Rendimiento Secreto

Empresa nueva Brand Book

Contents

Introduction

Welcome to the official brand guidelines of the Empresa nueva brand and assets. This document is intended to educate anyone who is responsible for creating internal or external communications using the Empresa nueva brand.

It is important that we all share a basic understanding of how and when to use our identity. These Identity Standards are intended to introduce you to the basic usage. We want to make it easy for you to integrate Empresa nueva in all media formats while respecting our brand and legal/licensing restrictions.

Note that by using these resources, you accept our Terms of Service. Usage of these resources may also be covered by the Empresa nueva End User Agreement and our Privacy Policy.

Our Logo

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best.

Rendimiento Secreto

Masterbrand logo & slogan

Logo Versions

The Empresa nueva Logo should be used mostly with the Pirate Gold and Burnt Umber colors. The negative Empresa nueva Logo can be used on dark image backgounds with high contrast between them. The Monochrome version logo should be used on documents that are printed in black & white.

Rendimiento Secreto

Alternative Logo

Rendimiento Secreto

Black & White Positive

Rendimiento Secreto

White Negative on Primary

Rendimiento Secreto

White Negative

Rendimiento Secreto

White & Black

Rendimiento Secreto

White & Black

Rendimiento Secreto

Secondary Color Positive

Rendimiento Secreto

White Negative on Secondary

Logo & Icon Proportions

The Empresa nueva Logo has a neat proportion of 1:1 Square Ratio width. These proportions were chosen carefully and they are not to be changed. The Icon has a perfect square proportion of 1:1 Square Ratio and acts as the Favicon as well.

x

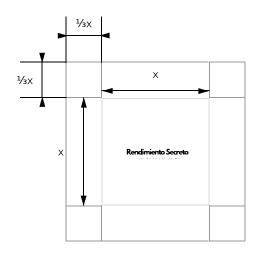**Rendimiento Secreto**

1:1 Square Ratio

Clear Space

Clear space is the area surrounding the global signature and Icon that must be kept free of any elements, including text, graphics, borders, or other logos. The minimum clear space required for the preferred global signature is equal to "x", or the height and width of the Empresa nueva Icon

Minimum Size

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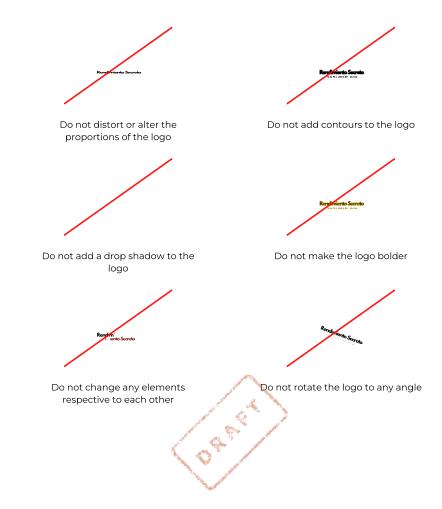
Rendimiento Secreto

214px / 60mm

The Empresa nueva logo should never be smaller than 214px in digital or 60mm in print.

Logo Misuse

It is 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, colour and composition should remain as indicated in this document — there are no exceptions.

Do not distort or alter the proportions of the logo

Do not add contours to the logo

Do not add a drop shadow to the logo

Do not make the logo bolder

Do not change any elements respective to each other

Do not rotate the logo to any angle

Our Color Palette

The colors selected for the Empresa nueva signature reflect the company's values. The colors have been specifically chosen to represent the brand and should not be altered under any circumstance.
For Printing instances, a Rich Black should be used for text with C40 M10 Y0 K100.

Primary Color
#a88900

Secondary Color
#8a2a20

Tertiary Color
#005858

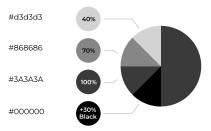Instead of the colors referred to on this page, you may use the PANTONE® colors listed above, the standards for which can be found in the current edition of the PANTONE COLOR FORMULA GUIDE. The colors shown on this page and throughout this guideline have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of PANTONE, Inc.

#005858

#a88900

#8a2a20

Our Color Palette

Pirate Gold

#ffff99 40%
#f4d54c 70%
#A88900 100%
#5c3d00 +30% Black

Hex	#A88900
RGB	168 137 0
CMYK	0 18 100 34
Pantone	104

Burnt Umber

#ffc3b9 40%
#d6766c 70%
#8A2A20 100%
#3e0000 +30% Black

Hex	#8A2A20
RGB	138 42 32
CMYK	0 70 77 46
Pantone	1605

Mine Shaft

#d3d3d3 40%
#868686 70%
#3A3A3A 100%
#000000 +30% Black

Hex	#3A3A3A
RGB	58 58 58
CMYK	0 0 0 77
Pantone	Black

Blue Stone

#99f1f1 40%
#4ca4a4 70%
#005858 100%
#000c0c +30% Black

Hex	#005858
RGB	0 88 88
CMYK	100 0 0 65
Pantone	548

Cobalt

#99e4ff 40%
#4c97f7 70%
#004BAB 100%
#00005f +30% Black

Hex	#004BAB
RGB	0 75 171
CMYK	100 56 0 33
Pantone	Dark Blue

Actor

Actor

Actor

Actor

#a88900

Our Fonts

The primary font is Actor and it has 1 weights: Regular .

Primary Font

Actor

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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Empresa nueva Brand Book