



COPACABANA

Bar & Restaurant



THE CONCEPT

The Copacabana Bar and Restaurant it's an inspiration and a homage, both by its name and its philosophy, to one of the most famous beaches in Brazil and in the world. Like the Bar, Copacabana beach is beautiful, democratic, with a pleasant and fun environment for everyone, bringing feelings of happiness and, why not, a holiday atmosphere for everyone!

The name, Copacabana is inspired by the Andean Fertility Goddess 'Kotakawana', who in her Spanish version of Bolivia, became the Virgin of Copacabana. Which was honored with a statue near a beach called Sacopenapã, in Rio De Janeiro, Brazil, now better known as Copacabana Beach, one of the most beautiful in the world.

This manual was created with the objective of presenting the values and objectives of Copacabana Bar & REstaurant through its Visual Identity. Where both its name and the company's icons carry the values that the company seeks to bring to its customers.

To strengthen this Visual Identity, it is important to use the brand correctly. This manual presents rules on the use of elements that compose it, such as its colors, proportions and measures, and application rules, which will guide those who have the responsibility to apply the brand in the most varied means of production.





THE LOGO



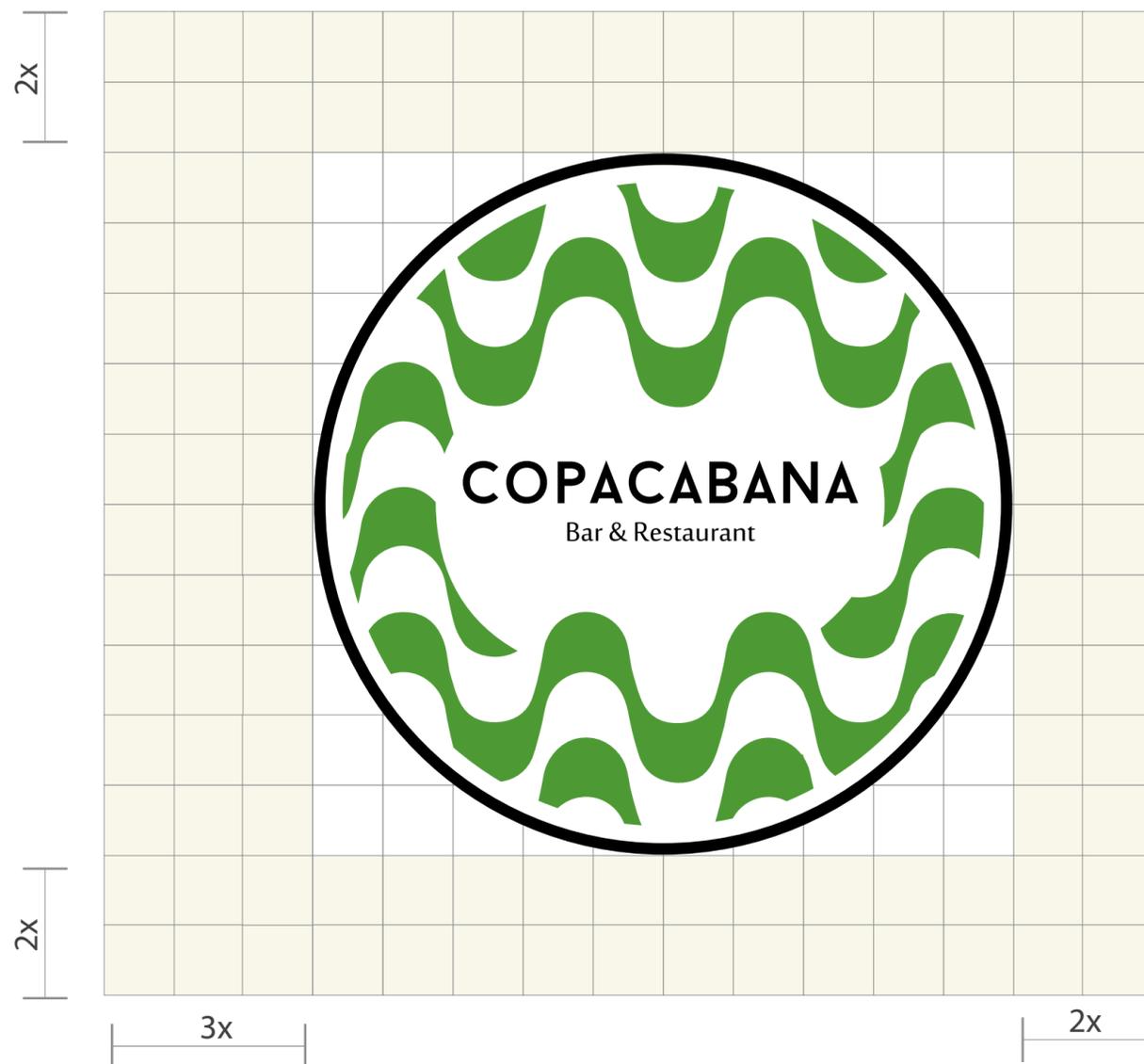
PROPORTIONS



Seeking the perfect balance between fun, good food and a pleasant atmosphere, the Copacabana Bar & Restaurant logo was created in a perfect circle.

1:1

SAFETY MARGINS



Redução Mínima:
3cm

□ x = the diameter of the logo divided by 10

A systematic exclusion zone must be maintained around the Copacabana Bar & Restaurant logo.

This space represents the minimum distance between the logo and any other design element or text, and it must be respected as shown in the diagram on the side.

However, for best results, it is recommended to use, whenever possible, a reserve greater than the minimum requirement.



VERSIONS

The logo presents variants of use when its original use is not possible.



MAIN COLOR PALETTE

The official colors of Copacabana Bar & Restaurant are the combination of green, the color of living nature, which means hope, freedom, health and vitality. It is associated with growth, renewal and fullness. And black, the most powerful and neutral color, brings elegance and strength.



Pantone: 7738 C
CMYK: C74% M17% Y100% K3%
RGB: R77, G154, B68
Hex: #4D9A44



Pantone: Black 6 C
CMYK: C75% M68% Y67% K90%
RGB: R1, G1, B1
Hex: #010101



SECONDARY COLOR PALETTE

The Copacabana Bar & Restaurant brand presents tonal variations according to the background color, which may or may not be applied to a colored box or over images.

The brand has standardized colors to be applied in CMYK and RGB

Green Scale:



Pantone: 625 C
CMYK: C82% M40% Y89% K37%
RGB: R39, G89, B53
Hex: #4275935



Pantone: 555 C
CMYK: C80% M27% Y87% K13%
RGB: R56, G128, B76
Hex: #38804C



Pantone: 7738 C
CMYK: C74% M17% Y100% K3%
RGB: R77, G154, B68
Hex: #4D9A44



Pantone: 5483 C
CMYK: C71% M22% Y49% K2%
RGB: R75, G153, B141
Hex: #4B998D



Pantone: 653 C
CMYK: C85% M57% Y28% K7%
RGB: R51, G101, B138
Hex: #33658A





TYPOGRAPHY

Maintaining the brand's identity, the sans-serif typography represents the company's modernity, along with the thick and thin lines representing the constant search for innovation.

Use only the fonts from the “Baron Neue” family, just in lowercase, and from the “Sakkal Majalla”. In internet , for technical reasons, if they are not available, Verdana font is recommended.

A BARON NEUE

ABCDEFGHIJKLMN**O**PQRSTUVWXYZ
1234567890-=[!@#\$%^&*()_+}|{“:”?><

A SAKKAL MAJALLA

abcdefghijklmnopqrstuv**x**wys
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ
1234567890-=[!@#\$%^&*()_+}|{“:”?><

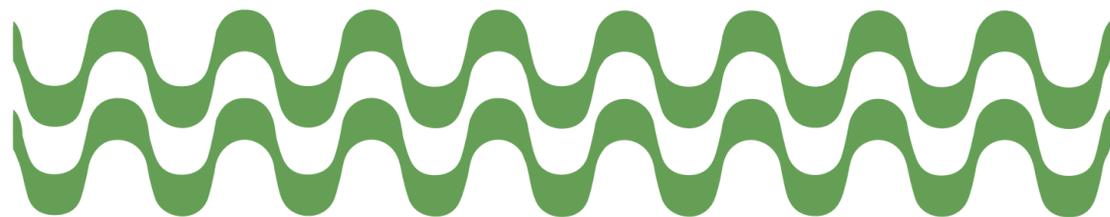
A VERDANA

abcdefghijklmnopqrstuv**x**wys
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ
1234567890-=[!@#\$%^&*()_+}|{“:”?><



VISUAL AIDS

To maintain the brand's visual identity, all the company's items must follow the standards established here. As items to complement compositions, bringing more complexity movements to the look of the brand and its products.



Composition Color Palette:



 Pantone: 484 C
CMYK: C27% M90% Y83% K24%
RGB: R150, G50, B48
Hex: #963230

 Pantone: 7433 C
CMYK: C35% M86% Y38% K8%
RGB: R161, G67, B106
Hex: #A1436A

 Pantone: 7738 C
CMYK: C74% M17% Y100% K3%
RGB: R77, G154, B68
Hex: #4D9A44

 Pantone: 5483 C
CMYK: C85% M57% Y28% K7%
RGB: R51, G101, B138
Hex: #33658A

 Pantone: 653 C
CMYK: C83% M53% Y23% K3%
RGB: R56, G109, B150
Hex: #386D96



CORPORATE STATIONERY

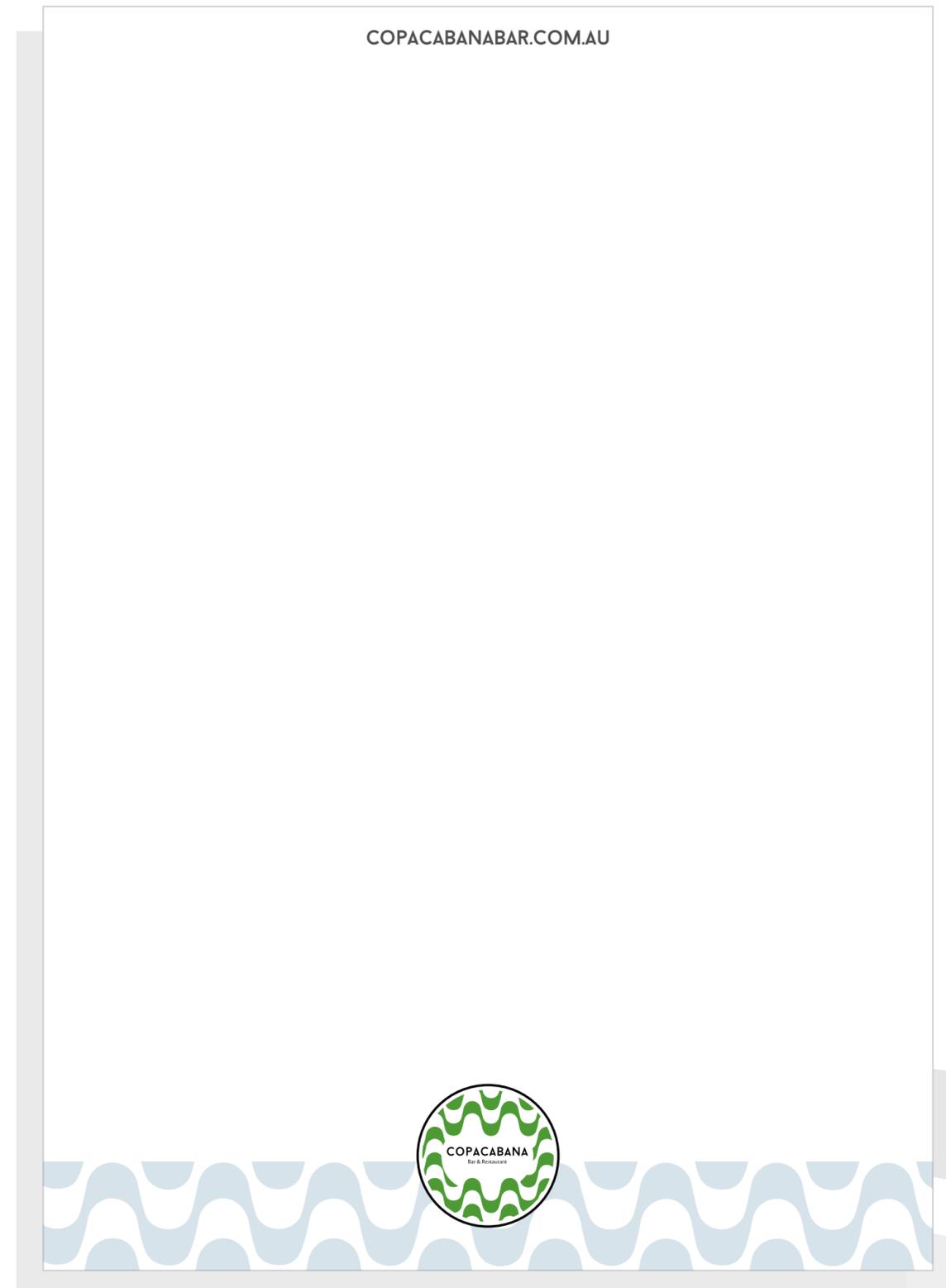
Business card



E-mail signature



Letterhead





VISUAL IDENTITY GUIDELINES

This manual was created to serve as a reference for all Copacabana Bar graphic materials. The information contained in this manual must be followed to avoid problems in the brand application