



BAHIAFARMA
MANUAL DE MARCA









R: 0
G: 188
B: 255

R: 34
G: 0
B: 123

R: 255
G: 0
B: 0

C: 100
M: 10
Y: 0
K: 0

C: 100
M: 100
Y: 15
K: 15

C: 0
M: 100
Y: 100
K: 0

Pantone
2995 C

Pantone
2738 C

Pantone
RED 032 C

R: 21
G: 64
B: 132

C: 100
M: 90
Y: 15
K: 0

Pantone
661C



R: 180
G: 0
B: 28

C: 0
M: 100
Y: 100
K: 30

Pantone
3517 C



R: 21
G: 64
B: 132

C: 100
M: 90
Y: 15
K: 0

Pantone
661C

B Bahiafarma

B
Bahiafarma

B Bahiafarma

B
Bahiafarma

redução máxima
2,5cm

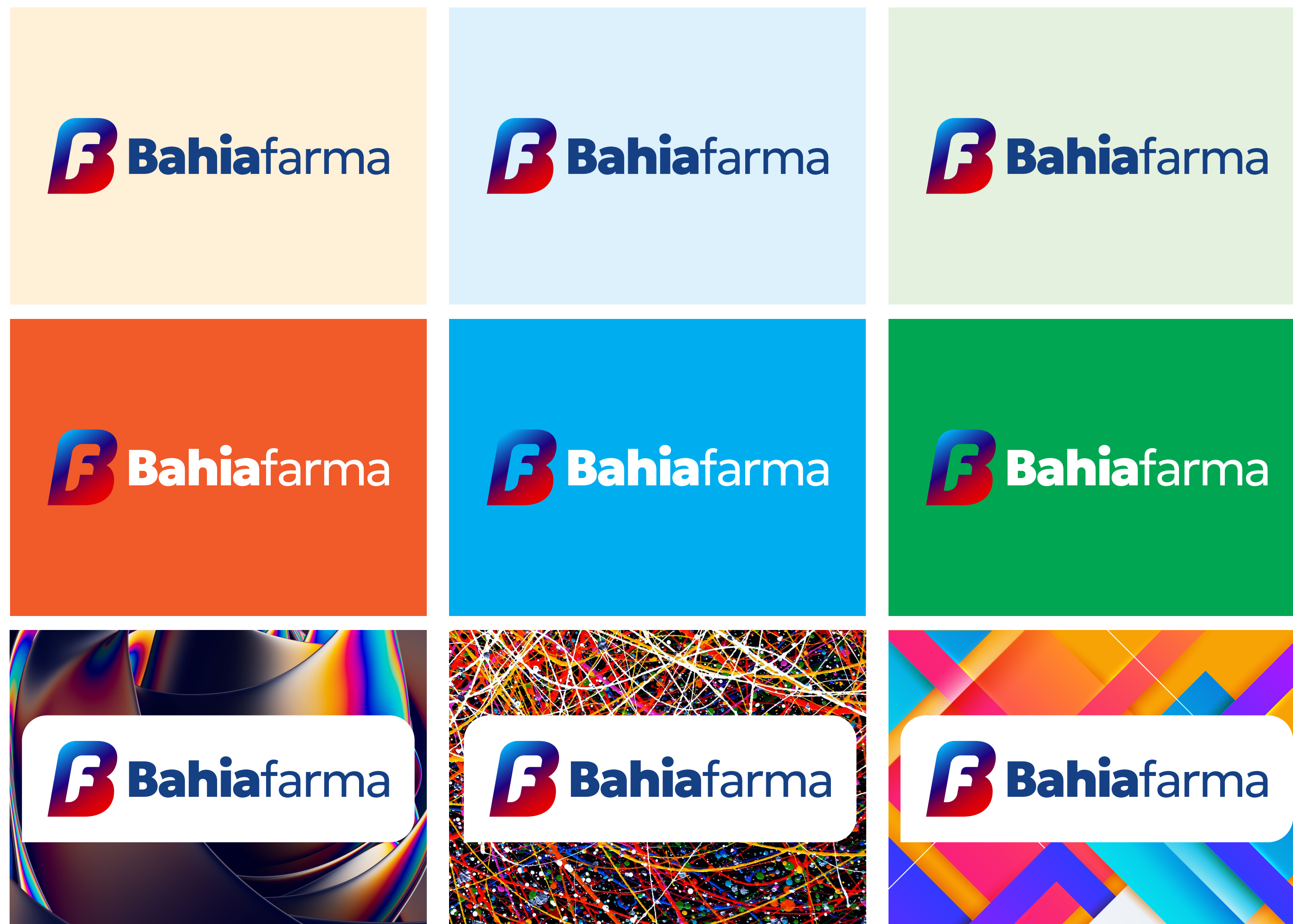


redução máxima
3cm



redução máxima
0,5cm





Em fundos claros a marca deve ser aplicada em sua versão principal.

Em fundos escuros a marca deve ser aplicada em sua forma negativa.

Em fundos com elementos visuais que atrapalhem a leitura, a marca deve ser aplicada em um box branco.

m

m



B

B

HIERARQUIA DAS MARCAS



SECRETARIA
DA SAÚDE



HIERARQUIA DAS MARCAS

1

+



Bahiafarma

GOVERNO DO ESTADO



SECRETARIA DA SAÚDE

m
m



Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum.

Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

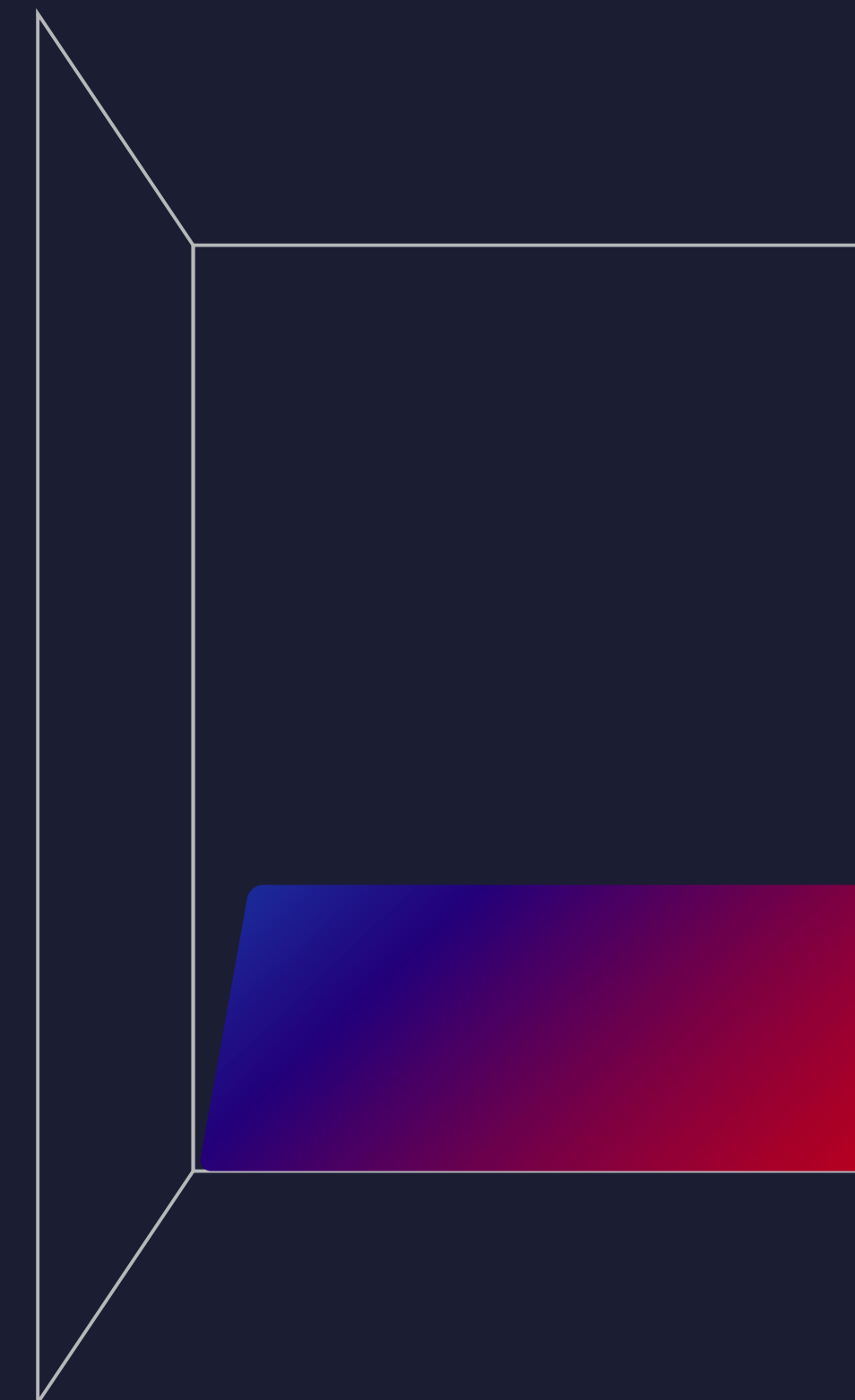
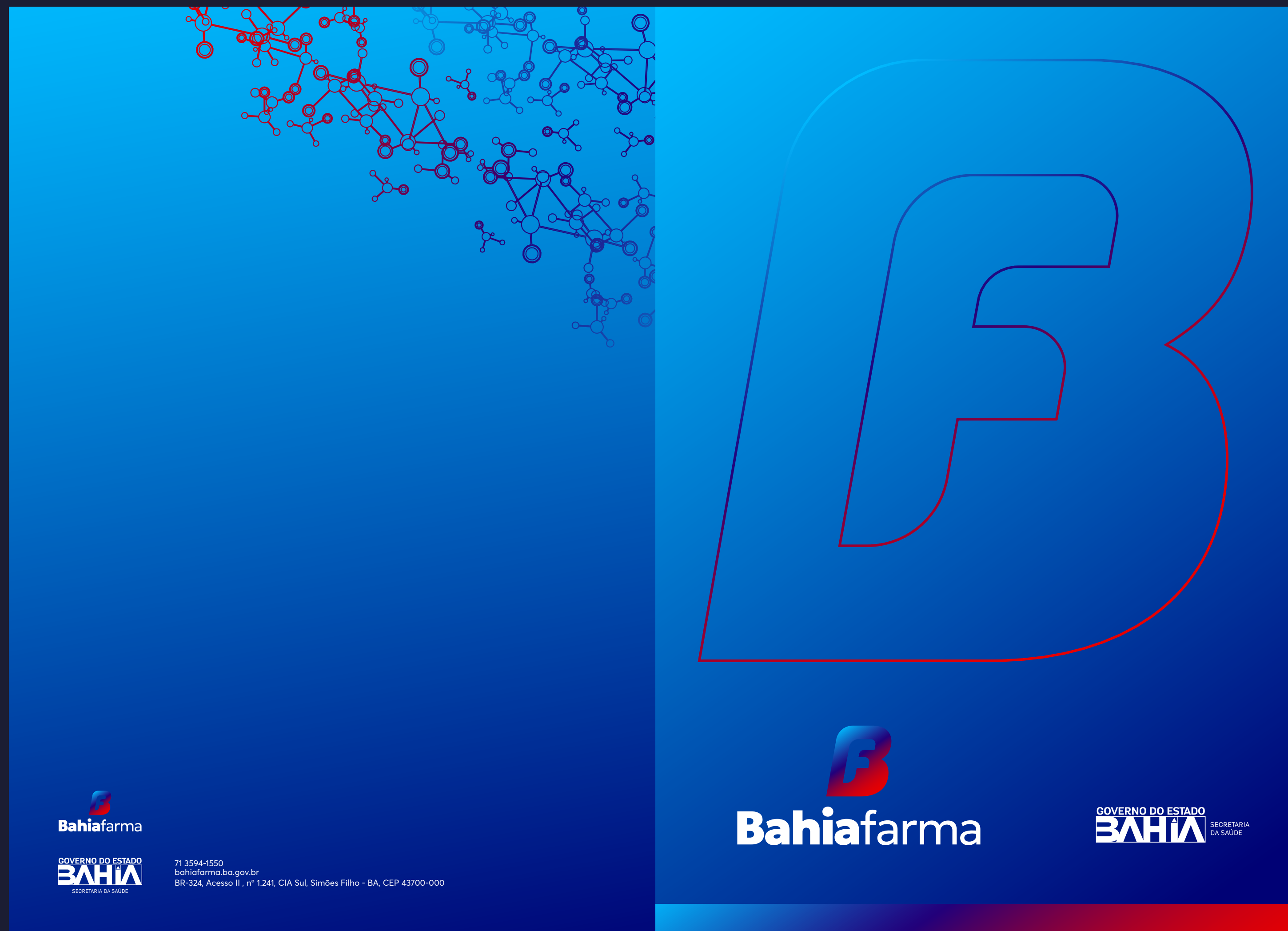
Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius.

Diretor-geral

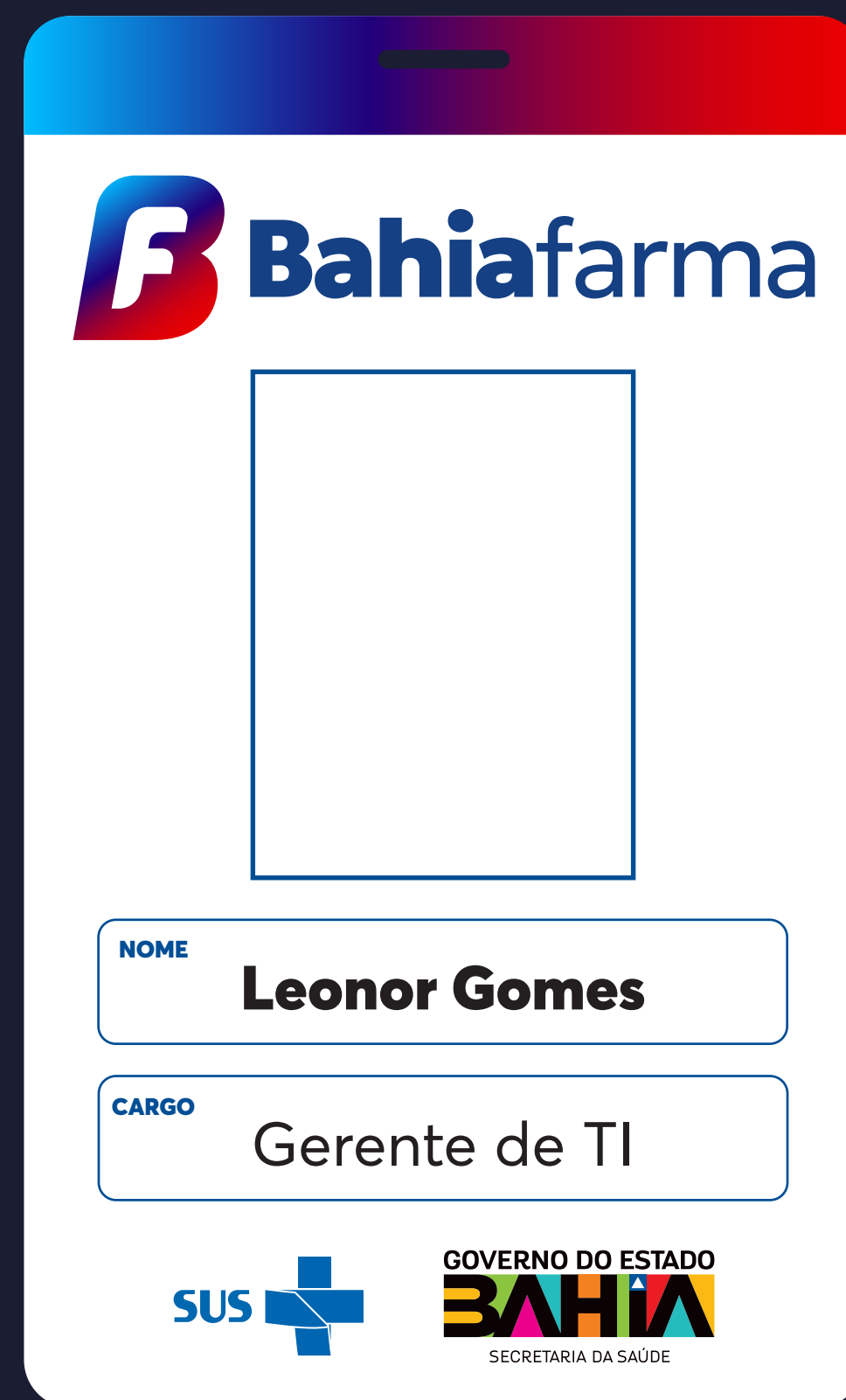


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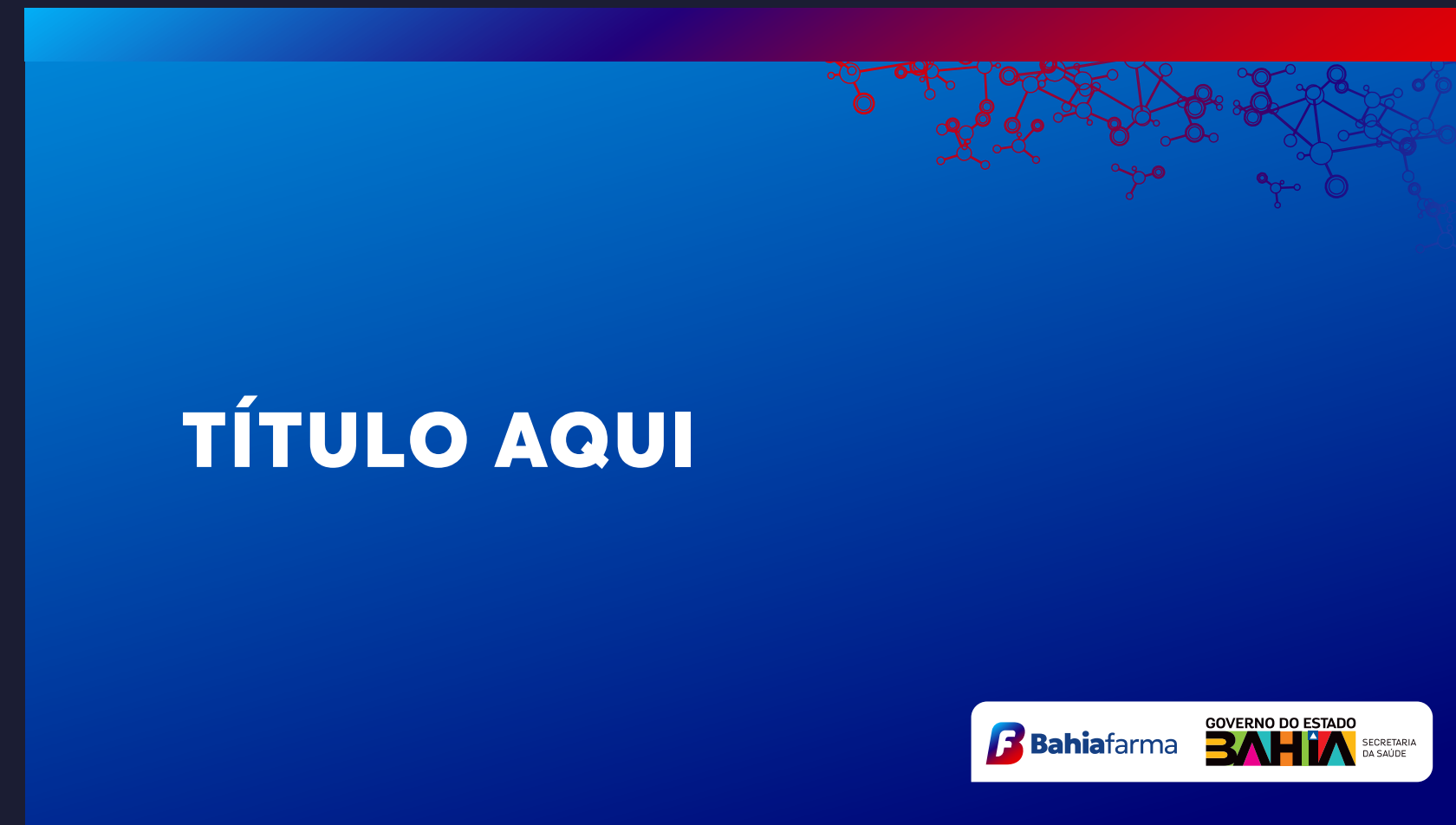
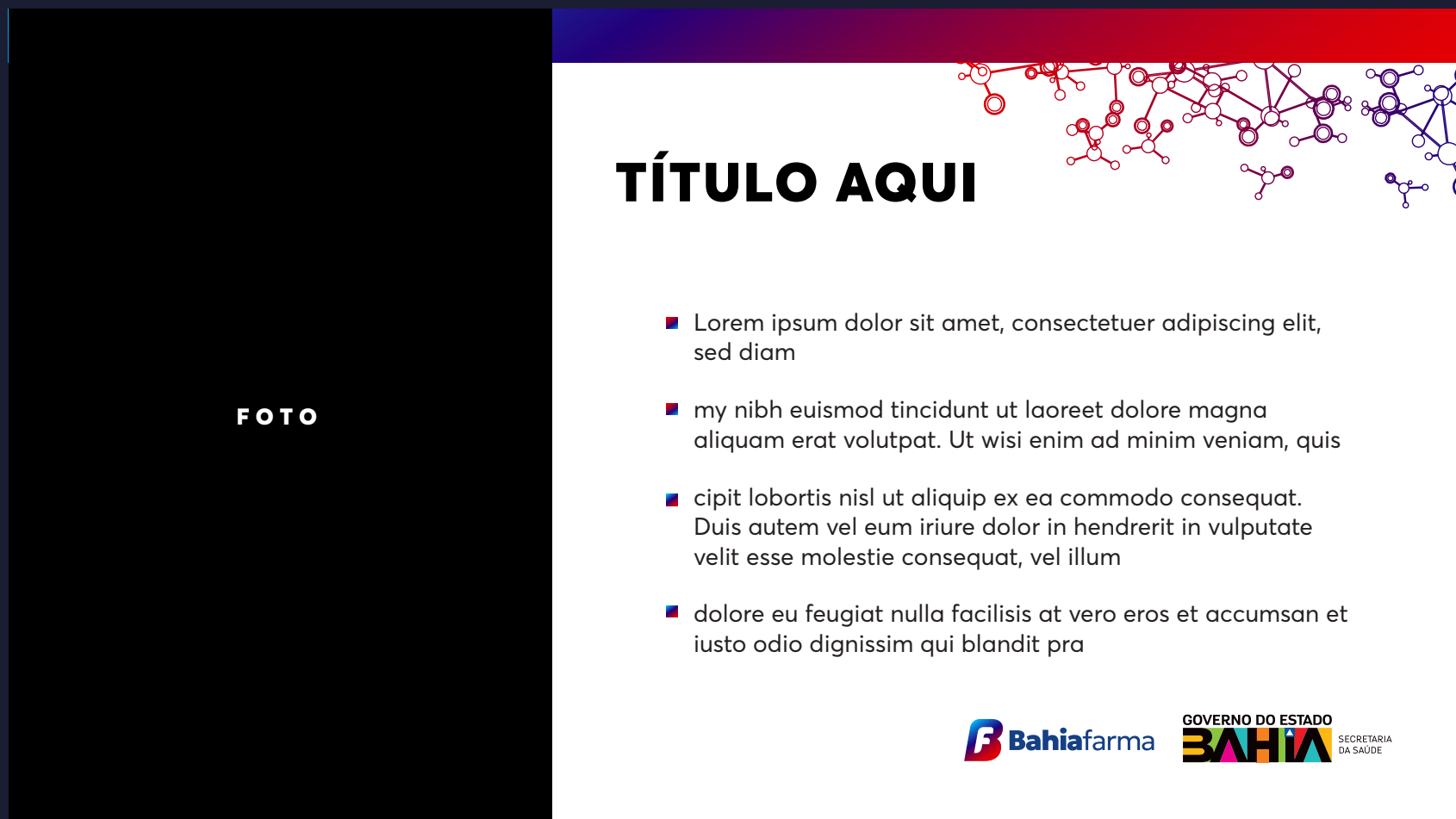








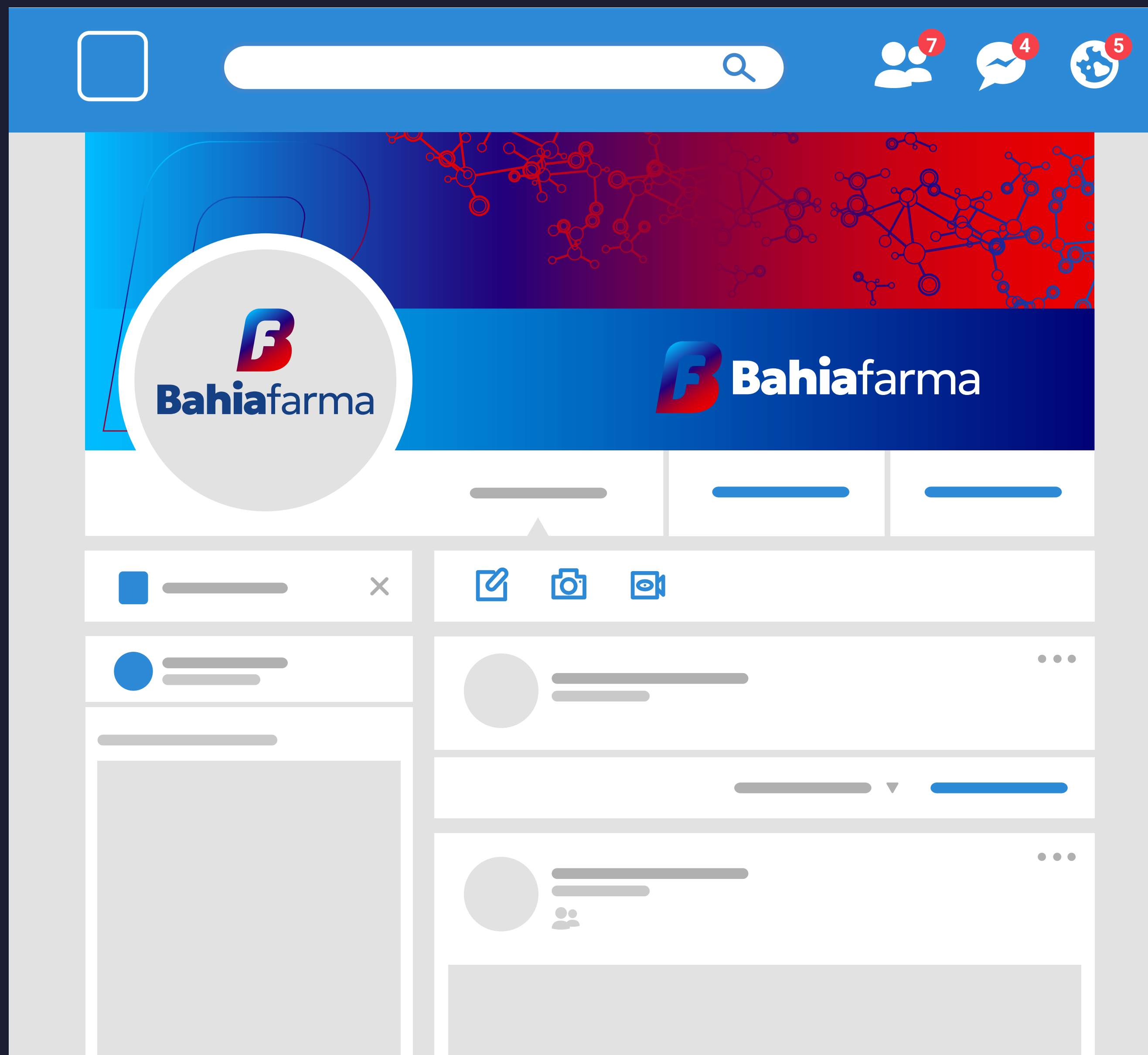




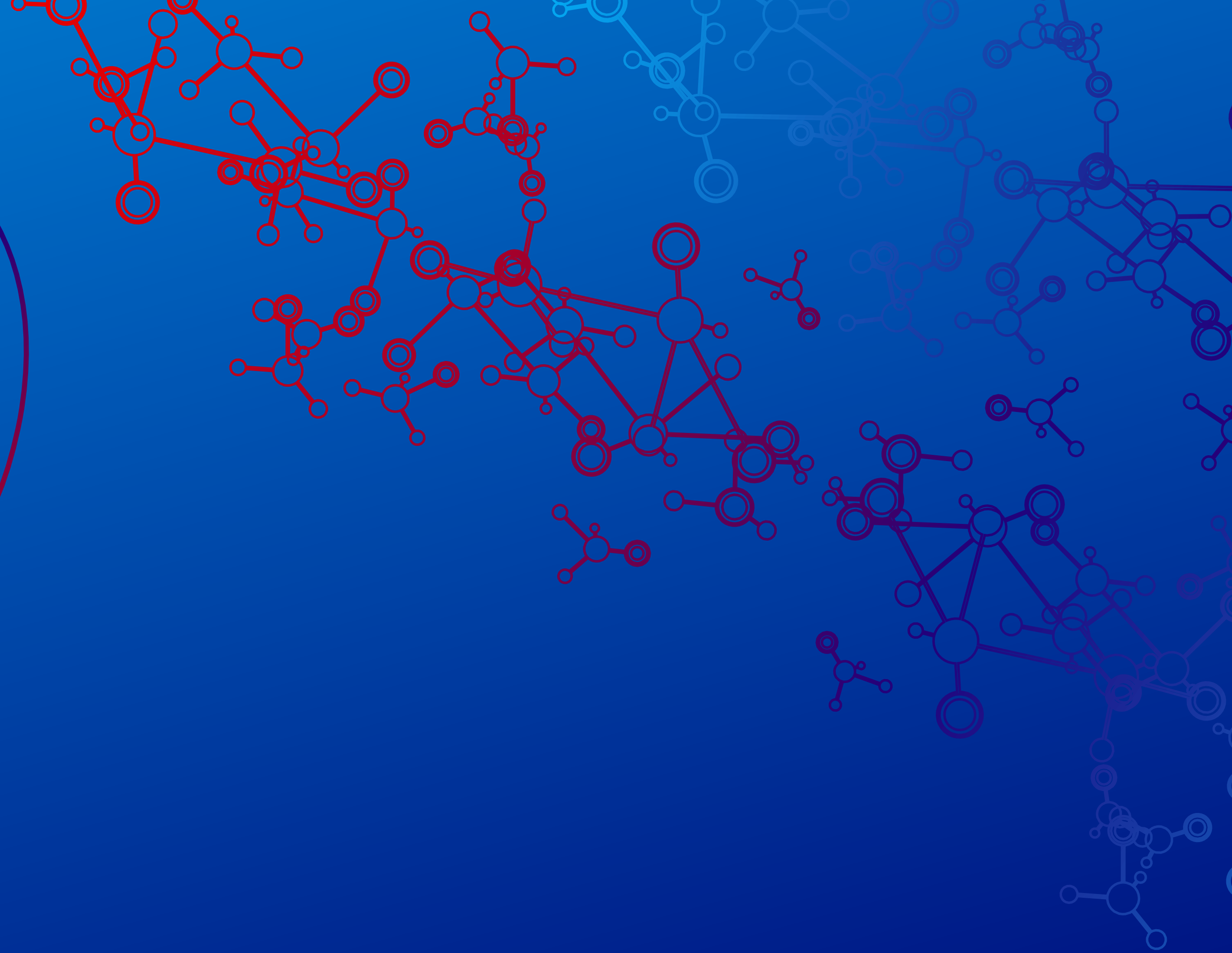












GOVERNO DO ESTADO



SECRETARIA
DA SAÚDE