PODER

This manual of graphic standards for **PODER** attempts to create consistency in the application of new visual applications.

The brand book includes guidelines for the use of the logo, wordmark, tagline, typography, color, and should be applied to all communications produced in the future.

The brand book does not attempt to provide a set of rules for every conceivable application, and should be used at a high-level when creating new touch points.
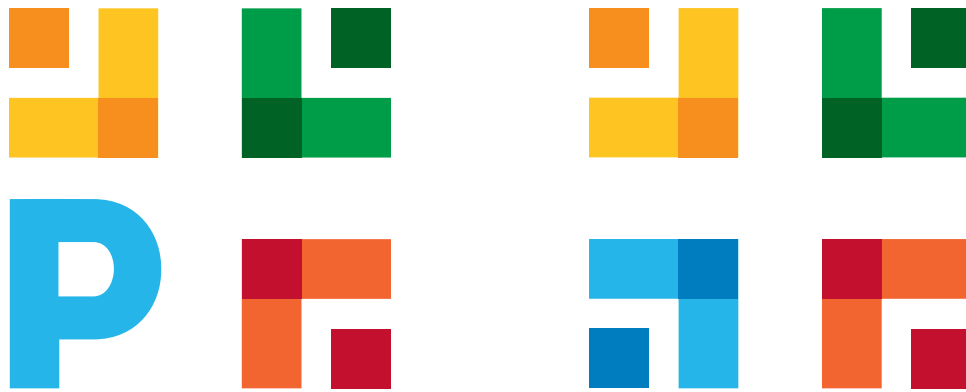
PODER

WORDMARK

This is the **PODER** <u>wordmark</u>. It is using the typeface Intro Black, all caps, and can be in one of the colors outlined on page, 10.

The logo can also use the image file.

Image files are titled
- Poder_Wordmark_Color
- Poder_Wordmark_BW
- Poder_Wordmark_White

within the EPS, PDF, JPG, and PNG folders.

LOGO

This is the **PODER** logo.

Image files are titled
- Poder_Logo_P_BW
- Poder_Logo_BW
- Poder_Logo_P_Color
- Poder_Logo_Color
- Poder_Logo_P_White
- Poder_Logo_White

within the EPS, PDF, JPG, or PNG folders.

PODER

LOGO + WORDMARK

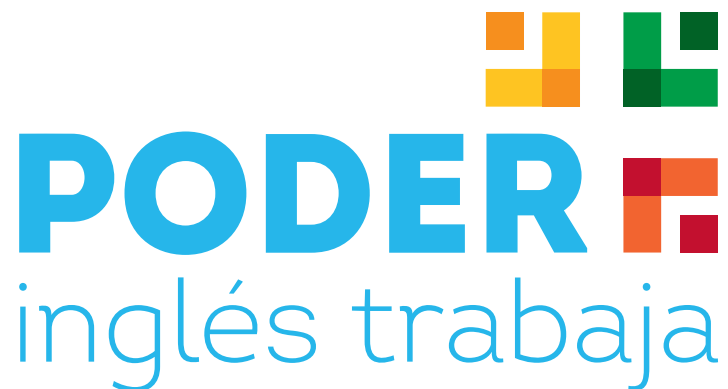This is the **PODER** <u>logo + wordmark</u>.

Files are titled
- Poder_Wordmark+Logo_BW
- Poder_Wordmark+Logo_Color
- Poder_Wordmark+Logo_White

within the EPS, PDF, JPG, or PNG folders.

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TAGLINE

This is the **PODER** <u>tagline</u>. It is using the typeface Intro Light, all lower-case, and can be in one of the colors outlined on page, 10.

WORDMARK + LOGO + TAGLINE

This is the **PODER** <u>logo + tagline</u>.

Files are titled:
- Poder_Wordmark+Logo+Tagline_Spanish_BW
- Poder_Wordmark+Logo+Tagline_English_BW
- Poder_Wordmark+Logo+Tagline_Spanish_Color
- Poder_Wordmark+Logo+Tagline_English_Color
- Poder_Wordmark+Logo+Tagline_English_White
- Poder_Wordmark+Logo+Tagline_Spanish_White

within the EPS, PDF, JPG, or PNG folders.

OPRIMA-1

This is the OPRIMA-1 <u>wordmark</u>. It is using the typeface Intro Black, all caps, and can be in one of the colors outlined on page, 10.

The logo can also use the image file.

Image files are titled
- Poder_OPRIMA-1_BW
-Poder_OPRIMA-1_Color

within the EPS, PDF, JPG, or PNG folders.

Intro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Intro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

The two typefaces for **PODER**'s digital and print applications are Intro Light and Intro Black.

Intro Black should be used for headlines, the main logo, and primary links and is preferably in all-caps.

Intro Light should be used for body and informational copy,

The font files can be found within the fonts folder.

brand color guide
updated June 2014 for print consistency

primary blue **PMS 298 C**

accent blue **PMS 7690 C**

dark yellow **PMS 144 C**

yellow **PMS 7408 C**

dark green **PMS 357 C**

green **PMS 347 C**

PODER

red **PMS 486 C**

dark red **PMS 485 C**

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APPLICATIONS

BACK OPTIONS
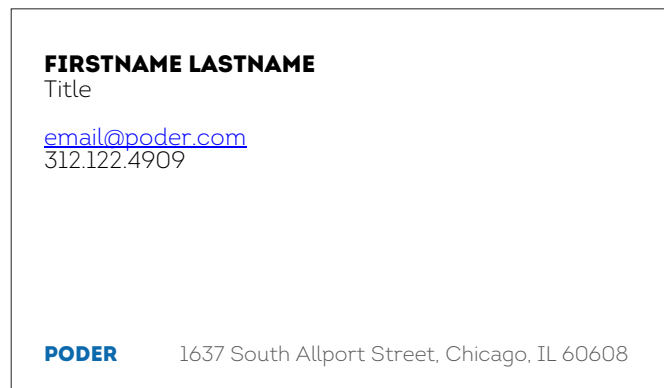
This is the **PODER** business card.

Files for the back are located within the "Templates" folder with the titles:
- Poder_businesscard_back_inverse
- Poder_businesscard_back_english
- Poder_businesscard_back_spanish

Files for the front are located within the "Templates" folder with the titles:
- Poder_businesscard_front.doc
- Poder_businesscard_front.docx

FRONT

FIRSTNAME LASTNAME
Title

email@poder.com
312.122.4909

PODER   1637 South Allport Street, Chicago, IL 60608

PODER

Dear FirstName LastName,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,
Firstname Lastname

PODER 1637 South Allport Street, Chicago, IL 60608

LETTERHEAD

This is the **PODER** letterhead.

Files for the back are located within the "Templates" folder with the titles:
- Poder_Letterhead.docx
- Poder_Letterhead.doc

FIRSTNAME LASTNAME
Title
312.222.2222
PODER | english works

EMAIL SIGNATURE

This is the **PODER** email signature. Use the typeface, **Arial,** for any email applications of Poder.

FIRSTNAME LASTNAME
Title
312.222.2222
OPRIMA-1

EMAIL SIGNATURE

This is the **OPRIMA-1** email signature. Use the typeface, **Arial,** for any email applications of Poder.

This it is the **PODER** <u>wordmark, logo, tagline, or any combination of the three</u>, Poder must follow these rules.

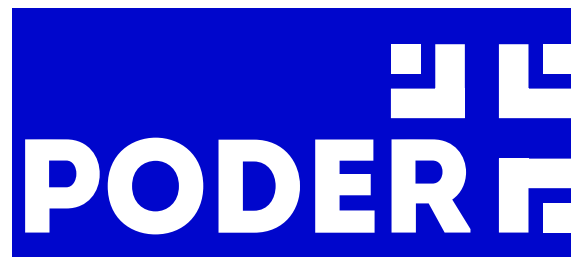**YES** Use any logo on a white background

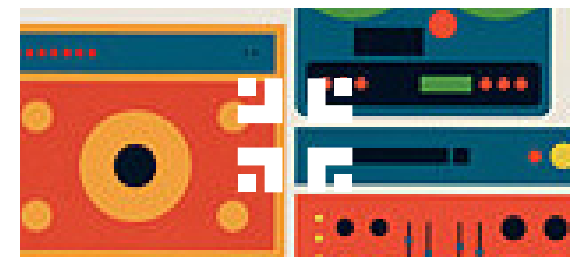**YES** Use any white or black combination on a background that uses a Poder color

YES Use the white or black logo on a background that has a subtle texture

NO Do not skew the logo. Keep the designated ratio

NO Use any white or black combination on a background that is not a Poder color nor crowd the logo sides

NO Use the white or black logo on a background that has a loud texture

PATTERN

This it is the **PODER** pattern that can be used on any touchpoints as needed.

The file is located within the "Templates" folder with the title - Poder_Pattern