



Brand usage manual

In this manual, we present a set of recommendations which guarantees the correct implementation of the NPS'15 logo.

The compliance and application of these rules assure a coherent and uniform visual identity.



Main Form

Whenever possible, this is the shape that should be used in the visual communication of NPS'2015.



Logo behaviour on different backgrounds.



Protection Area

Privileging the logo's visibility, the existence of space around it is essential.

The outer area defines the minimum free space around the logo.



Minimum reduction

The logo must not be used with less than 30mm or 150px in height.

Any application below this measurement must be done with the typographical version.



Type version

NOS
PRIMAVERA
SOUND2015
PORTO, 04 - 06 JUN



No!

To sum up: the logo's look cannot be altered, in any way.



Do not use different colours in the logo's typography.



Do not change the typography's angle.



Nothing against Iron Maiden. But shapes or symbols just should not be added to the logo.



Do not use different colours in the logo's shape.



Do not cut of re-frame the logo.



Do not change the logo's typography.



Do not tighten the logo.



Do not stretch the logo.



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