



CORPORATE IDENTITY MANUAL

1. LOGOTYPE AND SYMBOL

THE LOGOTYPE IS THE BRAND
IDENTIFIER COMMONLY USED
IN ALL APPLICATIONS.



2. SAFE AREA

TO ENSURE THE OPTIMAL APPLICATION AND PERCEPTION OF THE LOGOTYPE ACROSS ALL MEDIA AND FORMATS, A SAFE AREA HAS BEEN DEFINED, ESTABLISHING A **MINIMUM DISTANCE** FROM TEXTS AND GRAPHIC ELEMENTS **EQUIVALENT TO THE SYMBOL OF THE LOGOTYPE ITSELF.**

THE MINIMUM REPRODUCTION SIZE OF THE LOGOTYPE IS 10MM IN WIDTH.



3. COLORS

THE REFERENCES FOR THE
CORPORATE COLORS ARE:

PANTONE **215C**
C22 M100 Y28 K20
R168 G15 B89
HTML **#a70e58**



PANTONE **7495C**
C54 M27 Y100 K0
R140 G155 B42
HTML **#8c9b29**

4. TYPOGRAPHY

THE CORPORATE TYPOGRAPHY IS
THE **BARLOW CONDENSED** FAMILY (GOOGLE FONTS).

THE LOGOTYPE IS COMPOSED OF:

- BARLOW CONDENSED BLACK
- BARLOW CONDENSED REGULAR

BARLOW CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;»{/&% (€@

BARLOW CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;»{/&% (€@

BARLOW CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;»{/&% (€@

BARLOW CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;»{/&% (€@

BARLOW CONDENSED BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;»{/&% (€@

5. CORRECT VERSIONS

WHEREVER POSSIBLE, THE BRAND WILL BE APPLIED IN ITS PRIMARY VERSION.

IF THIS IS NOT POSSIBLE DUE TO TECHNICAL REASONS, THE BLACK AND WHITE VERSION WILL BE USED.

PRIMARY VERSION



NEGATIVE PRIMARY VERSION



BLACK AND WHITE VERSION



NEGATIVE BLACK AND WHITE VERSION



6. CORRECT APPLICATIONS

MAXIMUM VISIBILITY, LEGIBILITY,
AND CONTRAST MUST BE ENSURED
IN ALL APPLICATIONS.

IF THE LOGOTYPE MUST BE APPLIED
OVER NON-CORPORATE BACKGROUNDS
OR PHOTOGRAPHS, IT SHOULD BE
APPLIED IN WHITE, BLACK,
OR CORPORATE COLORS, DEPENDING
ON THE BACKGROUND'S BRIGHTNESS.

NON-CORPORATE DARK COLOR BACKGROUND



NON-CORPORATE LIGHT COLOR BACKGROUND



DARK PHOTOGRAPHIC BACKGROUND



LIGHT PHOTOGRAPHIC BACKGROUND



7. INCORRECT APPLICATIONS

THE LOGOTYPE HAS SPECIFIC DIMENSIONS AND PROPORTIONS DETERMINED BY COMPOSITION, HIERARCHY, AND FUNCTIONALITY CRITERIA.

UNDER NO CIRCUMSTANCES SHALL THESE SIZES AND PROPORTIONS BE MODIFIED.

INCORRECT COLOR APPLICATION



INCORRECT COLOR APPLICATION



COLOR PERCENTAGES



DEFORMATION



INCORRECT SPACING



OBSCURATION



INCORRECT TYPOGRAPHY



INCORRECT SYMBOL POSITION



8. ZARCILLO SEAL

ITS USE WILL BE ON AWARD
LABELS AND AS A SYMBOL
FOR OTHER APPLICATIONS.

BLACK AND WHITE



COLOR

