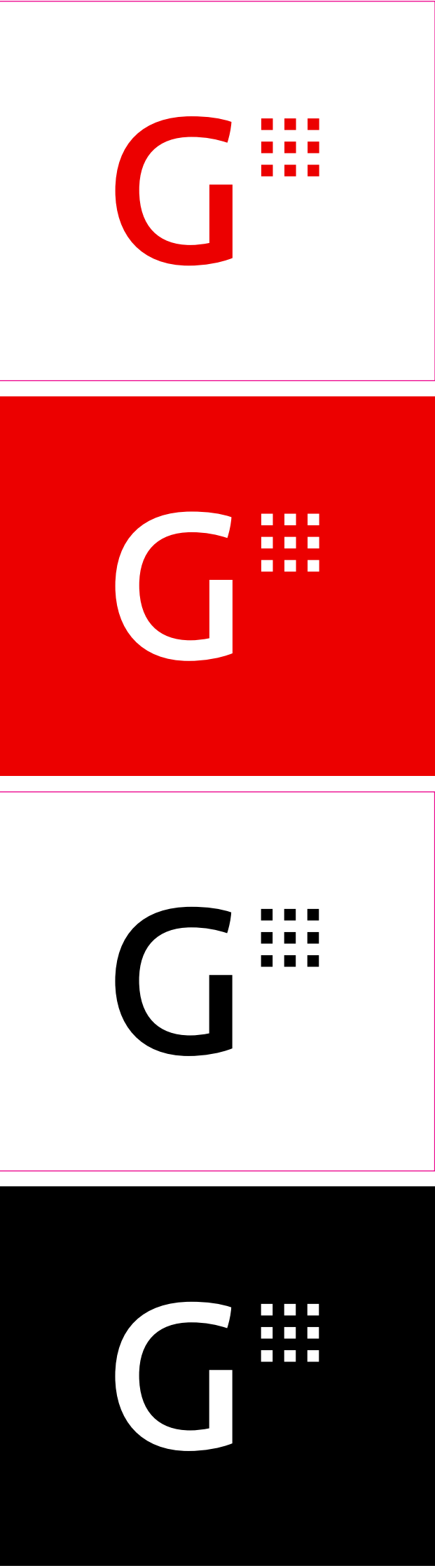
Logo



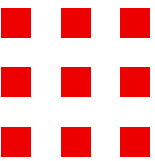
Versão principal



Versão compacta



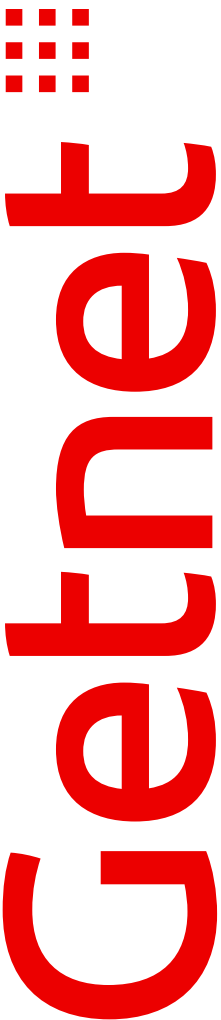
Orientação logo



orientação horizontal



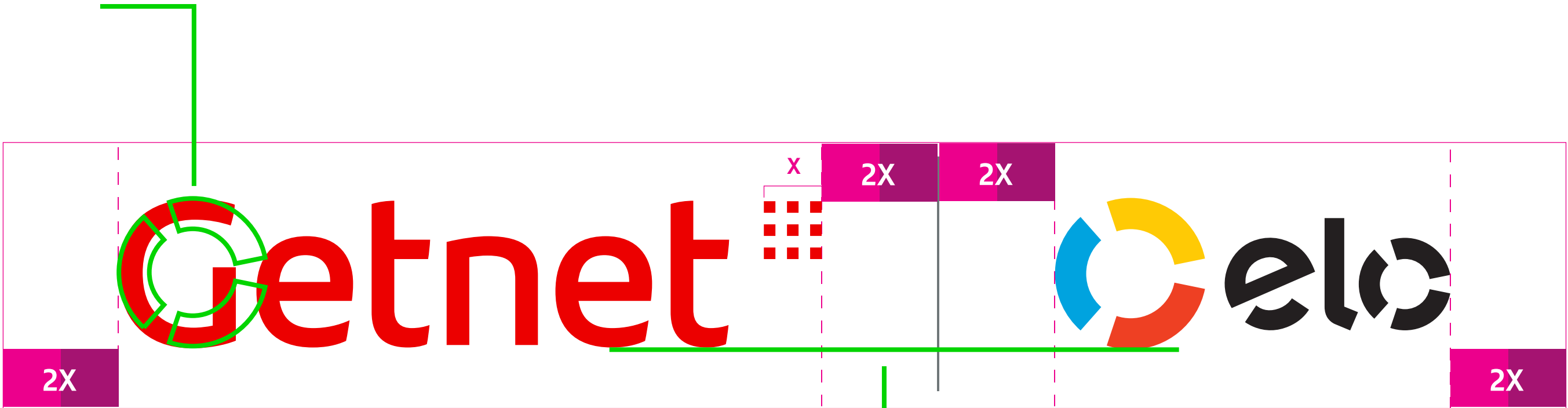
orientação vertical



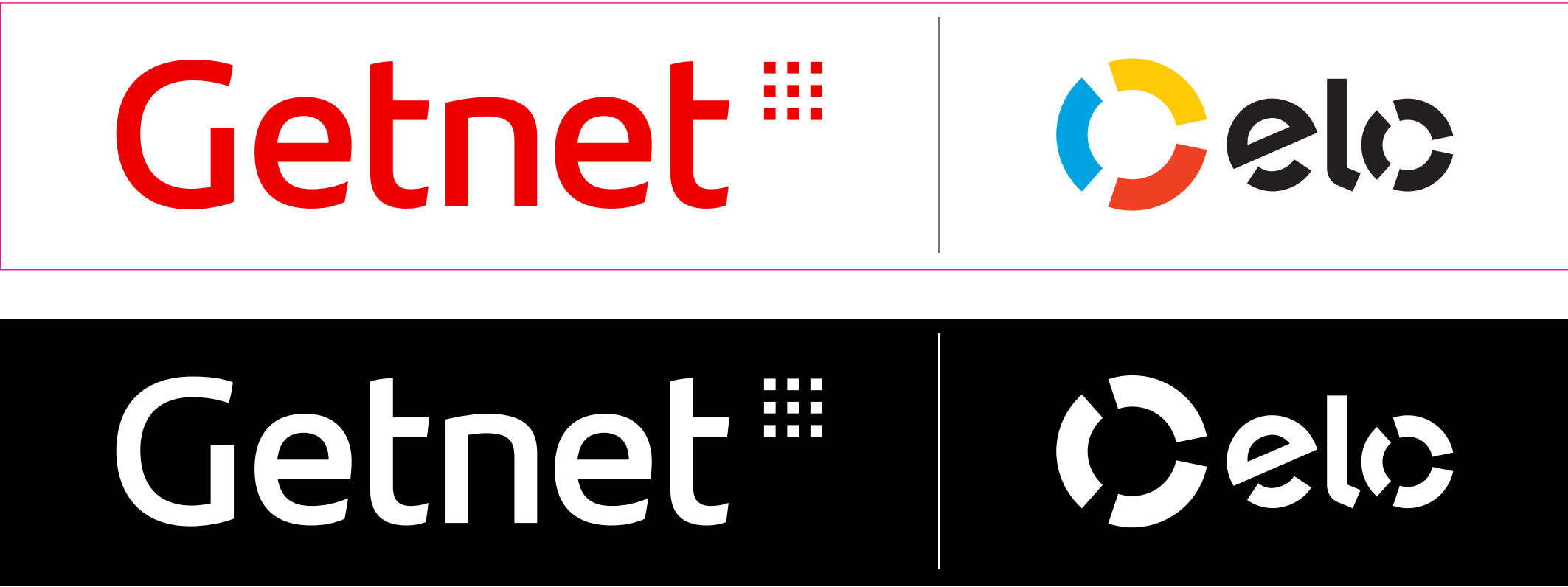
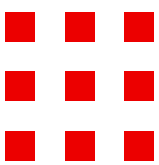
Co-branding

Exemplos para construção
de Co-branding Getnet + parceiro.

A primeira parte do logo
do parceiro tem que ficar
do tamanho do G.



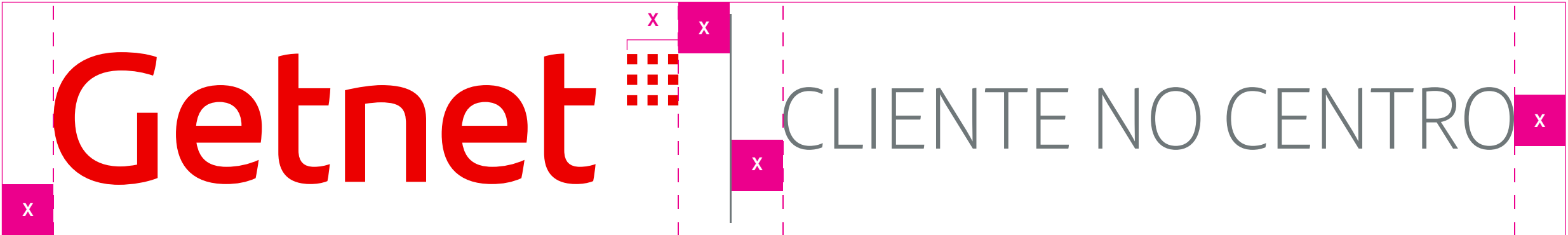
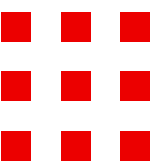
Alinhamento de marcas, com base no logo Getnet.
Contando da primeira parte do logo parceiro.



Logo - Produto, Serviço e Projeto

Exemplos de regras para quando usamos a Marca Getnet + Produto, Serviço ou Projeto.

A regra é para padronização da Marca, como uso em nomes de projetos externo ou comunicação interna, evitando o uso do logo de forma errada ou criando uma unidade visual fora das regras de marca.



Versão Horizontal
Fonte Santander Text Light
50px nesse tamanho do Logo.

Caso necessário, aumentar proporcionalmente todo o grupo. Cor usada para a linha de separação e fonte é o cinza padrão Getnet: #6F7779.

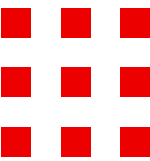


Versão Vertical
Fonte Santander Text Light
25px nesse tamanho do Logo.

Caso necessário, aumentar proporcionalmente todo o grupo. Cor usada para a fonte é o cinza padrão Getnet: #6F7779.



Uso incorreto
do logo



Getnet

Não modifique as características

Getnet

Não altere as cores

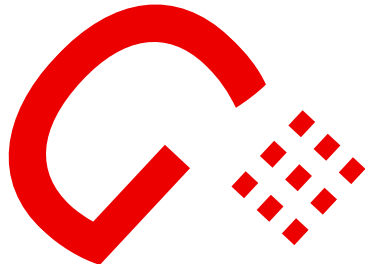
Getnet

Getnet

Não distorça.

Getnet

Não incline, nem distorça



Getnet

Não modifique as características

getnet

Não altere a tipografia.



Não modifique as características



Não aplique sobre fundos sem contraste.



Não aplique sobre fundos sem contraste.

Getnet

Não modifique as características

Logo vermelho

A marca Getnet tem como cor/ aplicação principal em vermelho com fundo branco.

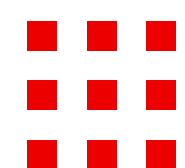
Em outras cores, a aplicação da marca é em branco.

Importante: O vermelho é um elemento de reconhecimento de marca.

Aplicação principal

The image shows the word "Getnet" in a bold, red, sans-serif font. To the right of the text is a red icon consisting of a 3x3 grid of small squares.

Exemplos

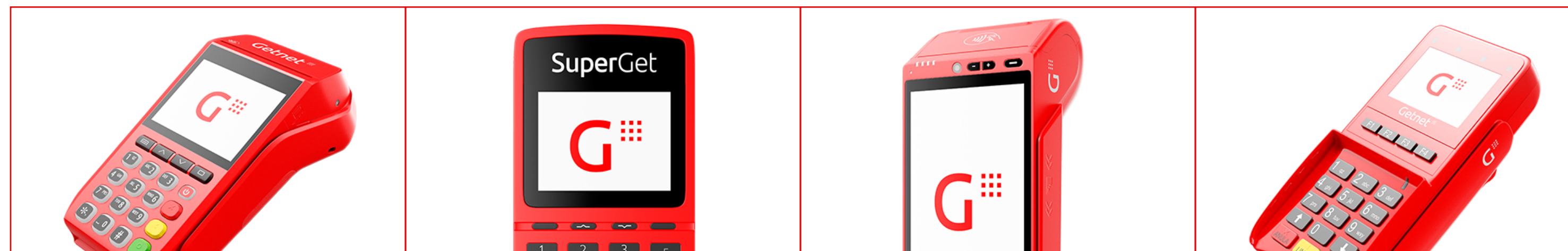
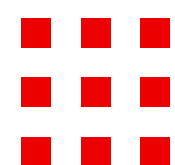
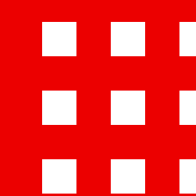
The word "Getnet" in white, sans-serif font, followed by the red 3x3 grid icon, all set against a solid yellow background.The word "Getnet" in white, sans-serif font, followed by the red 3x3 grid icon, all set against a solid orange background.The word "Getnet" in white, sans-serif font, followed by the red 3x3 grid icon, all set against a solid teal background.The word "Getnet" in white, sans-serif font, followed by the red 3x3 grid icon, all set against a solid dark blue background.The word "Getnet" in white, sans-serif font, followed by the red 3x3 grid icon, all set against a solid black background.

Aplicação vermelha

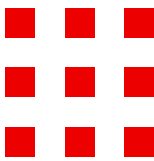
Logo no vermelho

Essa aplicação é utilizada como destaque apenas nos nossos produtos físicos (máquinas).

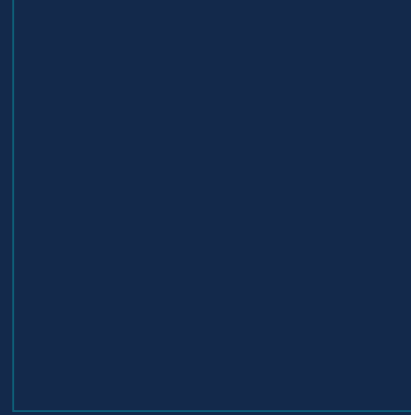
Getnet



Logo e outras cores



Getnet 	Getnet 	Getnet 	Getnet 
Getnet 	Getnet 	Getnet 	Getnet 
Getnet 	Getnet 	Getnet 	Getnet 
Getnet 	Getnet 	Getnet 	Getnet 
Getnet 	Getnet 	Getnet 	Getnet 
Getnet 	Getnet 	Getnet 	Getnet 



02. CORES

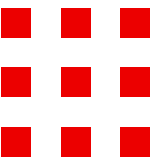
As cores atuais da Getnet, tem o objetivo de apoiar as frentes de tecnologia e inovação.

Para fortalecer esse viés, trabalhamos seis cores néons na composição da paleta.

O vermelho perde um pouco de força, mas continua presente pela importância na construção da marca. Já o branco, tons de cinza e o preto, ganham mais força na composição.

Também utilizamos como cores de apoio, o vermelho, rosa, roxo e amarelo, de forma secundária para remeter diversidade e movimento.





Amarelo Néon - digital
PMS XXXX
HEX #FFE53B
RGB 255 229 59
CMYK 0 5 90 0



Bordo 01
PMS XXXX
HEX #8B1E37
RGB 139 30 55
CMYK 30 100 70 30



Ultramarine
PMS 2767
HEX #13294B
RGB 19 41 75
CMYK 100 71 0 66



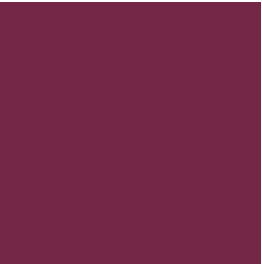
Turquoise
PMS 3385
HEX #47D7AC
RGB 71 215 172
CMYK 55 0 45 0



Cinza 06
PMS XXXX
HEX #454c52
RGB 69 76 82
CMYK 70 60 50 35



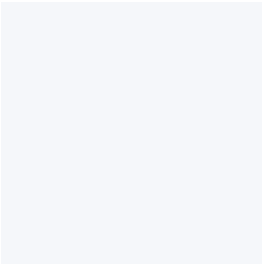
Amarelo 02
PMS XXXX
HEX #FAAC2C
RGB 250 172 44
CMYK 0 40 95 0



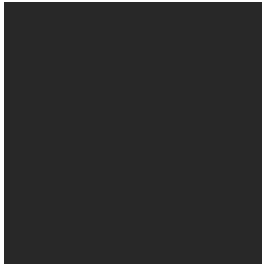
Rosa 03
PMS XXXX
HEX #732645
RGB 115 38 69
CMYK 40 90 50 35



Azul 03
PMS XXXX
HEX #0E5F78
RGB 14 95 120
CMYK 90 55 40 15



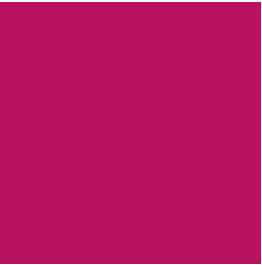
Cinza 01
PMS XXXX
HEX #F5F7FA
RGB 245 247 250
CMYK 5 0 0 0



Cinza 28
PMS XXXX
HEX #282828
RGB 40 40 40
CMYK 70 65 65 70



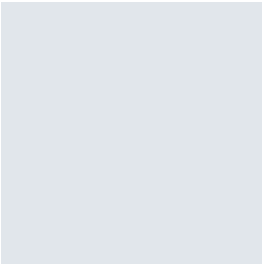
Laranja
PMS XXXX
HEX #F1390F
RGB 241 57 15
CMYK 0 90 100 0



Rosa 02
PMS XXXX
HEX #B81360
RGB 184 19 96
CMYK 25 100 40 5



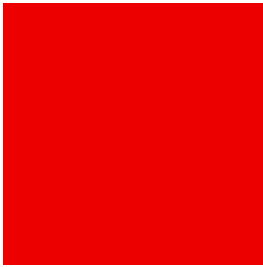
Azul 02
PMS XXXX
HEX #05CAD2
RGB 5 202 210
CMYK 70 0 20 0



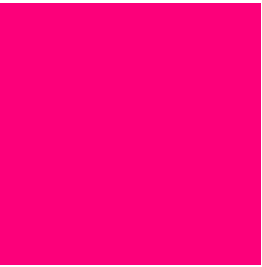
Cinza 02
PMS XXXX
HEX #E1E6EB
RGB 225 230 235
CMYK 10 5 5 0



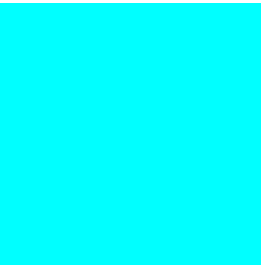
Preto
PMS XXXX
HEX #000000
RGB 0 0 0
CMYK 100 100 100 100



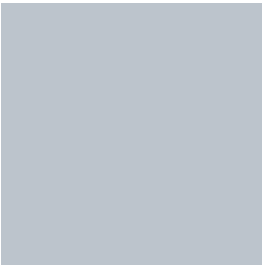
Vermelho Getnet
PMS 485 C
HEX #EC0000
RGB 236 0 0
CMYK 0 100 100 0



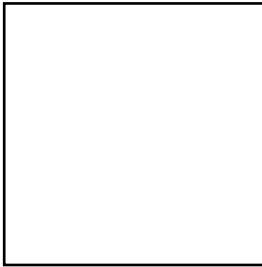
Rosa Néon - digital
PMS XXXX
HEX #FC007A
RGB 252 0 122
CMYK 0 100 20 0



Azul Néon - digital
PMS XXXX
HEX #00FFFF
RGB 0 255 255
CMYK 50 0 15 0



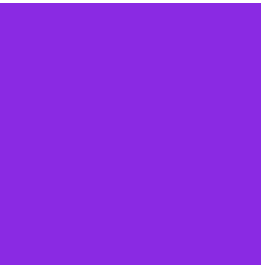
Cinza 03
PMS XXXX
HEX #bcc4cc
RGB 188 196 204
CMYK 25 15 15 0



Salt
PMS XXXX
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0



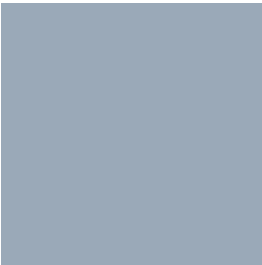
Vermelho 02
PMS XXXX
HEX #C1080F
RGB 193 8 15
CMYK 15 100 100 10



ROXO néon - digital
PMS XXXX
HEX #8A2AE3
RGB 132 48 227
CMYK 65 80 0 0



Verde néon - digital
PMS XXXX
HEX #00FF5B
RGB 0 255 91
CMYK 60 0 100 0



Cinza 04
PMS XXXX
HEX #9aa9b8
RGB 154 169 184
CMYK 40 30 20 0



Vermelho 03
PMS XXXX
HEX #95101e
RGB 149 16 30
CMYK 25 100 100 25



Roxo 02
PMS XXXX
HEX #4E2A97
RGB 78 42 151
CMYK 85 100 0 0

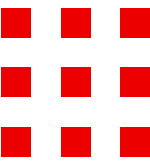
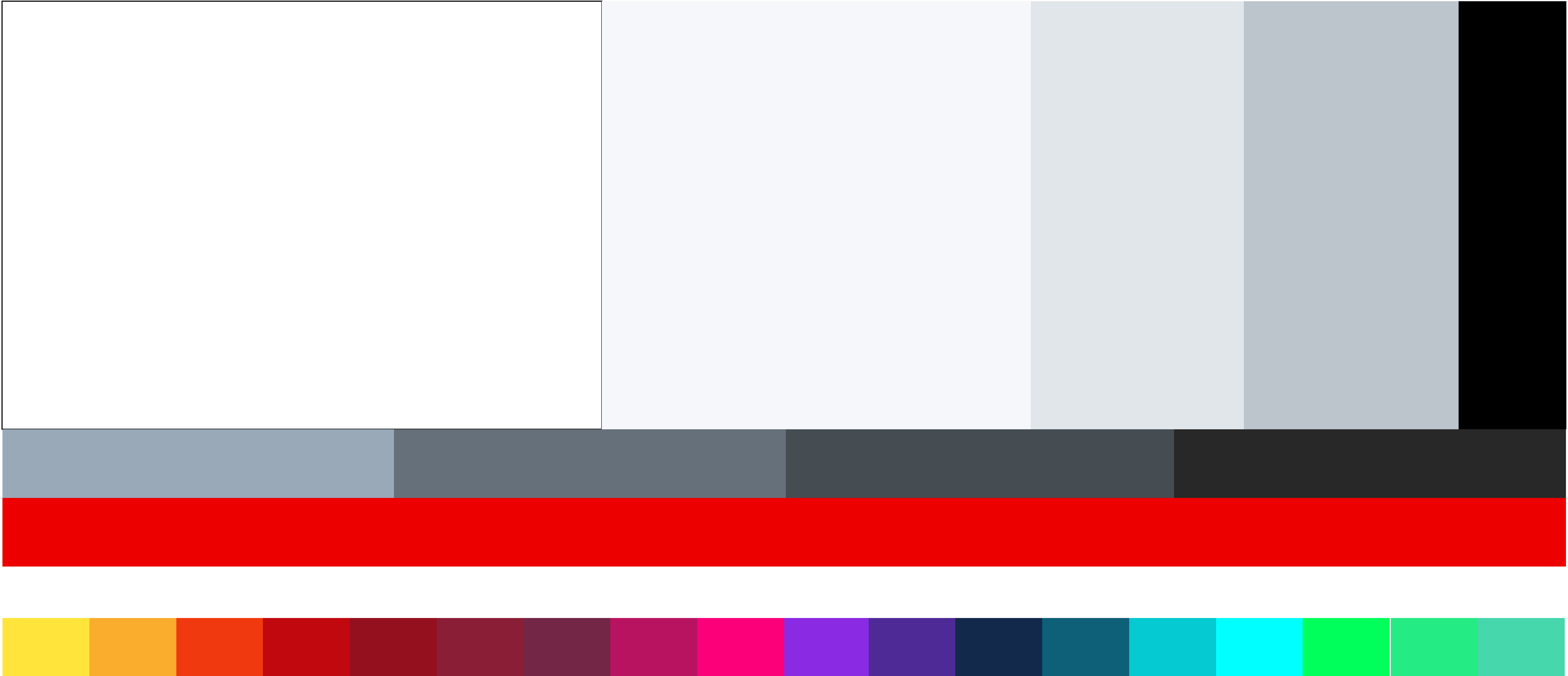


Verde 02
PMS XXXX
HEX #24eb84
RGB 36 235 132
CMYK 60 0 70 0

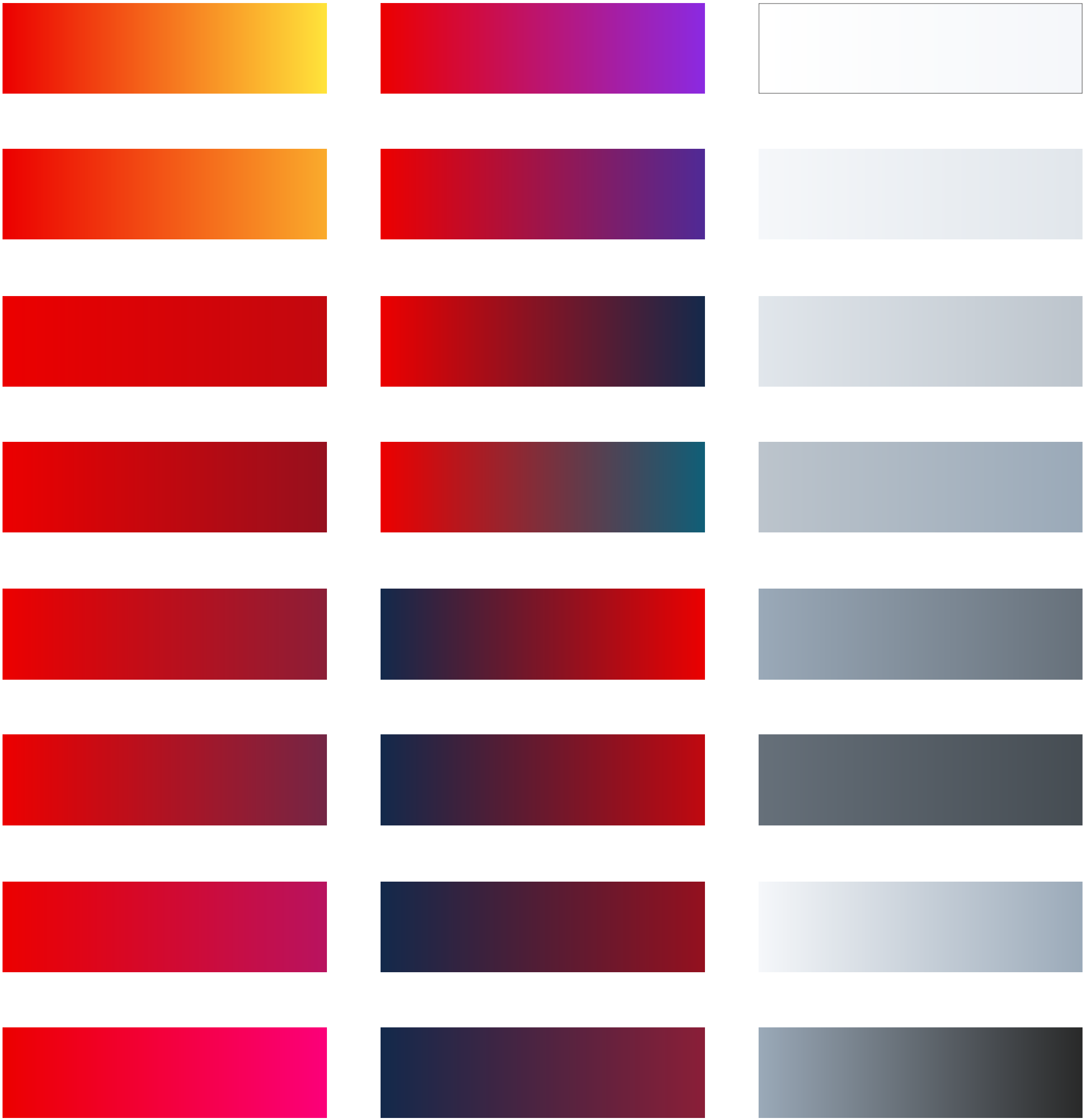


Cinza 05
PMS XXXX
HEX #66707a
RGB 102 112 122
CMYK 65 50 40 10

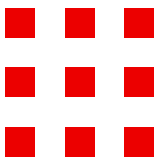
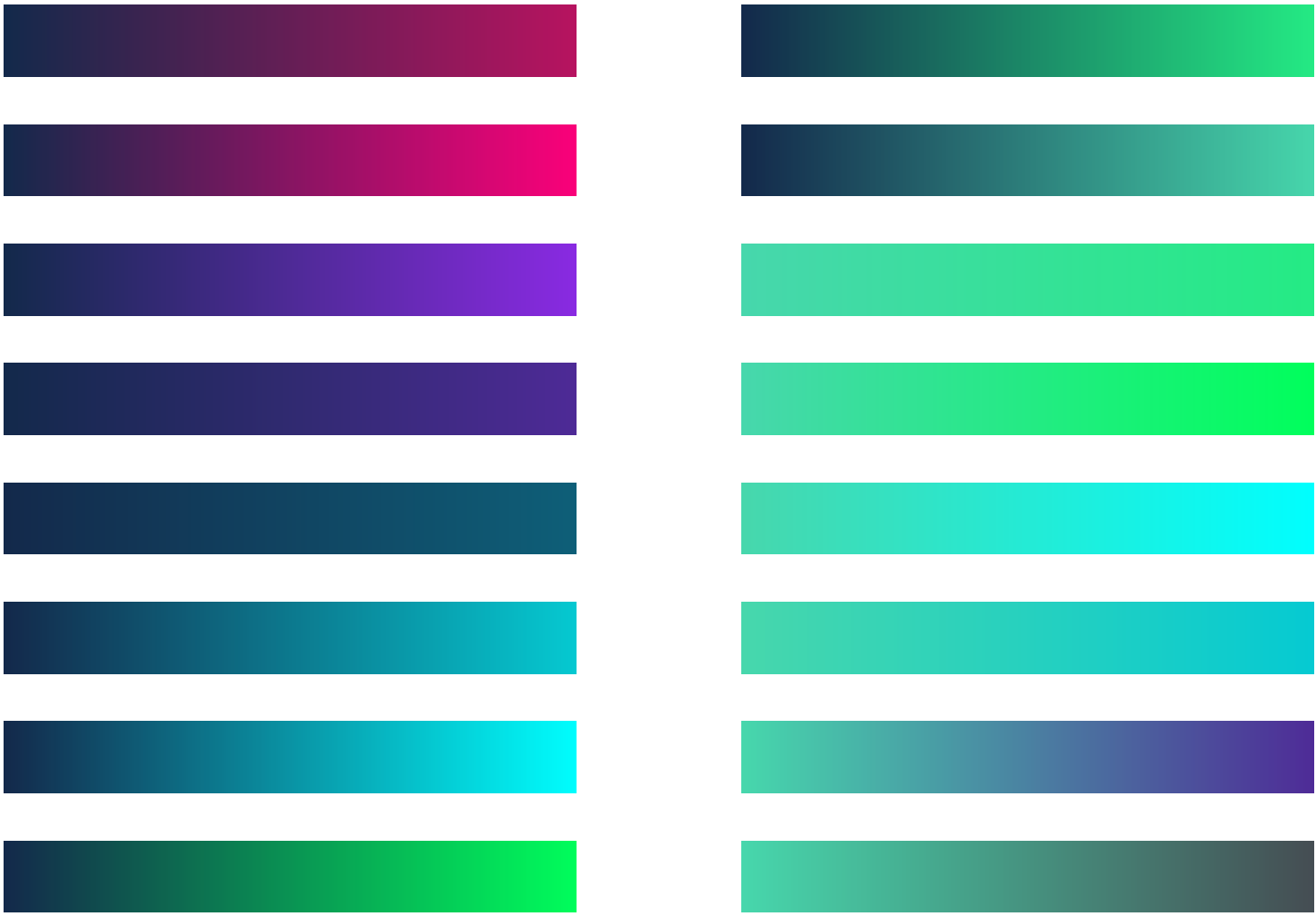
Proporção das cores



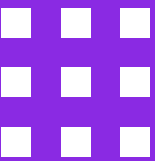
Gradientes principais



Gradientes detalhes



03. TIPOGRAFIA



Santander Headline

Santander
Headline

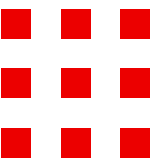
Santander Headline: 4 pesos diferentes

Regular

Italic

Bold

Bold Italic



Santander Text

Santander Text: 6 pesos diferentes

Light

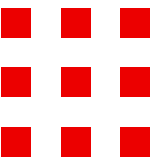
Italic

Light Italic

Bold

Regular

Bold Italic



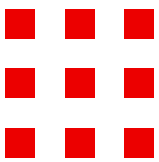
Santander Micro Text

Santander Micro Text

Santander Micro Text: 10 pesos diferentes

Light
Light Italic
Regular
Italic
SemiBold

SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic



Arial

Roboto: 9 pesos diferentes

Thin

Narrow Italic

Bold Italic

Narrow

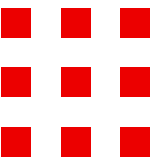
Bold

Narrow Bold Italic

Italic

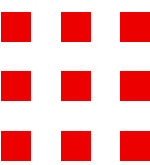
Narrow Bold

Black



Hierarquia de Texto

Por favor, siga as regras que irão ajudá-lo priorizar informações em qualquer peça.



nível 1
Santander Headline

Headline level 1
ipsum dolor sit amet

nível 2
Santander Headline

Headline level 2
dolor sit amet aliquam

nível 3
Santander Text

Bodycopy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te nulla

nível 4
Santander
Micro Text

Legal text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te nulla facilisi. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mole enim ad minim

Proporção de Texto

nível 1
4x em maiúscula

Lorem ipsum

nível 2
2x em maiúscula

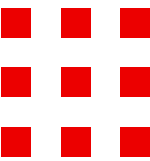
Lorem ipsum

nível 3
1x em maiúscula

Lorem ipsum

nível 4
0,5x em maiúscula

Lorem ipsum



Ícones Santander

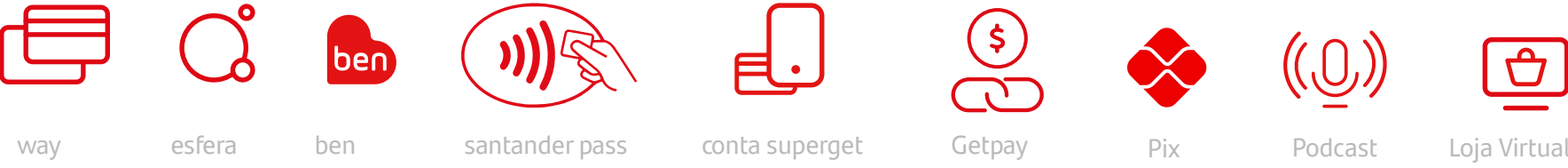
Nosso Jeito



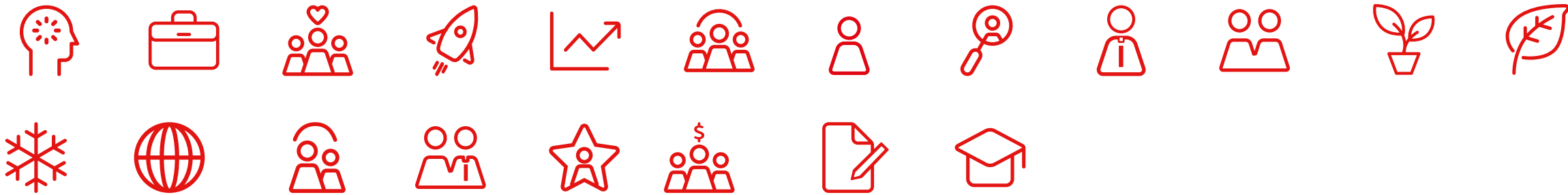
App Getnet



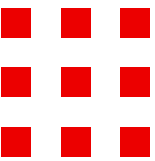
Produtos e Serviços



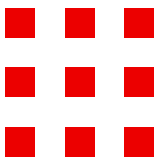
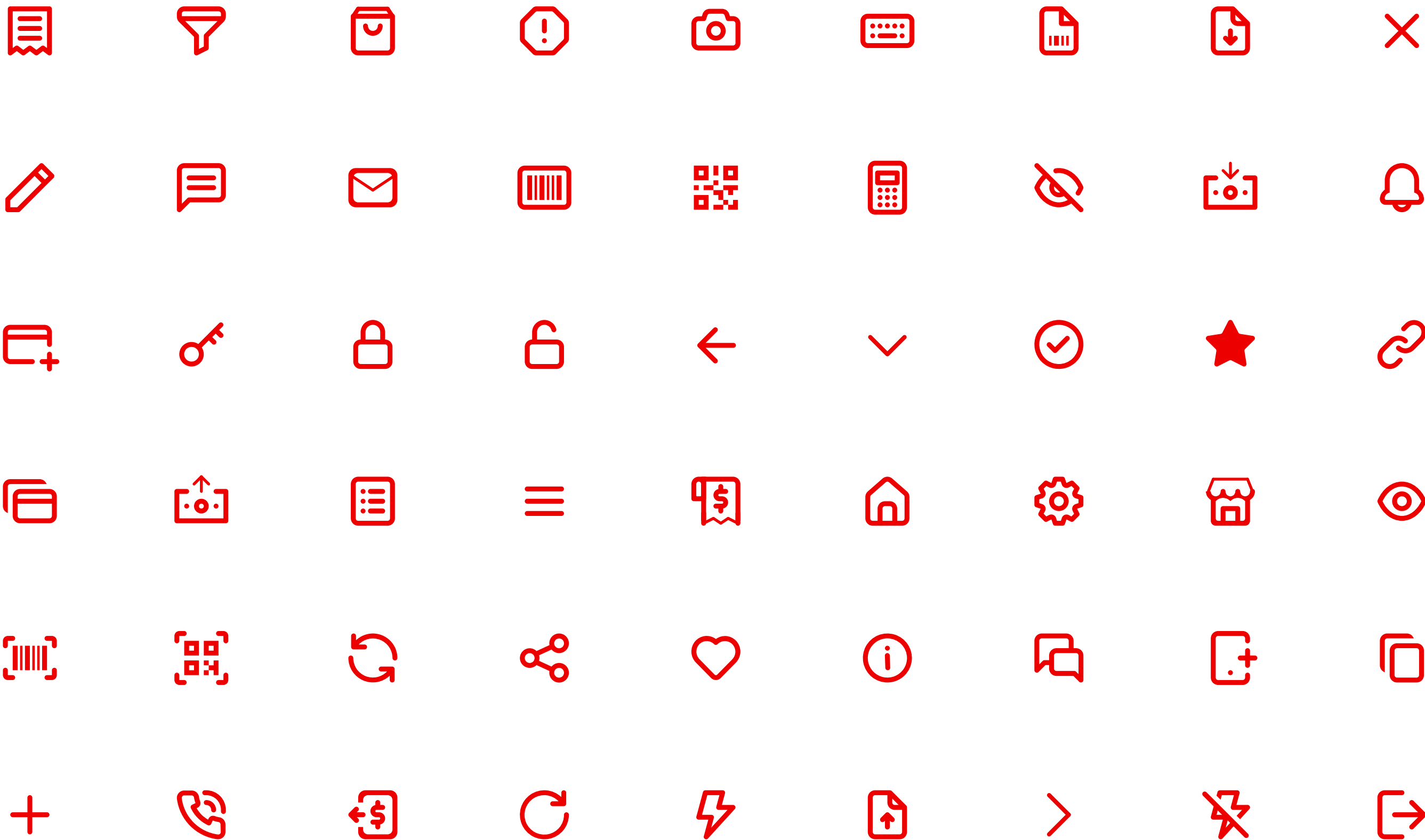
Institucional

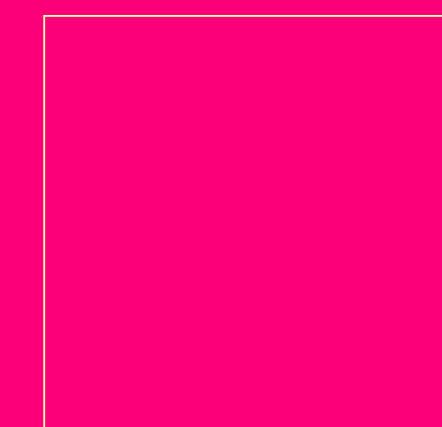
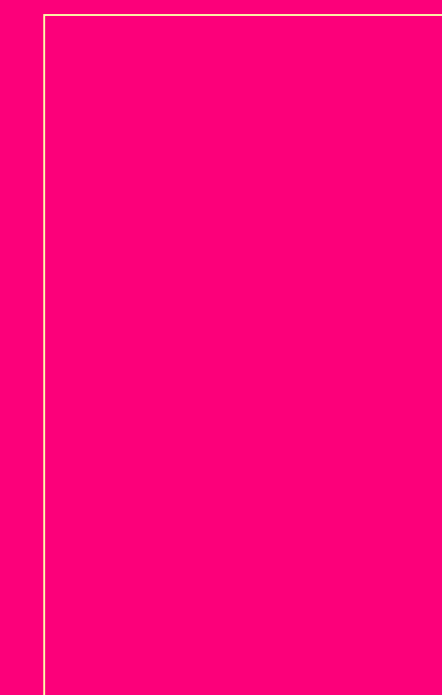
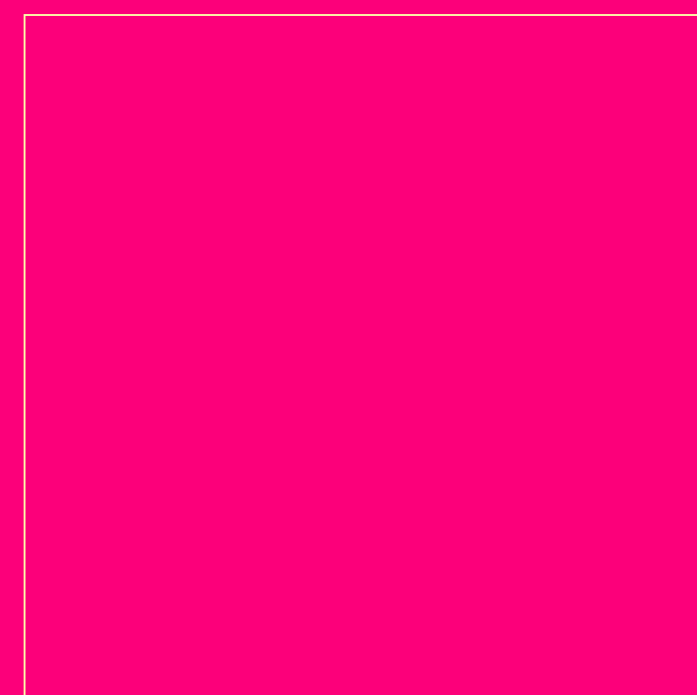
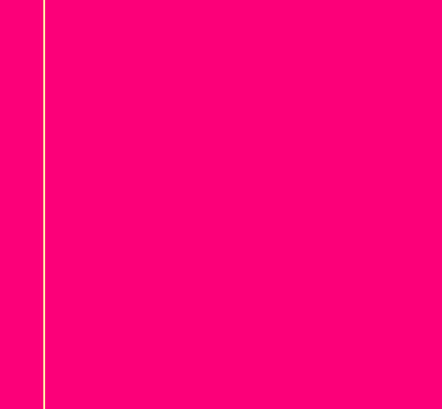


Segmentos



Ícones Aplicativo





05. ILUSTRAÇÃO

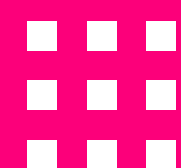
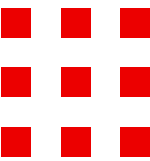
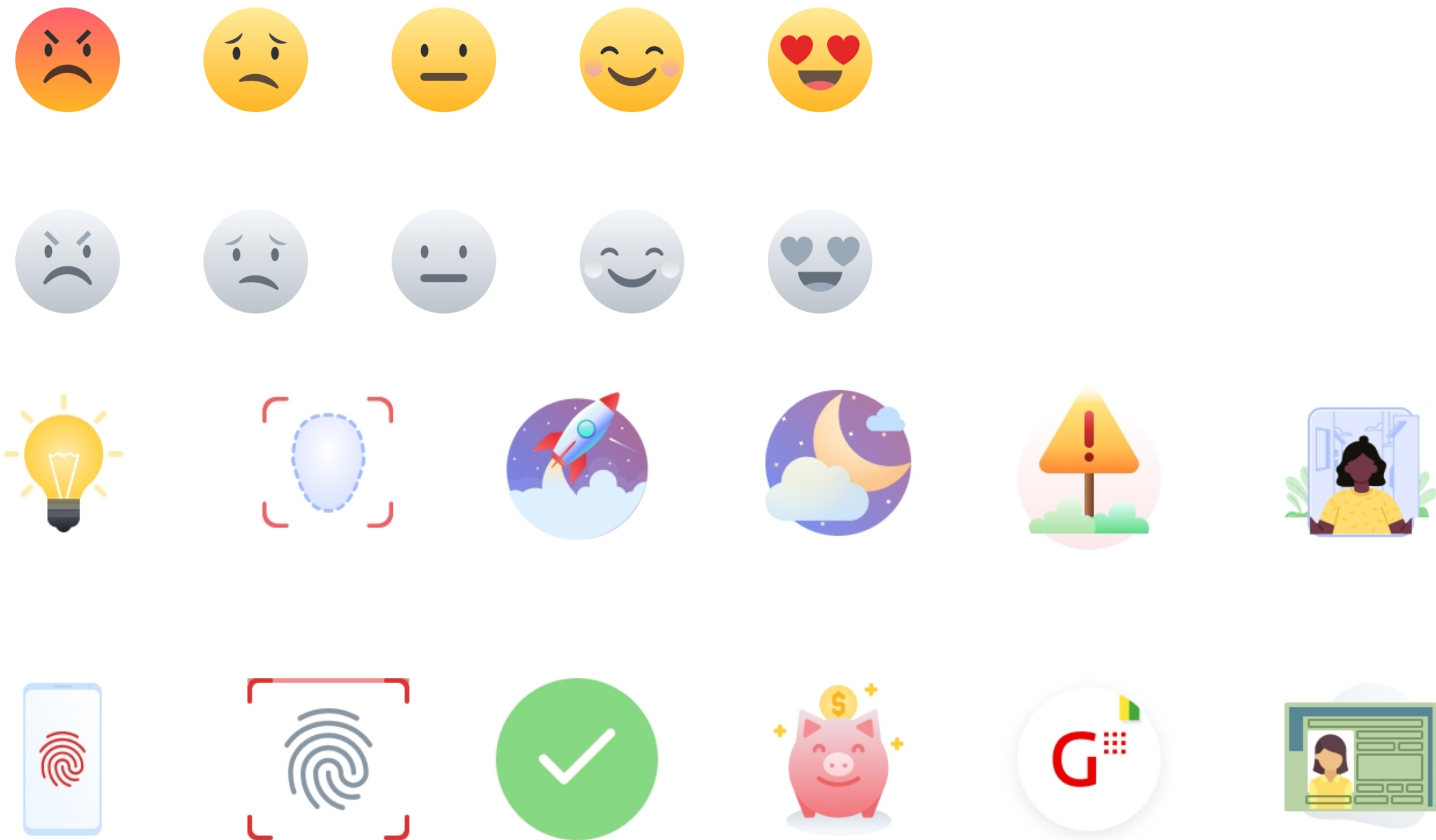


Ilustração Aplicativo



Produtos 3D

