



TRANSPORTES
FERNÁNDEZ

BRAND IDENTITY GUIDELINES



Introduction

Embark on an extraordinary journey as you open the doors to our brand book—a captivating odyssey that unveils the very essence of our identity. Within these meticulously crafted pages, you will delve into the core of our brand, a convergence of heritage and innovation that defines our unique narrative.

Picture a kaleidoscope of creativity, where every hue represents a facet of our commitment to excellence. Our brand book is a living testament to the symphony of values that guide us—integrity, authenticity, and a relentless pursuit of progress. As you navigate through the chapters, witness the evolution of our story, seamlessly blending tradition with a forward-thinking vision.

This literary canvas is adorned with the brushstrokes of our accomplishments, community spirit, and the boundless enthusiasm that propels us into the future. Each word resonates with the rhythm of our passion and purpose, inviting you to not just read, but experience the ethos that sets us apart.

Welcome to a world where pages breathe life into our journey, beckoning you to join us in shaping a future where our brand stands as a beacon of inspiration, leaving an indelible mark on the landscape of innovation and significance. Together, let's turn these pages and embrace the unfolding story of our brand's legacy.



01

BRAND
LOGO





Brand Logo

A brand logo is a visual symbol or design that represents a company or organization. It typically includes elements like typography, colors, and shapes, and is meant to convey the brand's identity, values, and personality. A well-designed logo helps create recognition and differentiation in the market.

Primary Logo



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Secondary Logo

Logo Clearspace

Logo clearspace refers to the area around a logo that must remain free of other visual elements to ensure that the logo is displayed clearly and stands out effectively. This space is crucial for maintaining the logo's visibility and impact, preventing it from being crowded or overshadowed by other elements such as text, images, or graphics.





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App Icons

App icons are the graphical representations of an application that users see on their devices, such as smartphones, tablets, and computers. They act as a visual shortcut to access the app.



02

LOGO
MISUSE



Logo Misuse

Logo misuse refers to any unauthorized or incorrect use of a logo that deviates from the brand's established guidelines. This can negatively impact the brand's image, reduce the logo's effectiveness, and lead to inconsistencies in brand representation.

- Adding Effects
- Rotating
- Stretching
- Blurring



03



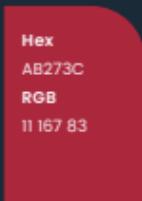
BRAND **COLORS**

Brand Colors

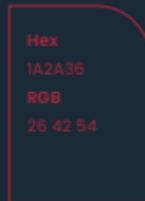
Brand colors are the specific colors that a company or organization consistently uses in its branding materials such as logos, website design, marketing materials, and advertisements. These colors are carefully chosen to represent the brand's identity, values, and personality.

Primary Colors

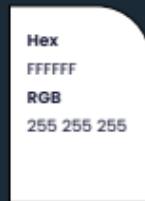
Primary colors in a brand are the main colors used in its visual identity. They reflect the brand's personality and values and are featured in its logo, website, and marketing materials.



Hex
AB273C
RGB
11 167 83



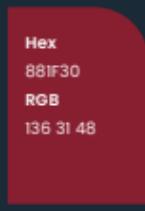
Hex
1A2A36
RGB
26 42 54



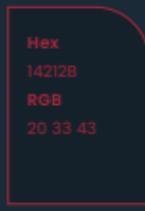
Hex
FFFFFF
RGB
255 255 255

Secondary Colors

Secondary colors in a brand's color palette are the complementary shades that support the primary colors. They are used to add depth, versatility, and variety to branding materials.



Hex
881F30
RGB
136 31 48

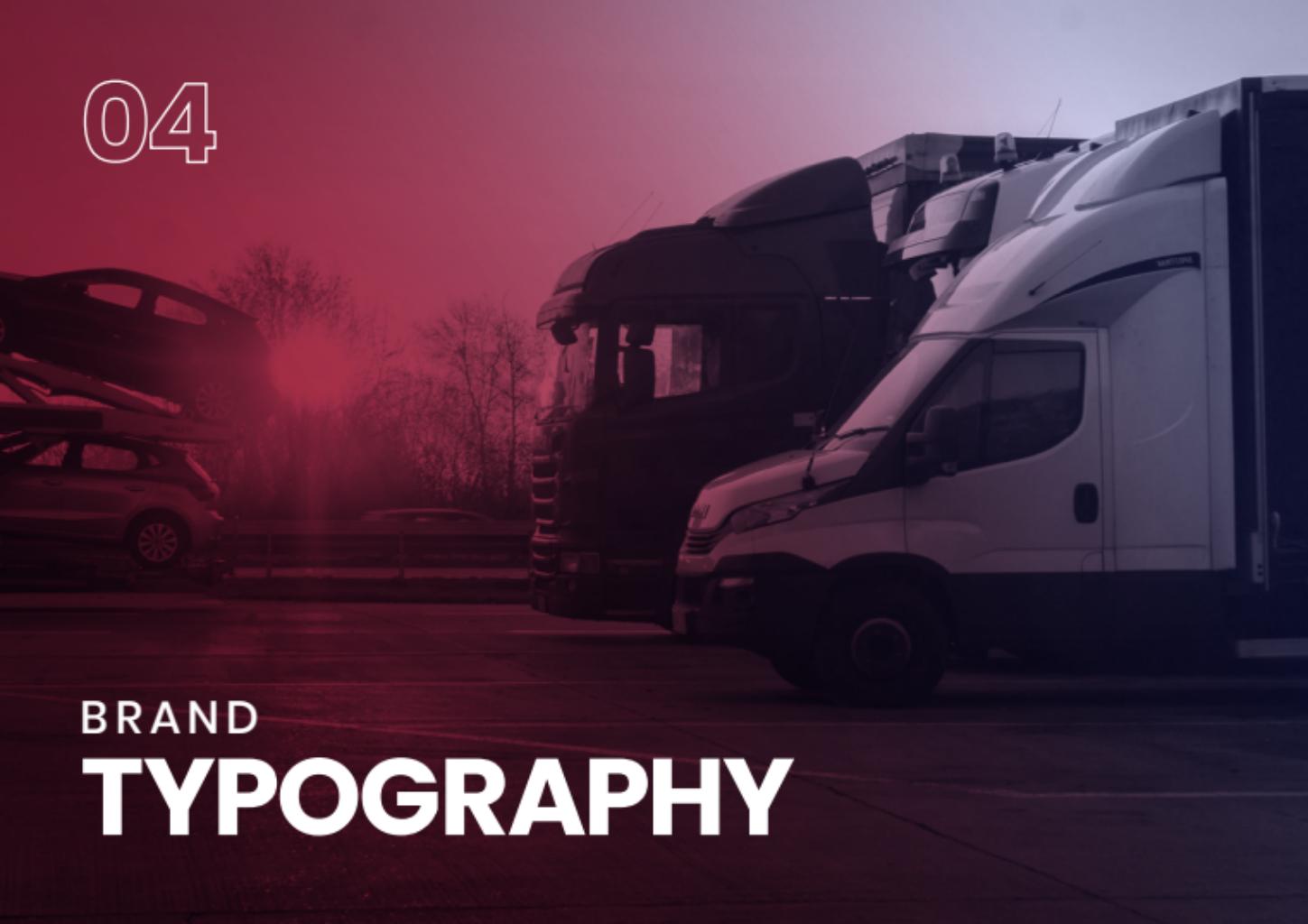


Hex
14212B
RGB
20 33 43



Hex
CCCCCC
RGB
204 204 204

04



BRAND
TYPOGRAPHY

Corporate Typography

Brand typography refers to the specific fonts and text styles a brand uses to convey its identity and message. It encompasses choices in font type, size, spacing, and hierarchy, ensuring consistency across all visual communications. Effective typography enhances readability and reinforces the brand's personality and values.

Primary Typeface

The primary typeface of a brand is the main font used consistently across its visual materials to establish a cohesive identity. It reflects the brand's personality and ensures clarity and recognition in all communications.

AaBb

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()><?

Secondary Typeface

The secondary typeface of a brand is the main font used consistently across its visual materials to establish a cohesive identity. It reflects the brand's personality and ensures clarity and recognition in all communications.

AaBb

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()><?

Context Text and inner Headlines

Caption Text

Caption Text

-

Poppins Regular
5 pt type / 8 pt leading

Copy Text

Copy Text

-

Poppins Regular
8 pt type / 11 pt leading

Headlines

copytext

HEADLINES COPY TEXT

-

Montserrat Semibold - Capital
10 pt type / 10 pt leading

Headlines and Typobreaks

Sublines
Sections

SUBLINES SECTIONS

-
Montserrat Bold - Capital
13 pt type / 16 pt leading

Big
Headlines

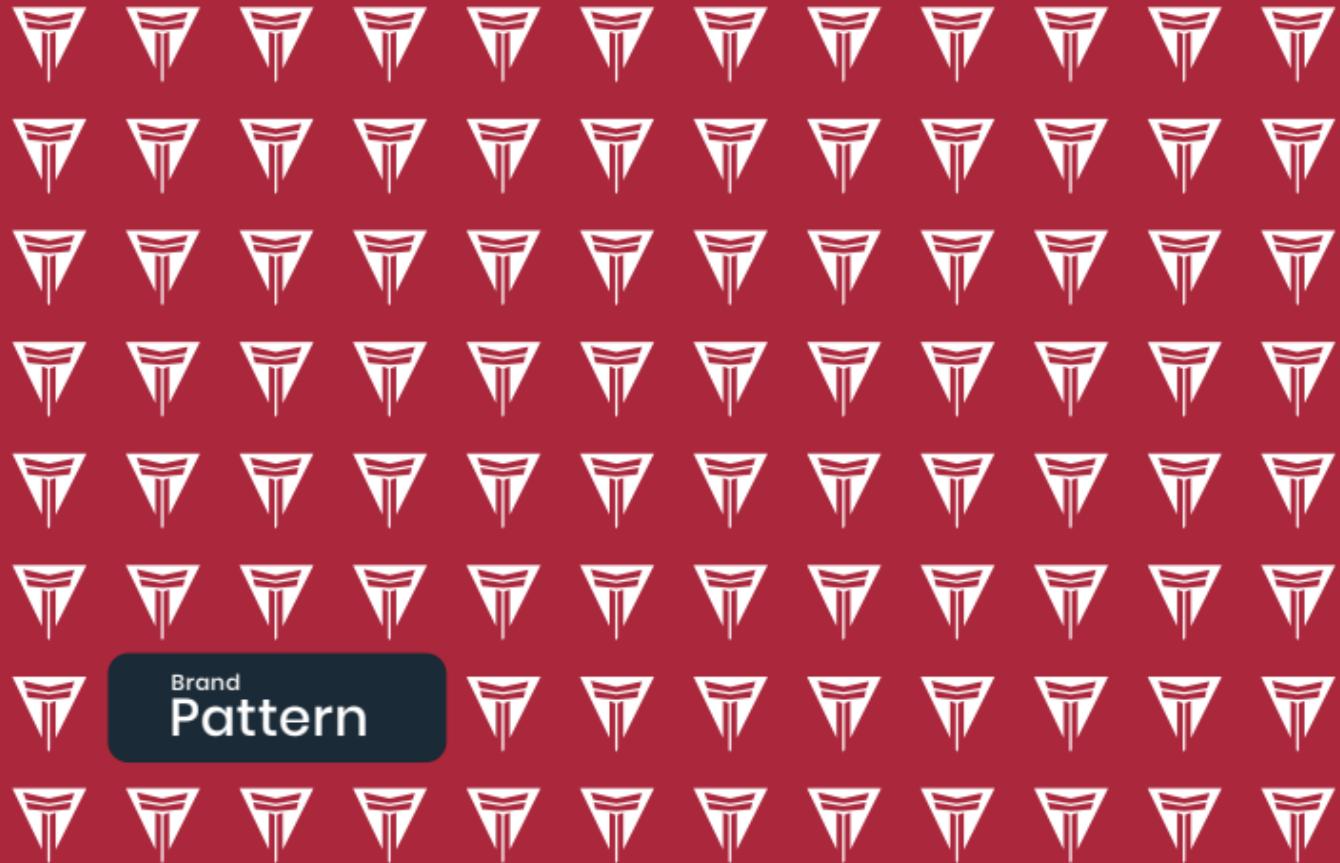
BIG HEADINGS

-
Montserrat Bold - Capital
25 pt type / 30 pt leading

05

BRAND
PATTERN





06

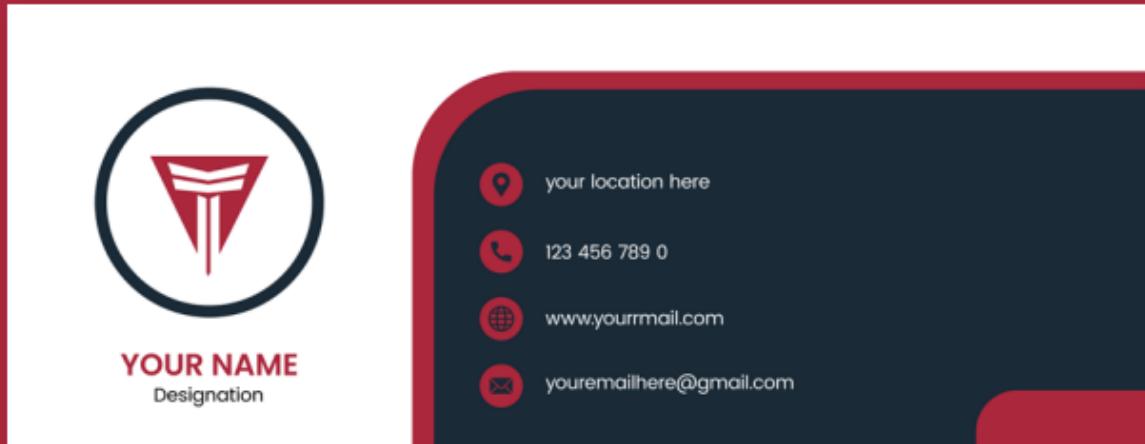


BRAND
STATIONARY





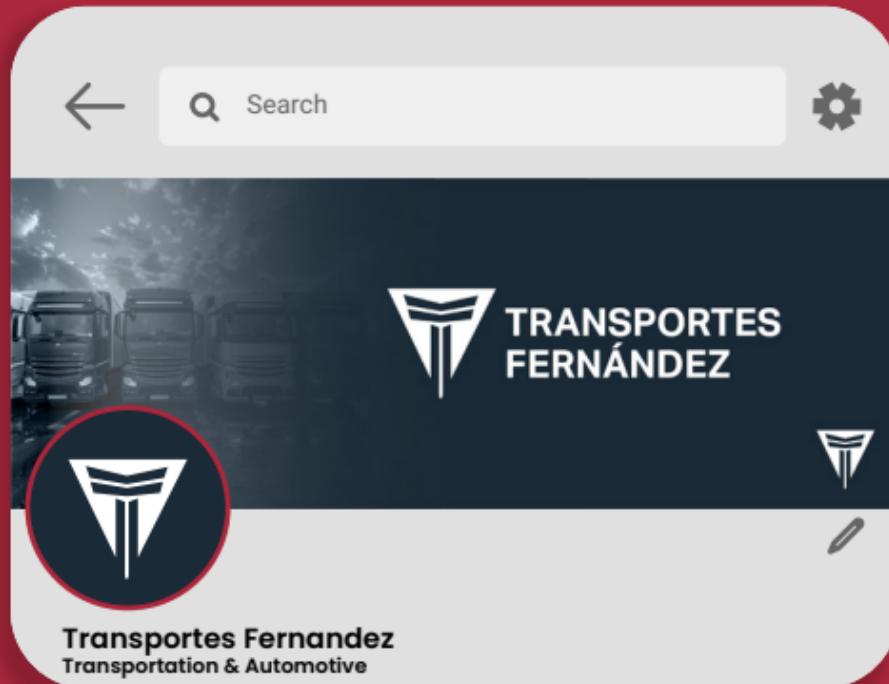


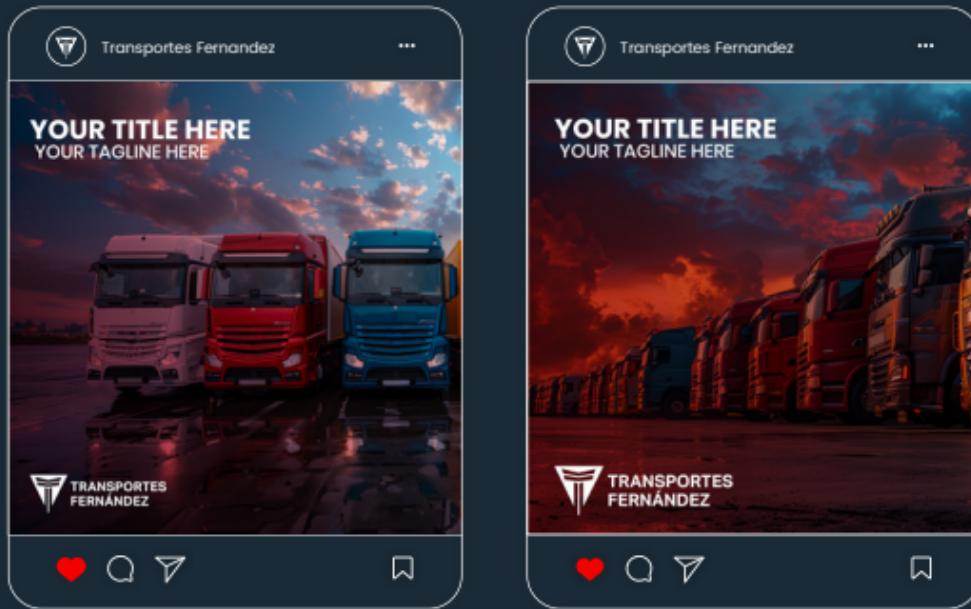


07



SOCIAL
MEDIA







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THANK YOU

FOR WATCHING