



## **MANUAL DE NORMAS GRÁFICAS**

**JUNTA DE FREGUESIA DE CAMPOLIDE 2022**

Todas as regras definidas neste manual deverão ser respeitadas, **sem exceção**, independentemente do núcleo e/ou independentemente da peça de comunicação a ser produzida.

**Cabe a todos o cumprimento destas regras.**

LOGO JFC . 2012/2021



LOGO JFC . 2021



Em outubro de 2022, a **Junta de Freguesia de Campolide** renovou a sua identidade visual para reforçar o compromisso e o início de um novo ciclo.

A iconografia mantém como símbolo o icónico o **Aqueduto das Águas Livres**, acrescentando os **lanternins**, e o tom verde, como tem sido apanágio da sua identidade visual nos anos anteriores. A tipografia foi modernizadas, de forma a reforçar uma postura mais moderna e digital.

Uma nova imagem, sempre com a mesma missão:  
**Trabalhar em prol de uma melhor Campolide,  
servindo os nossos Vizinhos e Vizinhas.**

**ACREDITAR  
NO FUTURO  
É O QUE  
NOS MOVE  
ATÉ ELE!**

## **IDENTIDADE VISUAL**

A identidade visual é composta por dois elementos, **que não podem ser desassociados.**

**SÍMBOLO** - Representa o **Aqueduto das Águas Livres** classificado como Monumento Nacional, desde 1910 é considerado uma obra notável da engenharia hidráulica, presente no território da freguesia de Campolide.

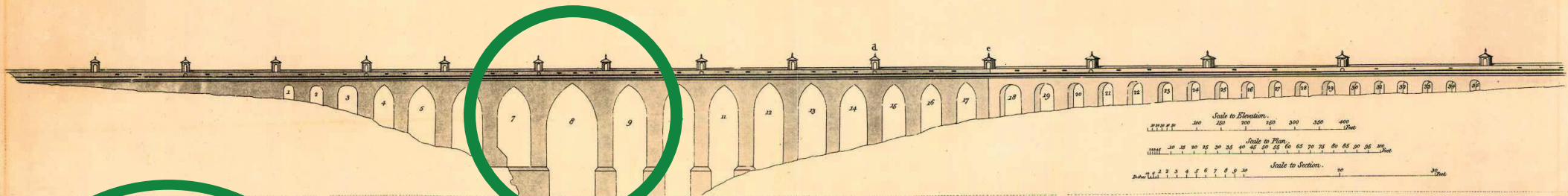
**LOGÓTIPO** - a designação do órgão executivo colegial da freguesia de Campolide - **Junta de Freguesia de Campolide (JFC).**



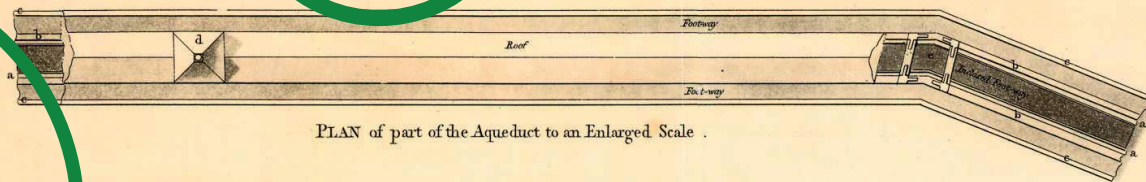


# INSPIRAÇÃO

## ELEVATION of the GRAND AQUEDUCT near the CITY of LISBON .



PLAN of part of the Aqueduct to an Enlarged Scale .



Grand Aqueduct near Lisbon .

The following is a translation of a description of the above Aqueduct from a Plan thereof presented to the Marquis de Bombal and preserved in the Family Repository.

The noble and superb work begins at the extremity of the Ribeira de Cananque, and goes partly underground, and partly on magnificent Arches to the distance of three Leagues and a half, or 9000 Toises having in the whole 127 Arches.

This plan, is that small portion of this great work which crosses the Valley of Alcantara consisting of 35 Arches.

Height of the Grand Arch... 135 Toises

Width of the same... 150

These 35 Arches extend 400 Toises

The Portuguese Turn of 40 Arches Portuguese or 32 Toises de Cananque is exactly 45 Arches English.

According to which the height of the Grand Arch being as above stated

And its width being

The extent of the Piers & Arches being

400 Toises .

This magnificent work was begun by John the fifth late King of Portugal, in the year 1713 and finished the 6<sup>th</sup> of August 1732 .

The Architect under whose inspection it was begun, and finished, was the Brigadier Manuel de Sousa .

The streams which pass through this Duct for the use of the Inhabitants of the City of Lisbon and Villages adjacent, have their chief supply from a spring near the Ribeira de Cananque, about three leagues and a half from Lisbon, where the Aqueduct commences; and the Water is conveyed from thence through the Hills by subterraneous passages, where some other Springs unite with it, and across many Valleys on the Tops of ranges of very magnificent Arches, of which that crossing the Vale of Alcantara is the chief .

From a subterraneous course the water is conveyed through the Building on the tops of the Arches by means of two channels, each of which is about twelve inches deep, it generally flows about the depth of seven inches, and is an abundant and never failing supply of water to Lisbon . The interior height of the Building is about 23 feet, and through the centre between the streams, is a wide handsome walk or foot path paved with beautiful freestone .

The building is continued the same height and width through the whole of the Aqueduct from Lisbon to the spring near the Ribeira de Cananque, so that if by accident any part becomes out of repair, the workmen have easy access to it . The subterraneous passages are lighted and ventilated by frequent openings made from the surface of the Earth into the Aqueduct, and over each of these openings, Turrets or square Towers are erected, which have Windows latticed with iron bars to admit the light and air, and at the same time to prevent mischievous persons from throwing any thing into the building to injure it .

The Pile here represented is lighted and ventilated by 73 Windows and 16 Turrets, the former are 3 feet 7 inches long by 23 inches wide, ruled with Iron and latticed with Bars, the latter rise 23 feet 6 inches above the roof and are 16 feet square, beneath every second Turret is an arched door-way into the Aqueduct (the 16<sup>th</sup> Turret is not here represented) On each side of the building wherein the water flows, and between that building and a parapet wall, is a foot path leading from Lisbon towards the very pleasant Village of Bandique about 4 miles from Lisbon, where several Gentlemen have their Quintas or Country seats; One in particular, the Quinta of Gerard de Figueira Esq. an English Merchant of the first eminence, must not pass unnoticed, it is a superb Palais enchantant whose shady Bowes, beautiful Gardens, fine Ponds, sparkling streams and sportive fountains, are frequently honored with visits by the Queen and Royal Family, and it is but justice to this Gentleman to say, that his polite attention and generous hospitality to strangers of every Clime resorting to Lisbon, is equalled by few and exceeded by none .

The water channel under the Grand Arch is about 24 feet wide and 7 feet deep, but, except in very rainy seasons, no water passes through this Channel; the small running stream constantly passing through the Vale of Alcantara, is conveyed by a very narrow Channel under the pavement thro' the Grand Arch, and then continues its course through the Valley in a stream between two and three feet wide, all it empties itself into the Tagus at Alcantara Bridge about the distance of 2 Miles from the Aqueduct .

The expense attending the execution of so magnificent a work and keeping the same in repair, has been immense yet the small Tax of a single Ray on every pound of meat, raises a fund sufficient for the purpose . The Chapel seen through the eleventh Arch is dedicated to Nossa Senhora dos Terremotos our Lady of the Earthquakes; in Commemoration of that dreadful Event the Earthquake in 1755 when greatest part of the City of Lisbon with most of her stately buildings & magnificent Temples were levelled with the Ground . \*

The Tree seen in front of the Picture are Orange and Lemon Trees; and the House within the Grove is inhabited by a Person to whom the care and management of the Tree and the Fruit is assigned .

\* This very distressing event happened on the first of Nov<sup>r</sup> 1755 being all Europe day when the several Cities in the Western Hemisphere were likewise afflicted, and the Churches erected with the domes, a dreadful configuration immediately ensued, and what the Earthquake had spared, was by this second calamity totally demolished .

### REFERENCE TO THE SECTION

- A. The Crown of Grand Arch
- B. D. Water Channels
- C. C. Footways
- D. The Arch that protects the Water Channels from Injury
- E. Elevation of one of the Turrets for ventilating the Aqueduct
- F. The Roof
- G. G. The Doors
- H. H. Parapet Walls
- I. I. Stone Ribs

### REFERENCE TO THE PLAN

- a. a. The Water Channels
- b. b. The Walls that inclose the Channels
- c. c. Parapet Walls
- d. Turret for Ventilating the Aqueduct
- e. d<sup>r</sup>
- 23. The Turret is Represented with its Roof off for the Purpose of Describing the inclosed part of the Aqueduct
- The two Turrets represented in the Plan are marked d & e in the elevation .

Table of the Width of the Different Arches as they are Numbered in the Elevation.

Number	Width Feet Inches	Number	Width Feet Inches
1	12 . 0	49	44 . 4
2	29 . 0	50	36 . 5
3	43 . 0	51	36 . 5
4	48 . 0	52	36 . 5
5	56 . 0	53	36 . 5
6	60 . 0	54	29 . 2
7	70 . 0	55	29 . 2
8	72 . 0	56	29 . 2
9	72 . 0	57	29 . 2
10	65 . 20	58	29 . 2
11	65 . 20	59	29 . 2
12	65 . 20	60	22 . 10
13	54 . 8	61	22 . 10
14	54 . 8	62	22 . 10
15	54 . 7	63	22 . 10
16	44 . 4	64	22 . 10
17	44 . 4	65	22 . 10
18	44 . 4		

## **VERTICAL**

VERSÃO PREFERENCIAL

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## **VERSÕES IDENTIDADE VISUAL**

Existem duas versões da identidade visual da JFC , **sendo que a versão preferencial é a vertical.**

No entanto, quando não estiverem reunidas as condições de legibilidade da versão preferencial e/ou quando o suporte ou o formato justificar poderá ser usada a versão horizontal.

## **HORIZONTAL**

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## **HORIZONTAL ESPECIAL - MEDIANTE APROVAÇÃO.**

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Apenas utilizar quando não é possível assegurar a total legibilidade de todos os elementos da marca na sua versão horizontal.

**NEXT ART - BOLD**

TIPOGRAFIA 'JUNTA DE FREGUESIA DE'

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ÃÀÁÈÉÍÕÒÓÔ - 1234567890**  
**!?"#\$%&'(){}\*+~/.:;<=>@«»x",",„<>°**

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**NEXT ART - LIGHT**

TIPOGRAFIA 'CAMPOLIDE'

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÃÀÁÈÉÍÕÒÓÔ - 1234567890  
!?"#\$%&'(){}\*+~/.:;<=>@«»x",",„<>°



**TIPOGRAFIA**

A tipografia é um elemento importante para o reconhecimento imediato da identidade visual da JFC e deve ser respeitado como tal.

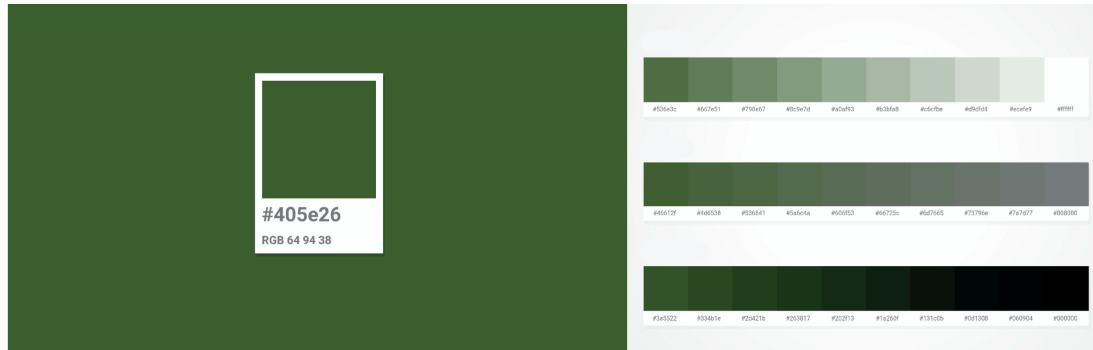


## **COR**

A cor é outro elemento muito importante da identidade visual e assim como a tipologia também deve ser respeitada.

Exceccionalmente poderá assumir outras cores desde que se justifique.



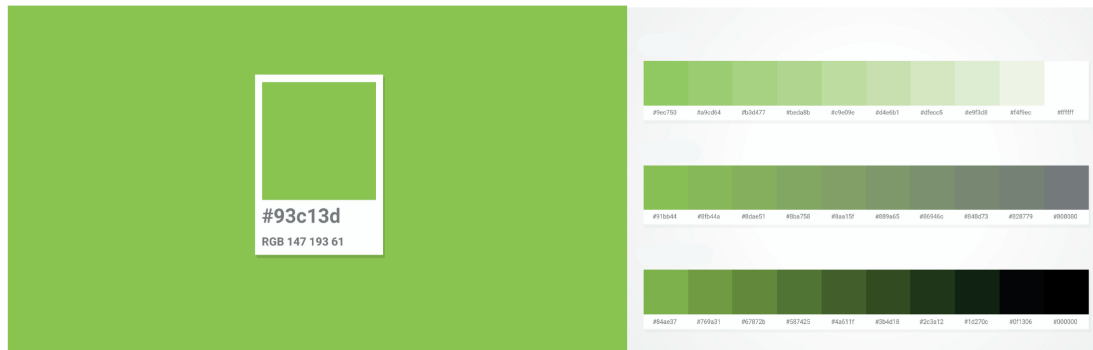


## VERDE ESCURO

Pantone | 2266C

Cor hexadecimal | #405e26

**CMYK** | 75% | 40% | 99% | 34%

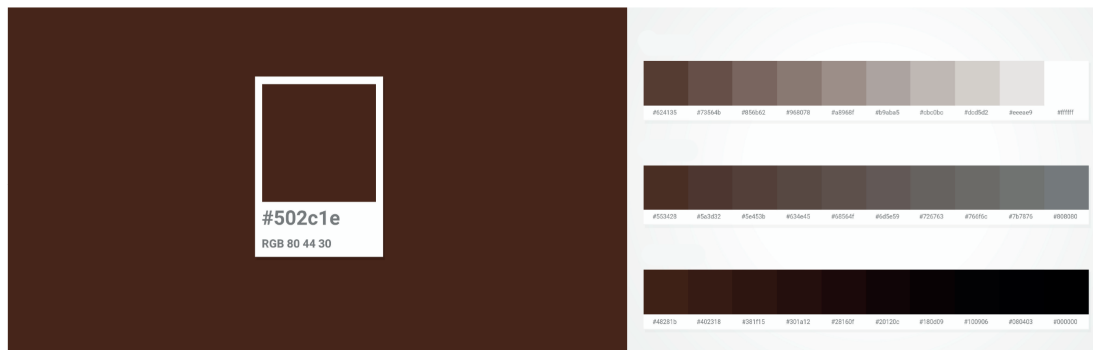


## VERDE CLARO

PANTONE | 2300C

Cor hexadecimal | #93c13d

**CMYK** | 51% | 0% | 90% | 0%



## CASTANHO

PANTONE | 2300C

Cor hexadecimal | #502c1e

**CMYK** | 42% | 73% | 76% | 66%





## UTILIZAÇÕES CORRECTAS





## UTILIZAÇÕES INDEVIDAS

Representam-se aqui alguns  
exemplos de **utilizações indevidas**  
mais frequentes.  
Estes exemplos aplicam-se às  
versões vertical e horizontal.

- DEFORMAÇÃO DO LOGO
- INCLINAR OU RODAR
- ELIMINAR ELEMENTOS
- INTRODUÇÃO DE ELEMENTOS
- APLICAR TEXTURAS E GRADIENTES
- USAR OUTRA TIPOGRAFIA
- USAR OUTRAS CORES
- UTILIZAR CONTORNOS
- APLICAR MOLDURAS OU CAIXA
- ALTERAR AS PROPORÇÕES DOS ELEMENTOS
- USAR MARCA ANTIGA



## IDENTIFICAÇÃO DOS NÚCLEOS/DEPARTAMENTOS



**HIGIENE URBANA**



**ESPAÇO PÚBLICO**



**ESPAÇOS VERDES**



**ACÇÃO SOCIAL**



**BEM-ESTAR ANIMAL**



**HIGIENE URBANA**



**ESPAÇO PÚBLICO**



**ESPAÇOS VERDES**



**ACÇÃO SOCIAL**



**BEM-ESTAR ANIMAL**

**DIM Alternate Bold**

Espaçamento das letras: -7

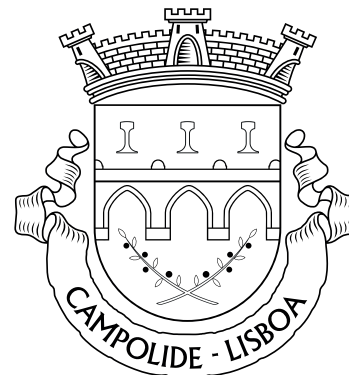
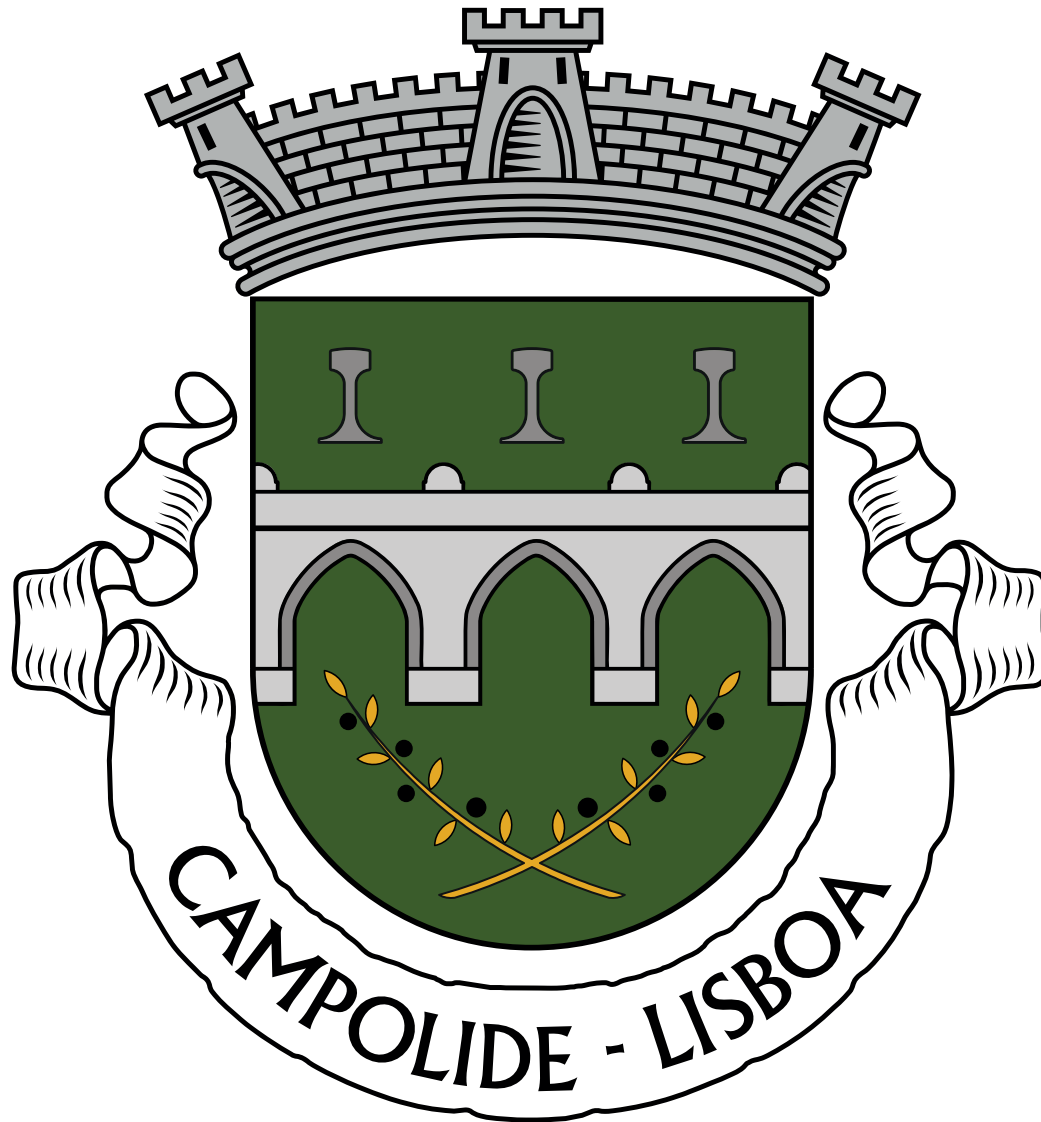
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abcdefghijklmnopqrstuvwxyz

ÃÄÅÈÉÍÎÏÕÖ - 1234567890

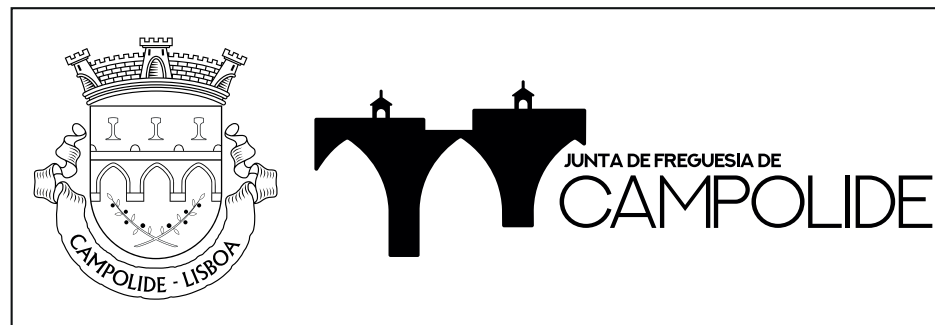
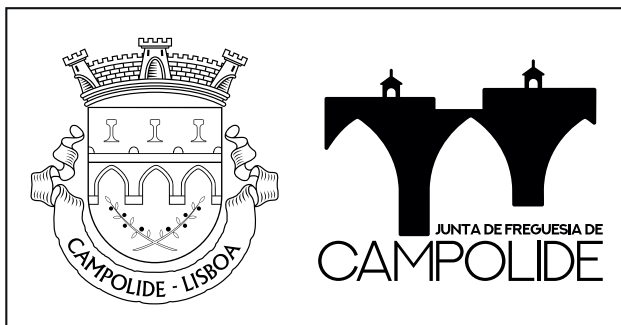
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## BRASÃO DA JUNTA DE FREGUESIA DE CAMPOLIDE





## BRASÃO DA JUNTA DE FREGUESIA DE CAMPOLIDE



## IDENTIFICAÇÃO DE SERVIÇOS



## A CONVIVÊNCIA COM OUTRAS MARCAS

### ORGANIZAÇÃO



### APOIO



### PARCEIROS



### ORGANIZAÇÃO



### APOIO



### PARCEIROS



As manchas simulam outras marcas e servem apenas para efeitos de visualização.

## IMAGEM DE PERFIL DAS REDES SOCIAIS - 2022



## LOGO COMEMORATIVO - 2022

