



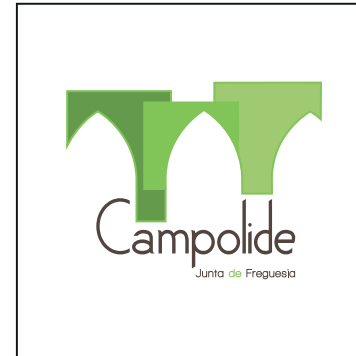
MANUAL DE NORMAS GRÁFICAS

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.**

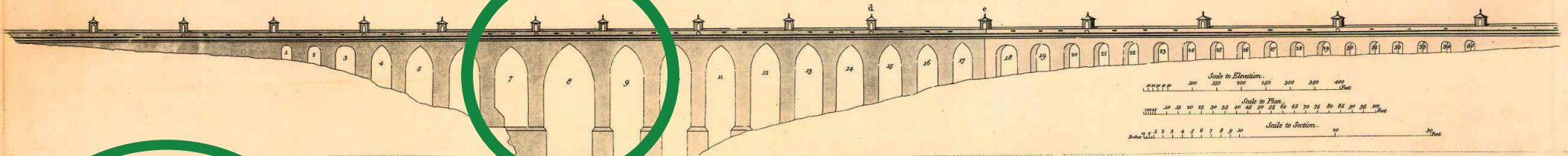
SÍMBOLO - Representa o **Aqueduto das Águas Livres** classificado como Monumento Nacional, desde 1910 é considerado uma obra notável da engenharia hidráulica, presente no território da freguesia de Campolide.

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

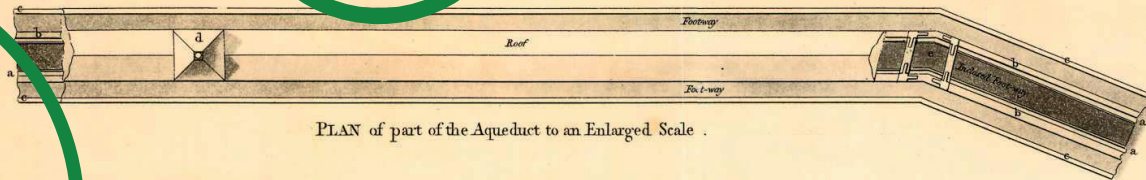


INSPIRAÇÃO

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 Caranque, 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 227 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... 325 Toises
Width of the same... 150

These 35 Arches extend 400 Toises
The Portuguese Turn of 40 Arches Portuguese or 32 Toises de Graus is exactly 45 1/2 Arches English
According to which the height of the Grand Arch being as above stated
And its width being 150 is equal to 108
The extent of the Piers & Arches being 400 Toises .

Height 236 1/2

Width 108

2464

This magnificent work was begun by John the fifth late King of Portugal, in the year 1713 and finished the 6th 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 Caranque, 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 come 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 Caranque, 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, Towers 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 Towers, 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 Tower is an arched door-way into the Aqueduct (the 16th Tower 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 Fumo Esq. an English Merchant of the first eminence, must not pass unnoticed, it is a perfect Palais enchanté whose shady Bowes, beautiful Gardens, fine Ponds, sparkling streams and sportive fountains, are frequently honoured 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^r 1755 being all Europe day when the several Cities in the British Isles were deeply afflicted, and the Churches cracked with the shock, a dreadful conflagration immediately ensued, and what the Earthquake had spared, was by this second calamity totally demolished .

Published March 2^d 1791, by B. White, Surgeon, &c.

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 Towers 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. d. Towers for Ventilating the Aqueduct
 - e. e. The Roof
- The Towers 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	19	44 . 4
2	29 . 0	20	36 . 5
3	43 . 0	21	36 . 5
4	48 . 0	22	36 . 5
5	56 . 0	23	36 . 5
6	60 . 0	24	29 . 2
7	70 . 0	25	29 . 2
8	120 . 5	26	29 . 2
9	72 . 0	27	29 . 2
10	65 . 20	28	29 . 2
11	65 . 20	29	29 . 2
12	65 . 20	30	22 . 10
13	54 . 8	31	22 . 10
14	54 . 8	32	22 . 10
15	54 . 7	33	22 . 10
16	44 . 4	34	22 . 10
17	44 . 4	35	22 . 10
18	44 . 4		

VERTICAL VERSÃO PREFERENCIAL



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



HORIZONTAL ESPECIAL - MEDIANTE APROVAÇÃO.



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''''",,°**

NEXT ART - LIGHT

TIPOGRAFIA 'CAMPOLIDE'

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



TIPOGRAFIA

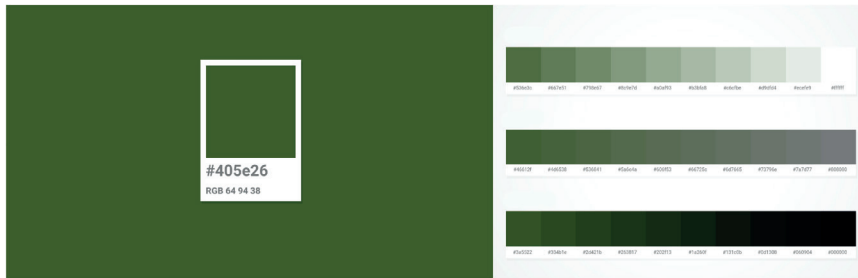
A tipografia é um elemento importante para o reconhecimento imediato da identidade visual da JFC e deve ser respeitado como tal.



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%

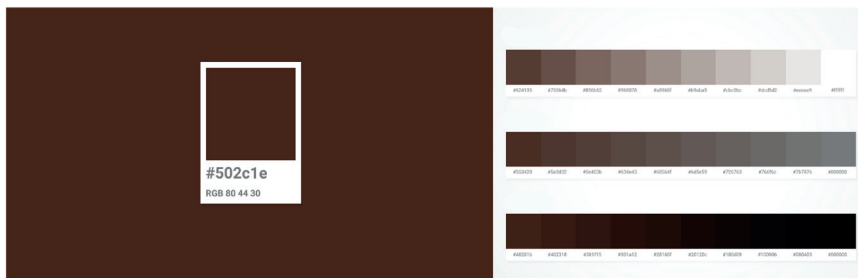


VERDE CLARO

PANTONE | 2300C

Cor hexadecimal | #93c13d

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



CASTANHO

PANTONE | 2300C

Cor hexadecimal | #502c1e

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

RAL 6002

NCS: S 5540-G30Y

PANTONE: 2266 C

HEX: #2D5A27

RGB: 45, 90, 39

CMYK: 50, 0, 57, 65





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

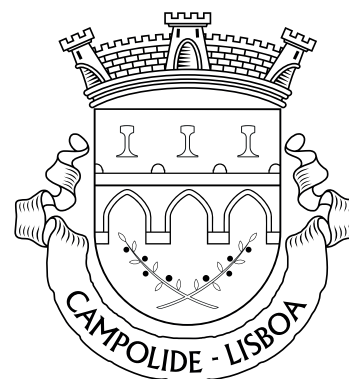
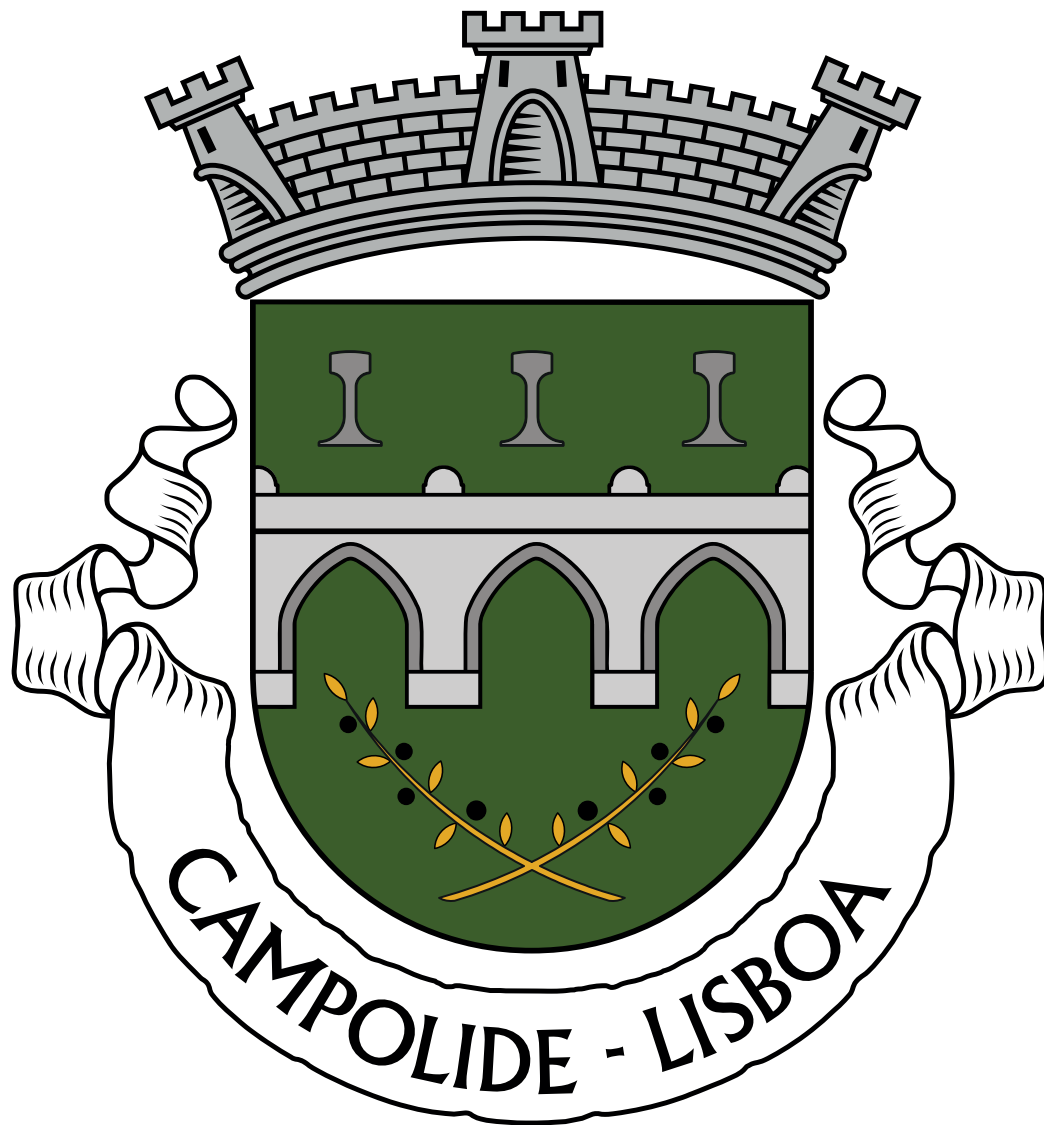
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

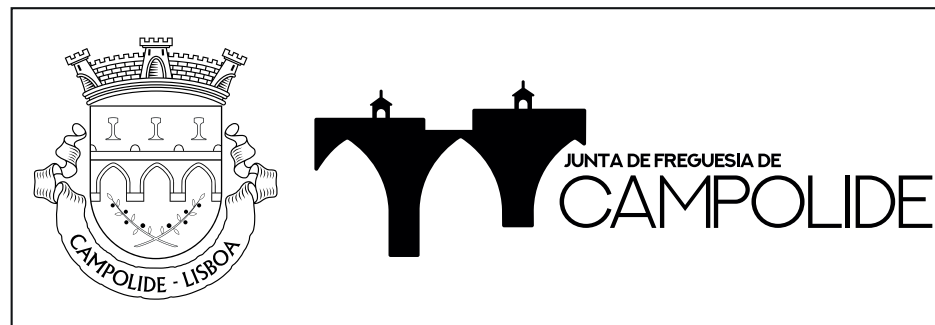
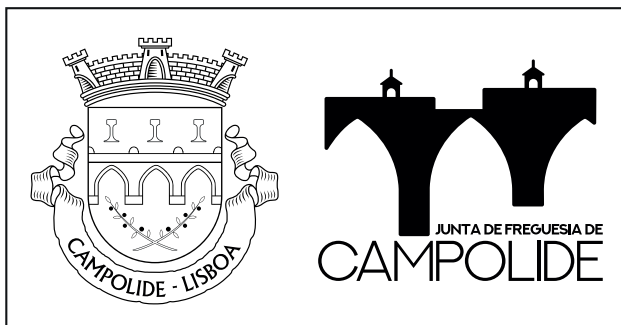
ÃÄÅÈÉÍÎÏÕÖ - 1234567890

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BRASÃO DA JUNTA DE FREGUESIA DE CAMPOLIDE



BRASÃO DA JUNTA DE FREGUESIA DE CAMPOLIDE



IDENTIFICAÇÃO DE SERVIÇOS



\\ MANUAL DE NORMAS GRÁFICAS





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



LOGO COMEMORATIVO - 2023



LOGO COMEMORATIVO - 2024



LOGO COMEMORATIVO - 2025



LOGO COMEMORATIVO - 2026

