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M A R K E T I N G & D E S A R R O L L O

# BRAND GUIDE.

**CONTENIDO.**

1

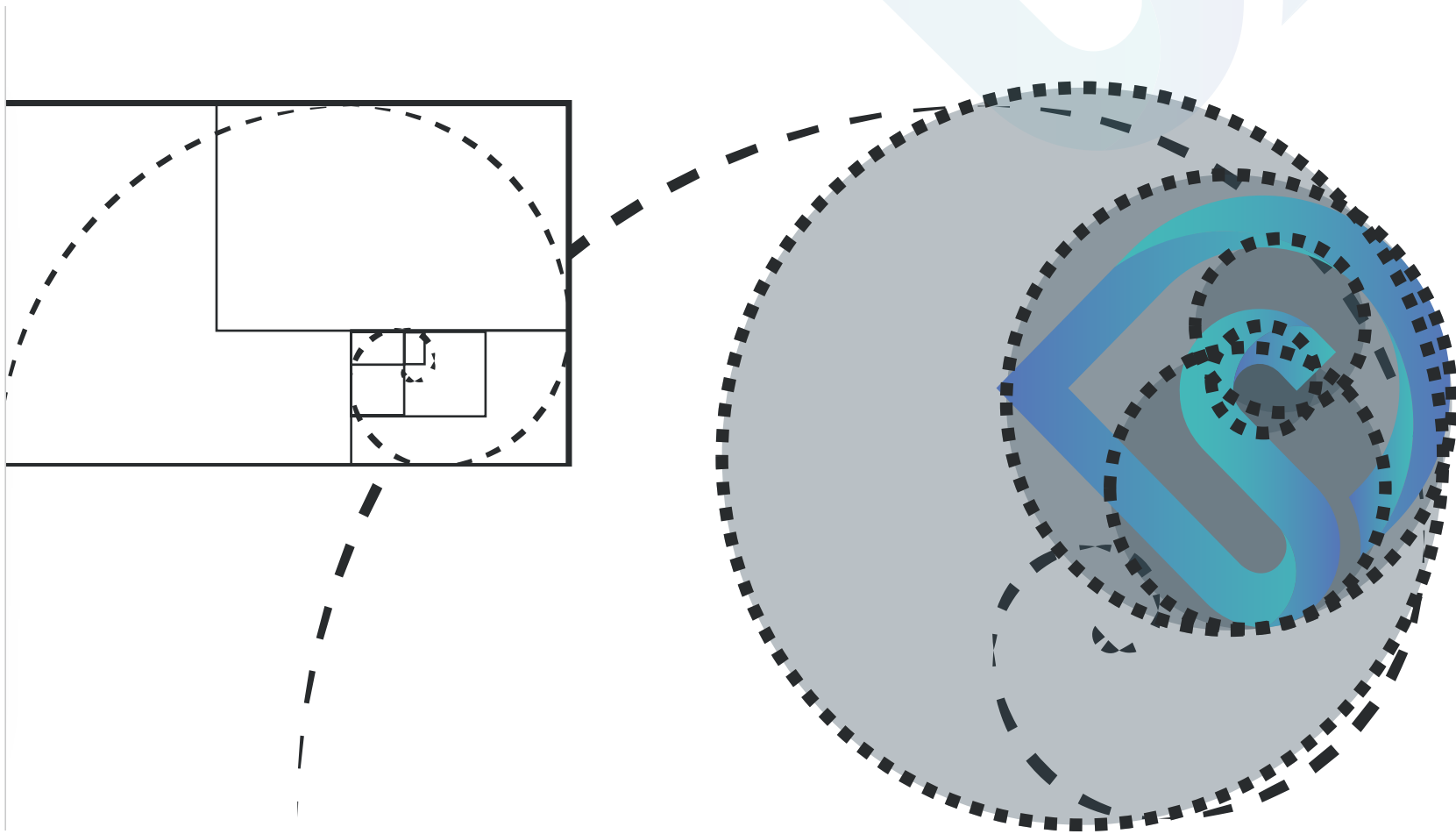


FORMA

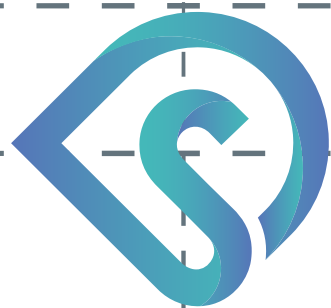




# ESTRUCTURA



# SPACING



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1

1

1/2

1

Minimum size: 79px

# MIS-USE



Distort, rotate, mis-shape



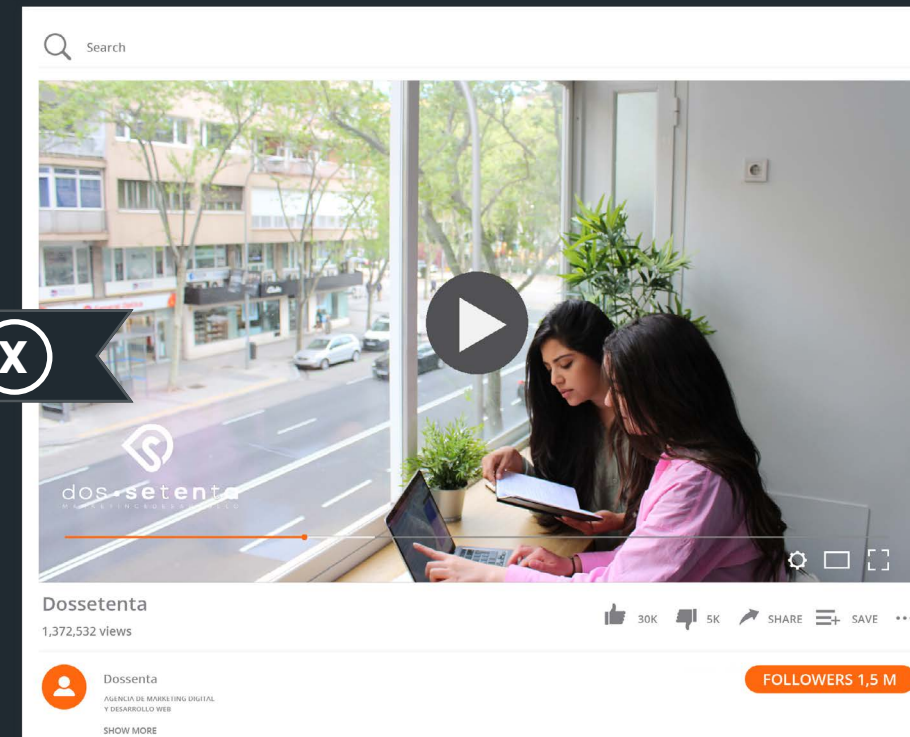
Reposition Graphics



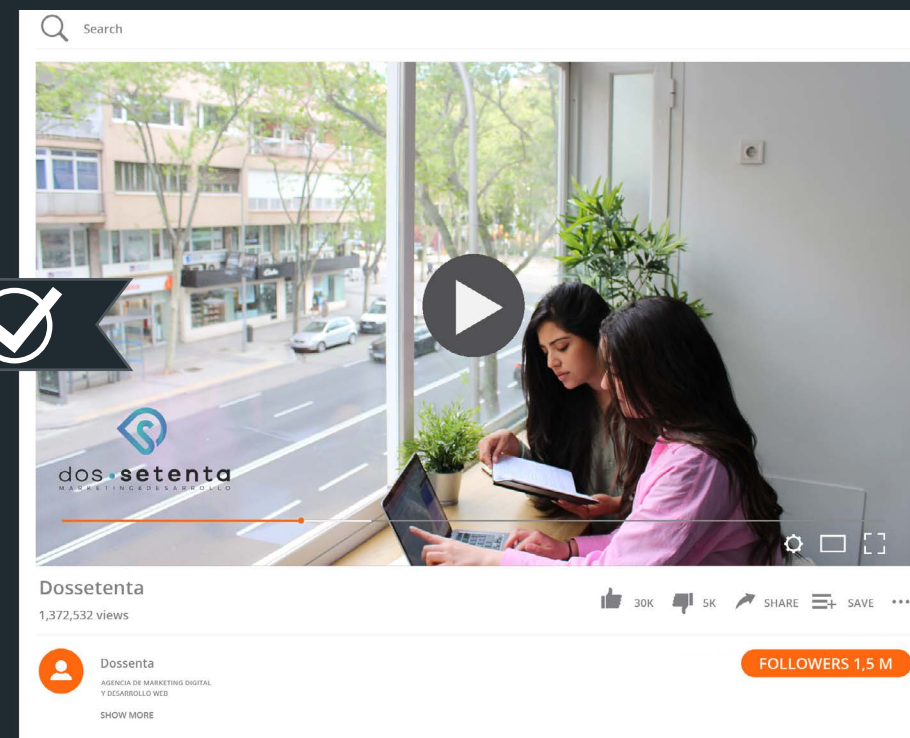
Changing graphic's  
direction



Use unbranded  
colors



Use logo variation to insure high contrast



# 2 ● COLOR



# LOGO COLOR

HEX: #41B9BB

HEX: #5675b8

HEX: #ffffff

C: 68%

Y: 0%

M: 31%

K: 0%

C: 51%

Y: 34%

M: 0%

K: 0%

C: 68%

Y: 0%

M: 31%

K: 0%



# CORPORATIVO COLORES

HEX: #202a31

HEX: #ffffff

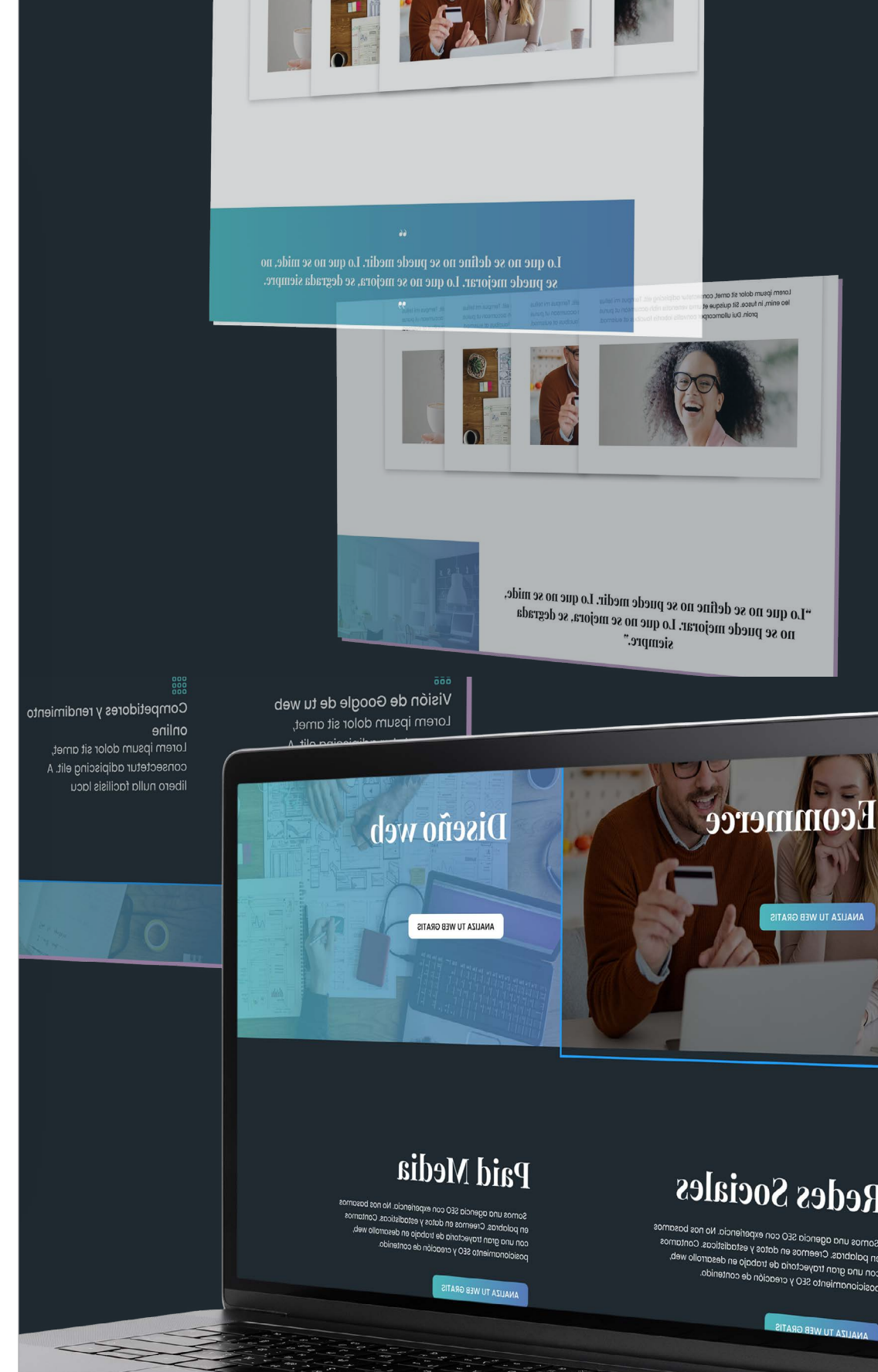
OPACITY 80%

Texto

Color de  
Fondo

Photo Overlays

Botónes de  
navegacion



# POSITIVO / NEGATIVO



# 3 ● TIPOGRAFÍA



# PLAYFAIR

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

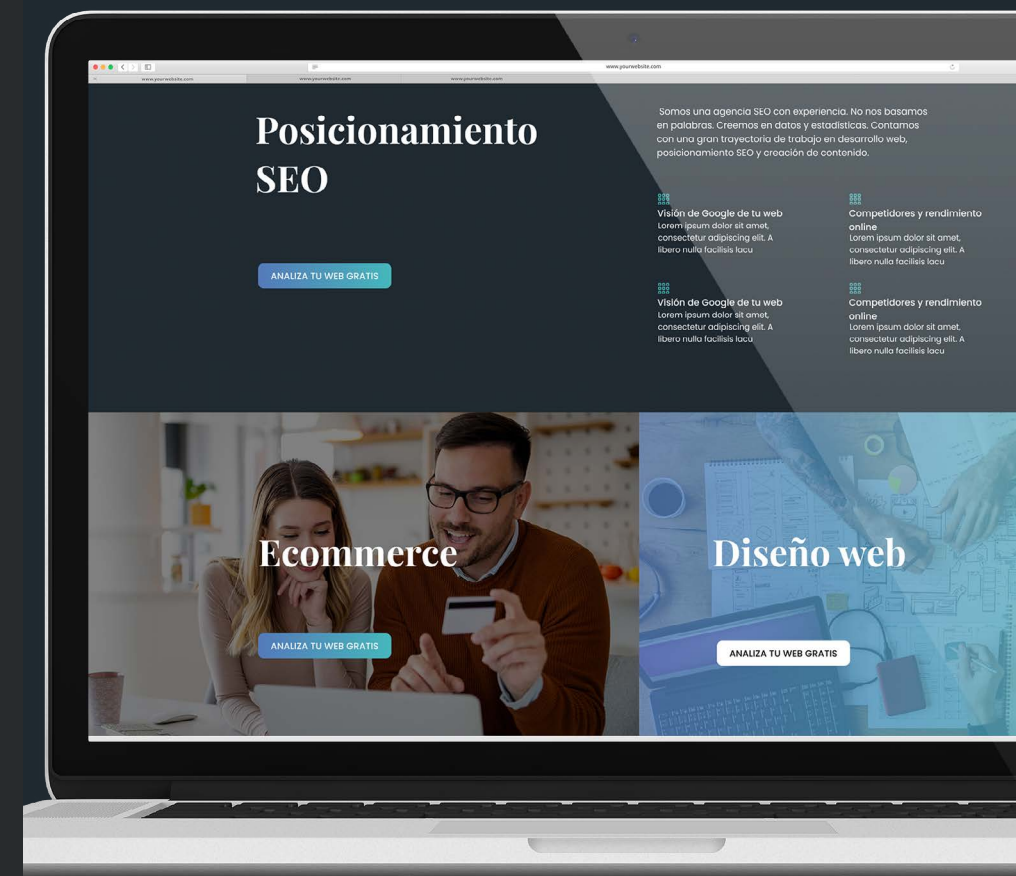
# Aa.

# Aa.

# Poppins

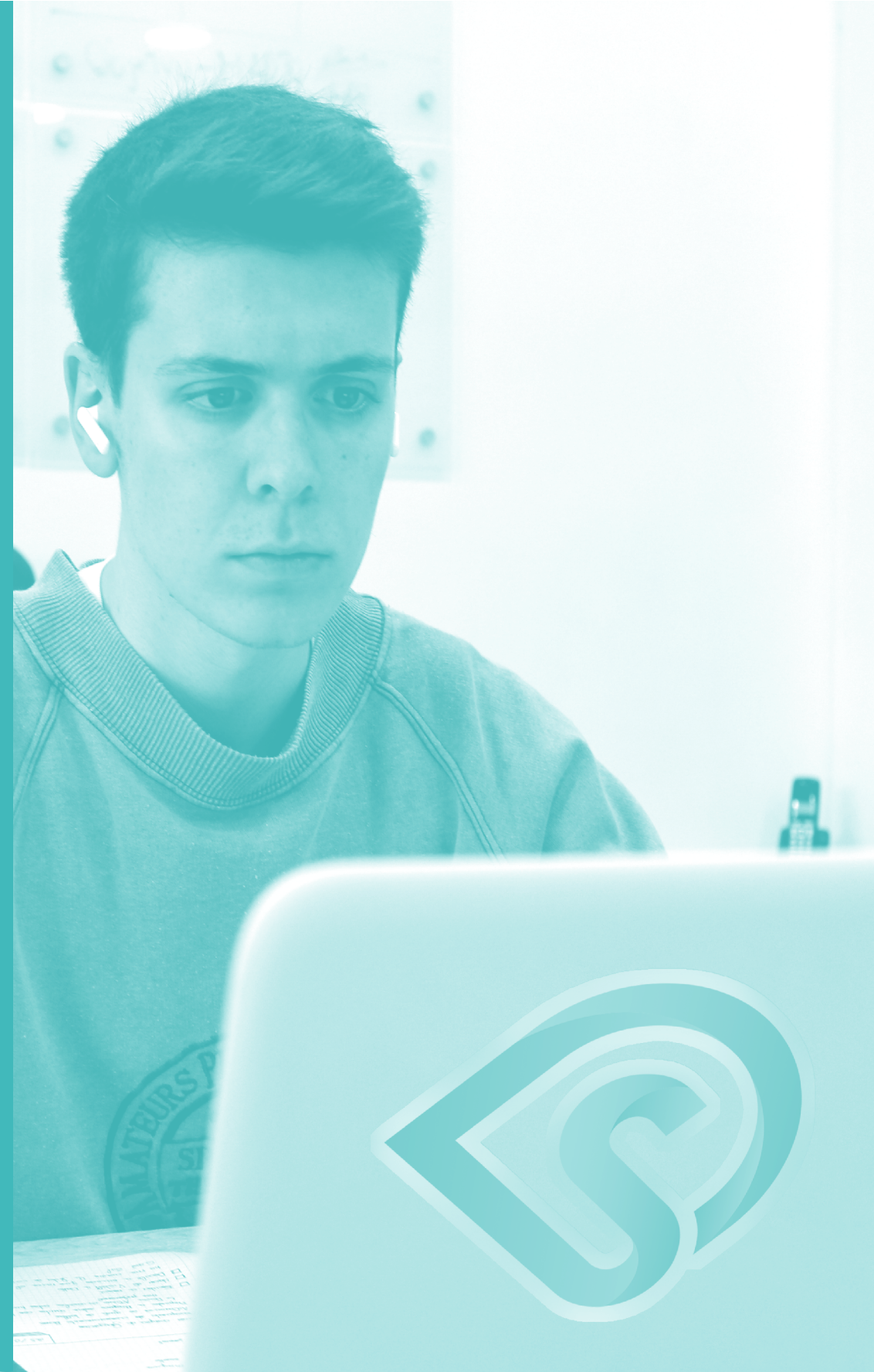
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz





# 4 ● IDENTIDAD VISUAL



# ICONOS

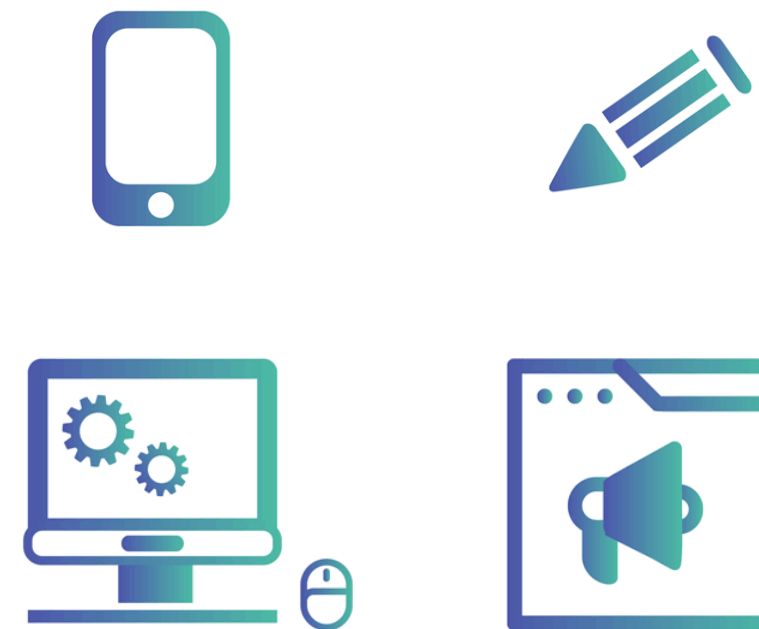
## Estilo 1: sólida con degradado

- Presentaciones
- White Backgrounds



## Estilo 2: Linear White

- Blog
- Website



# BLOG



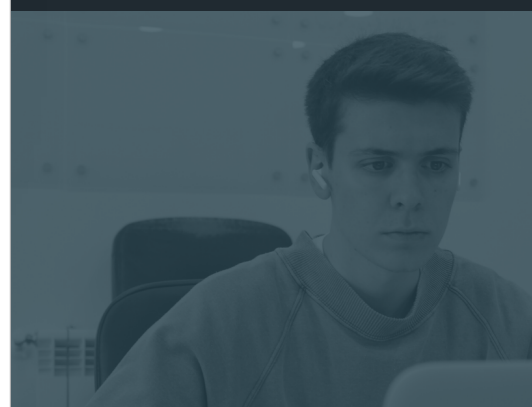
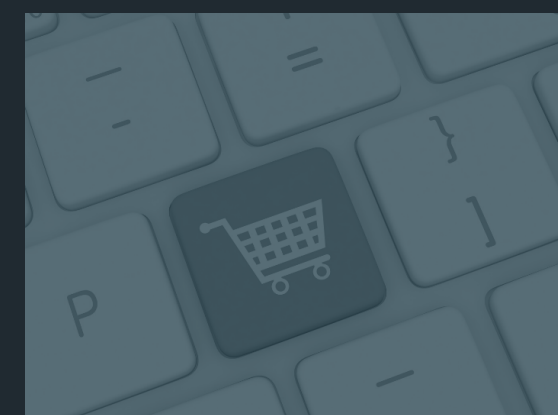
## Colores de Categorías

|            |           |                   |                |                        |            |          |                     |                        |                   |
|------------|-----------|-------------------|----------------|------------------------|------------|----------|---------------------|------------------------|-------------------|
| Diseño WEB | Ecommerce | Publicidad Online | Diseño Gráfico | Experiencia de usuario | Paid Media | Empresas | Posicionamiento SEO | Transformación digital | Inbound Marketing |
| #F77754    | #5776B8   | #41B9BB           | #ED6363        | #3B2D85                | #8B4C8C    | #DBB563  | #AE7C7C             | #00649F                | #105E63           |

COLOR OVERLAY  
#123442

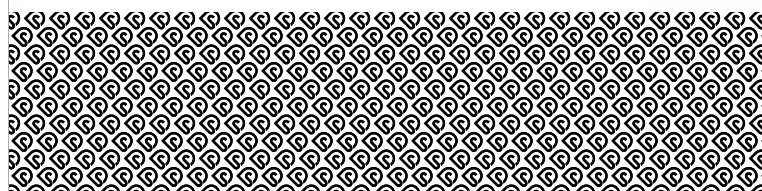
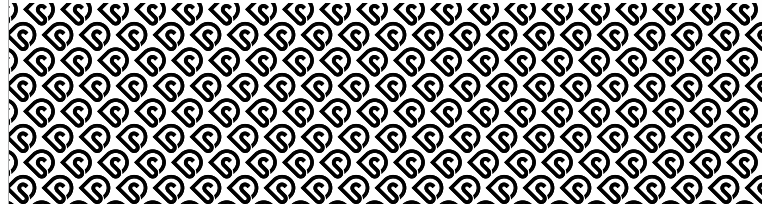
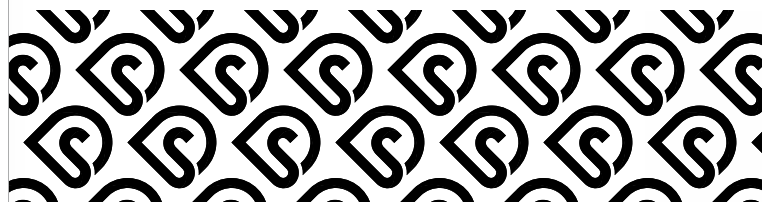
PHOTO ADJUSTMENTS

BRILLO: -6  
CONTRASTE: -56  
SATURACION: -100





# PATRONES





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