

Prats Identidad corporativa

Hnos. Benítez

Estructura básica de identidad

Guía rápida de aplicación





PRATS



90% negro



PRATS



90% negro



cyan



PRATS



blanco





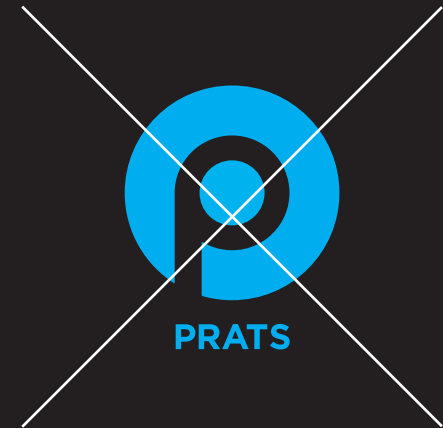
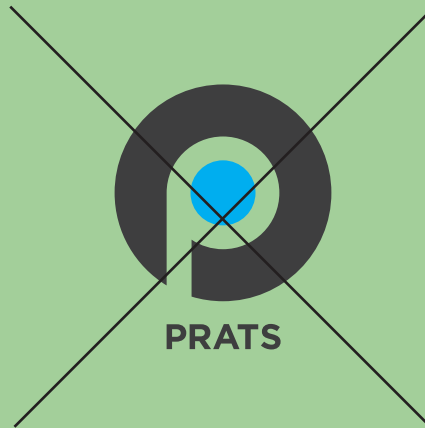
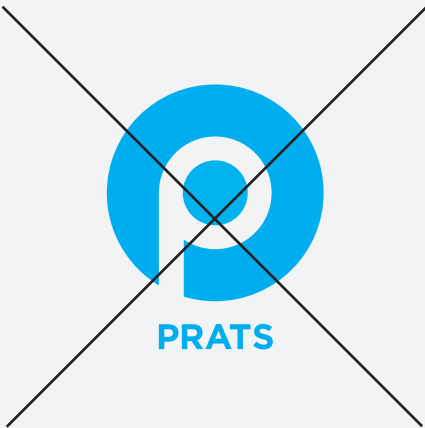
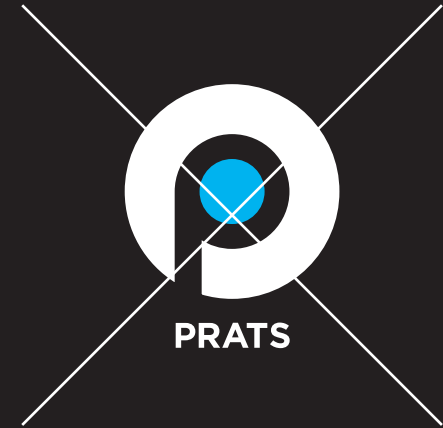
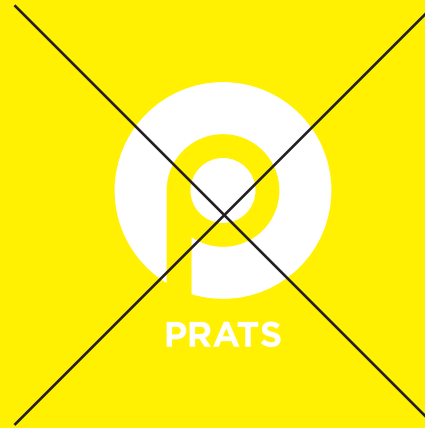
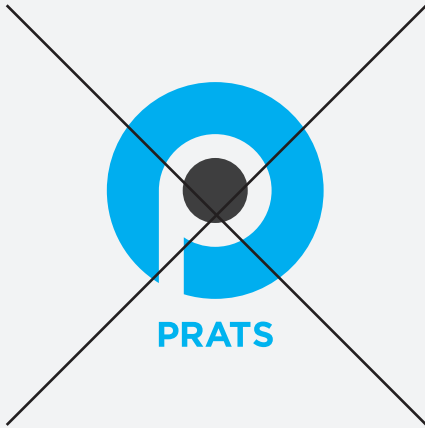
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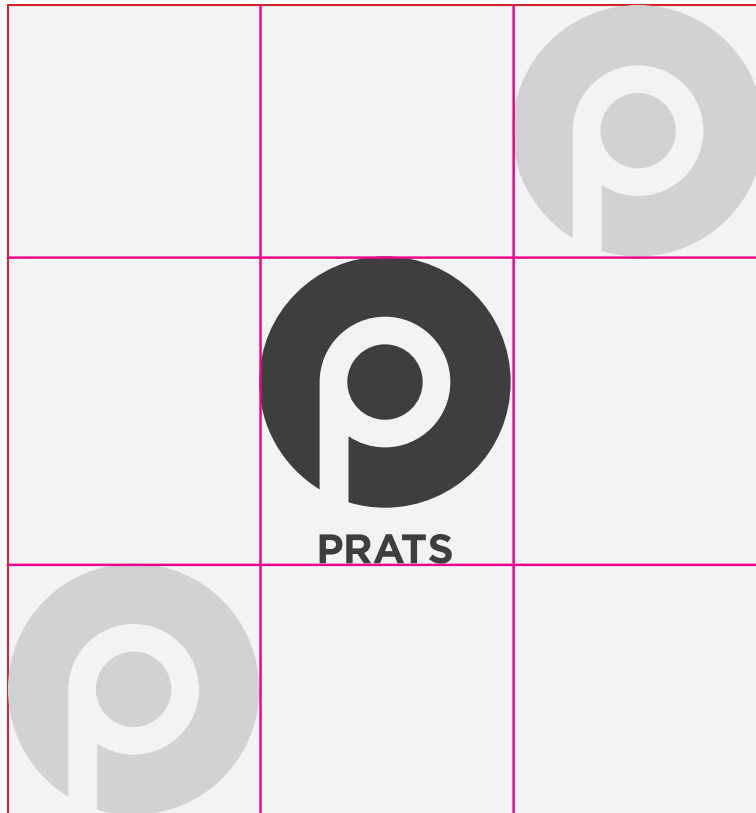


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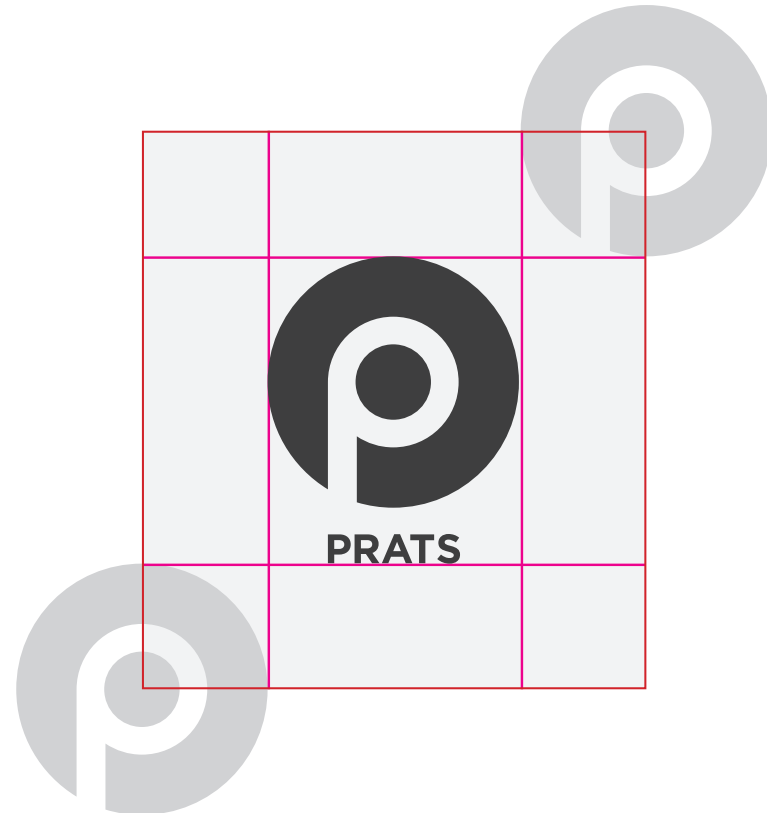




PRATS



Espacio óptimo



Espacio mínimo

Estructura identidad +claim





GOTHAM BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ?!&#@\$—/-

GOTHAM BOOK

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ?!&#@\$—/-