**MANUAL DE MARCA**





**PALETA PRINCIPAL DE COLOR**

#F7FAFF

RGB: 247, 250, 255

CMYK: 3, 2, 0, 0

#C2D8FF

RGB: 194, 216, 255

CMYK: 24, 15, 0, 0

#005BDA

RGB: 0, 91, 218

CMYK: 100, 60, 0, 0

#0066FF

RGB: 0, 102, 255

CMYK: 100, 60, 0, 0

#00265C

RGB: 0, 38, 92

CMYK: 100, 59, 0, 64

**PALETA SECUNDARIA DE COLOR**

#FF9900

RGB: 255, 153, 0

CMYK: 0, 40, 100, 0

#00FF92

RGB: 0, 255, 146

CMYK: 100, 0, 43, 0

#9900FF

RGB: 153, 0, 255

CMYK: 40, 100, 0, 0

#FF0066

RGB: 255, 0, 102

CMYK: 0, 100, 60, 0

#FFEE00

RGB: 255, 238, 0

CMYK: 0, 7, 100, 0

#F3F3F3

RGB: 243, 243, 243

CMYK: 0, 0, 0, 5

**ESCALA DE GRISES**

#585858

RGB: 88, 88, 88

CMYK: 0, 0, 0, 65

#808080

RGB: 128, 128, 128

CMYK: 0, 0, 0, 50

#060606

RGB: 6, 6, 6

CMYK: 0, 0, 0, 98

#000000

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0