

MAIN LOGO



10%

30%

40%

60%

80%



COLOUR



CMYK: 0 95 100 0
PANTONE: 485 C
RGB: 228 35 19



CMYK: 0 0 0 100
PANTONE: Process Black C
RGB: 0 0 0

TYPOGRAPHY

MAIN TYPEFACE

This typeface will be used to construct texts and in the headlines of both graphic and digital media.

COMPLEMENTARY TYPEFACE

We will use ONLY in documents that we share with people who do not have the Roboto font.

Aa

Roboto

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z a b c d
e f g h i j k l m n o
p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Aa

Arial

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z a b c d
e f g h i j k l m n o
p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

PROTECTION ZONE

A protection area has been established around the logo to respect the brand and its visibility. This area must be free of graphic elements that interfere with the perception and reading of the brand.

This is delimited by taking as a reference 50% of the size of the symbol, which will serve as a unit of measurement.

