



Branding Manual

December 2024



BRICS
Brasil 2025

COOPERATING FOR AN INCLUSIVE AND SUSTAINABLE WORLD

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BRICS Logo

When Brasil leads a purposeful discussion, the Amazon forest naturally emerges as a topic, both for its climate significance and rich and rare biodiversity, transcending Brazilian borders and uniting all nations.

Inspired by this strengthening union, a cross-cutting concept for the topics of this BRICS edition, the following logo shows the samaúma, a giant Amazonian tree known, in the region, as the “guardian of the forest”, as an inspiration and foundation for work. The sapopemas, strong and visible roots that support the samaúma, symbolize the strength of the parties' union. The roots represent the nations united under BRICS, aiming for sustainable development.

Primary
Version



Horizontal
Version



Grid Construction

These are the correct
dimensions for the precise
construction of the BRICS logo.



Clear Space

A clear space must be maintained around the BRICS logo, representing the minimum distance between the logo and any other visual element. The minimum distance to be respected is shown in the diagram. However, whenever possible, greater spacing than the minimum area is recommended.



B X corresponds to the letter "B" in the logo.

Minimum Reduction

To preserve the logo's integrity and legibility, its application on printed media should not have a width smaller than those represented below.

Printed Version



25 mm

Web Version



130 px

Logo Colors

The official colors for graphic representations are inspired by the flags of BRICS member countries. Alongside it, the exact tones of each color for four-color polychrome printing (CMYK), electronic versions (RGB), and solid color printing (here defined by the corresponding Pantone) are listed. Note: Check out the colors in the table.



CMYK 82 36 6 0
RGB 5 135 191

CMYK 82 36 6 0
RGB 0 168 79

CMYK 1 30 100 0
RGB 250 184 23

CMYK 0 60 100 0
RGB 245 130 33

CMYK 6 100 100 0
RGB 223 35 38

CMYK 0 0 0 100
RGB 0 0 0

Grayscale Version

The exact tones for monochromatic printing are shown alongside. In digital files, it includes the correct version for each color space, with values defined in the own files.



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CMYK 0 0 0 20
RGB 209 211 212

CMYK 0 0 0 30
RGB 188 190 192

CMYK 0 0 0 50
RGB 147 149 152

CMYK 0 0 0 60
RGB 128 130 133

CMYK 0 0 0 80
RGB 88 89 91

CMYK 0 0 0 100
RGB 0 0 0



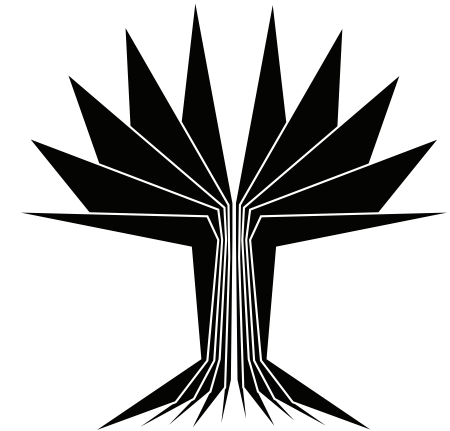
Negative Version

Single-color versions must be used in black-and-white communications as exceptions. For communications with a dark background (see reference), the negative version should be used.



Monochrome Version

Single-color versions must be used in black-and-white communications as exceptions.



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Negative Monochrome Version

Single-color versions must be used in black-and-white communications as exceptions. Here, we showcase the negative monochrome version.



Application on Colored Backgrounds

When applying the brand to colored backgrounds, enclose it within a box, following the clear space guidelines described previously.



Incorrect Logo Usage

The BRICS logo must not appear in alternative colors, with additional borders, or distorted text. Any structural or chromatic changes are prohibited to maintain logo consistency.



Não alterar tipografia



Não modificar as cores



Não distorcer



Não aplicar molduras



Não usar como marca d'agua



Não alterar alinhamento



Não aplicar outlines



Não inclinar a marca



Não aplicar diretamente sobre fotos



Typography

In the BRICS logo, the text is written using the Scale VF typeface in its Medium version.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Application on Stationary

Para que sejam mantidas a integridade e a legibilidade da marca, sua aplicação deve ser feita da mesma forma como é mencionada no item 4.



Joint Signature

Following the Federal Government's Branding Manual, the BRICS logo on publicity, promotional, and event sponsorship materials must be applied as a joint signature, abiding by the rules and spacing explicitly outlined here.





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