



Observatorio de sequía
para la agricultura
y biodiversidad de Chile

MANUAL DE MARCA 2022

LOGOTIPO versiones color



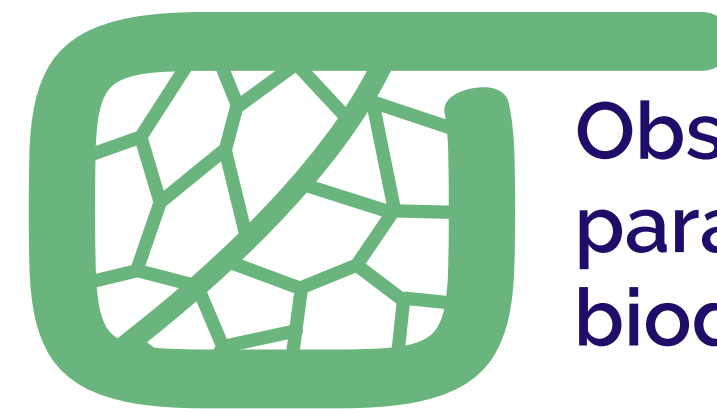
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LOGOTIPO
versiones
color



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LOGOTIPO versiones color



Observatorio de sequía
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LOGOTIPO
versiones
escala de grises



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LOGOTIPO
versiones
escala de grises

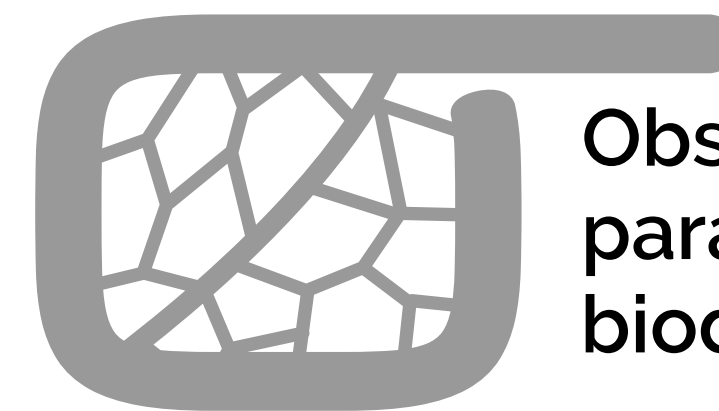


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LOGOTIPO

versiones

escala de grises



Observatorio de sequía
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LOGOTIPO
un color



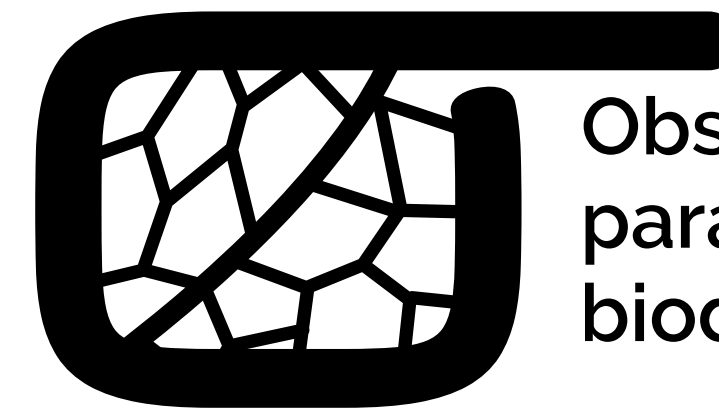
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LOGOTIPO
un color



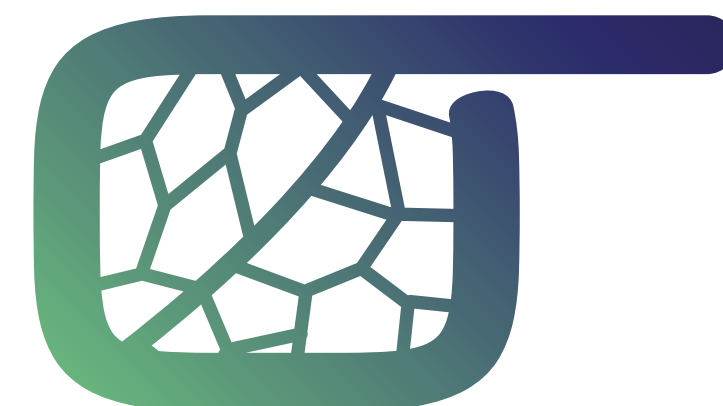
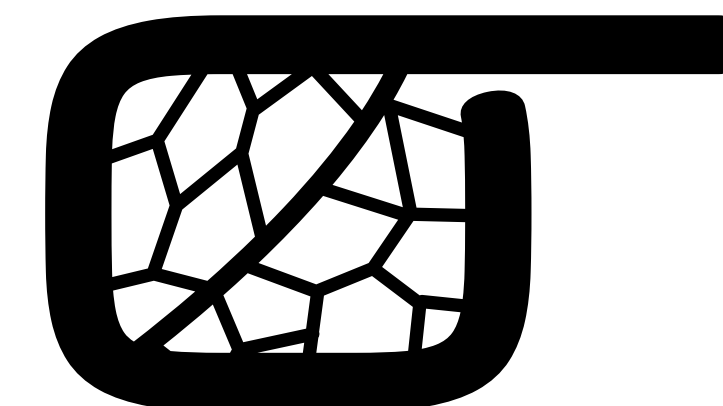
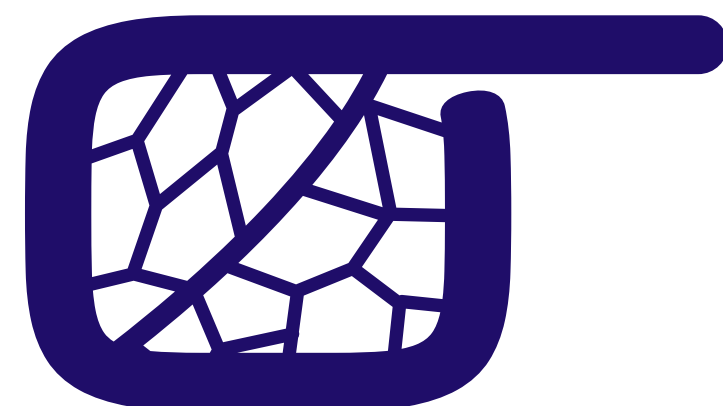
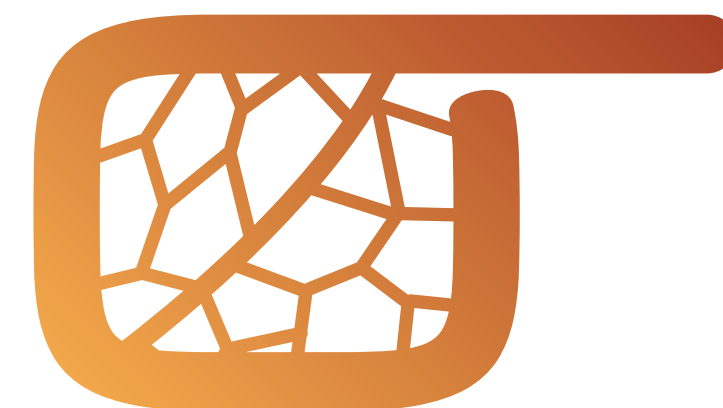
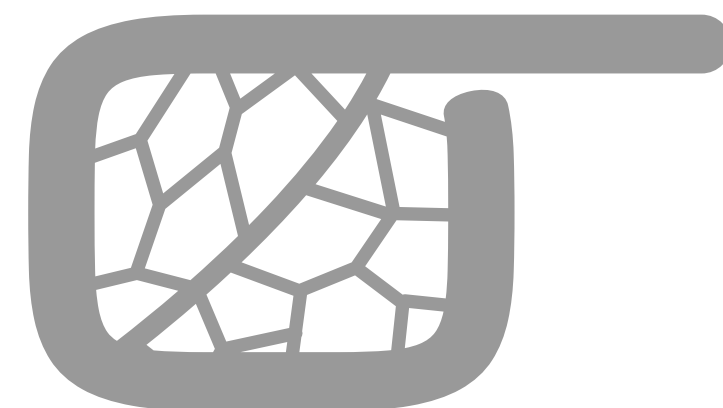
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un color



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ISOTIPO versiones



TIPOGRAFÍAS

ORBITRON
& RALEWAY

Raleway Light

Raleway Light Italic

Raleway Medium

Raleway Medium Italic

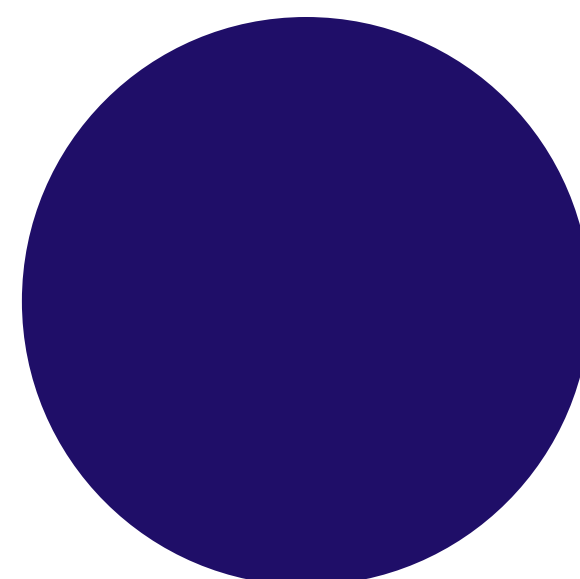
Raleway Bold

Raleway Bold Italic

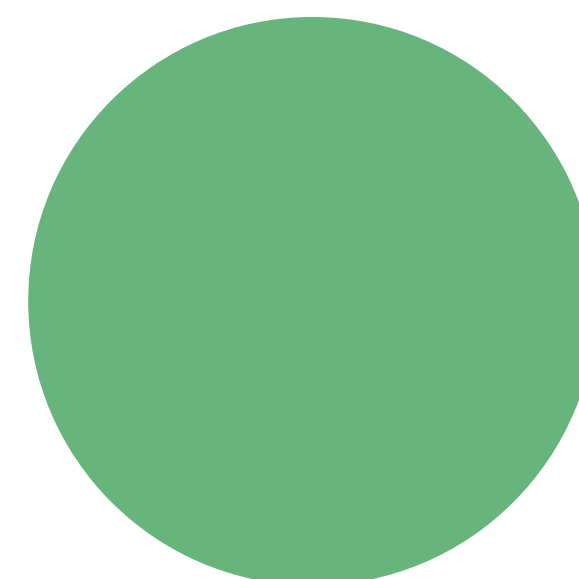
Raleway Black

Raleway Black Italic

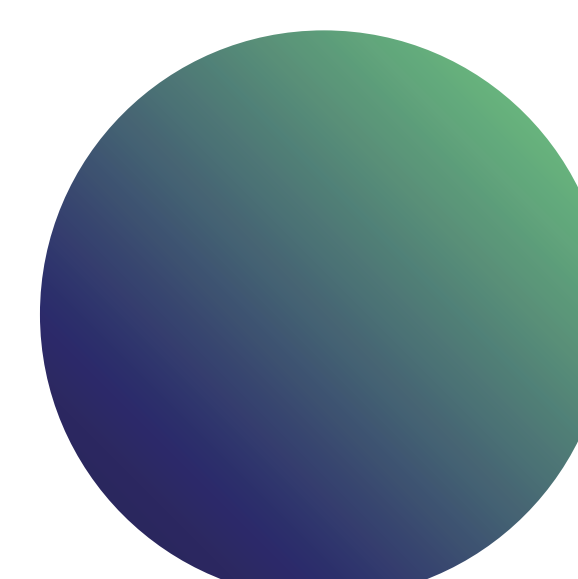
COLORES PRINCIPALES & GRADIENTES



#1F0E68

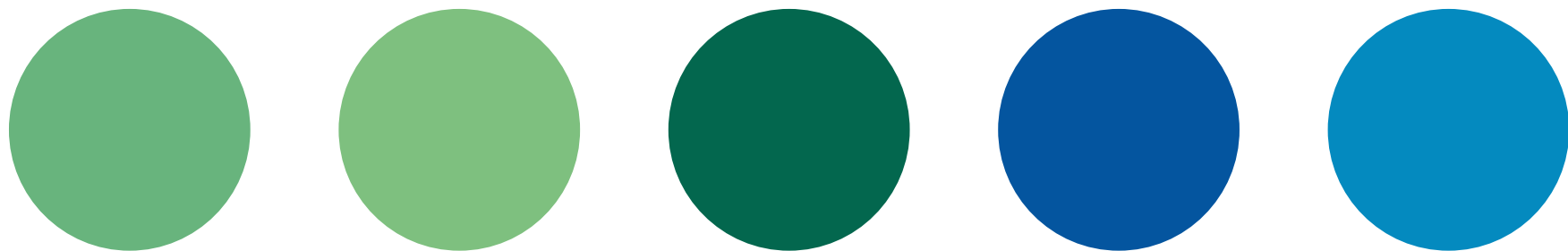


#68B47D



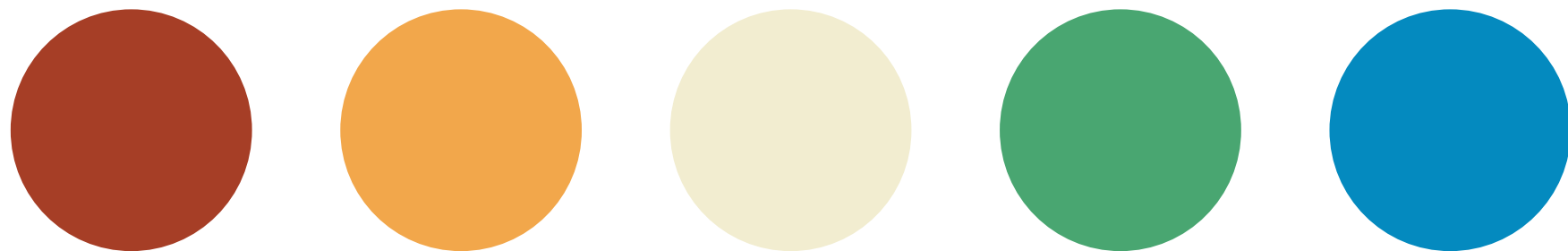
45°

PALETA
DE COLORES
COMPLEMEN-
TARIOS



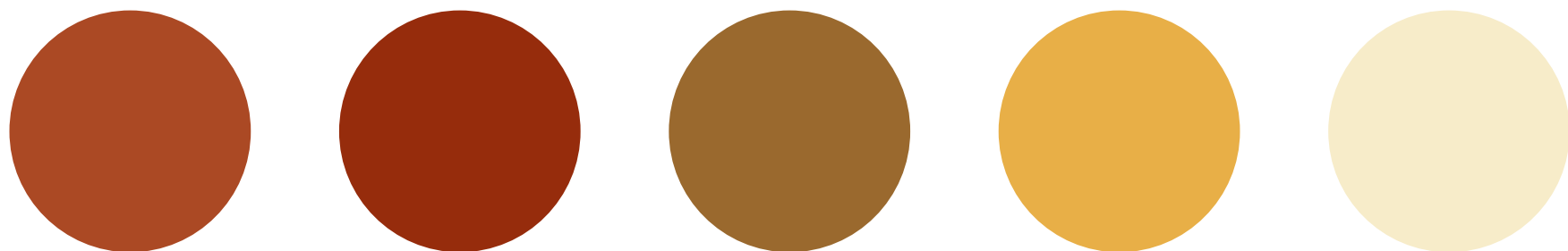
#68B47D #7EC07F #03674E #04559F #048ABF

COLORES SECUNDARIOS



#A63E26 #F2A74B #F2EDD0 #49A671 #048ABF

COLORES PRIMARIOS

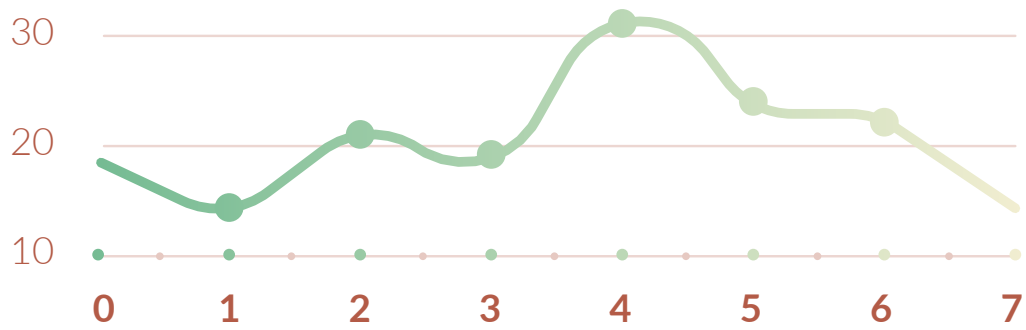


#AB4924 #962C0C #9A692E #E8AF47 #F7ECC9

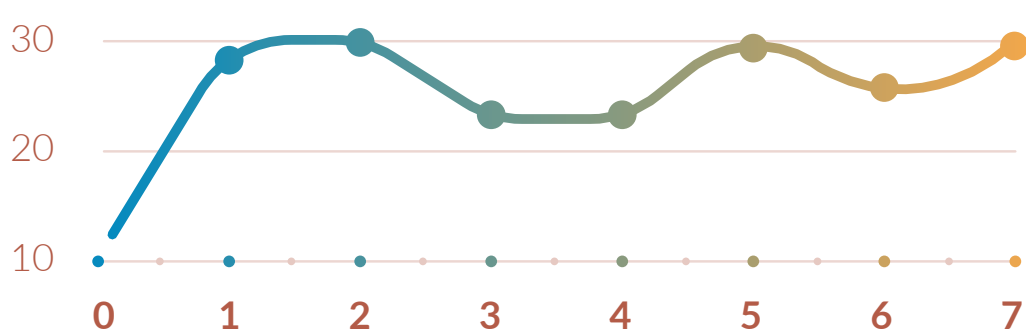
COLORES SECUNDARIOS

VISUAL DATA

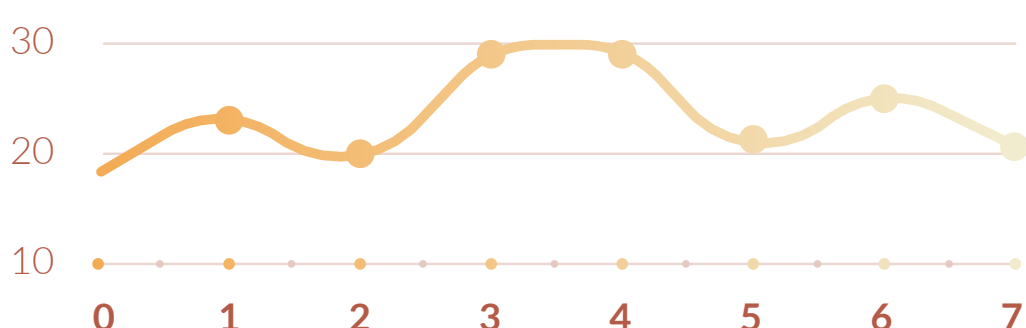
Lorem Ipsum



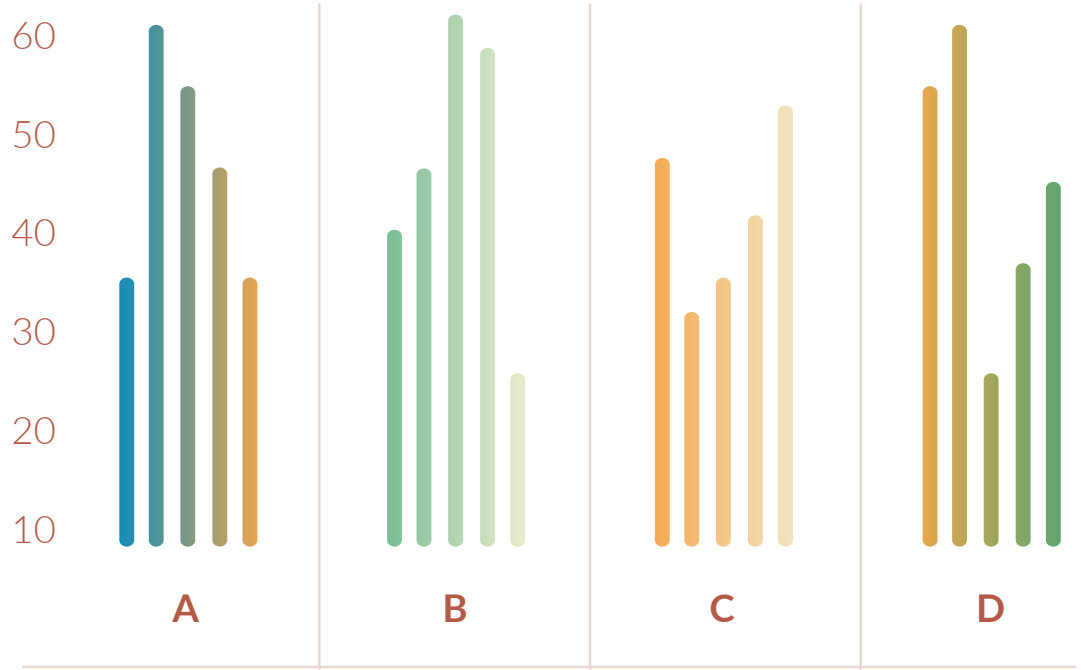
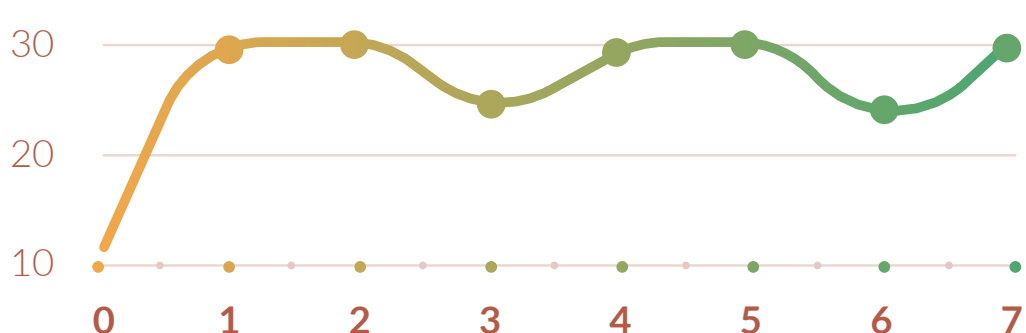
Dolor si amed



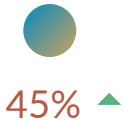
Sed diam



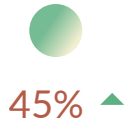
Euismod tincidunt



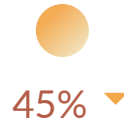
10k



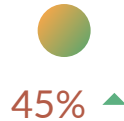
25k



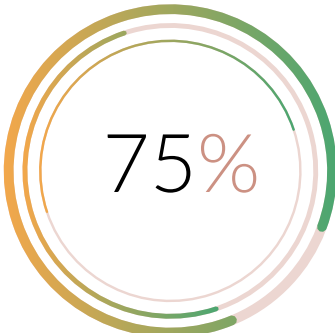
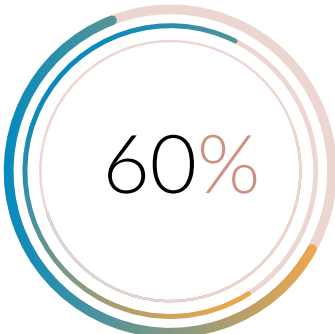
65k



45k



Dolore magna

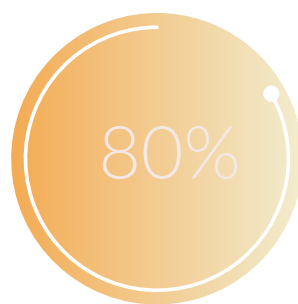
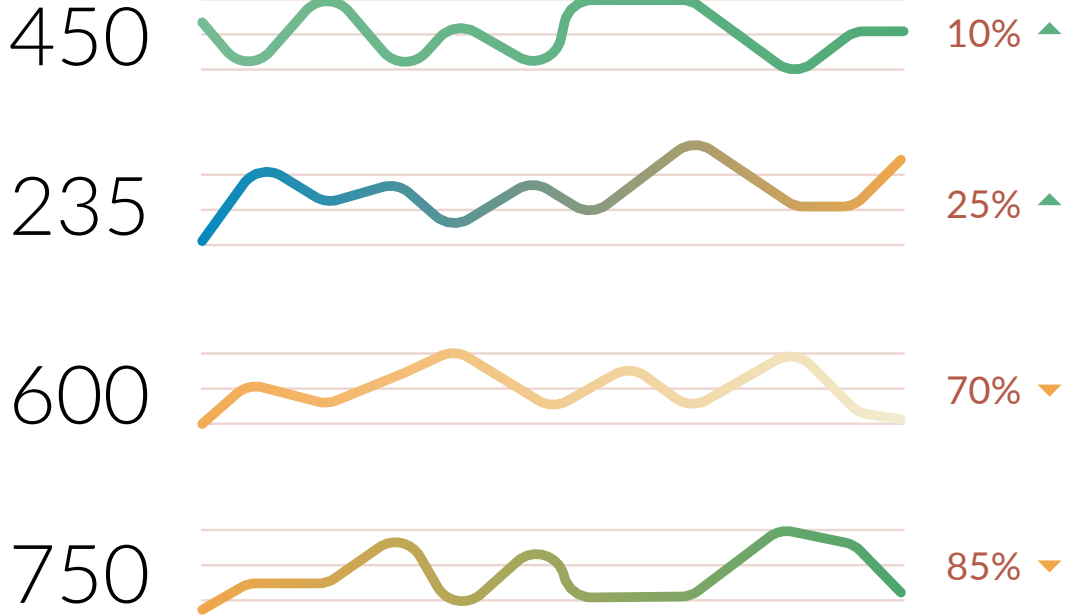


115k ▲

60k ▲

85k ▲

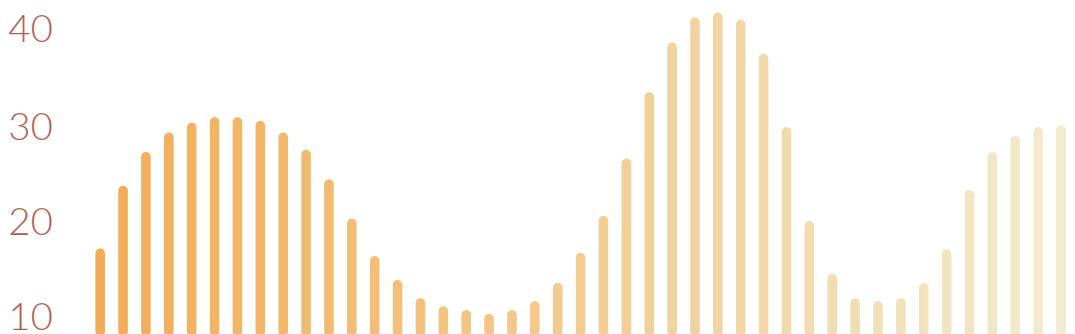
45k ▼



80 ▲

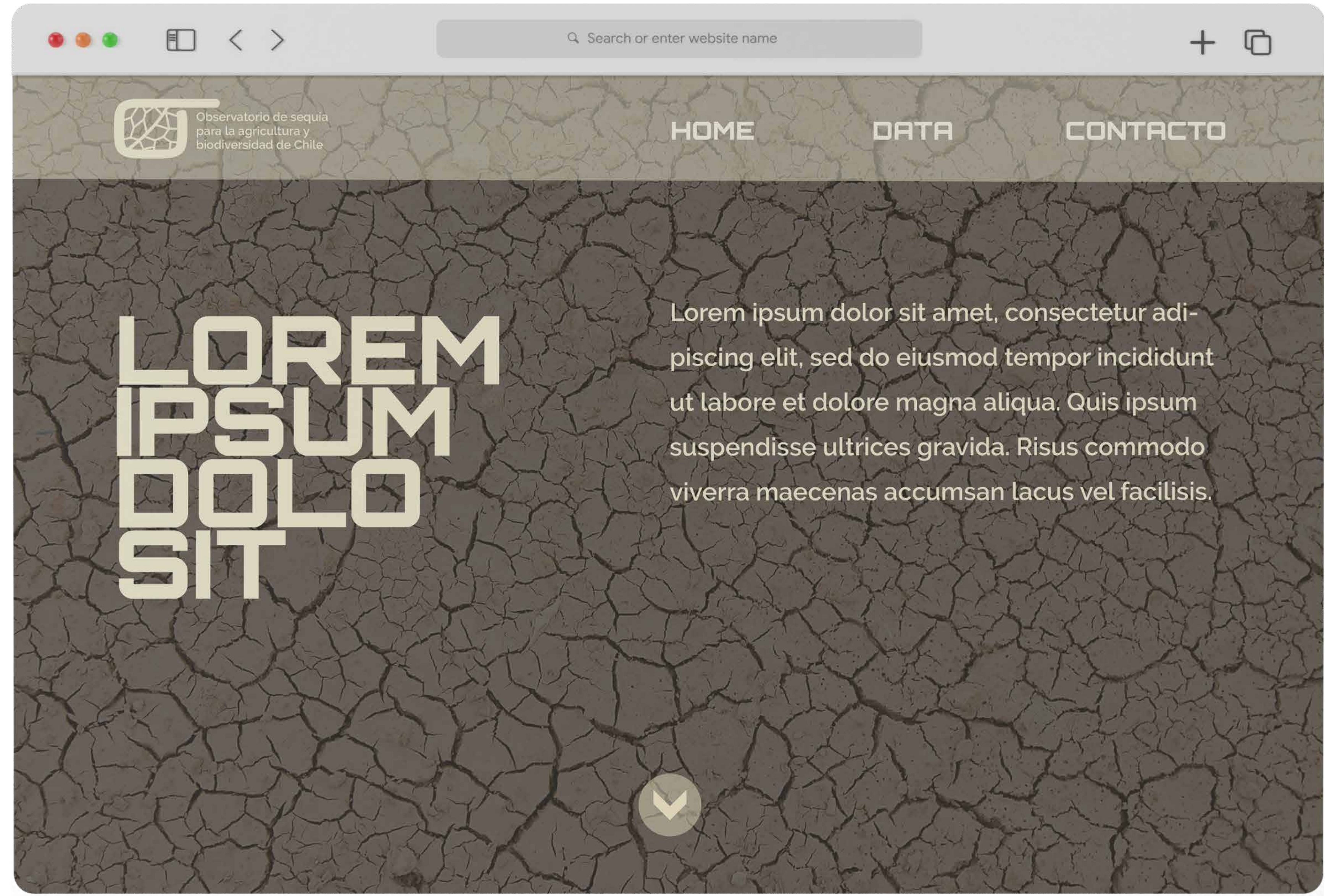
45 ▼

60 ▲



APLICACIONES DIGITALES

WEB



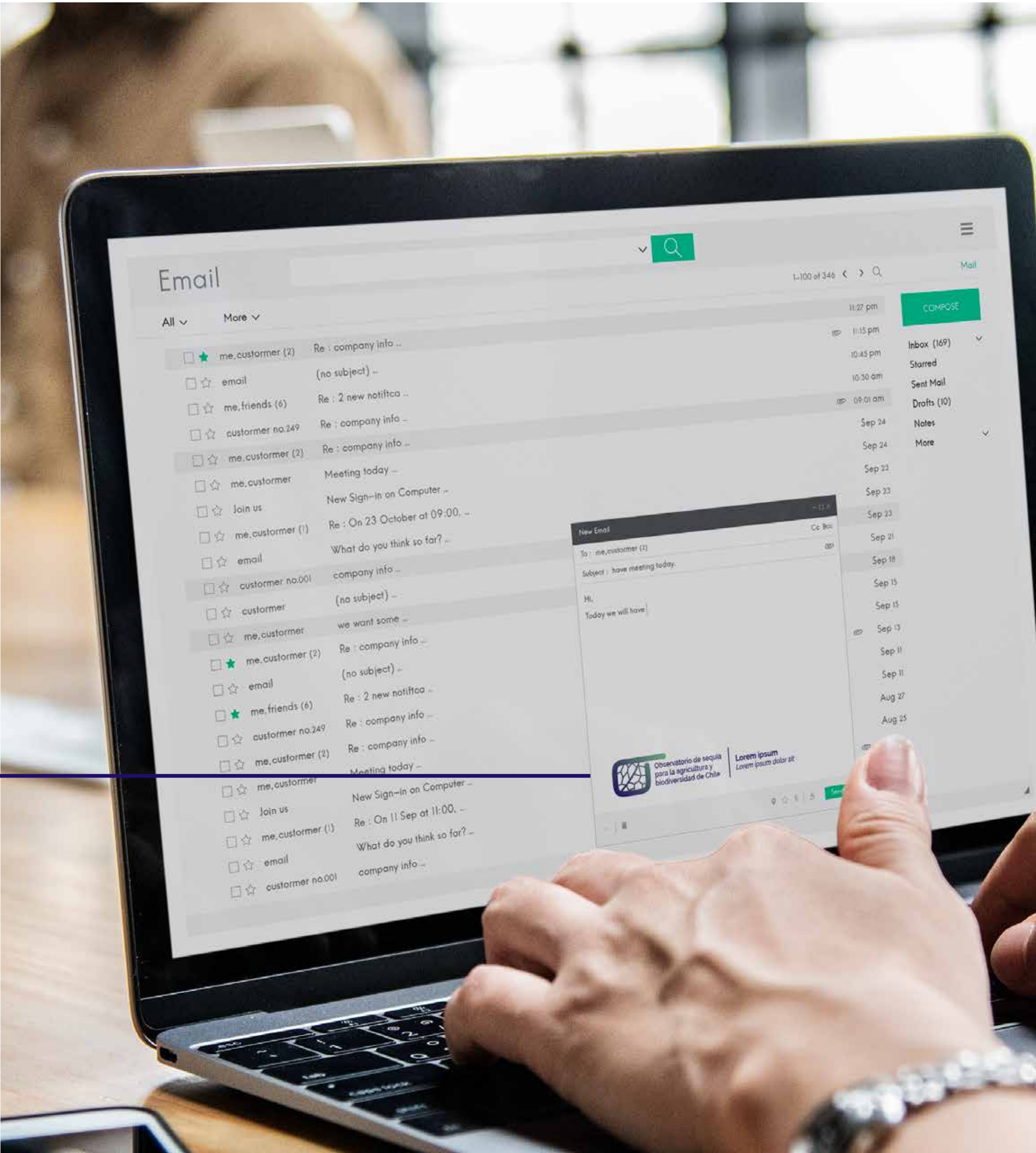
APLICACIONES DIGITALES

MAIL



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Lorem ipsum
Lorem ipsum dolor sit



APLICACIONES DIGITALES

SOCIAL MEDIA

