THE
AGOSTO
VISUAL
IDENTITY
MANUAL

CONTENTS

SECTION 1 AGOSTO

INTRODUCTION

This document serves the purpose to preserve the look, feel and tone of Agosto. It is easy to take an established design and change it. An extra line here, a colour change there, and before you know it, you have many versions of the original design that's as far from the original as North is from South. Consult this manual and you'll find everything you'll need to know when creating communications elements for Agosto.

BRAND POSITIONING

Agosto wants to provide the social and artistic tools to transform communities into works of art, created by the people themselves. We will serve projects that increase open communication, social awareness and responsibility, trust between people, and projects that offer both proven and innovative means to achieve these goals.

Our mission is to lend communities support based on the assessed needs of the public.

CORPORATE COLOUR SPECIFICATIONS

Colours and the connotations that they conjure up in their various combinations are of paramount importance in the building of a brand. Constant reinforcing of the predetermined palette will create a consistent and prominent brand image that will develop over a period of time, establishing the brand in the hearts and minds of it's community.
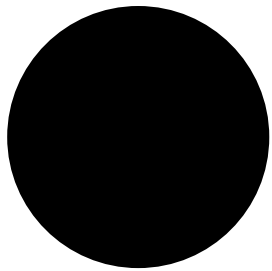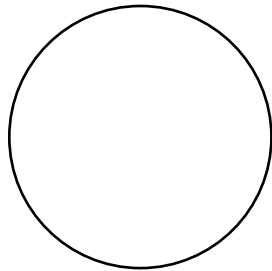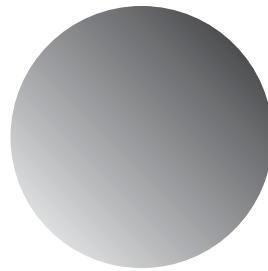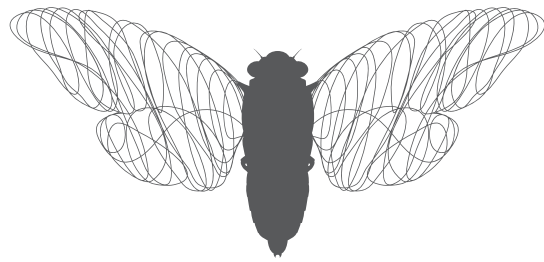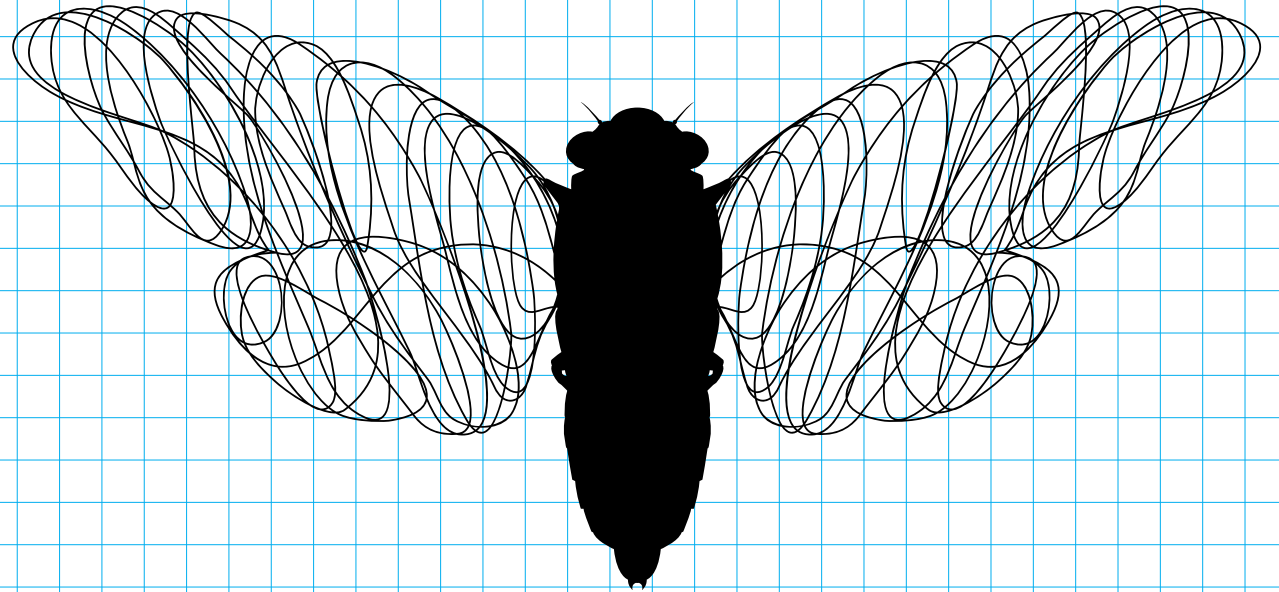
BLACK WHITE GREY

CORPORATE SIGNATURE

The corporate signature is the primary element and foundation of the graphic identity. It is at the heart of the foundation, carrying with it a relevant message.

CORPORATE
SIGNATURE

ON A GRID

AGOSTO

FOUNDATION

CORPORATE SIGNATURE

LOGO STACKING

LOGO APPLICATIONS

LOGO SIZE

35 mm

AGOSTO

20 mm

AGOSTO

The word "foundation" needs to be dropped when the width of the logo are 35 mm or less.

The minimum size of the logo width is 20mm.

LOGO APPLICATIONS

INVERTING THE LOGO

INCORRECT LOGO APPLICATIONS

The logo may not be
in two colors, only one

The logo may not be
distorted or stretched

The logo may not be
distorted or stretched

The logo may
not be tilted exept as
set out on page 8

The logo may
not be outlined

Gradient fills may not
be used in the logo

No part of the logo
may be cut-off except
as demonstrated on
page 14

Only logo stacking as
prescribed on page 8
are allowed

TYPOGRAPHY

AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890=+()*&%£@!?;">

AVENIR ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890=+()*&%£@!?;">