

Manual de marca



Alanis Arancibia
Isidora Flores
Constanza Mora

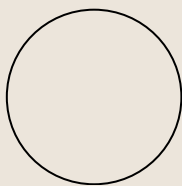
Naming

El fenómeno Booktok: Cómo las redes sociales influyen en el mercado literario

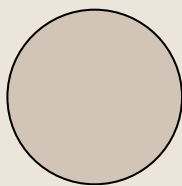
Identificador gráfico



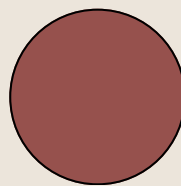
Paleta de colores



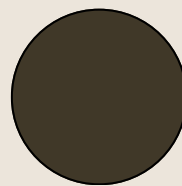
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#d2c5b8



#96514d



#403828

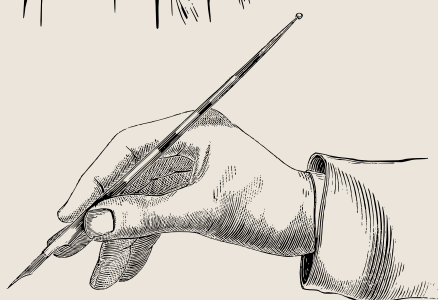
Tipografía

El fenómeno Booktok: Cómo las RR.SS. transforman
el mercado literario

Tipografía:
Merriweather

Tipografía:
Old Standard

Elementos gráficos adicionales



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Logo secundario

