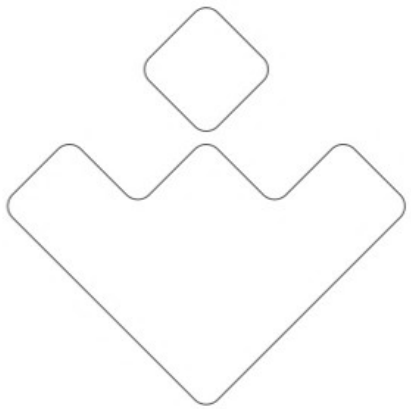
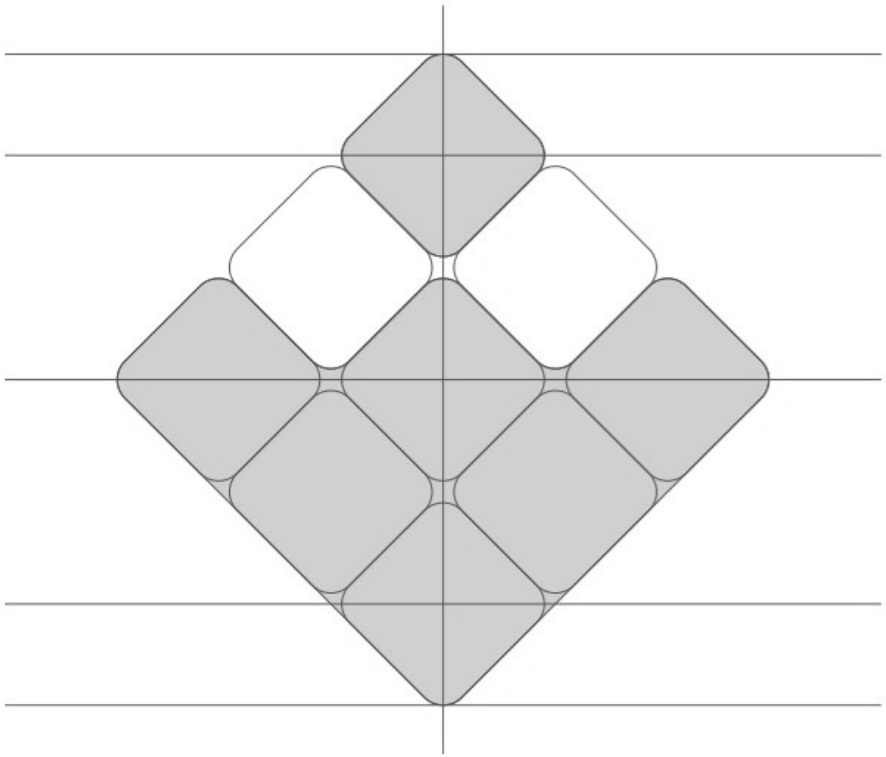
uptodown

uptodown

Construction

Key proportions to keep in mind when designing brand visuals.



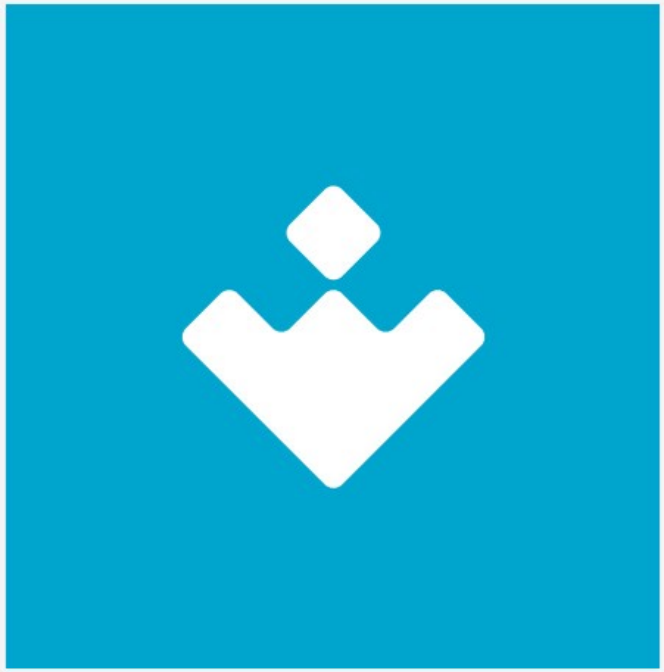


Logo

Main brand version. It can be used on a white background or the corporate color, depending on the characteristics of the space or material where it will be applied.

Isotype

Alternative version for small, square, or circular spaces, or in contexts where the brand name doesn't need to be displayed.



Reductions

The minimum acceptable size may vary depending on the materials and production techniques used. It's recommended to run a production test beforehand to obtain a more accurate reference.

150 x 28,032 mm

70 x 13,082 mm

60 x 10,186 mm

20 x 20 mm

12 x 12 mm

60 x 11,213 mm

50 x 8,488 mm

18 x 18 mm

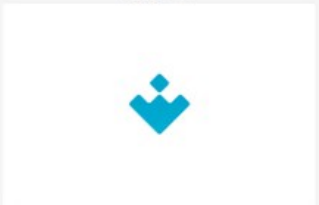
10 x 10 mm

50 x 9,344 mm

40 x 6,791 mm

16 x 16 mm

8 x 8 mm

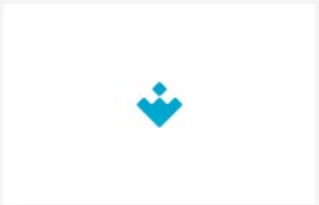


40 x 7,475 mm

30 x 5,093 mm

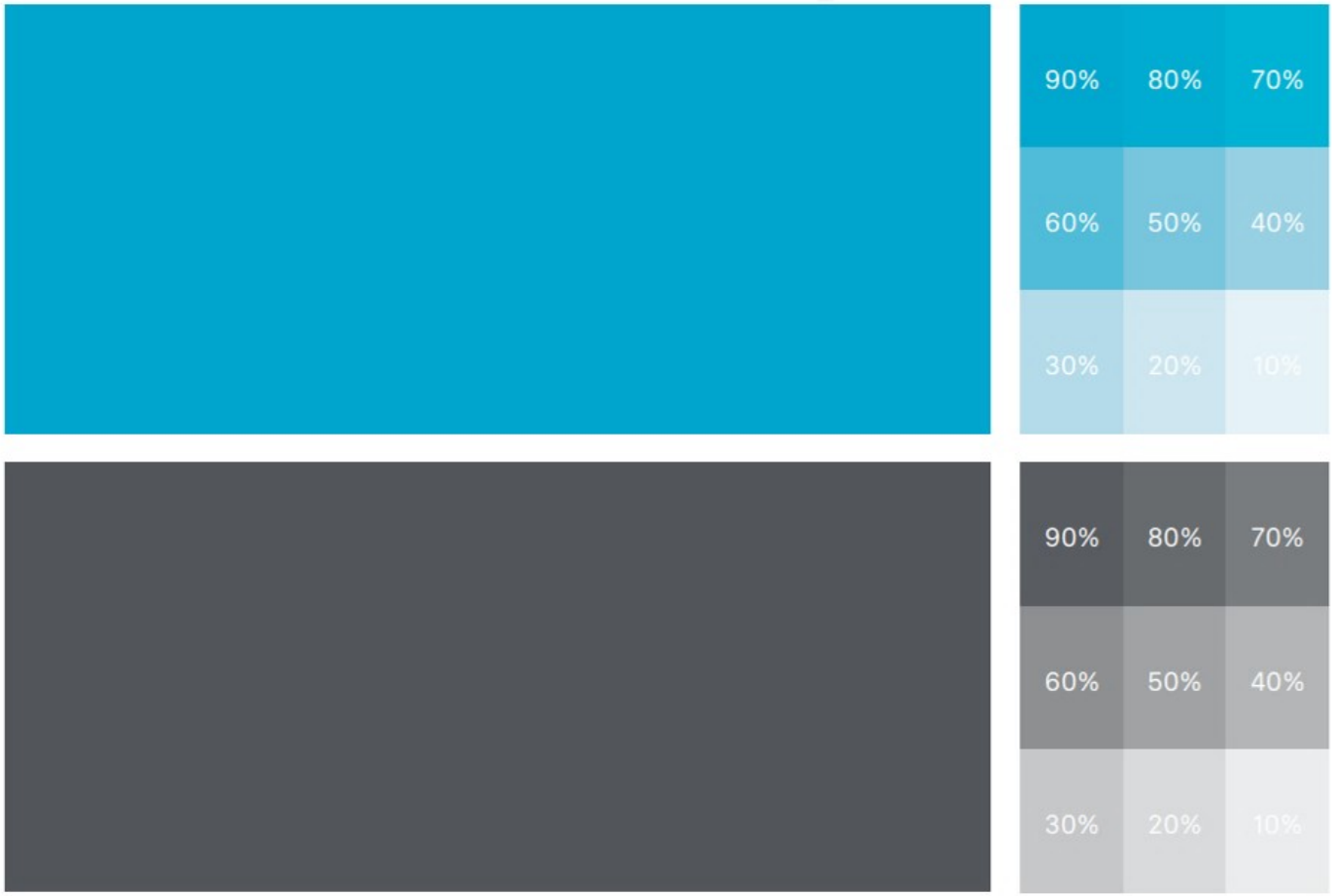
14 x 14 mm

6 x 6 mm



Corporate blue

Pantone	312 C
CMYK	92 - 0 - 12 - 0
RGB	0 - 170 - 213
HEX	00AAD5



Corporate gray

Pantone	Cool Gray 11
CMYK	63 - 52 - 44 - 33
RGB	84 - 88 - 96
HEX	545860

Complementary color palettes

Pantone	**7423 C**
CMYK	0 - 71 - 15 - 0
RGB	224 - 98 - 144
HEX	E06290

Pantone	**346 C**
CMYK	52 - 0 - 50 - 0
RGB	113 - 205 - 161
HEX	71CDA1

Pantone	**522 C**
CMYK	24 - 40 - 0 - 0
RGB	185 - 156 - 207
HEX	B99CCF

Pantone	**116 C**
CMYK	0 - 10 - 98 - 0
RGB	255 - 207 - 0
HEX	FFC94F

Corporate font

For titles and body texts
associated with the brand.

Geomanist
Medium / Regular
atipofoundry.com

abcdefghijklmnñ
opqrstuvwxyz
ABCDEFGHIJKLMÑ
OPQRSTUVWXYZ
0123456789

abcdefghijklmnñ
opqrstuvwxyz
ABCDEFGHIJKLMÑ
OPQRSTUVWXYZ
0123456789

Complementary font

For cases where a generic
font with an open license
needs to be used.

Open Sans
Bold / Regular
Apache, Versión 2.0

abcdefghijklmnñ
opqrstuvwxyz
ABCDEFGHIJKLMÑ
OPQRSTUVWXYZ
0123456789

abcdefghijklmnñ
opqrstuvwxyz
ABCDEFGHIJKLMÑ
OPQRSTUVWXYZ
0123456789

uptodown.com