



Nursing School of Coimbra - Portugal

Visual Identity Handbook



Visual Identity Handbook

The purpose of this handbook is to establish a set of standards in order to ensure consistency in all applications of the visual identity of the ESEnC, while allowing its identity to be more easily recognizable and also to become more solid and memorable.

For greater disclosure, this handbook is translated in English and Spanish.



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Concept

The designed symbol evokes the escutcheon of the Nursing School of Coimbra, interpreting the iconic elements defined by its heraldry. Here, the brand also asserts the communion of two nursing education and science institutions that converged into the Nursing School of Coimbra (ESEnfC) and that unite, today, in the city of Coimbra, in a unique identity and with the same ideal: the status NURSING COIMBRA.

The circular geometry provides the formal structure of the sun (light, path). This is the basis in which the letter “E” (*enfermagem*, the Portuguese word for “nursing”) is drawn and engaged. The stylization of the two golden lamps’ silhouette turns both flames into one, thus emphasizing the communion of the two arms of one single dynamic body. Arms intersecting in a translational movement, where one hand cares for the sick and the other restores health.

Logo

The main version of the logo is composed by a graphic symbol, inspired by the heraldry of the school and the logo: “Escola Superior de Enfermagem de Coimbra”, in its lower part, while the text is aligned to center.



graphic symbol



escutcheon

**Nursing School of
Coimbra - Portugal**

logo

Secondary versions

There is also a horizontal secondary version, with the text aligned to the left, in which the graphic symbol appears to the left of the logo and in a smaller size. And another similar version which shows the school's web address.

The secondary version is as important as the main version, and can be used without the presence of the main version. It is, therefore, useful for the different frameworks required for application in communication material.



**Nursing School of
Coimbra - Portugal**

secondary version



**Nursing School of
Coimbra - Portugal**
w w w . e s e n f c . p t

secondary version with web address

Structure



Campus A +



Campus B

The structure of the graphic element is the result of the combination of several circular forms that intercept simultaneously in order to form an “e” and a lantern, the symbol of nursing. Moreover, they represent the union between the two campuses of the school.

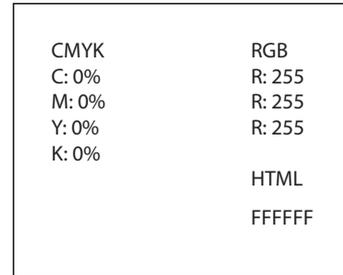
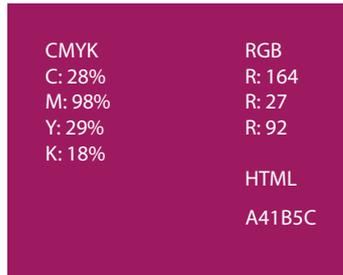
The grid is the basis of the logo’s structure, helping to define the proportion between the elements.



**Nursing School of
Coimbra - Portugal**

Colors

The school's main colors are purple, inspired by the school's and the city's heraldry, and also white.



Positive and negative versions

There is a positive and a negative version, in order to be able to apply the trademark to clear backgrounds or darker backgrounds.

The chosen version must be that which suits best the complexity and tone of the background.



positive version



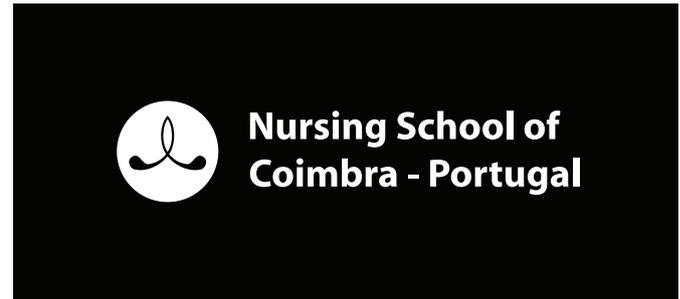
negative version

Positive and negative versions

The secondary version in both positive and negative.



positive version



negative version

Positive and negative versions

The secondary version with the web address in positive and negative.



positive version



negative version

Applications on backgrounds

When the background colors are dark, the white version must be chosen. In lighter backgrounds the colored version and the black-and-white version can be used.



Application on photographic backgrounds

When the logo is applied on photographic backgrounds, a contrast minimum must be employed for it to be noticeable; therefore, the use of the white logo is advisable when applied on dark backgrounds and always in less visually complex areas.

If the contrast is still not enough, it is possible to use a background box or to lighten or darken the photographic image in order to be readable.



Safety margin

The purpose of the safety margin is to free the trademark of visual interference in order to be properly perceived, while ensuring their complete legibility.

The safety margin's size is based on the font size of the letter "N", present in the logo. Its proportion should always be maintained.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam a justo sed sapien rhoncus interdum. Quisque malesuada eros tortor. Pellentesque tempus sollicitudin dolor, et condimentum nulla ornare eu. Sed posuere urna sit amet massa condimentum, at vulputate risus fermentum. Donec quis ex a eros egestas rhoncus. Curabitur gravida commodo leo, vitae finibus est interdum sit amet. Pellentesque blandit at metus eget aliquet.

Misuses

For a consistent and coherent use of the logo, in addition to the general rules laid down in this handbook, a set of misuses is established that should not occur in any circumstances.



**Nursing School of
Coimbra - Portugal**

Changing colors of the symbol
or logo.



**Nursing School of
Coimbra - Portugal**

Deformed proportions.



**Nursing School of
Coimbra - Portugal**

Use of another typographic
family.



**Nursing School of
Coimbra - Portugal**

Changing the alignment and
the relation between elements.



**Nursing School of
Coimbra - Portugal**

Use of shadows or effects.



**Nursing School of
Coimbra - Portugal**

Use of outlines.

Typography

The typographic family used in the ESEnC logo is the *Myriad Pro*. In order to ensure its readability in the different formats, the font style *bold* was chosen.

Using this font in communication materials is advisable in order to maintain consistency.

Myriad Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Minimum dimensions

In order to maintain readability in different materials, minimum dimensions were defined for a accurate reproduction.

For web



**Nursing School of
Coimbra - Portugal**

30px

For printing



**Nursing School of
Coimbra - Portugal**

0.67 in

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