

# FLAD

BRANDBOOK & GUIDELINES

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# FLAD

FLAD, the Luso-American Development Foundation is a Portuguese, private and financially autonomous institution.

FLAD's rebrand aims to create consistency and visual coherence in its communication, as well as to modernize and simplify the entire brand, and consequently, the logo.

There are 3 versions of FLAD's Logo.

**Simple Version;**

Horizontal Version;

Vertical Version.

These versions are used depending on the legibility and integrity of the logo in the declination/material in question.

**Logo Simple Version.**

To ensure the integrity and legibility of the logo, safety margins have been defined that cannot be transposed by other graphic elements.

For all versions, this margin is defined by  $\frac{1}{3}$  of the height of the letters.

**Simple Version.**



**FLAD** LUSO-AMERICAN  
DEVELOPMENT  
FOUNDATION

There are 3 versions of FLAD's Logo.  
Simple Version;  
**Horizontal Version;**  
Vertical Version.

These versions are used depending on the legibility and integrity of the logo in the declination/material in question.

**Horizontal Version of the Logo.**

To ensure the integrity and legibility of the logo, safety margins have been defined that cannot be transposed by other graphic elements.

For all versions, this margin is defined by  $1/3$  of the height of the letters.

**Horizontal Version.**



# FLAD

LUSO-AMERICAN  
DEVELOPMENT FOUNDATION

There are 3 versions of FLAD's Logo.  
Simple Version;  
Horizontal Version;  
**Vertical Version.**

These versions are used depending on the legibility and integrity of the logo in the declination/material in question.

**Vertical Version of the Logo.**

To ensure the integrity and legibility of the logo, safety margins have been defined that cannot be transposed by other graphic elements.

For all versions, this margin is defined by  $\frac{1}{3}$  of the height of the letters.

**Vertical Version.**







FLAD

15 mm  
45 px



FLAD LUSO-AMERICAN  
DEVELOPMENT  
FOUNDATION

60 mm  
170 px



FLAD

10 mm  
30 px



FLAD

LUSO-AMERICAN  
DEVELOPMENT FOUNDATION

40 mm  
114 px

Likewise, and for the reasons of legibility, it is necessary to define minimum dimensions for the application of reduced logo sizes.

These dimensions were defined for the logo, considering its use in printed media, or its use on digital platforms (screens).

The minimum dimensions were always defined by width of the symbol.

FLAD LUSO-AMERICAN  
DEVELOPMENT  
FOUNDATION

FLAD  
LUSO-AMERICAN  
DEVELOPMENT FOUNDATION

FLAD

For technical or legibility reasons, the logo can be used in its monochrome version: red or white on dark backgrounds.

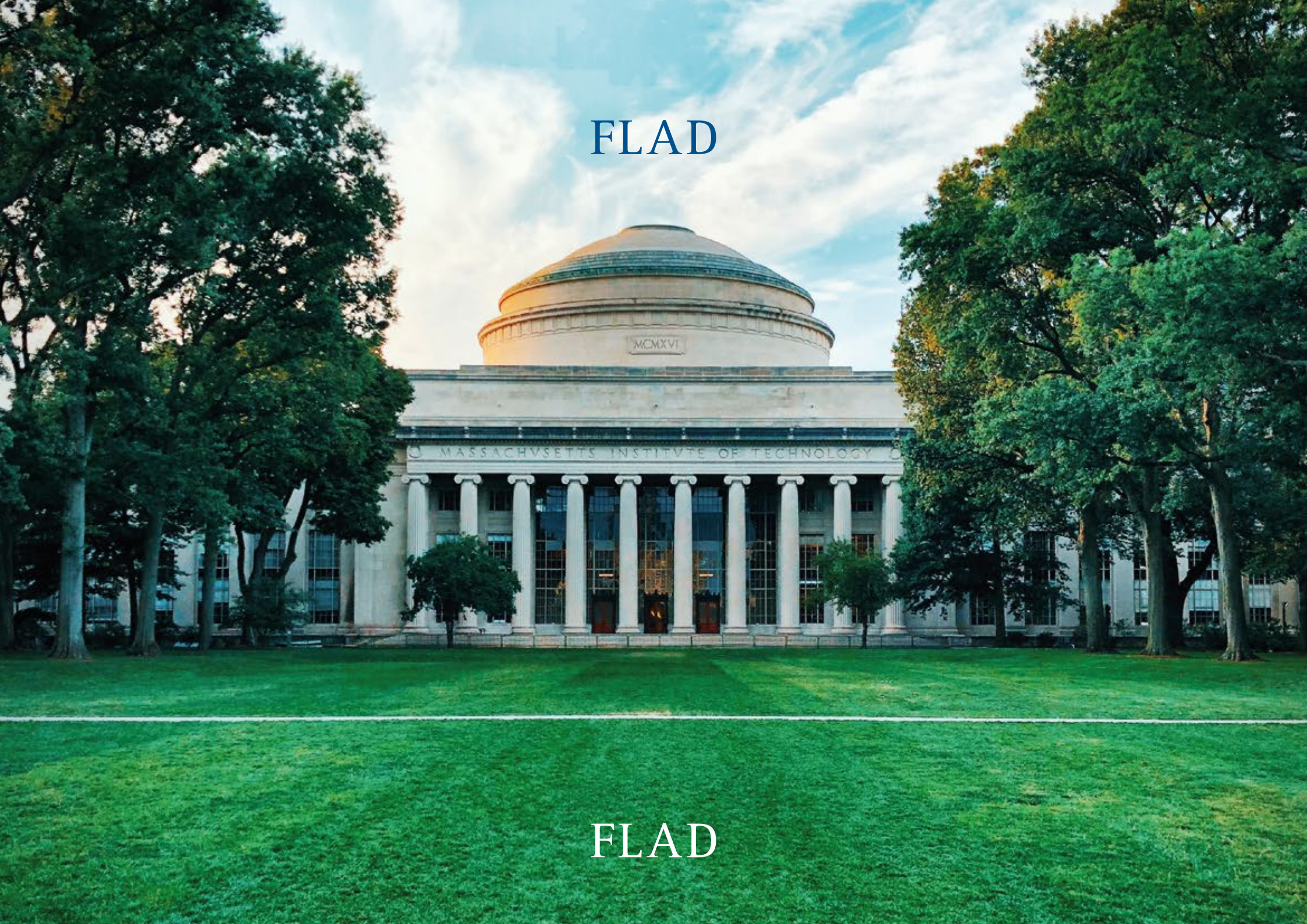
Once again, the principle is to always maintain chromatic integrity with as much contrast as possible.

FLAD LUSO-AMERICAN  
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FOUNDATION

FLAD  
LUSO-AMERICAN  
DEVELOPMENT FOUNDATION

FLAD

FLAD



FLAD



FLAD

**X** Change the placement



FLAD

**X** Application of hard shadows



FLAD

**X** Rotation of any elements



FLAD

**X** Application of frames that don't fit with the defined safety margins



FLAD

**X** Outline shapes



FL  
AD

**X** Change the composition

Any changes to the logo not foreseen in this manual impairs the coherence and perception of FLAD's identity, and consequently compromises its communication objectives. FLAD's logo must always be applied consciously, respecting its integrity.

The cases presented here are examples of what should never, in any case, be reproduced.

Whenever possible, in the **digital** version the logo should be used in red.

In the **print** version, the logo must be used in blue. These are the main colors of the logo.

The basic principle is to maintain chromatic integrity with as much contrast as possible.



Pantone  
186C

C: 11  
M: 100  
Y: 80  
K: 3

R: 207  
G: 19  
B: 48

#cf1330



Pantone  
2945 U

C: 98  
M: 69  
Y: 17  
K: 4

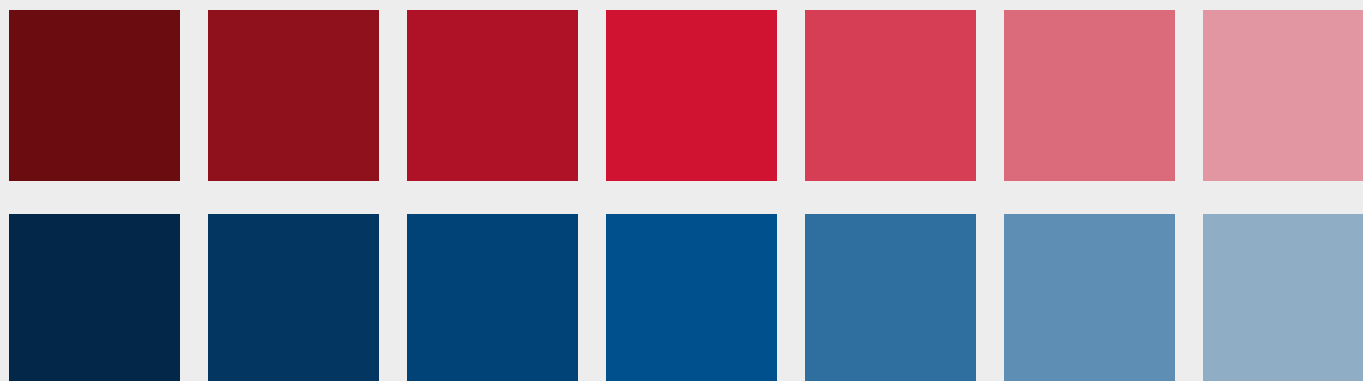
R: 0  
G: 80  
B: 140

#00508c

Whenever possible, the logo should be used in its main version and in red (digital) or blue (print).

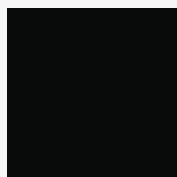
In the case of application on colored backgrounds or photographs with a black percentage below 20% the main version of the logo is used.

The basic principle is to maintain chromatic integrity with as much contrast as possible.



These are the secondary colors of the logo.

The basic principle is to maintain chromatic integrity with as much contrast as possible.



Pantone  
Black

C: 0  
M: 0  
Y: 0  
K: 100

R: 10  
G: 10  
B: 10

#052124



Pantone  
Black 7C

C: 70  
M: 60  
Y: 55  
K: 65

R: 51  
G: 51  
B: 52

#1917c

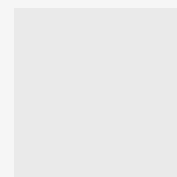


Pantone  
Cool Gray 9C

C: 52  
M: 41  
Y: 41  
K: 24

R: 119  
G: 119  
B: 119

#66625f



Pantone  
Cool Gray 5C

C: 10  
M: 7  
Y: 8  
K: 0

R: 234  
G: 234  
B: 234

#c0bebd

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LOGOTIPO

**Frank Ruhl Libre | Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Bulo | Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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DIGITAL & PRINT

**Frank Ruhl Libre | Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Assistant | Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

For all communication material to be coherent, the use of these fonts is recommended:

LOGO

- Frank Ruhl Libre Bold
- Bulo Medium

WEB

- Frank Ruhl Libre Bold
- Assistant Regular





LOGO WITH GRAPHICS

Simple Vertical Version of the Logo with graphics



FLAD

The logo consists of the word "FLAD" in a blue, serif, all-caps font. Above the letter "A" and the letter "D", there are four small blue dots arranged in a slightly curved pattern.

To ensure the integrity and legibility of the logo, safety margins have been defined that cannot be transposed by other graphic elements.

For all version, this margin is defined by  $\frac{1}{3}$  of the height of the letters.

**Simple Vertical Version of the Logo with graphics**



Simple Horizontal Version of the Logo with graphics

FLAD . . .

To ensure the integrity and legibility of the logo, safety margins have been defined that cannot be transposed by other graphic elements.

For all version, this margin is defined by  $\frac{1}{3}$  of the height of the letters.

**Simple Horizontal Version of the Logo with graphics**



Vertical Version of the Logo with graphics



To ensure the integrity and legibility of the logo, safety margins have been defined that cannot be transposed by other graphic elements.

For all version, this margin is defined by  $\frac{1}{3}$  of the height of the letters.

**Vertical Version of the Logo with graphics**



FLAD