



BRAND GUIDELINES

LOGO

Brand

Determining the corporate usage parameters is vital to maintaining the visual integrity of a Brand.

By specifying the application rules, we seek to define the character, values, attributes and personality of our corporate identity.



LOGO

Sizes and versions

The size of the logo may be modified according to the applications where it is displayed.

While there are no exact specifications it is necessary to work it coherently, making it aesthetically well represented.

Any change in the graphic concepts of the logo could mean a loss of identification.



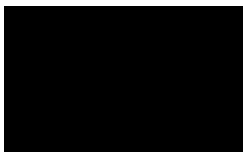
BRAND
COLORS

Corporate colors

This chromatic scale shows the name of each color that appears in the different components of the new Brand Identity, in addition to its composition.

This detailed information must be taken into account for its correct application both in the design phase and in the printing phase.

These guidelines will also eliminate any doubt about the exact colors to be used for all possible formats in which the Brand appears.



C 91% **R** 0
M 79% **G** 0
Y 62% **B** 0
K 97%

Web: #000000



C 0% **R** 255
M 65% **G** 125
Y 100% **B** 21
K 0%

Web: #ff7d15



C 0% **R** 212
M 100% **G** 0
Y 80% **B** 47
K 0%

Web: #d4002f

Typography

Fonts are an important part of the Corporate Identity.

Consistent use of Fonts is essential to help us establish professional recognition for the Brand.



ATMOSPHERIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

