



BRAND GUIDELINES

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POSITIVE



NEGATIVE



LOGOTYPE – MONOCHROME

ENGLISH



SPANISH



FRENCH







LANGUAGES










BASIC LOGO — COLOR PALETTE

	C=100 R=0 M=50 G=28 Y=0 B=57 K=83		C=100 R=11 M=77 G=70 Y=0 B=151 K=0			C=60 R=103 M=0 G=192 Y=34 B=183 K=0
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SECTIONS — GRADIENT SWATCHES

		C=0 R=235 M=75 G=94 Y=55 B=94 K=0		C=0 R=243 M=52 G=148 Y=54 B=114 K=0			C=21 R=200 M=85 G=65 Y=0 B=145 K=0		C=50 R=145 M=50 G=133 Y=0 B=190 K=0
		C=100 R=0 M=63 G=89 Y=34 B=130 K=0		C=60 R=103 M=0 G=192 Y=34 B=183 K=0			C=100 R=11 M=77 G=70 Y=0 B=151 K=0		C=61 R=103 M=23 G=167 Y=0 B=219 K=0

COLOR PALETTE

MONTERRAT REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

MONTERRAT SEMIBOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

MONTERRAT BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

MONTERRAT BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

MINIMUM SIZE

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

The basic logo should never be smaller than 115px in digital or 40mm in print.



EXCLUSION ZONE

The logo's exclusion zone is equal to the height of the text (marked as x in the diagram).



LOGO MISUSE

POSITIVE — COLOR

It's important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document.

There are **no exceptions**.



DON'T CHANGE SIZES



DON'T ADD SHADOWS



DON'T DISTORT



DON'T CHANGE DISPOSITION



DON'T USE ON PICTURES



DON'T USE ON COLOR BACKGROUNDS

LOGO MISUSE

NEGATIVE

It's **not allowed** to use the color logotype on color background, or images.

Negative use is only allowed on dark backgrounds, or images when the contrast allows it.



USE ON GRADIENT BACKGROUNDS



USE ON COLOR BACKGROUNDS



DON'T USE ON HIGH-CONTRAST PICTURES



USE ON LOW-CONTRAST PICTURES

MONOCHROME

Only use in documents printed in one ink. Don't use gray scale logotype under any circumstances



DON'T USE GRAY SCALE



USE ONLY IN ONE-INK DOCUMENTS



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