

**ERIC GERMÁN**

MANUAL DE IDENTIDAD PERSONAL



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Q

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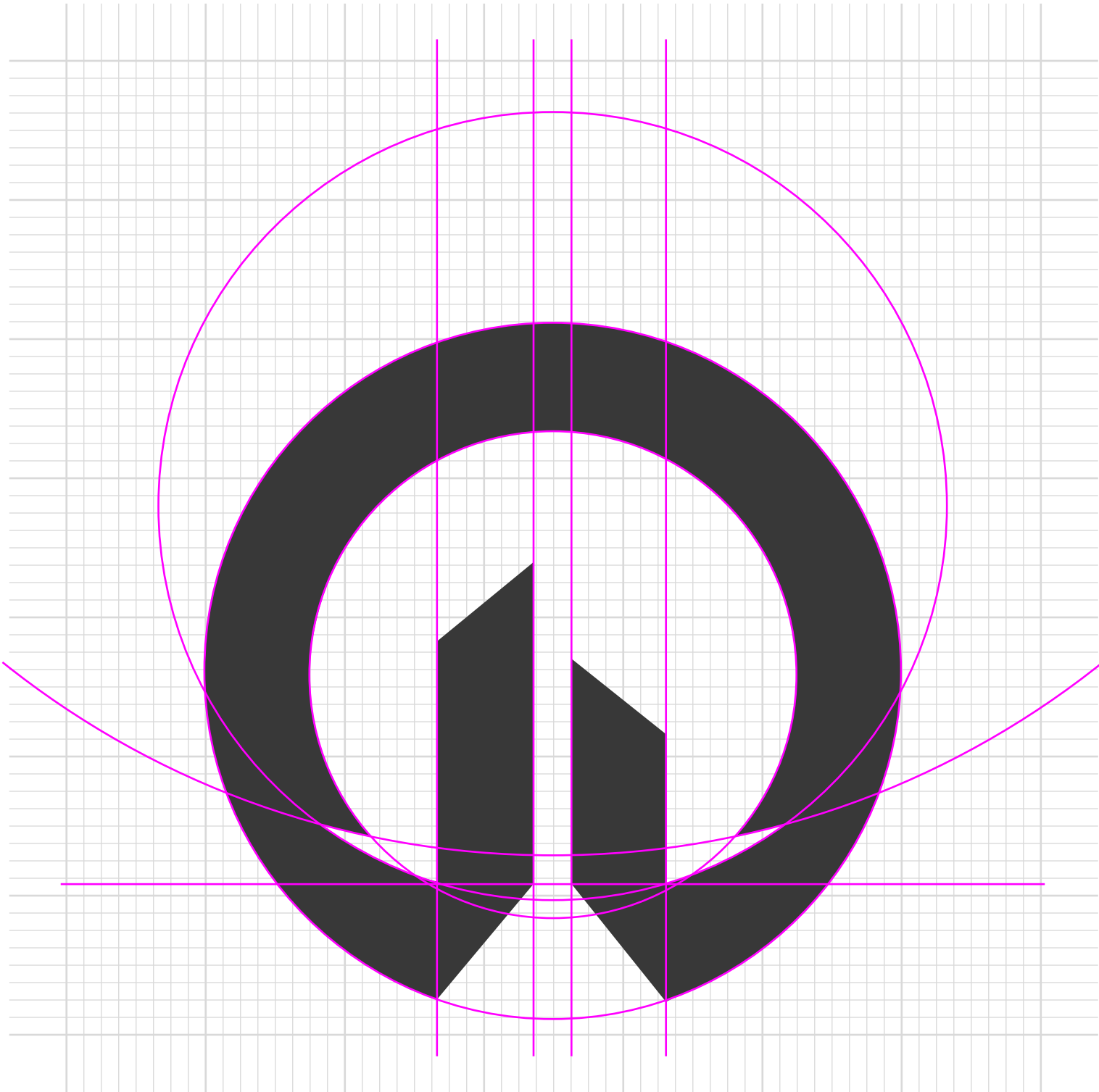
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# CONSTRUCCIÓN GEOMÉTRICA

Eric Germán ----- Brandbook Personal ----- Construcción Geométrica

----- 16 de Feb. 2020



## SÍMBOLO

Eric Germán ----- Brandbook Personal ----- Símbolo

----- 16 de Feb. 2020



E + G + ↑

# LOGO

Eric Germán ----- Brandbook Personal ----- Logo

----- 16 de Feb. 2020



VERSIÓN 1



VERSIÓN 2



VERSIÓN 3

# COLORES

Abyss Blue RGB        32 32 44 HEX        20202C CMYK       79 74 85 67 Pantone   P 179-16	90%
	80%
	70%
	90%
	80%
Space Gray RGB        56 59 66 HEX        383B42 CMYK       73 65 54 47 Pantone   P 177-16 U	70%

Crimson Blood	
RGB	169 13 44
HEX	A90D2C
CMYK	23 100 86 16
Pantone	P 56-8 C

Lemon Green	
RGB	212 228 147
HEX	D4E493
CMYK	19 0 54 0
Pantone	P 160-5 C

Limit Sky	
RGB	116 192 235
HEX	74C0EB
CMYK	50 9 0 0
Pantone	P 112-4 C

Star Platimun	
RGB	164 171 182
HEX	A4ABB6
CMYK	37 27 21 0
Pantone	P 174-2 C

Bright Yellow	
RGB	255 213 76
HEX	FFD54C
CMYK	0 15 82 0
Pantone	P 7-7 C

Spicy Orange	
RGB	249 160 27
HEX	F9A01B
CMYK	0 43 49 0
Pantone	P 17-8 C

**Aa Gotham Bold**

Aa Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+.,

**Aa Open Sans**

Aa Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+.,

**Aa Roboto Slab**

Aa Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+.,









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DESIGN STUDIO

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ERIC  
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Diseñador Gráfico  
Motion Graphics  
Diseño Web

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ERIC GERMÁN  
DESIGN STUDIO

November 14, 2018

Michelle Price  
Manager  
The Yarn Company  
324 Central Ave  
Bayberry Heights, Massachusetts 02630

Dear Ms. Price:

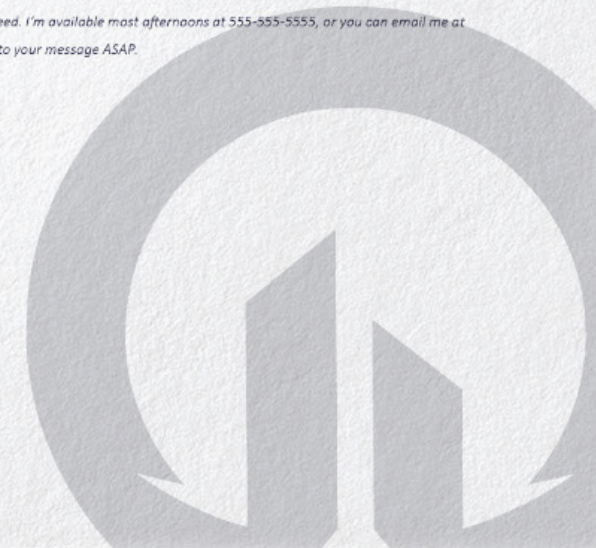
Thank you so much for taking the time to meet with me to discuss selling my handmade sweaters in your wonderful shop. As I mentioned in our conversation, I've been a customer of your store since I used my third-grade allowance to buy my very first pair of knitting needles. I'm honored that you'd consider selling one of my original creations at The Yarn Company alongside your own work.

We discussed a trial consignment arrangement in which a portion of the sales would go to the store. This is more than agreeable to me.

Let me know how you want to proceed. I'm available most afternoons at 555-555-5555, or you can email me at email@email.com, and I'll respond to your message ASAP.

Thanks, and best,

Jennifer Wilson



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