

NORMAS GRÁFICAS RTP PLAY

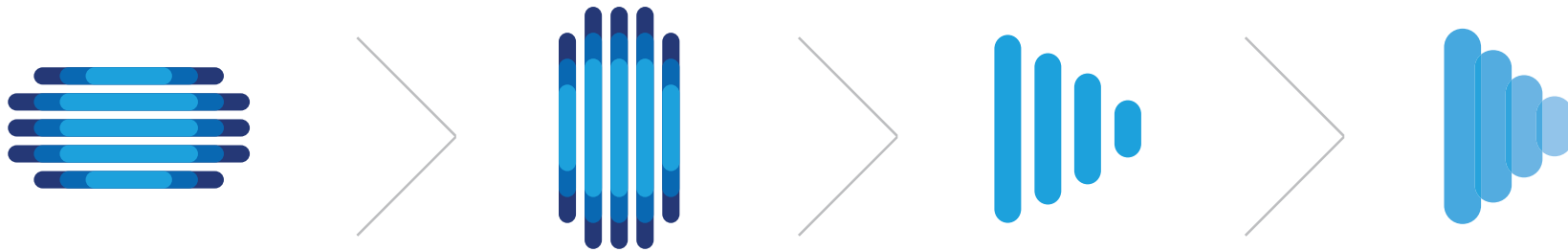
PLAY



RTP PLAY

O lettering "Play" deriva
directamente da forma RTP,
mantendo a coerência gráfica.

ENTIDADE CORPORATIVA
ELEMENTOS SÍMBOLO GRÁFICO



O "Símbolo" resulta da evolução da "bolha" RTP para a forma de player, quer seja ele video ou audio.

ENTIDADE CORPORATIVA

LOGÓTIPO:



MEMÓRIA DISCRITIVA

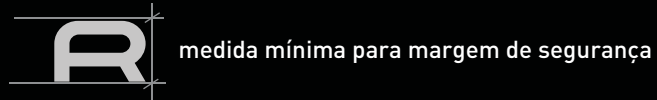
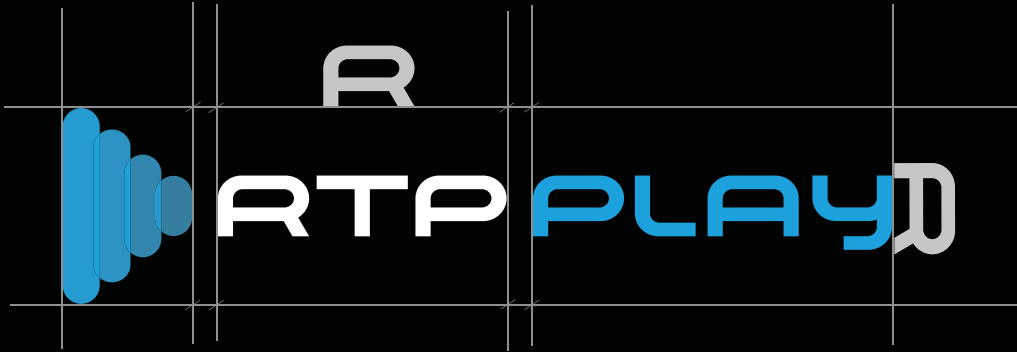
Concebido para se inserir na orgânica do universo RTP, o lettering "Play" vai de encontro com a mesma linguagem gráfica que é constante no ambiente comunicativo RTP. A construção do "Símbolo" resultante da evolução das linhas RTP para uma forma de seta, representa a forma de um player multi canal, quer de video, quer de audio.

A sua adaptação para o mundo digital foi uma prioridade, concebido a pensar no novo universo digital da RTP. O logótipo apresenta um dinamismo seguidor da marca RTP integrando-se e reforçando aspectos como o progresso e a continuidade dos diversos conteúdos do canal.



APLICAÇÃO

ENTIDADE CORPORATIVA

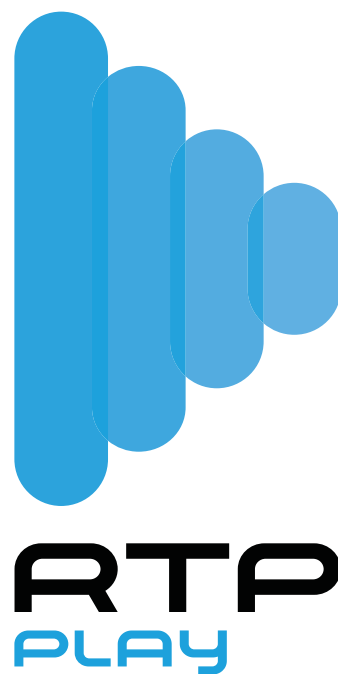


O logotipo standart não deve ter menos de 4 mm de altura ou 11px, para garantir a sua legibilidade.

APLICAÇÃO

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and made a specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

ENTIDADE CORPORATIVA
LOGÓTIPO: VERSÃO VERTICAL



Versão vertical
Standart.

ENTIDADE CORPORATIVA
LOGÓTIPO: VERSÃO VERTICAL



POSITIVO



NEGATIVO

ENTIDADE CORPORATIVA

MARGENS DE SEGURANÇA



APLICAÇÃO

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and set it to produce a specimen book. It has remained essentially unchanged, and is still widely used in the release of Letraset typefaces, and more modern desktop publishing software like Aldus PageMaker, including versions of Lorem Ipsum. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

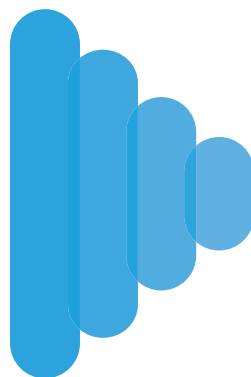
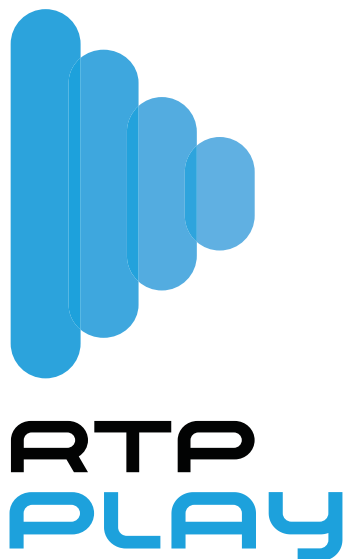


11 mm



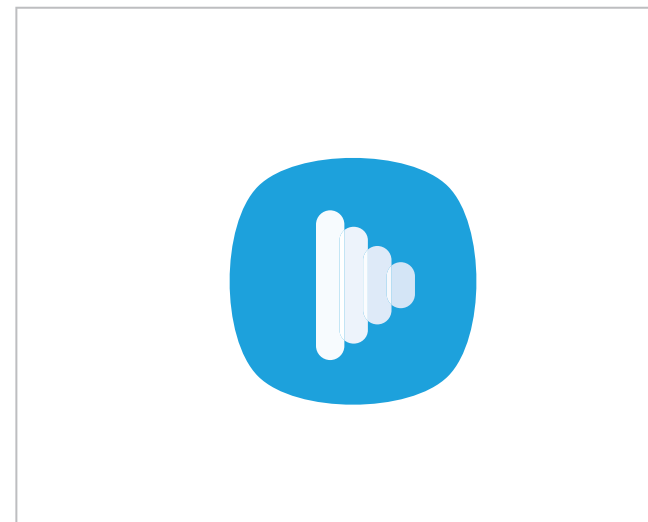
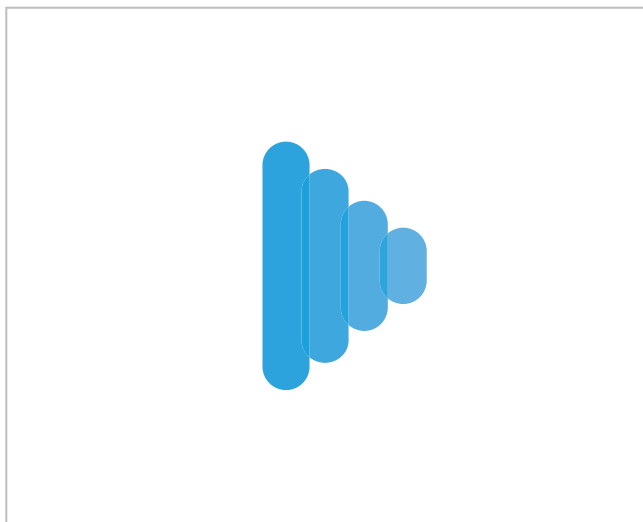
O logotipo vertical não deve ter menos de 11 mm de largura ou 31px, para garantir a sua legibilidade.

ENTIDADE CORPORATIVA
LOGÓTIPO: VERSÃO MULTIMÉDIA

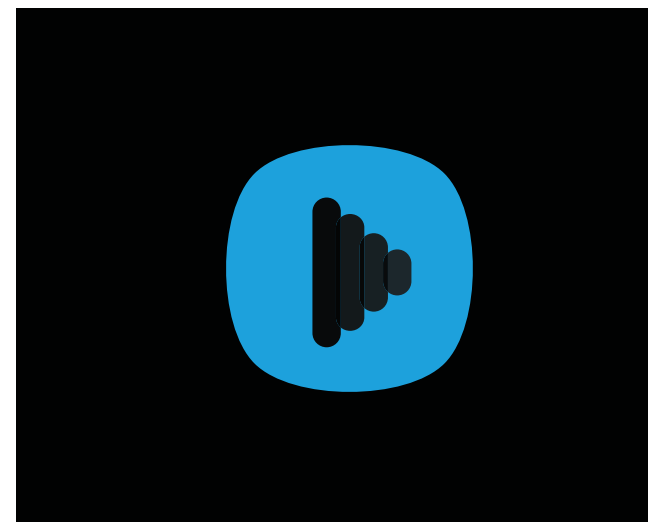
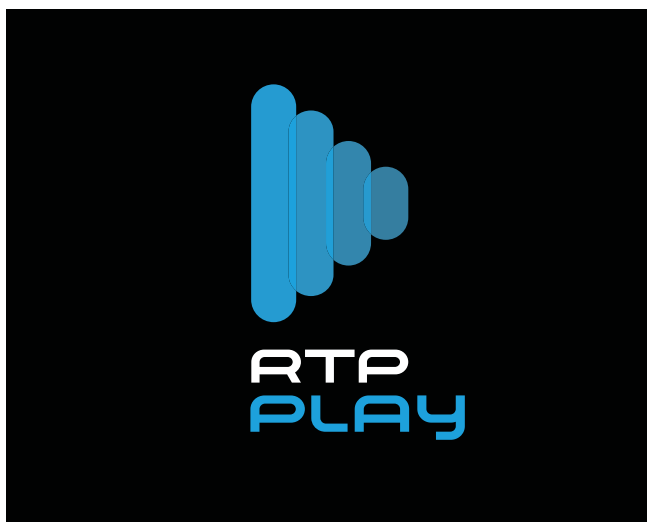


Versão vertical para aplicar
em formatos como videos
e animações

ENTIDADE CORPORATIVA
LOGÓTIPO: VERSÃO MULTIMÉDIA



POSITIVO



NEGATIVO

ENTIDADE CORPORATIVA

MARGENS DE SEGURANÇA



medida mínima para
margem de segurança

APLICAÇÃO

Lorem Ipsum is simply dummy text of the printing and typesetting industry. It has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of Garamond type and simply scrambled it to make a type specimen book. It has remained essentially unchanged, and was first released with the release of LetraLight in the 1960s with the release of LetraLight software like Aldus PageMaker, becoming the desktop publishing standard for desktop publishing and web design. Lorem Ipsum is simply dummy text of the printing and typesetting industry.



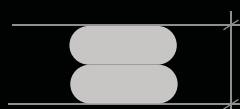
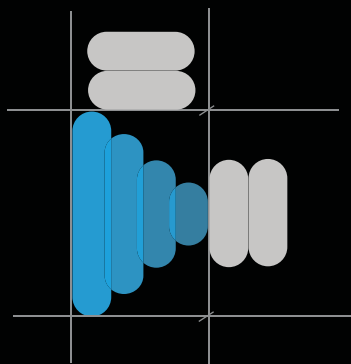
11 mm



O logotipo vertical não deve ter menos de 11 mm de largura ou 31px, para garantir a sua legibilidade.

ENTIDADE CORPORATIVA

MARGENS DE SEGURANÇA



medida mínima para
margem de segurança

APLICAÇÃO

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and assembled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was replaced by Letraset typefaces in the 1960s with the release of Letraset software like Aldus PageMaker, including versions of Lorem Ipsum. Lorem Ipsum is simply dummy text of the printing and typesetting industry.



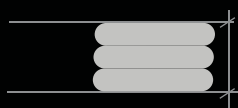
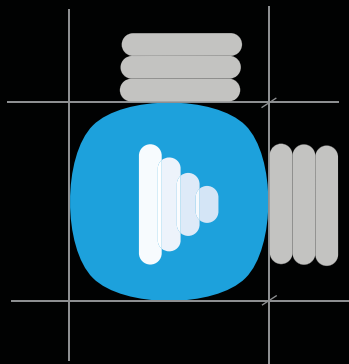
6 mm
+ +



O logotipo vertical não deve ter menos de 6 mm de largura ou 17px, para garantir a sua legibilidade.

ENTIDADE CORPORATIVA

MARGENS DE SEGURANÇA



medida mínima para
margem de segurança

APLICAÇÃO

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of Garamond type and simply scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. The release of Letraset software in the late 1960s with the widely available Lorem Ipsum software like Aldus PageMaker led to the current versions of Lorem Ipsum. Lorem Ipsum is simply dummy text of the printing and typesetting industry.



10 mm



O logotipo vertical não deve ter menos de 10 mm de largura ou 28px, para garantir a sua legibilidade.

ENTIDADE CORPORATIVA

NAMING

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, and as passed on **RTP Play** but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum for ~~RTP PLAY~~ Lorem Ipsum is simply dummy text of the printing and typesetting industry.

O nome RTP Play deve ser sempre escrito segundo o demonstrado, **RTP Play**.

Formas como **RTPLAY**, **RTP PLAY**, **RTP.Play**, **RTPPlay**, **rtp-play** e todas as outras possibilidades não são permitidas.

CORES
PANTONES E REFERÊNCIAS



PANTONE
2915 C

CMYC
C 73 M 20 Y 0 K 0

RGB
R 0 G 164 B 230



PANTONE
BLACK

CMYC
C 0 M 0 Y 0 K 100

RGB
R 0 G 0 B 0

CORES

COMPORTAMENTO DAS CORES EM FUNDOS MONOCROMÁTICOS



CORES

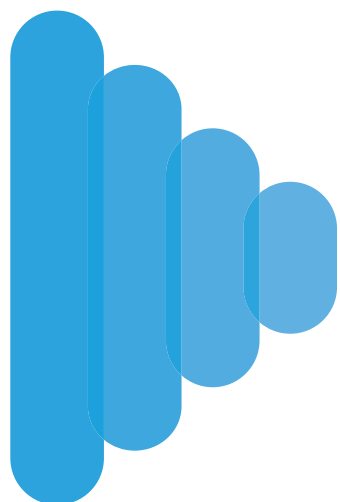
COMPORTAMENTO DAS CORES EM FUNDOS POLICROMÁTICOS

Os comportamentos sobre fundos de cores que não sejam as referidas na página anterior devem ser evitados a todo o custo.



CORES

PANTONES E REFERÊNCIAS



RTP
PLAY



PANTONE
2915 C

CMYC

C 65 M 10 Y 0 K 0

RGB

R 50 G 180 B 255



PANTONE
BLACK

CMYC

C 0 M 0 Y 0 K 100

RGB

R 0 G 0 B 0

CORES

COMPORTAMENTO DAS CORES EM FUNDOS MONOCROMÁTICOS



CORES

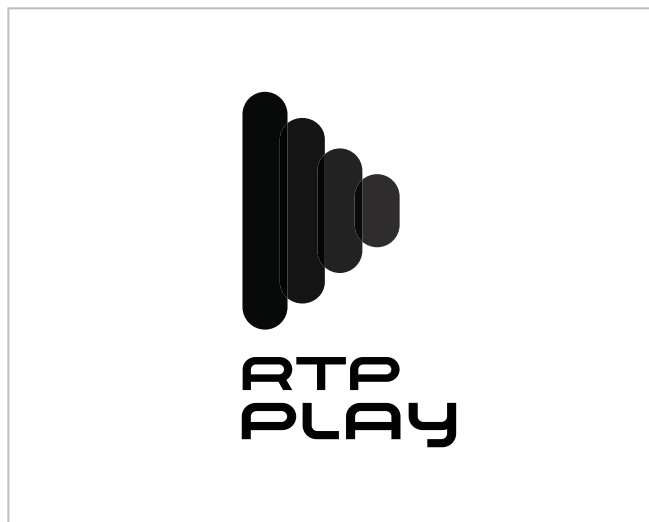
COMPORTAMENTO DAS CORES EM FUNDOS POLICROMÁTICOS

Os comportamentos sobre fundos de cores que não sejam as referidas na página anterior devem ser evitados a todo o custo.

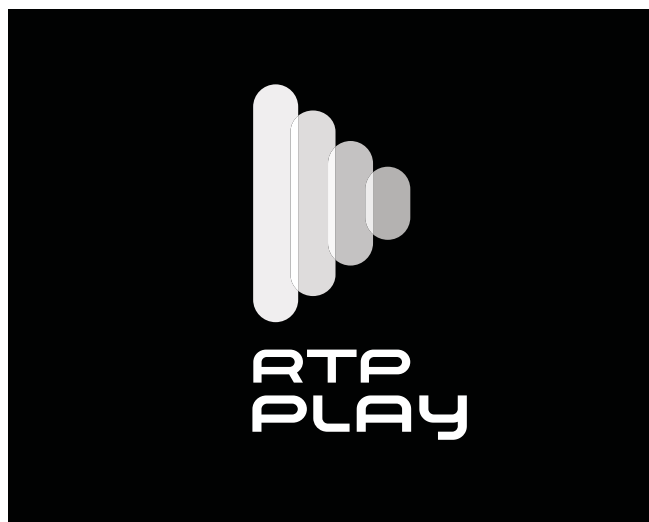
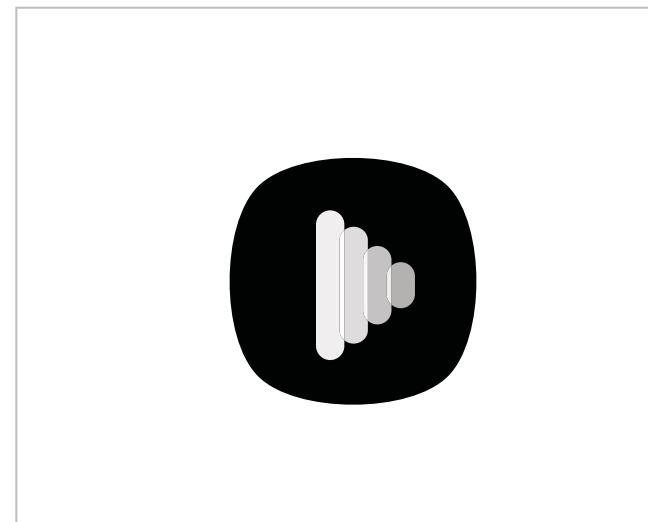
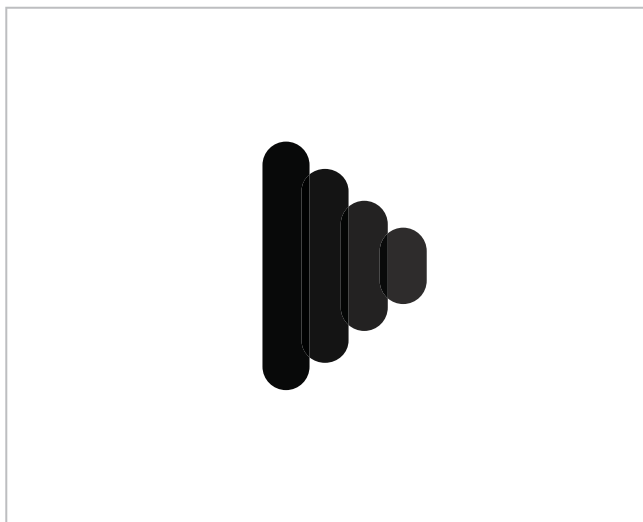


CORES

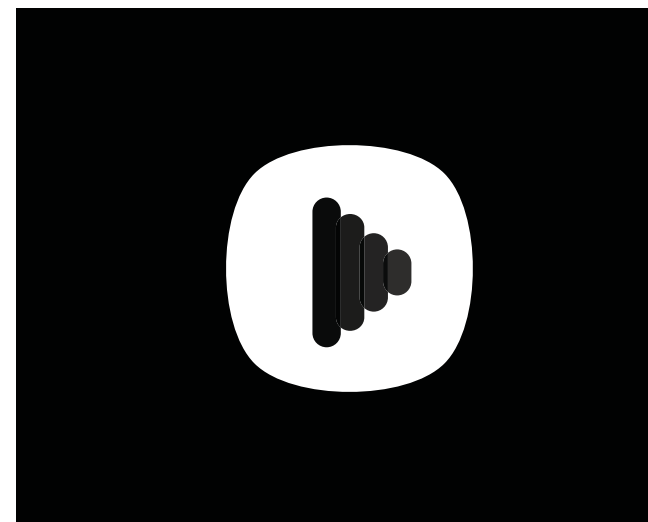
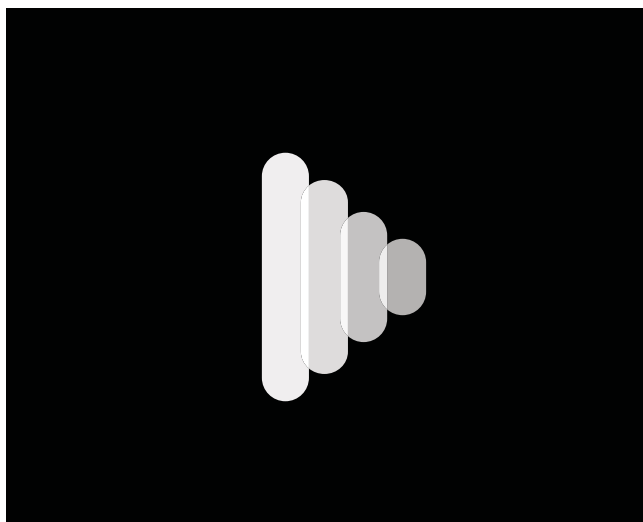
COMPORTAMENTO DAS CORES EM FUNDOS MONOCROMÁTICOS



POSITIVO



NEGATIVO

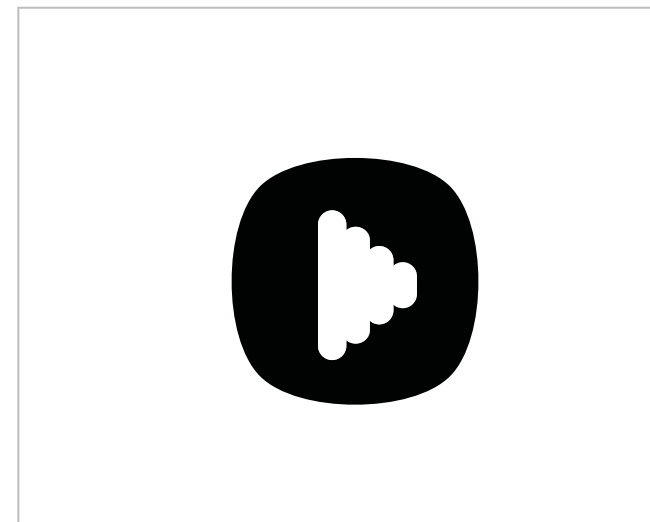
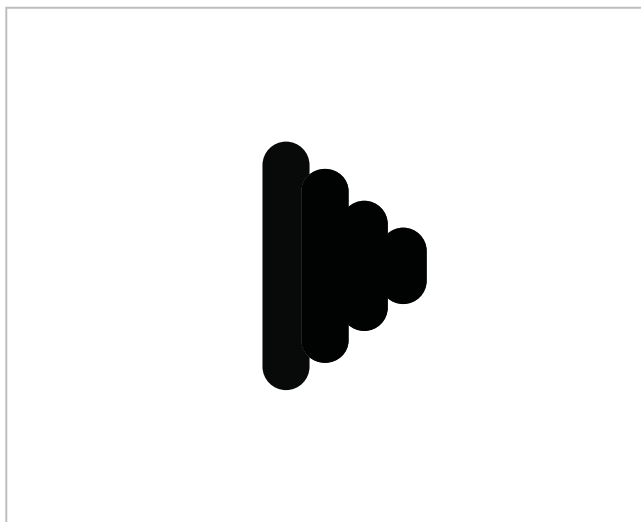


CORES

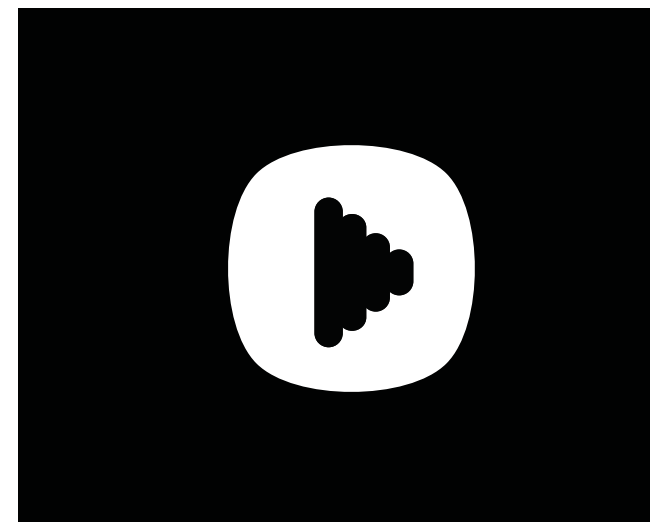
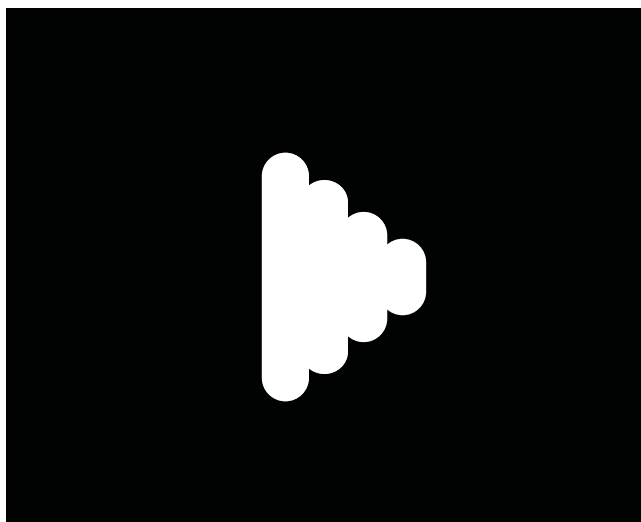
COMPORTAMENTO DAS CORES EM FUNDOS MONOCROMÁTICOS



POSITIVO



NEGATIVO



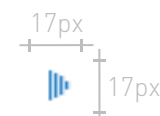
APLICAÇÃO ICONOGRAFIAS



Versão original



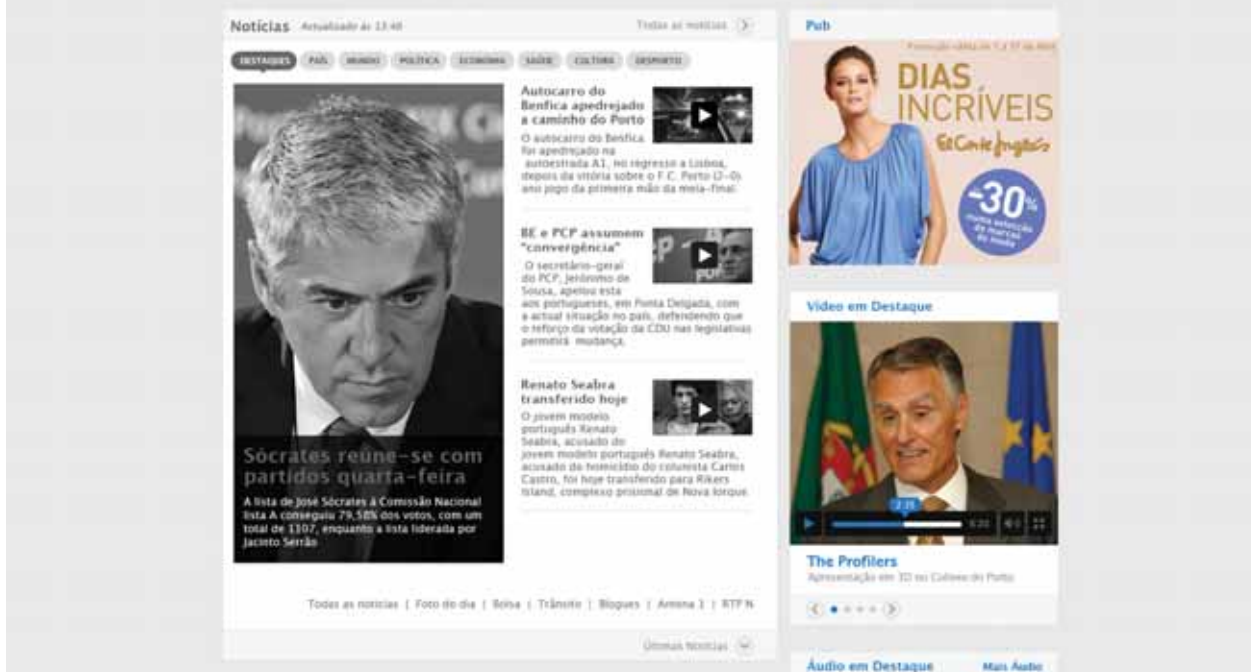
Versão s/fundo



RGB
R 0 G 117 B 216

RGB
R 225 G 225 B 225

Pode adquirir a cor das marcas de acordo com as respectivas páginas em que se vai situar.



APLICAÇÃO
INTEGRAÇÃO NO UNIVERSO RTP



APLICAÇÃO
INTEGRAÇÃO NO UNIVERSO RTP



CORES
SOBRE IMAGEM



CORES
SOBRE IMAGEM



CORES
SOBRE IMAGEM



CORES
SOBRE IMAGEM



