



BRAND MANUAL

INTRODUCTION

This manual aims to define rules and guidelines for the use of the WiserMeter brand and its graphic elements.

The correct application of the guidelines outlined in this manual ensures consistency in communication across all brand touchpoints.

By presenting the brand's identity in a clear and straightforward manner, this manual serves as a valuable guide for all sectors of the company, as well as for partners and suppliers, contributing to the coherent and appropriate adoption of our brand culture.

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BRAND

01. THE BRAND

The brand conveys the company's core values and commitments, such as PRECISION AND CONTROL. TECHNOLOGY, ECOLOGY, AND INNOVATION are also key aspects, along with TRUST AND FAIRNESS.



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02. BRAND ELEMENTS

Symbol

A graphic element that evokes consumption control.



Wiser Meter

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Logotype

Represents the company's identity.

Positioning

Highlights the brand's core message.

03. BRAND VERSIONS



04. MONOCHROMATIC - BRAND VERSIONS



05. PROTECTION AREA

The protection area is established to maintain the brand's clarity, ensuring its readability and integrity. This area prevents interference from elements such as titles, text, images, and printed material margins.

The minimum protection area is equivalent to one times the height of the letter "E" in the brand logo, applied in all directions.



06. REDUCTION LIMITS

Overly reduced brands may lose their legibility and recognition. The reduction limits define the minimum application sizes for printed and digital materials that allow the subtitle to be read.

The limit of 3.0 cm in width must be respected for the brand with positioning. The limit of 2.0 cm must be respected for the brand without the tagline.



3,0 cm



2,0 cm

07. COLOR PALETTE

For the colors, an element of visual identity, blue as the primary color conveys solidity, tranquility, and confidence.

Red and grey are also part of the company's color palette but in a secondary role. They add energy, contrast, and modernity to the identity.

DARK BLUE

Pantone: 2767 C

CMYK: C 70 M 52 Y 0 K 65

RGB: R 27 G 43 B 89

HEX: #1B2B59

DEEP RED

Pantone: 485 C

CMYK: C 0 M 100 Y 100 K 17

RGB: R 211 G 0 B 0

HEX: #D30000

LIGHT BLUISH GRAY

Pantone: 429 C

CMYK: C 12 M 6 Y 0 K 24

RGB: R 170 G 181 B 195

HEX: #AAB5C3

WHITE

Pantone: White

CMYK: C 0 M 0 Y 0 K 0

RGB: R 255 G 255 B 255

HEX: #00A79D

08. INSTITUTIONAL TYPOGRAPHY

Typography is another key element of the brand's identity, ensuring consistency in communication.

The Roboto font family, known for its simplicity and sans-serif style, has been selected to reflect the brand's personality.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()?

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()?

Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()?

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()?

09. APPLICATION ON BACKGROUNDS

When applied to colored backgrounds, the brand's colors should be adjusted to ensure readability and integrity.

For backgrounds that reduce contrast and legibility, the monochromatic version should be used.



10. INCORRECT USES

The correct application of the WiserMeter brand ensures its integrity and legibility. Therefore, it is essential that no elements are modified.

Brand distortion



Unforeseen color changes



Typography change



Removal of elements



Changing the proportion of elements



Contour application



Eyeshadow application



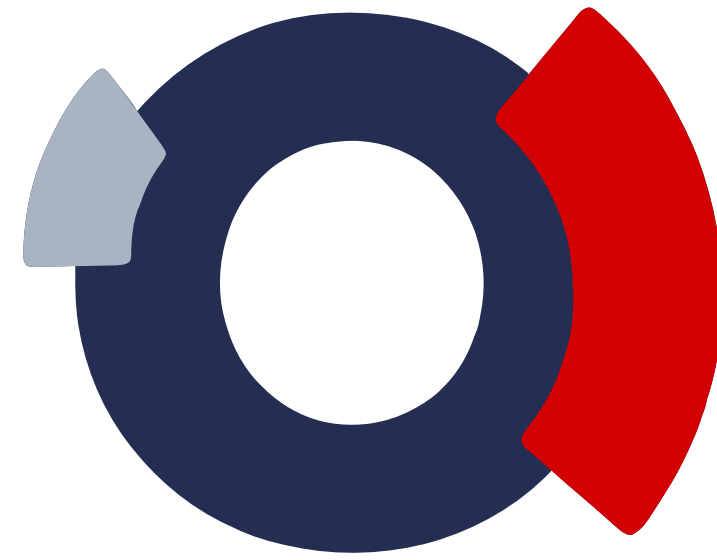
Changing the text



SUPPORT ELEMENTS

11. SYMBOL USAGE

The symbol can be used separately from other brand elements as an illustrative feature, reinforcing visual identity.



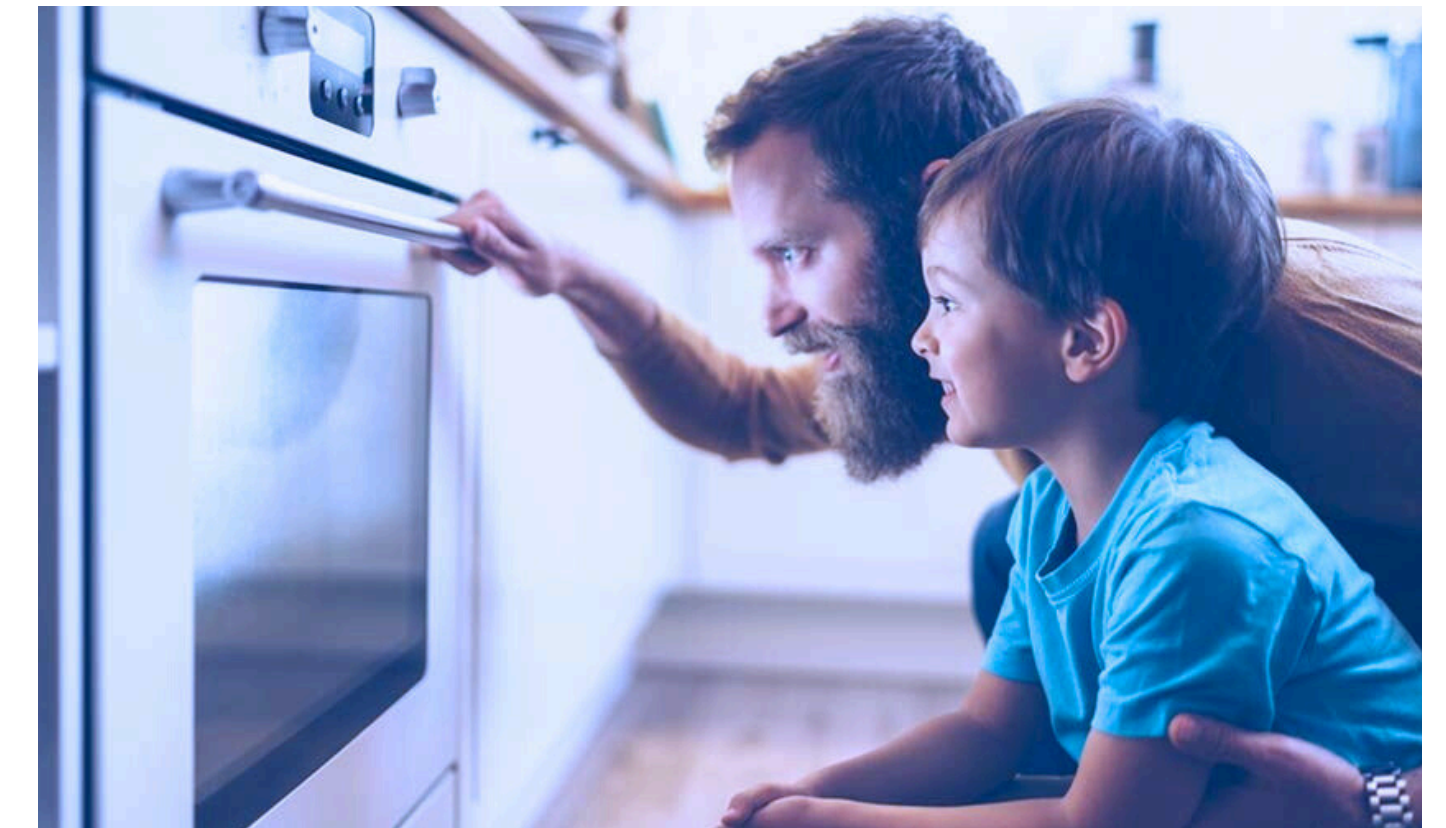
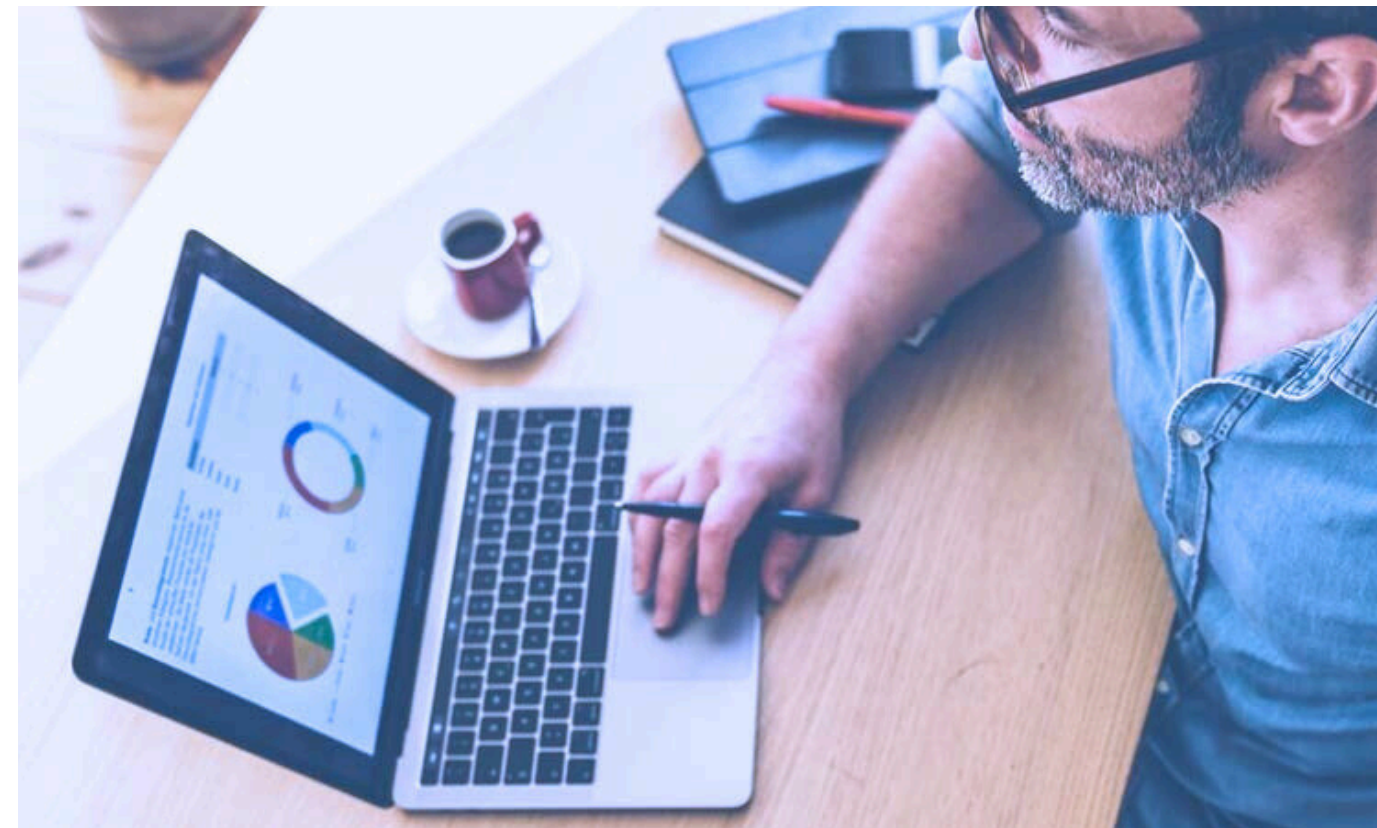
12. PHOTOGRAPHY

Examples:



13. PHOTOGRAPHY

Photography should depict an uplifting representation of the daily lives of property managers and residents. A subtle blue filter enhances security and modernity in the brand's visual identity.

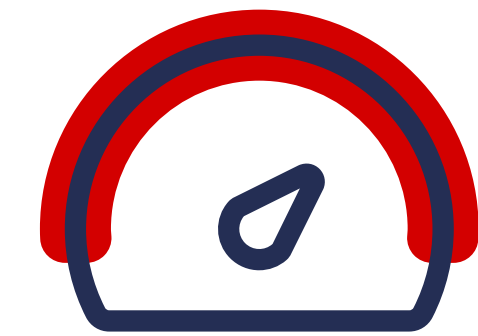
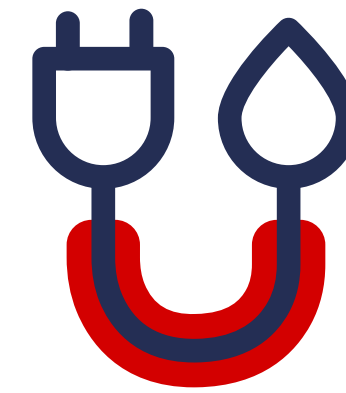


14. ICONOGRAPHY

In addition to strengthening visual identity, icons convey the message in a simple and intelligent way.

The icon must:

- Have minimal visual details (be easy to assimilate and recognize).
- Be applied in outline form (keeping in mind that all used icons should have the same outline thickness)





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