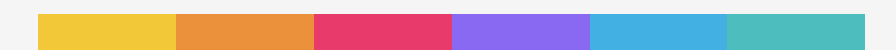




Technology Area: **Knowledge**



Color palette

[Technological Areas]

The colours presented correspond to FCCN’s different areas of technological activity.

Each colour has been carefully selected and associated with a corresponding area, thus ensuring clear and consistent identification in all visual communications related to each area.

This approach aims to facilitate understanding and quick identification of the different technological areas, contributing to effective and consistent brand communication.



Technology Area

Knowledge

This is the official colour of the Knowledge technology area.

Communication regarding services and projects in this technology area should prioritise the use of this colour in graphic communications.

HEX #8C69F5
RGB 140/105/245
CMYK 60/65/0/0

HEX #320F9B
RGB 50/15/155
CMYK 90/100/0/0

HEX #4B19E6
RGB 75/25/230
CMYK 86/92/10/2

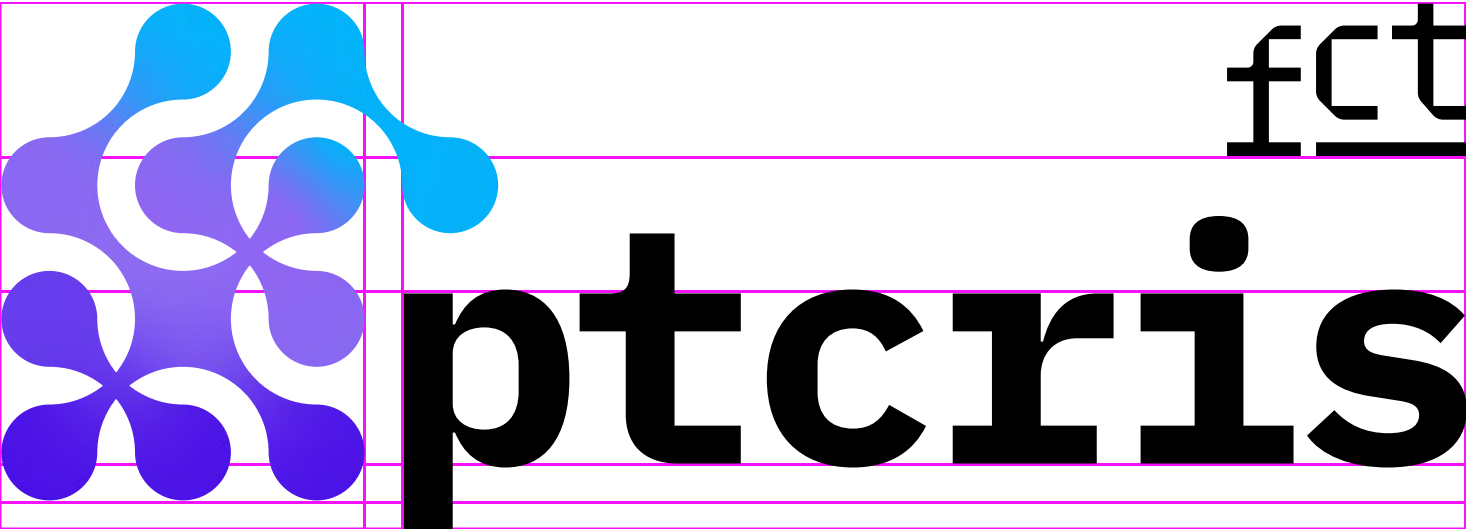
HEX #B9A5F5
RGB 185/165/245
CMYK 30/35/0/0

HEX #CDC3FA
RGB 205/195/250
CMYK 20/20/0/0

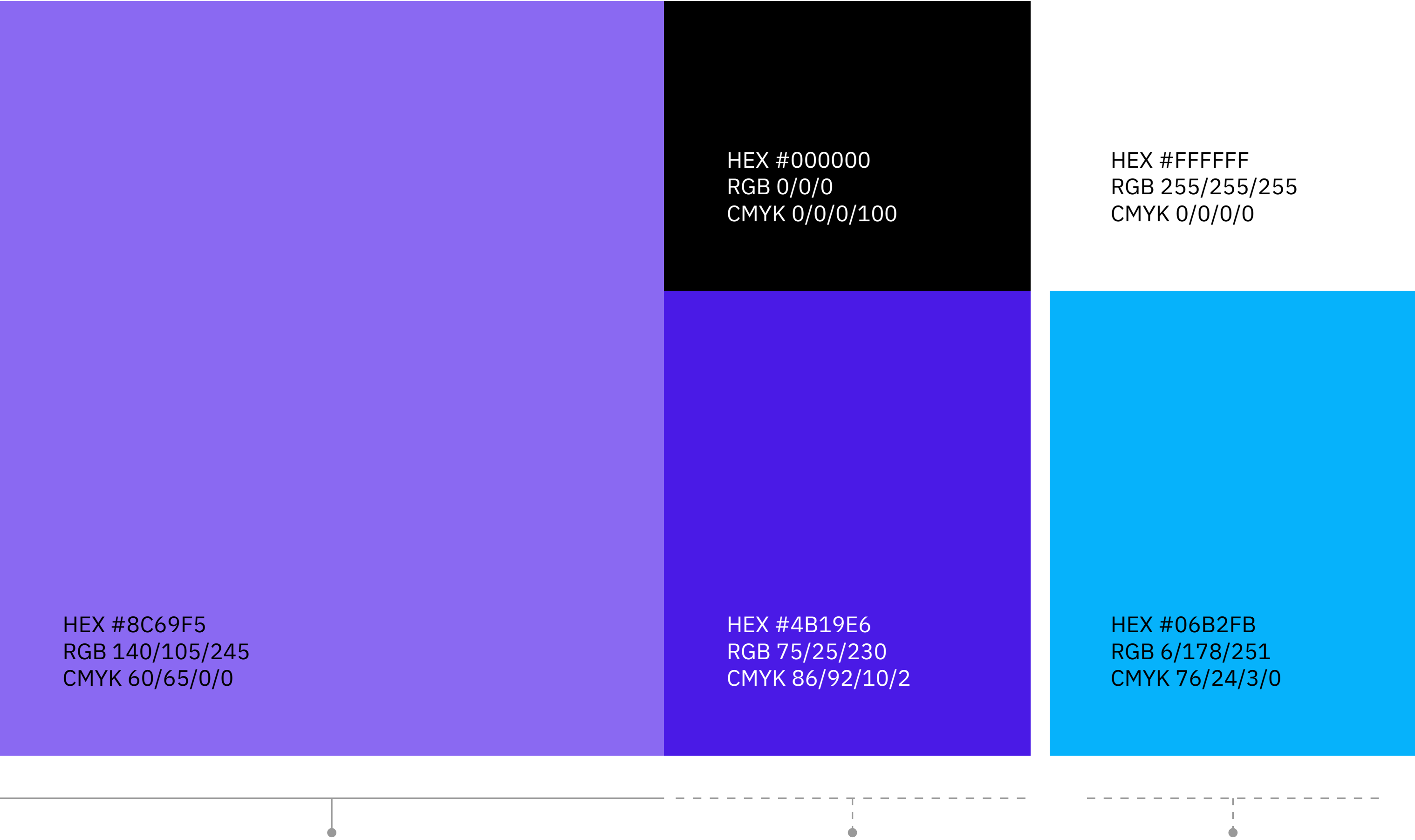
HEX #E6E1FA
RGB 230/225/250
CMYK 5/10/0/0

Identity

These are the official colours of the PTCRIS service’s visual identity.



COLOUR



HEX #8C69F5
RGB 140/105/245
CMYK 60/65/0/0

HEX #000000
RGB 0/0/0
CMYK 0/0/0/100

HEX #FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

HEX #4B19E6
RGB 75/25/230
CMYK 86/92/10/2

HEX #06B2FB
RGB 6/178/251
CMYK 76/24/3/0

colour 1

*colour of the service’s technological area:
Knowledge*

colour 2

*variant of the main colour
spectrum of the area*

colour 3

*reference to the previous
logo through the use
of one of the colours*

PTCRIS

Logo

Main Version

This is the main version of the PTCRIS service logo.

This version consists of the icon and lettering with the FCT logo in superscript.



PTCRIS

Logo

Preferred Secondary Version

This is the preferred secondary version of the PTCRIS service logo.

This version consists of the icon and lettering with the FCT logo in superscript, in a single colour.



PTCRIS

Logo

Secondary Version

This is the secondary version of the PTCRIS service logo.

This version consists of lettering with the FCT logo in superscript.

fct
ptcris

fct
ptcris

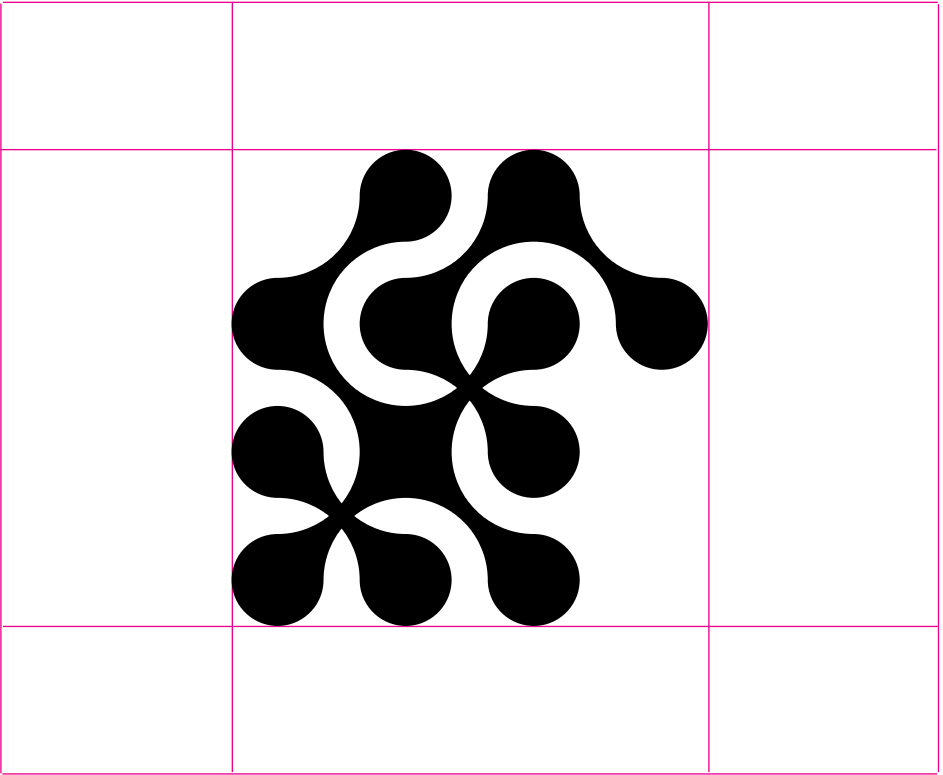
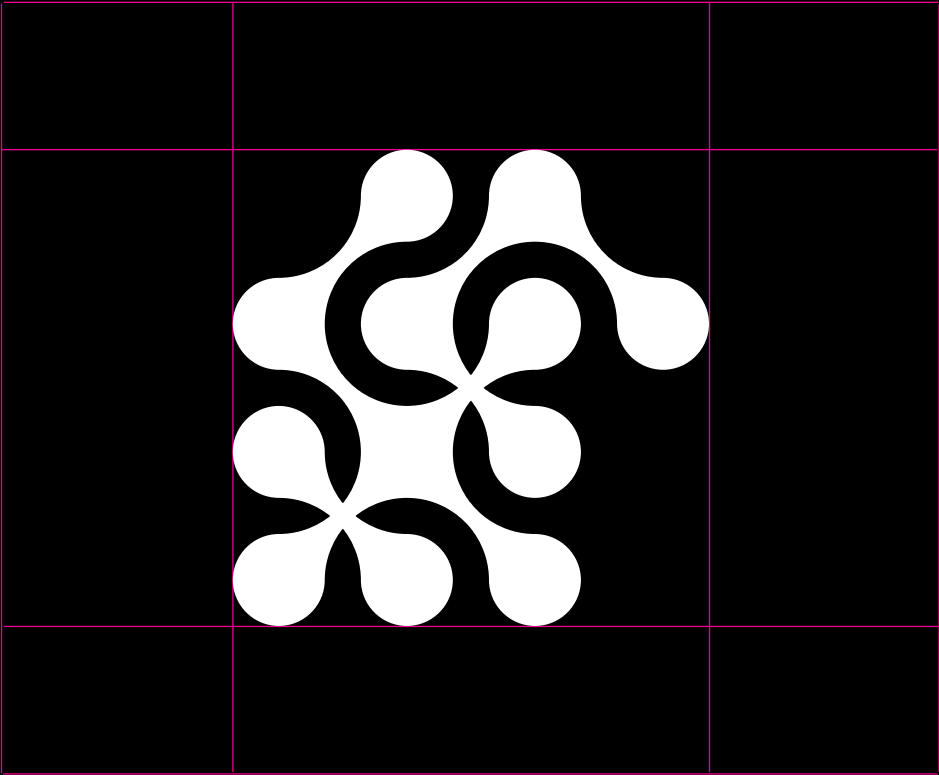
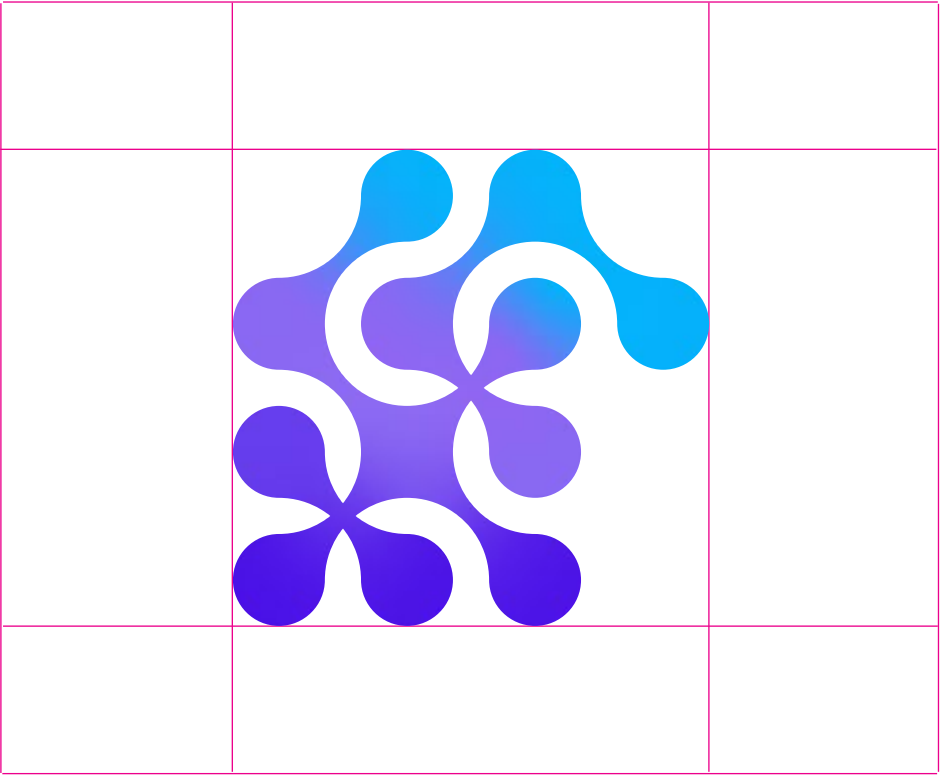
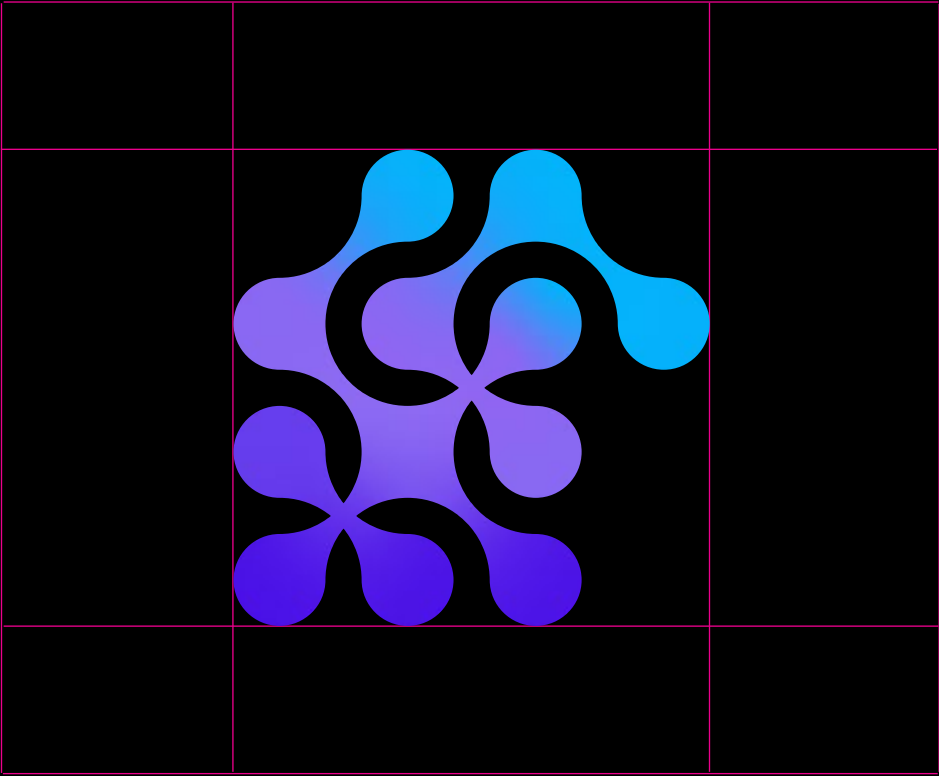
PTCRIS

Icon

This is the visual identity **icon** for the PTCRIS service.

The icon is available in colour and monochrome versions.

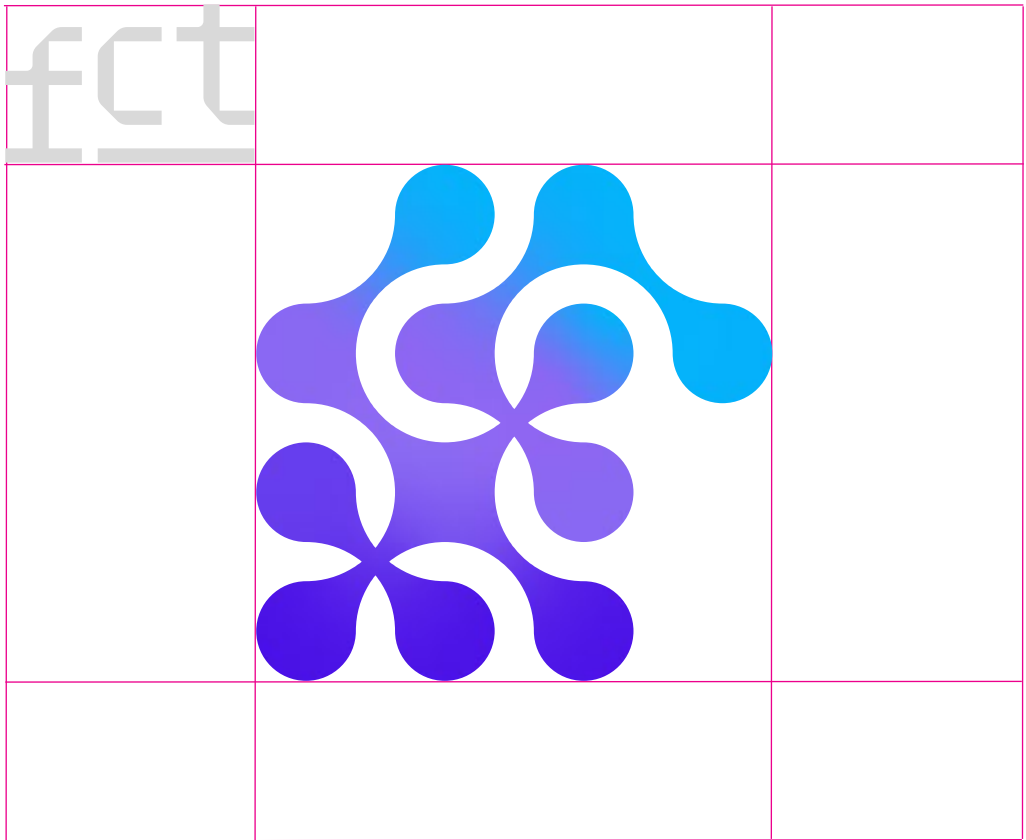
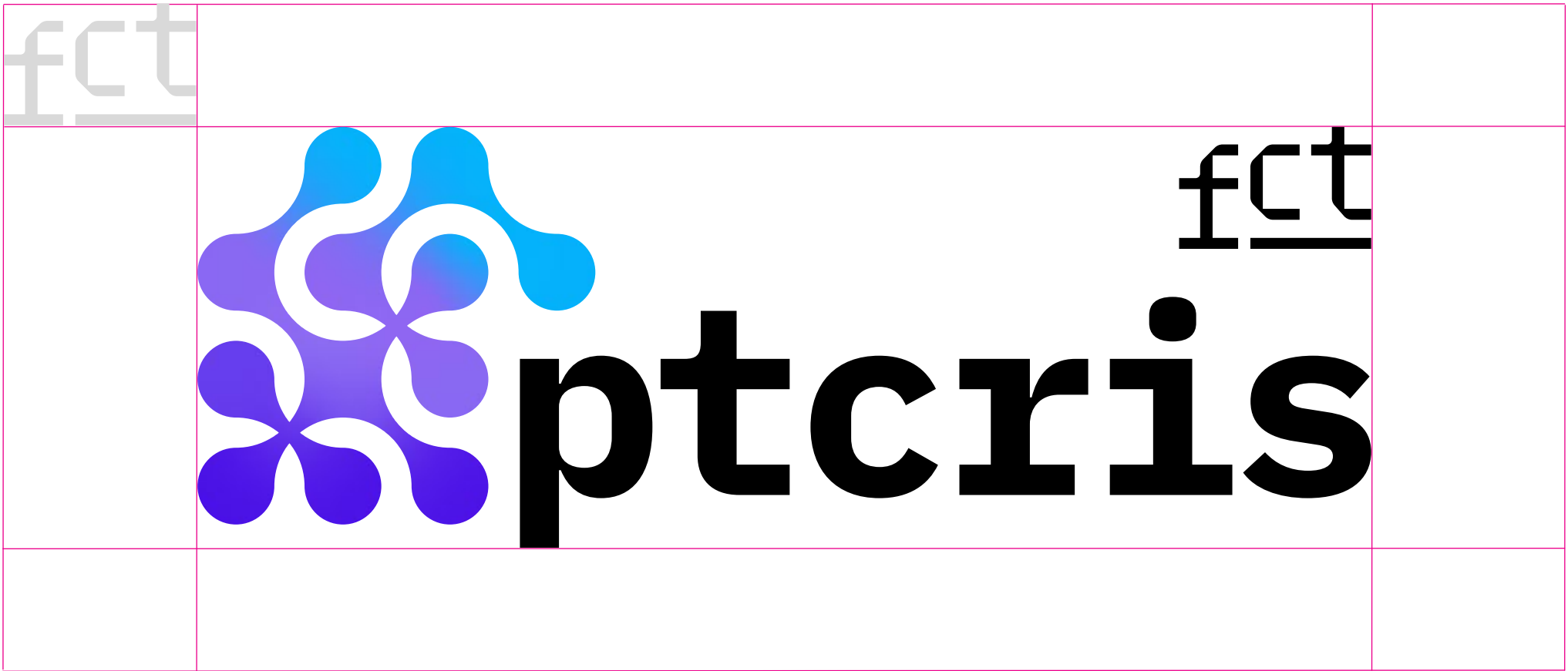
The rules for using the icon are identical to those for using the logo.



PTCRIS

Safety margins

The safety margin equivalent to the size of the FCT exponent must be respected.



PTCRIS

Minimum dimensions

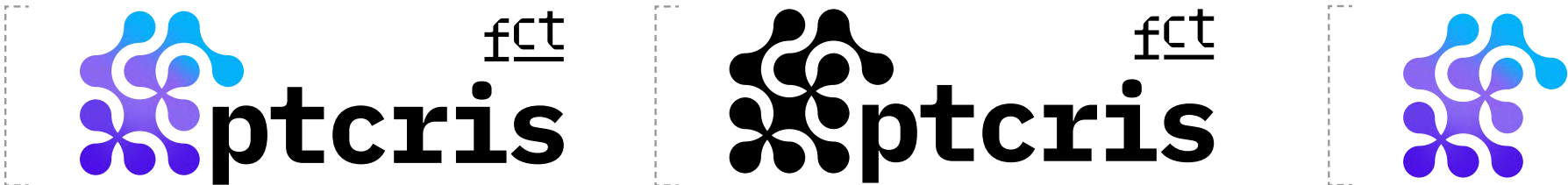
The legibility of the logo must not be compromised. Therefore, the following minimum dimensions have been established.

These measurements apply to all versions of the logo and icon.

Vertical Measurement

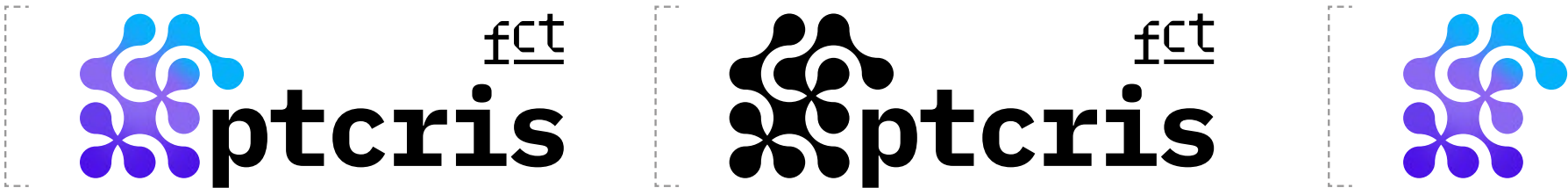
Digital

40 px



Print

6 mm

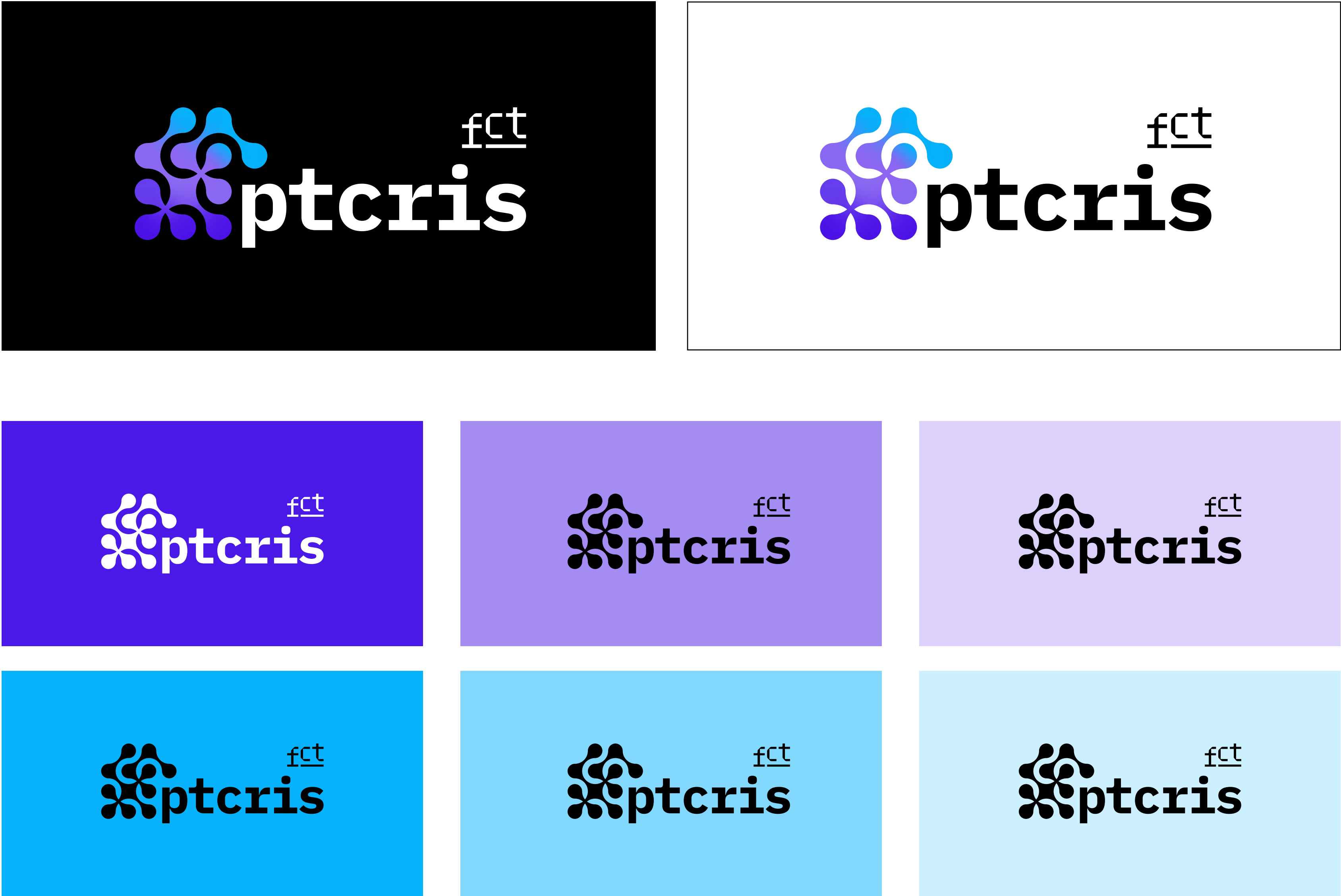


PTCRIS

Behaviour over colour

The **main versions** of the logo, with the colour icon, should be used preferentially, applied exclusively on black or white backgrounds to ensure total legibility.

The **preferred secondary and secondary versions** should be used whenever the logo needs to be applied on other coloured backgrounds, ensuring the highest possible level of contrast.

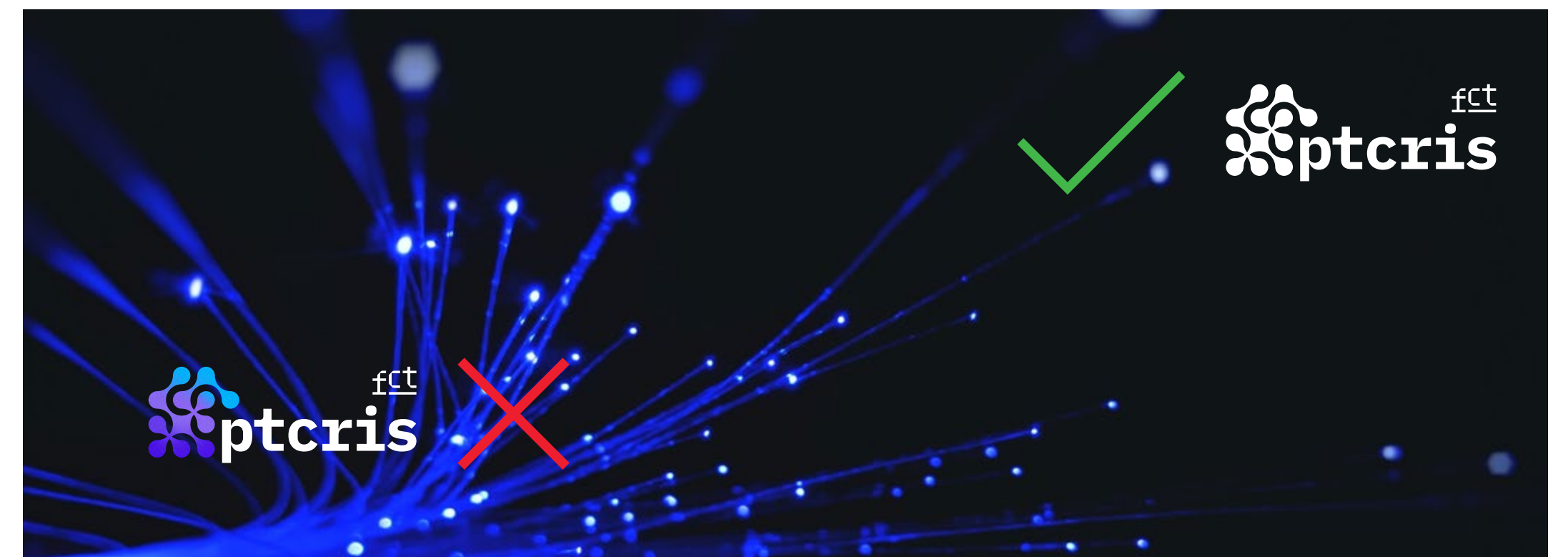
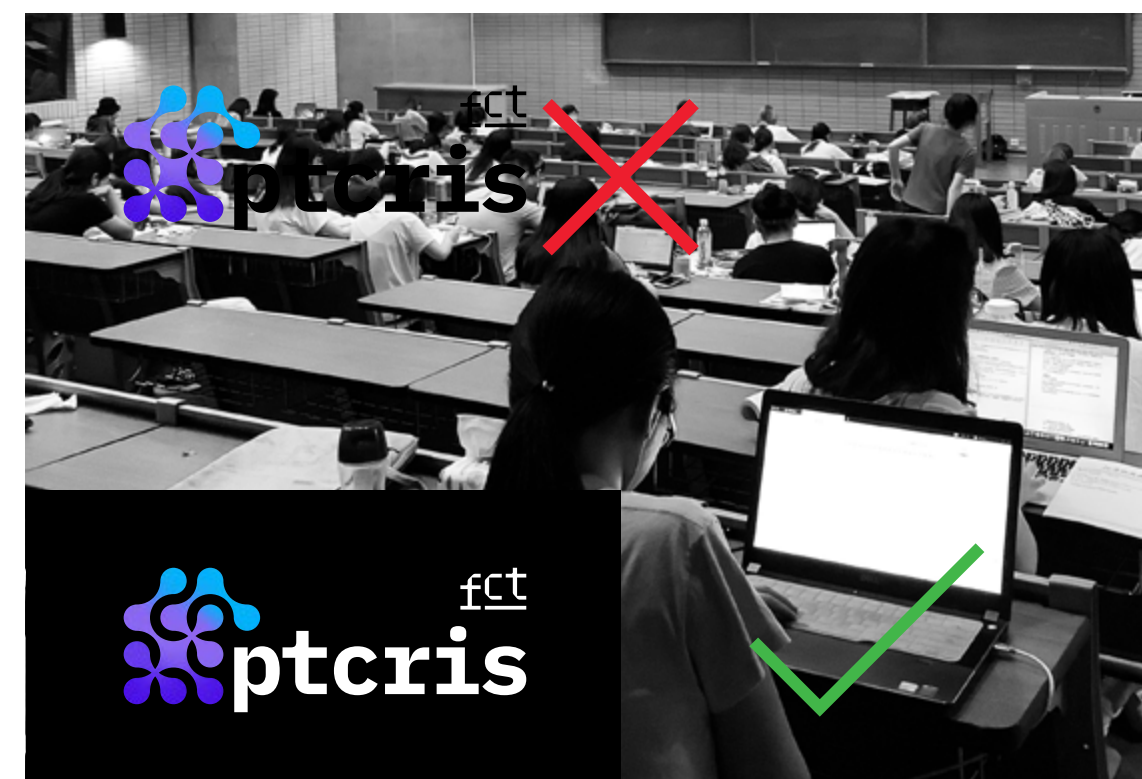
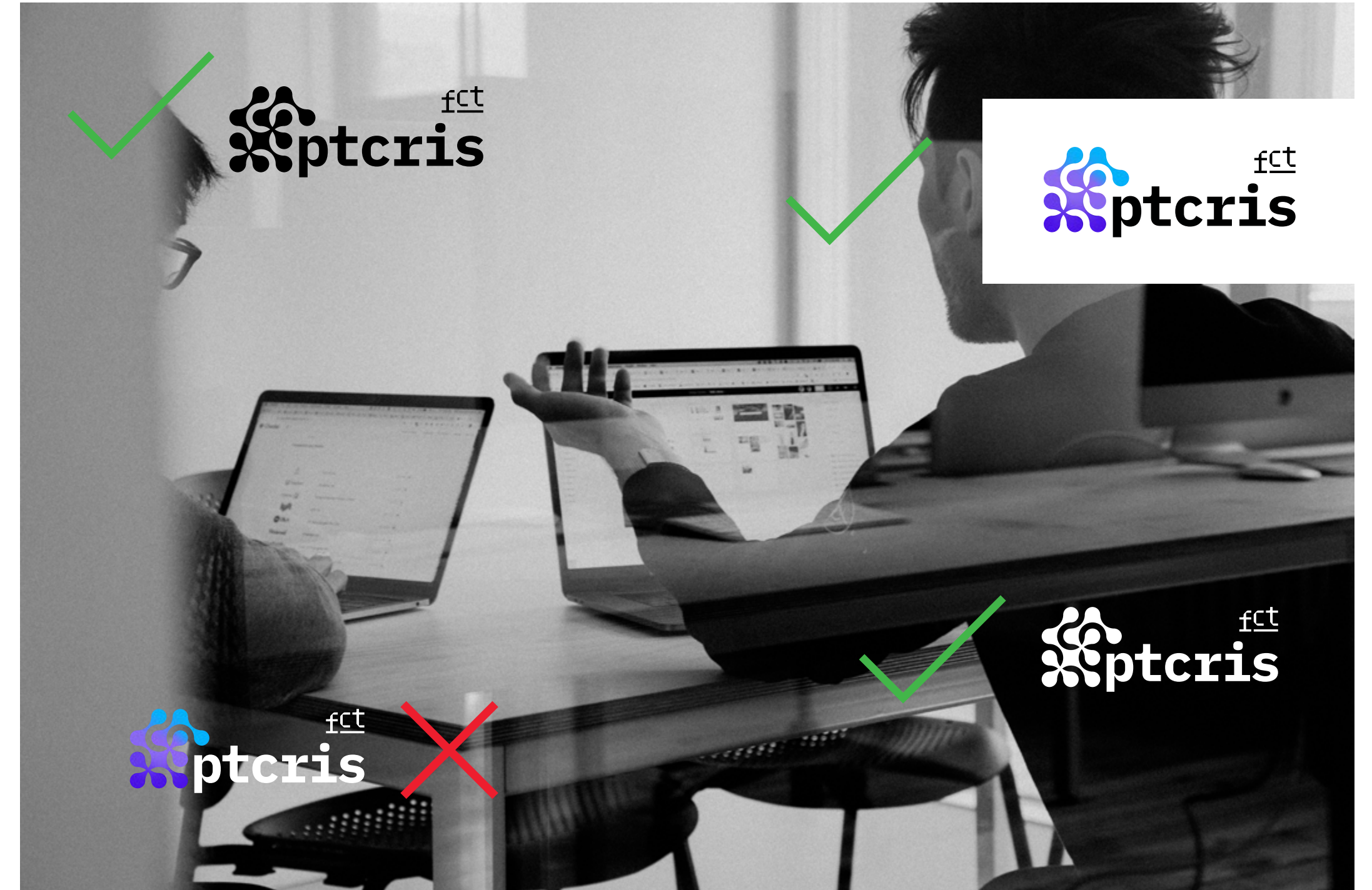


PTCRIS

Behaviour over image

For extremely complex images, it is advisable to use the main version on a white or black background.

The secondary version can be used on photographs, provided that it does not compromise legibility.



PTCRIS

Incorrections

The integrity of the logo is essential for brand consistency and recognition. Any unauthorised changes compromise the visual identity and weaken its presence.

The examples shown on this page demonstrate common mistakes to avoid.

These criteria apply to all versions and variations of the brand logo.

Logo distortion



Colour change



Change of elements



Use outlines



Disregarding safety margins



Using the Main Version on a coloured background



PTCRIS

Typography

The official typeface family of the PTCRIS brand is **IBM Plex Sans**.

All brand communication pieces must be presented with the defined typography in order to maintain graphic cohesion across the various media and platforms.

The alternative typography - **Arial** - should only be used when it is impossible to use the main typography.

Ff

IBM
plex sans

ibm plex mono
ibm plex serif

This is our main typography.

Aa

ARIAL

This is our alternative typography.

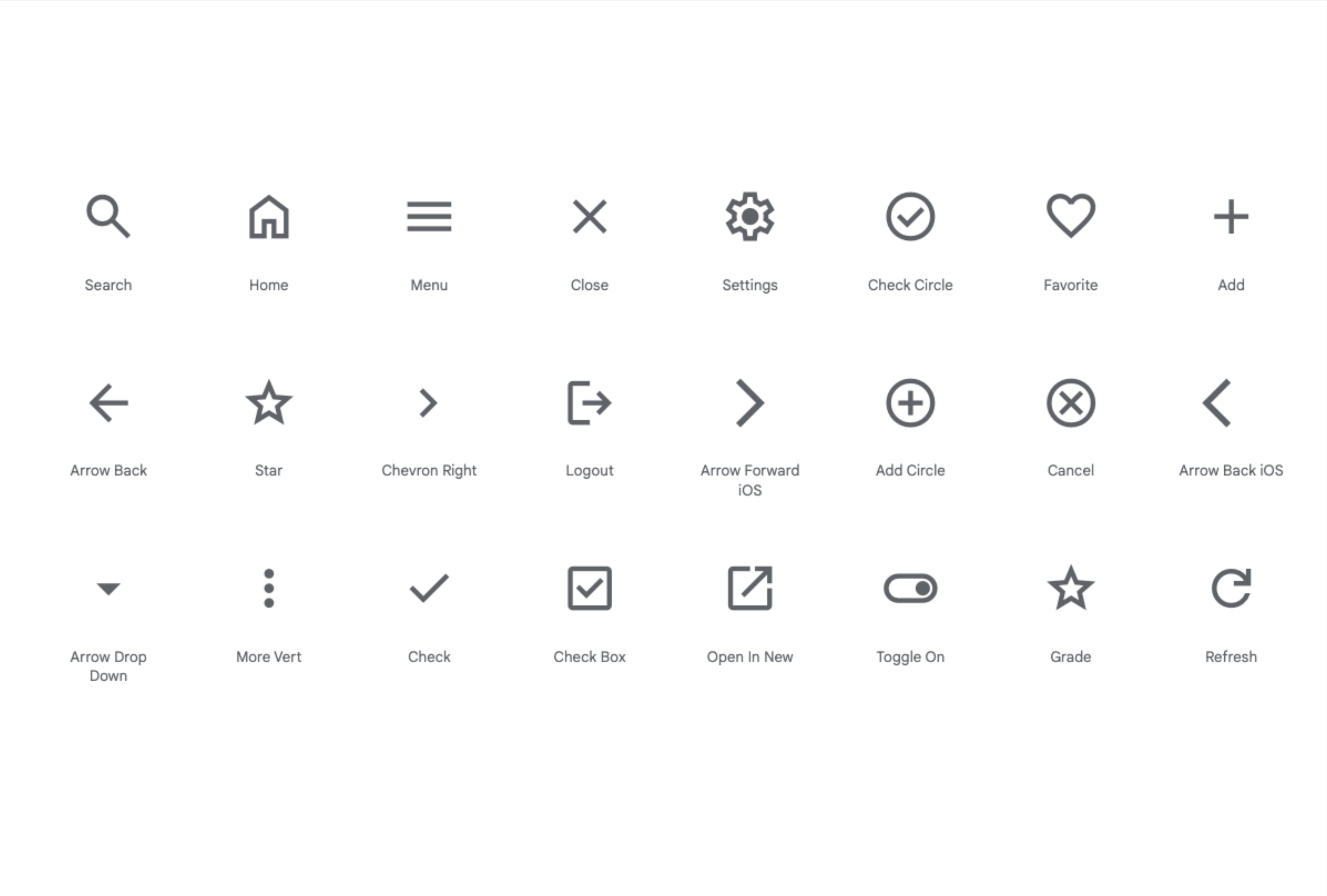
PTCRIS

Iconography

The Google icon library - **Material Symbols & Icons** - should be used to ensure a cohesive and functional visual identity in all our communications.

These icons were chosen for their clarity and simplicity, and should be used consistently, scaled appropriately, and applied with the colours from the service’s official colour palette.

It is important that icons are contextually relevant, easily understandable, well spaced and aligned, and that they maximise accessibility with adequate contrasts and textual alternatives.

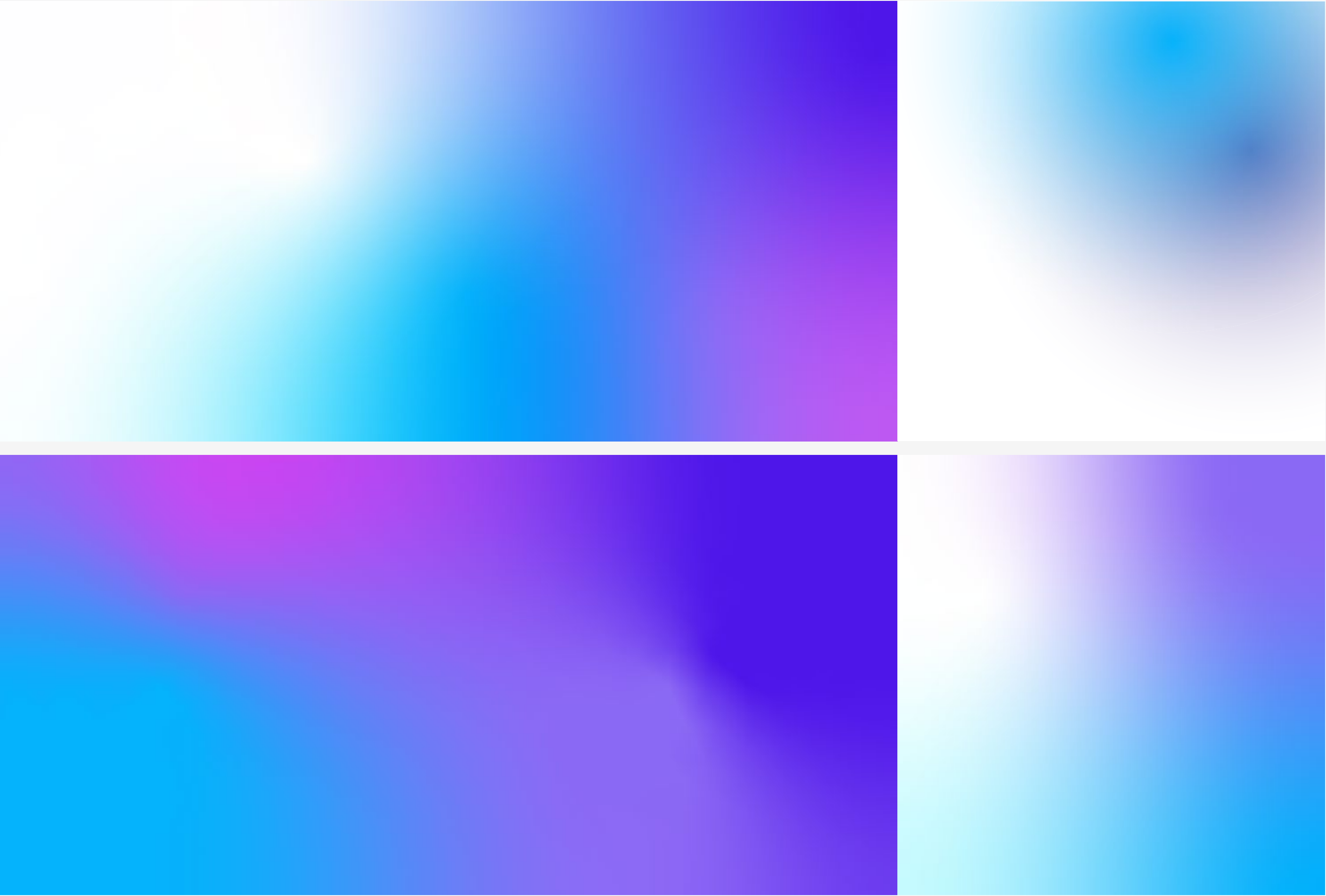


PTCRIS

Gradients

PTCRIS gradients are one of the visual resources that can be used as part of the brand’s graphic identity and should be composed of the service’s official colours.

These combinations are merely suggestive and can be applied with varying degrees of opacity, provided they respect the official colours and the colour spectrum resulting from the various saturation levels.



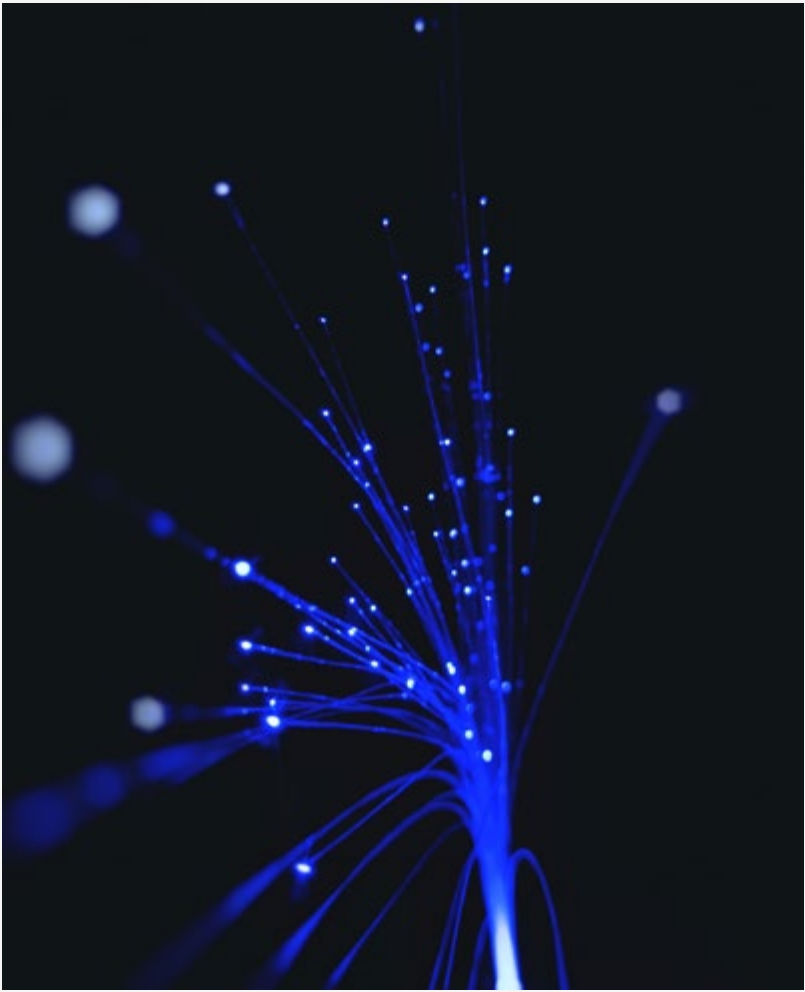
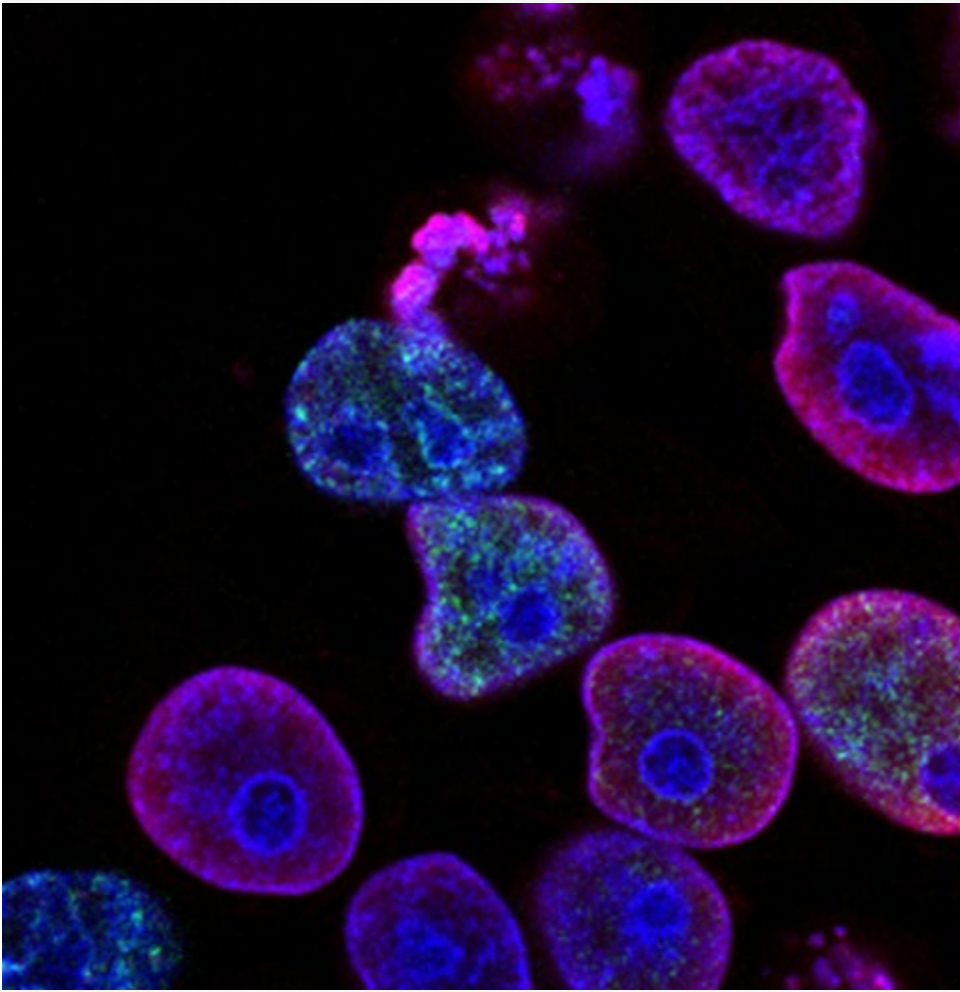
PTCRIS

Images

The style of images and photographs used in brand communication should be clean and high quality, avoiding excessive editing or montage.

Images should convey a modern and technological feel, aligning with the brand’s visual identity.

A black and white filter or a filter with the official gradient can be applied to images to reinforce the association with the service.





If you have any questions about the application of the visual identity or need to develop infographics, illustrations or images for service-related initiatives, please contact the Marketing and Communications department for specific guidance on the graphic style to be followed and to ensure the correct use of the brand identity in all contexts.



FCCN serviços
digitais
fct

fct Fundação
para a Ciência
e a Tecnologia

