

MANUAL DE PADRONIZAÇÃO IDENTIDADE VISUAL GASMIG

2021



APLICAÇÃO PREFERENCIAL

GA)MIG

GA)MIG
Grupo Cemig

CORES DA MARCA

Cor positivo

PANTONE 2194C
C100 M40 Y0 K0
R0 G125 B197

GA)MIG

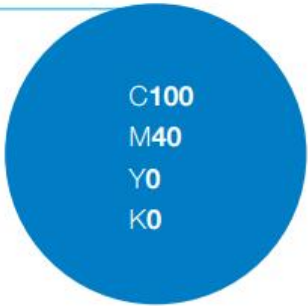
Traço positivo

C0 M0 Y0 K100
R0 G0 B0

GA)MIG

CORES INSTITUCIONAIS

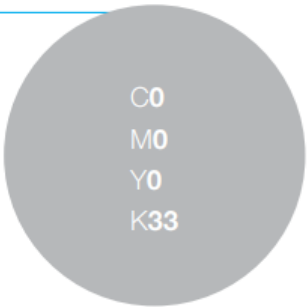
COR INSTITUCIONAL



C100
M40
Y0
K0

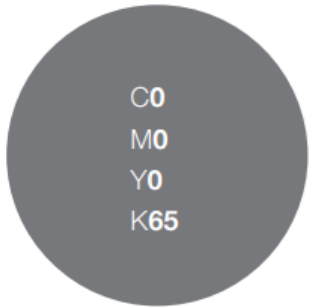
PANTONE 2194C
R0 G125 B197
HEX #007DC5

CORES INSTITUCIONAIS DE APOIO



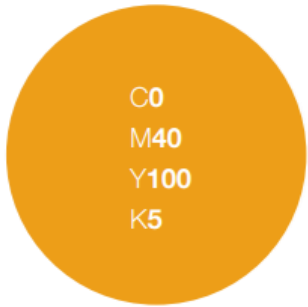
C0
M0
Y0
K33

PANTONE 421C
R182 G184 B186
HEX B6B8BA



C0
M0
Y0
K65

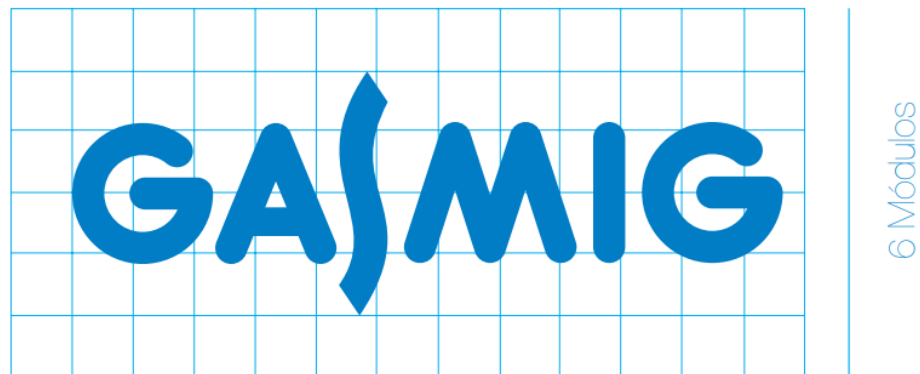
PANTONE 424
R119 G120 B123
HEX 77787B



C0
M40
Y100
K5

PANTONE 2011
R237 G157 B25
HEX #ED9D19

GRID CONSTRUTIVO



13 Módulos

6 Módulos

MARGENS DE SEGURANÇA



LIMITE DE REDUÇÃO

(largura) 19 mm

GA/MIG

GA/MIG
Grupo Cemig

GA/MIG

FUNDOS COLORIDOS

Versão positiva sobre fundo claro



Versão traço em fundo escuro



Versão traço sobre fundo colorido



APLICAÇÃO SOBRE IMAGENS



ASSINATURA COM O GOVERNO



**MINAS
GERAIS**

GOVERNO
DIFERENTE.
ESTADO
EFICIENTE.



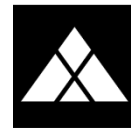
**MINAS
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EFICIENTE.



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ESTADO EFICIENTE.



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GERAIS**

GOVERNO DIFERENTE.
ESTADO EFICIENTE.

SISTEMA TIPOGRÁFICO

Gotham Rounded Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #@\$€£¥

Gotham Rounded Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #@\$€£¥

Gotham Rounded Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #@\$€£¥

Gotham Rounded Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #@\$€£¥

Gotham Rounded Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #@\$€£¥

Gotham Rounded Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #@\$€£¥

Gotham Rounded Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #@\$€£¥

Gotham Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #@\$€£¥

Gotham Rounded Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #@\$€£¥



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