



Manual de uso / Playbook
para el logo suplementario de 70 años

Logotipo de la universidad + logosímbolo suplementario en negro.
Ver carpeta No.01

1.1  Universidad de
los Andes | 70*

1.2  Universidad de
los Andes
Colombia | 70*

1.3  uniandes | 70*

1.4 
uniandes
70*

Logotipo de la universidad + logotipo suplementario en blanco.
Ver carpeta No. 02



Logotipo de la universidad negro/amarillo + logotipo suplementario en negro.
Ver carpeta No. 03

3.1



3.2



3.3



3.4



Logotipo de la universidad negro + el logotipo suplementario negro/color
Ver carpeta No.04

4.1



4.2



4.3



4.4



Logotipo de la universidad blanco + logotipo suplementario blanco/color.
Ver carpeta No.05

5.1



5.2



5.3



5.4



Logotipo de la universidad negro/amarillo + logotipo suplementario negro /color.
Ver carpeta No. 06

6.1



6.2



6.3



6.4



El uso de los logotípos en blanco y negro + fondos de color.

 uniandes | 70*

 uniandes | 70*

 uniandes | 70*

 uniandes | 70*

 uniandes | 70*

El uso de los logotípos en blanco y negro con el asterisco en color + fondos de color.



Los Colores Pantone, CMYK y RGB

Pantone Yellow C
C:0 M:0 Y:100 K:0
R:255 G:237 B:0



Pantone 225 C
C:9 M:92 Y:0 K:0
R:229 G:26 B:146



Pantone 3115 C
C:74 M:0 Y:19 K:0
R:0 G:191 B:214



Pantone 877 C
C: 45 M: 35 Y: 35 K:14
R:142 G:144 B:144



pantone 872 C
C: 36 M: 44Y: 69 K:29
R:141 G:115 B:74



negro
C:100 M:100 Y:100 K:100
R:29 G:29 B:27





July 26, 2007

John McLeod, Director
Gallery McLeod: Centre for Contemporary Art
401 Holmes Street West, Suite 120
Toronto, Ontario M5V 3A8

Dear John McLeod,

Thank you for asking us to those proposals for the project discuss this project. In our opinion it is operational and travel really shows potential. This is a scene and meetings will be held in the office to determine the organizational plan. On this exhibition keep going! We feel that our fund raising achievements, our working method and our experience working with contemporary artists, museum art galleries, both locally and internationally, uniquely scope of work and description of working method and preliminary fee proposal and estimated production cost. Consult regarding, schedules, budgets and priorities may change. Please feel free to contact us to discuss any of these figures. Please do not hesitate to call adopt the minutes should you have any questions. We look forward to hearing from you. Thank you again for the Porsche. We will now consider your excellent proposal.

Sincerely,

Jorge Silvetti
Department of Design
Telephone 571 339 9999
Fax 571 339 9999
E-mail jsilvetti@uniandes.edu.co

Combinaciones de colores para el uso libre del logotipo suplementario.

70* 70* 70* 70* 70* 70*

70* 70* 70* 70* 70* 70*

70* 70* 70*

70*

70*

70*





