AvanPlas

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# Cores

## Institucional

A cor principal é o gradiente metálico, que traduz modernidade e forte base para receber as partículas de cor.

As 8 partículas que compõem a marca AGÁ2 recebem 2 cores com 2 tons diferentes.

Azul escuro, azul claro, verde escuro e verde claro. Essas cores traduzem toda a modernidade e consciência ecológica que a marca deseja.

### GRADIENTE AGÁ2

RGB **99 102 106**
HEX/HTML **63666A**
CMYK **57 46 40 25**
PANTONE **Cool Gray 10 C**

RGB **200 201 199**
HEX/HTML **C8C9C7**
CMYK **18 13 10 0**
PANTONE **Cool Gray 3 C**

RGB **3 95 196**
HEX/HTML **0066B1**
CMYK **100 60 0 0**
PANTONE **660 C**

RGB **0 210 244**
HEX/HTML **00A3E0**
CMYK **100 0 0 0**
PANTONE **Process Cyan C**

RGB **30 127 32**
HEX/HTML **1E7F20**
CMYK **93 0 98 17**
PANTONE **348 C**

RGB **119 193 46**
HEX/HTML **77C12E**
CMYK **54 0 100 0**
PANTONE **368 C**

RGB **90 90 90**
HEX/HTML **5A5A5A**
CMYK **63 51 45 33**
PANTONE **425 C**

# Tipografia

# *Tipografia*

## *Institucional*

Elegante e de forte presença e leitura, a família de fontes institucionais AGÁ2 é a Barlow.
Aplicada em títulos e frases marcantes.

Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

*Thin Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789*

ExtraLight ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

*ExtraLight Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789*

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

*Light Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789*

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

*Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789*

**Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**

***Medium Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789***

**SemiBold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**

***SemiBold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789***

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***Black Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789***

# *Tipografia*

## *Secundária*

Nos textos corridos, deve-se usar as fontes da família Gotham, de ótima legibilidade.

Essa família tipográfica é bastante extensa, o que facilita a aplicação dos textos na diversidade de peças produzidas pela empresa.

Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

*Thin Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789*

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**Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**

***Medium Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789***

**Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**

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***Black Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789***

**Ultra ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**

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*XLight Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789*