

See **BH!**  
you in

Belo  
Horizonte

VISUAL IDENTITY  
MANUAL

SEPTEMBER, 2025

## DEAR PROFESSIONAL,

this manual establishes standards for the visual presentations of the Te encontro em BH brand. It will ensure that your identity is consistently preserved. Incorrect use or failure to apply the standards set out here could jeopardize the success of the brand. Any change will affect the integrity of your visual identity and consequently damage your image.

For this reason, we ask for everyone's cooperation in applying the rules presented in this manual.

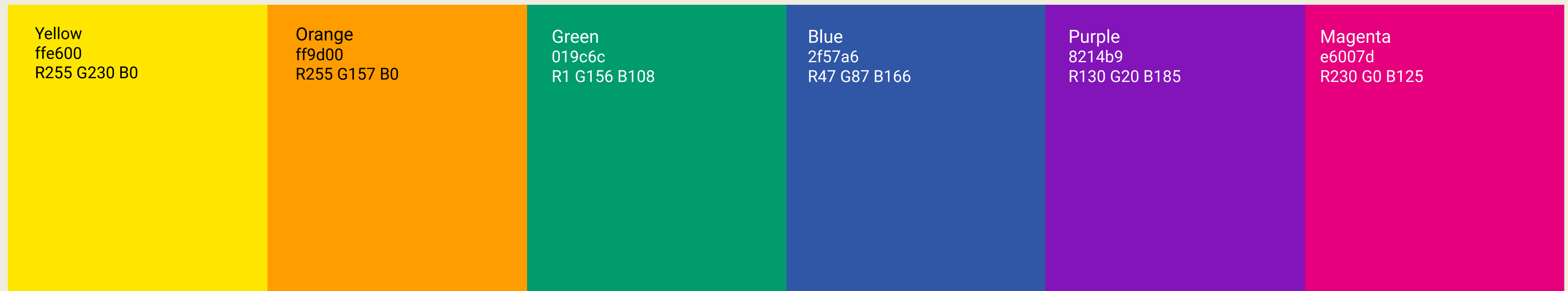
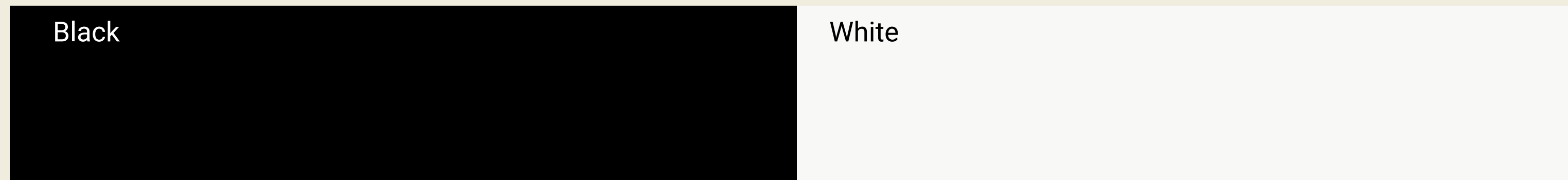
## BRAND

The version of the brand below should be used whenever possible.



# BRAND COLORS

The aim of consistently using the Te encontro em BH brand color pattern is to generate recognition, awareness and familiarity. The brand should, whenever possible, be presented in one of its color versions.



Yellow  
C1.M5.Y100.K0

Orange  
C0.M50.Y100.K0

Green  
C93.M0.Y75.K10

Blue  
C90.M65.Y0.K0

Purple  
C70.M90.Y0.K10

Magenta  
0.M100.Y0.K0

## COLORS VERSIONS

The mark should be used, whenever possible, in its color version.

The color version can be used in both negative and positive to ensure the best legibility. If there are printing restrictions, use the brand in the positive or negative version.



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## MAXIMUM REDUCTION

### PRINTING

The maximum reduction allowed for printing is 2 cm wide, as shown below:



### CANVA

The maximum reduction allowed for the screen is 150 px wide, as shown below:



## INCORRECT USES

Application of gradients or ways other than those contained in this manual.



## INSTITUTIONAL TYPOGRAPHY

The typeface adopted for institutional messages is Gotham. It should be used in items such as advertising pieces, institutional signatures and various printed materials.

### Gotham Light

ABCDetc.

ABCDEFGHIJKLMN**OP**QRSTUVXZ  
abcdefghijklmnopqrstuvxz

1234567890&@?!.,

### Gotham Medium

ABCDetc.

ABCDEFGHIJKLMN**OP**QRSTUVXZ  
abcdefghijklmnopqrstuvxz

1234567890&@?!.,

### Gotham Bold

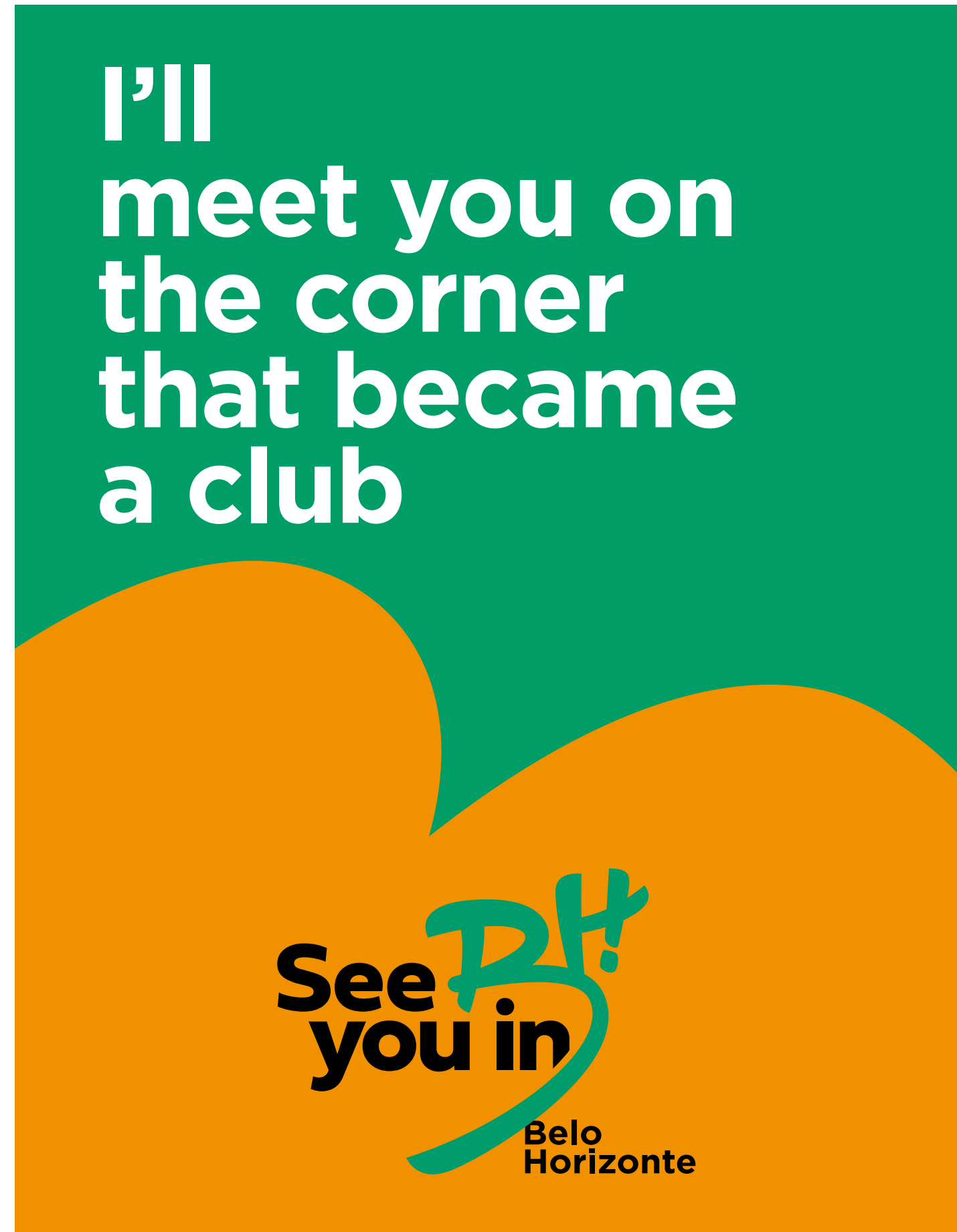
ABCDetc.

ABCDEFGHIJKLMN**OP**QRSTUVXZ  
abcdefghijklmnopqrstuvxz

1234567890&@?!.,

## APPLICATION ON BACKGROUNDS

If you need to use colored backgrounds, you should use solutions that favor the legibility and visual cleanliness of the brand.



## SIGNATURE HIERARCHY

The brand should be positioned in this order when applied side by side with the Belotur and Belo Horizonte City Hall brands.



Belotur



**BELO  
HORIZONTE**  
P R E F E I T U R A

trabalho energia coração

## BRAND VERSION

BH alone can be used in very small applications, such as a social media avatar, or in larger sizes accompanied by titles or phrases, generating more visual impact, as shown in the examples below.



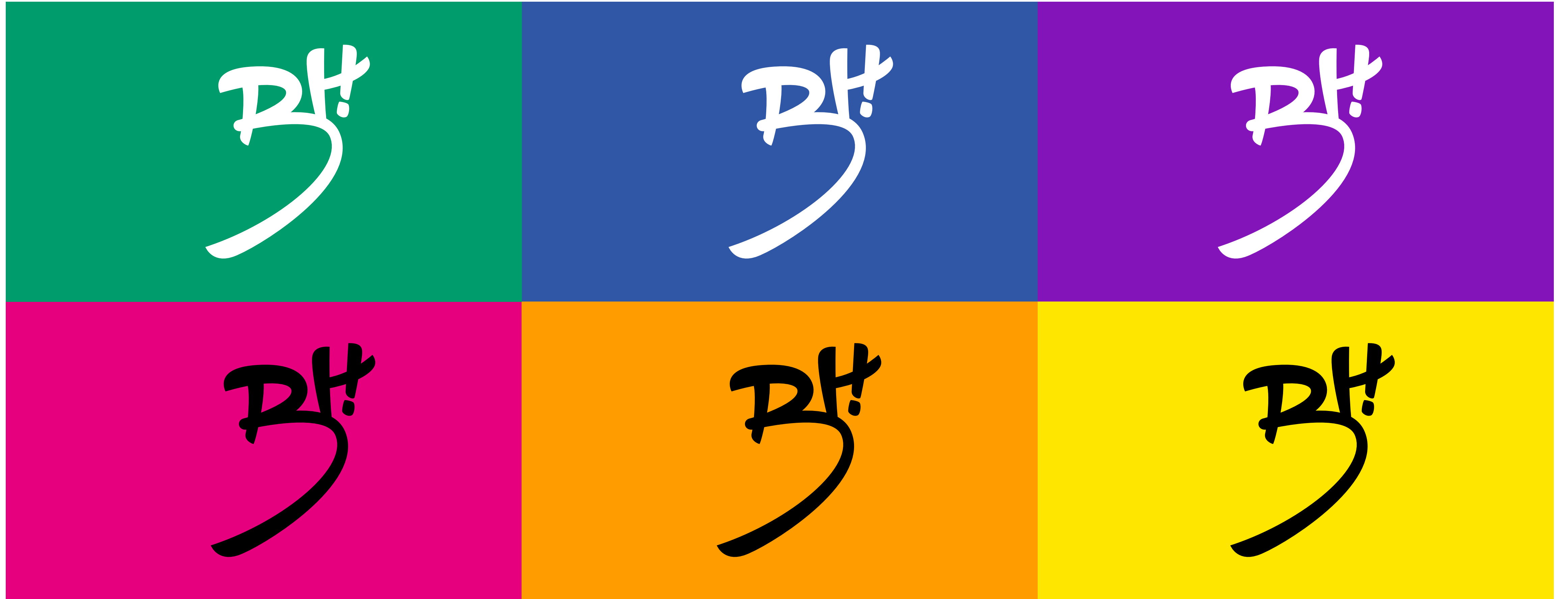
## BRAND VERSION

Use the same color palette as the full version of the brand.



## BRAND VERSION

Use the same color palette as the full version of the brand.





9:41



TeesperoenBH



Threads





9:41

< **prefeiturabh** 



Prefeitura de Be

4.872  
posts

454  
seg

Perfil oficial da Prefeitura de Belo

 [linktr.ee/prefeitura\\_bh](https://linktr.ee/prefeitura_bh)

See **BeH!**  
you in

Belo  
Horizonte



I'll  
meet you on  
the corner  
that became  
a club.

See **BH!**  
you in  
Belo  
Horizonte

I'll  
meet you  
in the lower  
center.

See **BH!**  
you in  
Belo  
Horizonte

See **BH!**  
you in  
Belo  
Horizonte



See **DH!**  
you in  
Belo Horizonte

I find you  
here, in these  
curves  
See **DH!**  
you in  
Belo Horizonte









I'll meet you  
here, in these  
curves.

See **DH!**  
you in  
Belo  
Horizonte

↑  ทางออกที่ ๑๖  
Gates | 登机口

**A 1-6**

↑  ห้องรับรองสายการบิน  
Airline Lounges | 航空公司贵宾室



→  ทางออกที่ ๑๖  
Gates | 登机口

**A 7-9**

**Whenever we meet,  
there will be  
good food,  
an honest smile,  
a tight hug and  
a desire  
to stay..**

**See *BH!*  
you in**  
Belo  
Horizonte



I'll  
meet you on  
the corner  
that became  
a club.

See **RH!**  
you in  
Belo  
Horizonte

See **RH!**  
you in  
Belo  
Horizonte

I meet  
you all  
year  
round

I'll meet you in February.

See **Rt!**  
you in

Belo  
Horizonte

See **BH**  
you in  
Belo  
Horizonte

I meet  
you all  
year round.





**I meet you all year round.**





## VISUAL IDENTITY MANUAL

developed by the Lápis Raro agency  
[www.lapisraro.com.br](http://www.lapisraro.com.br)