



HSM

BARRIO PRIVADO HARAS SANTA MARIA

## HERENCIA / BOCETOS



## COLOR Y BN



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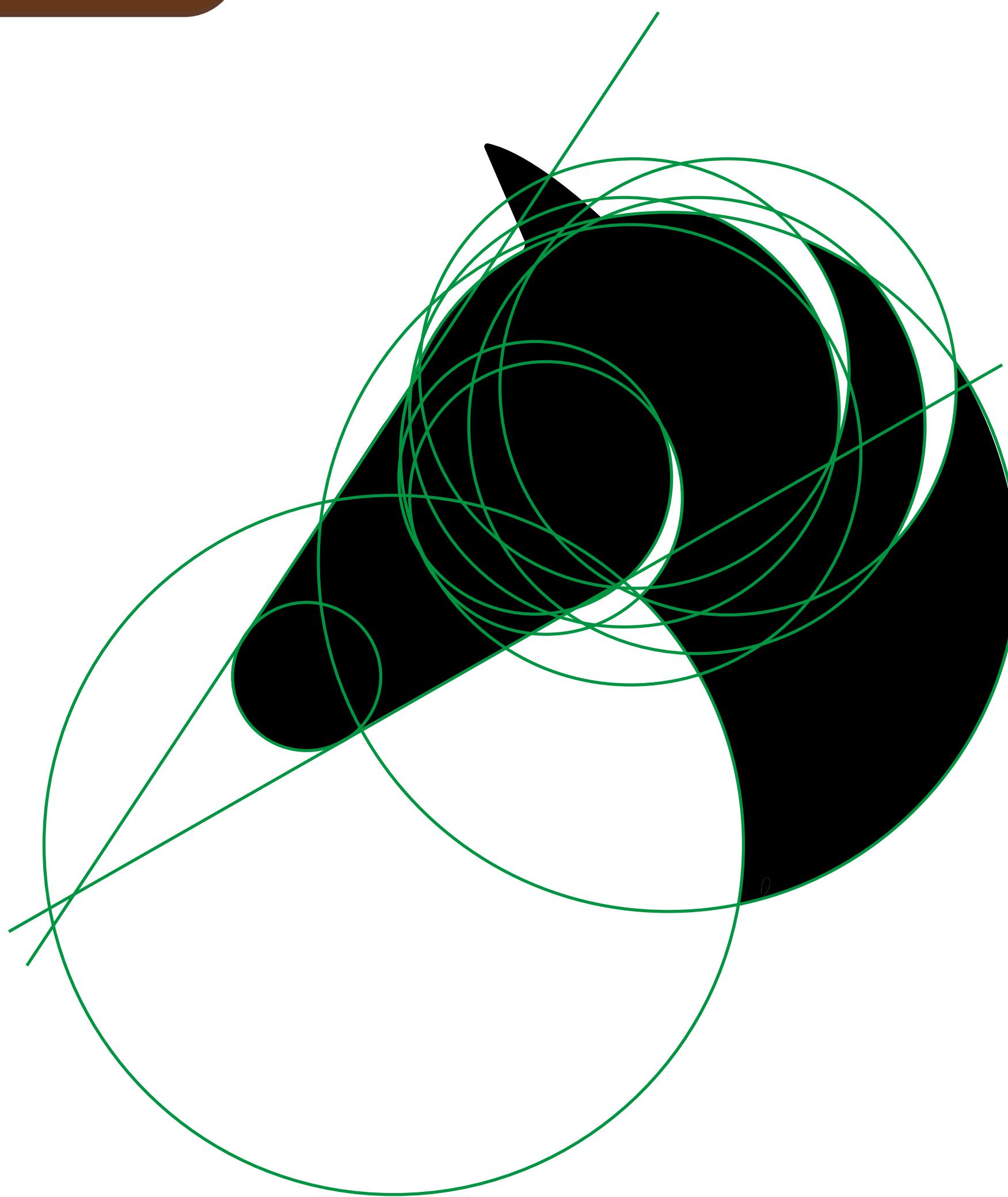


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## GRILLA MODULAR

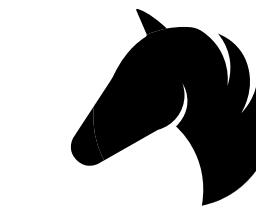


## GRILLA CONSTRUCTIVA





## USOS INCORRECTOS



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BARRIO PRIVADO HARAS SANTA MARIA

**NO** Intercambiar lugar



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BARRIO PRIVADO HARAS SANTA MARIA

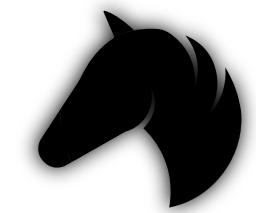
**NO** Deformar



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BARRIO PRIVADO HARAS SANTA MARIA

**NO** Degradados



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BARRIO PRIVADO HARAS SANTA MARIA

**NO** Sombras

## USOS INCORRECTOS



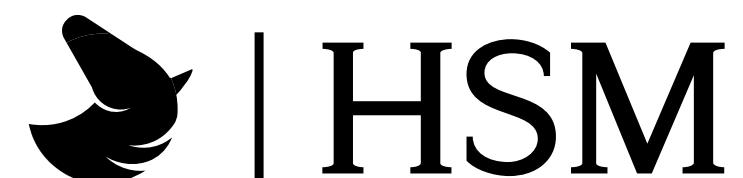
**NO** Bajar opacidad



**NO** Contornos



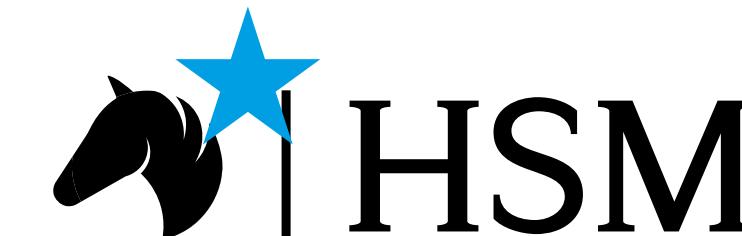
**NO** 3D



**NO** Rotar

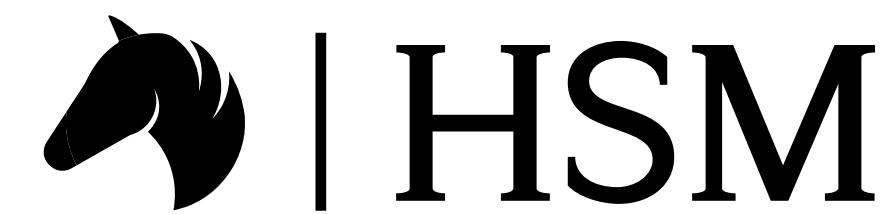


**NO** Cambiar los colores



**NO** Agregar otros elementos

## USOS CORRECTOS

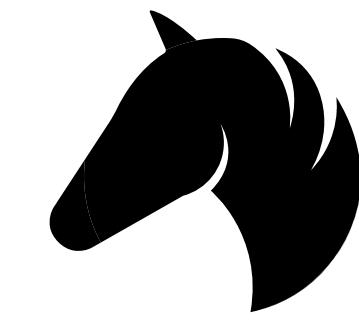


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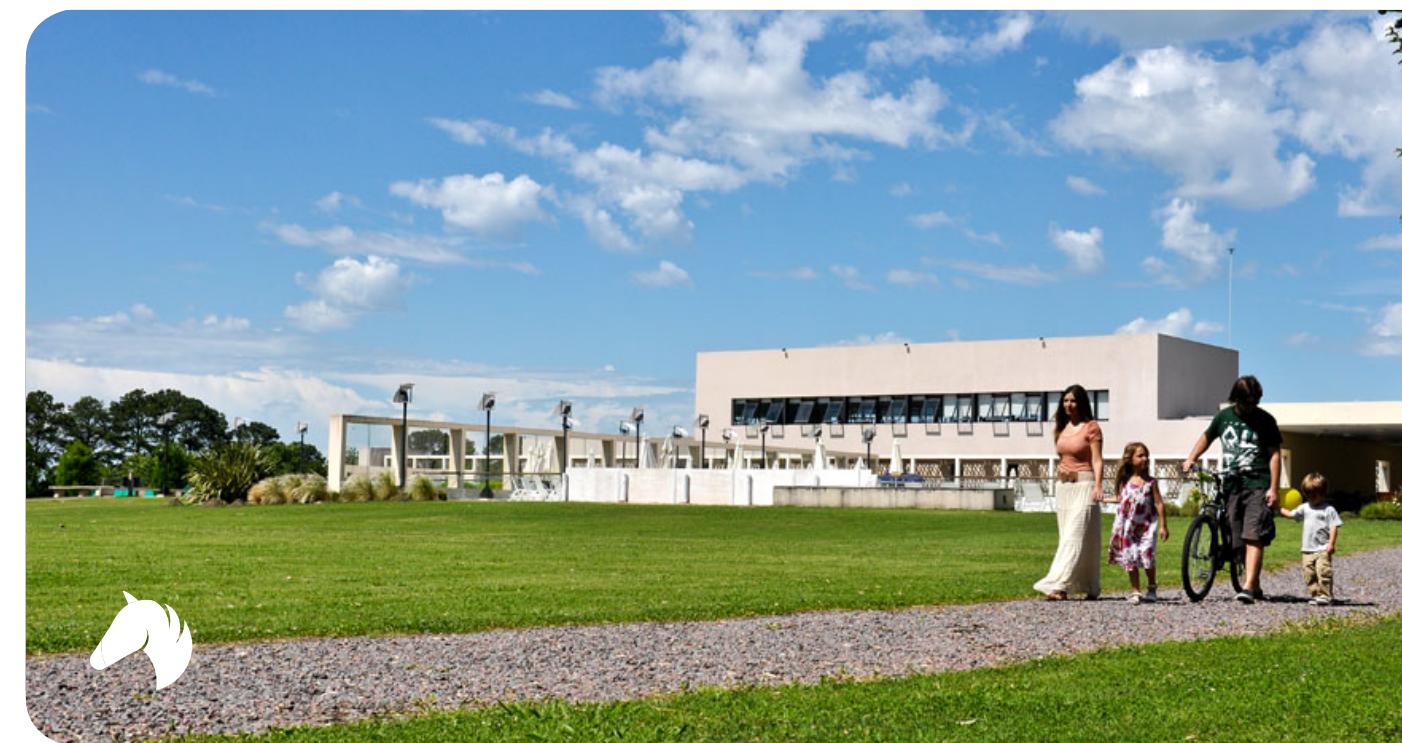
**SI** Imagotipo a color o BN



**SI** Sobre fondo no visible

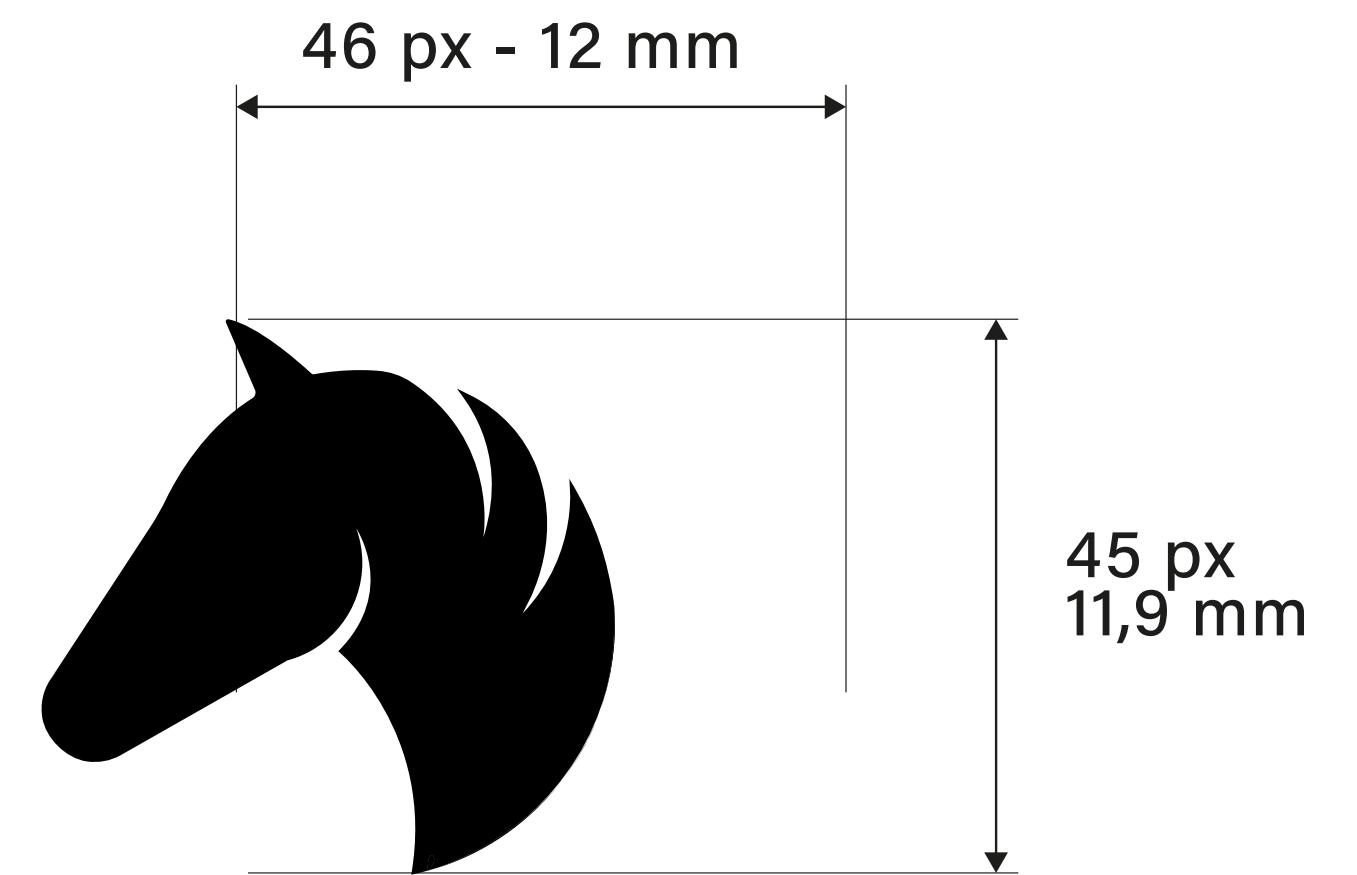


**SI** Isotipo a color o BN

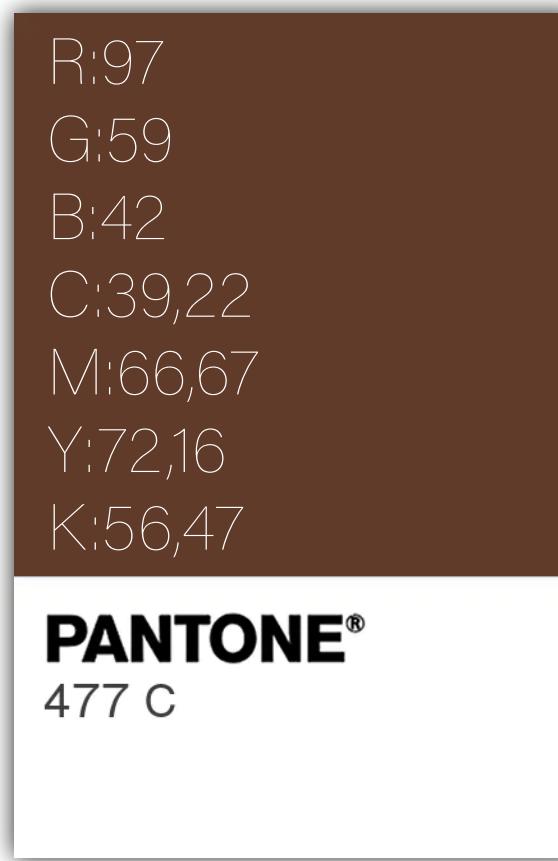
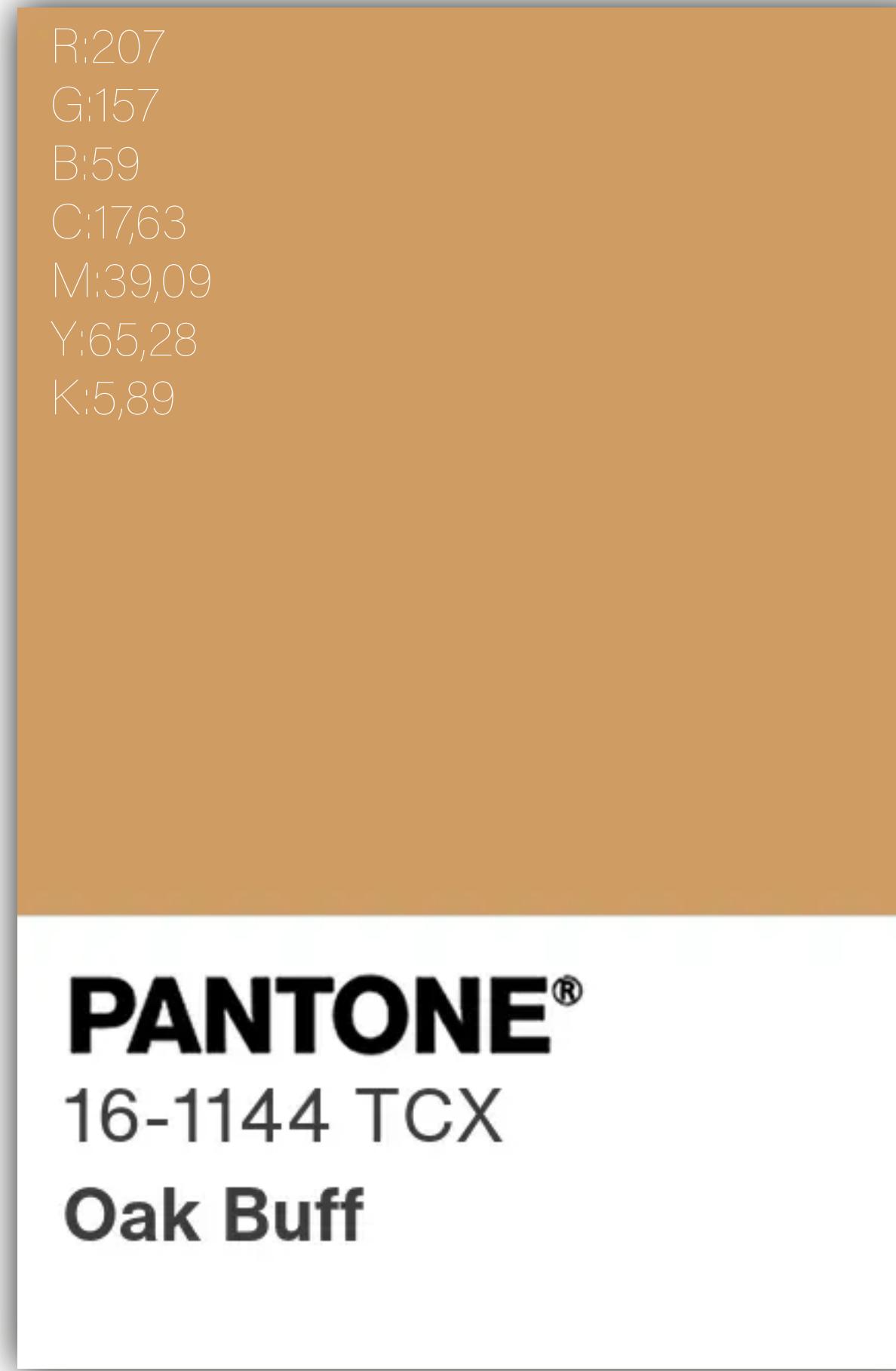


**SI** Esquinado en fondo visible

## REDUCCIONES



## PALETA CRÓMATICA



Aa

Counte DEMO - Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
abcdefghijklmnñopqrstuvwxyz

Aa

Acumin Variable Concept

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
abcdefghijklmnñopqrstuvwxyz  
123456789

Aa

Acumin Variable Concept - Thin

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
abcdefghijklmnñopqrstuvwxyz  
123456789

Aa

Acumin Variable Concept - Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
abcdefghijklmnñopqrstuvwxyz  
123456789

