



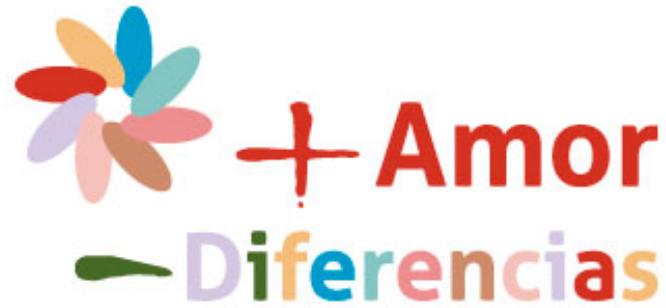
# +Amor Diferencias

2 0 1 7

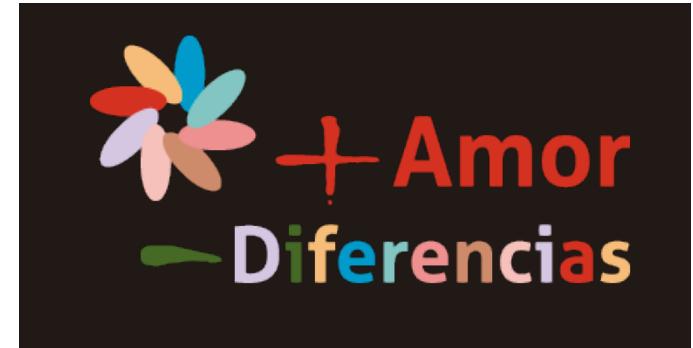
M A N U A L   D E   I D E N T I D A D



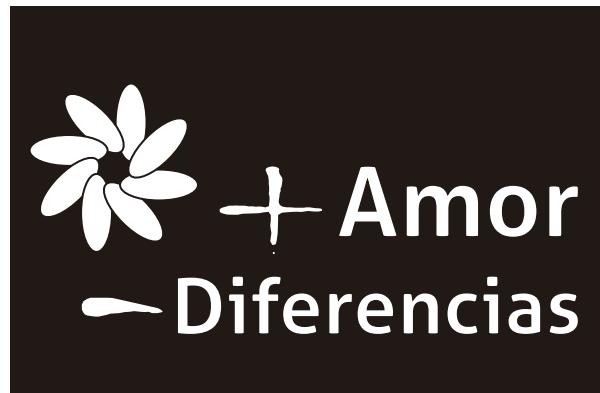
## Usos Correctos del Logo



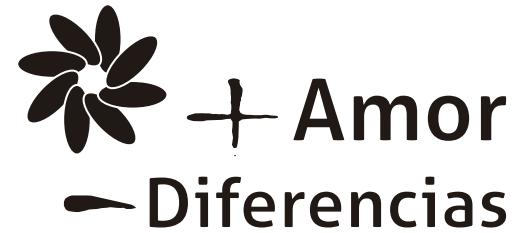
Normal ✓



Variacion 1 ✓



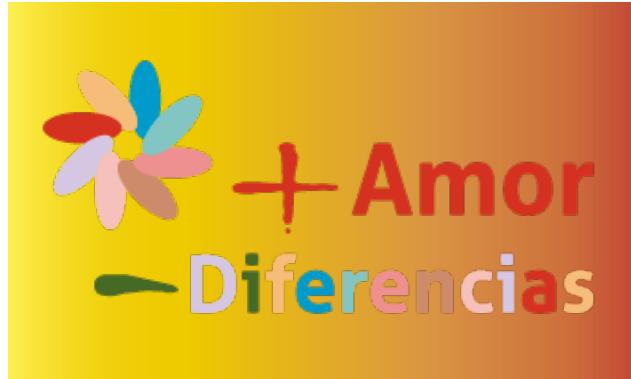
Negativo ✓



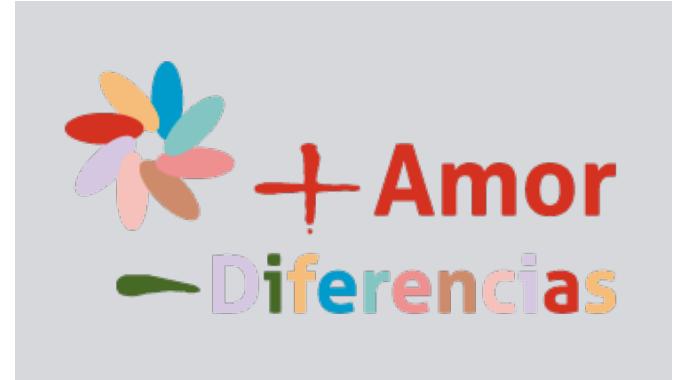
Positivo ✓



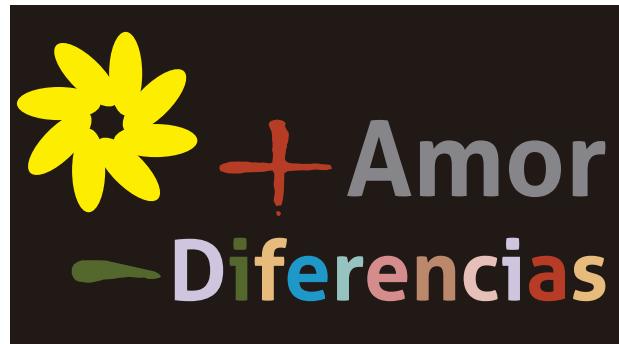
## Usos Incorrectos del Logo



Fondos degradados  
no correspondientes  
a la paleta de colores X



Fondos sin contraste X



Cambios de colores X



Trazos X



# Paleta de colores



R: 230  
G: 187  
B: 124  
C: 6%  
M: 34%  
Y: 59%  
K: 0%



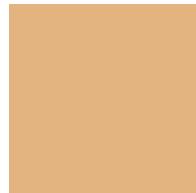
R: 207  
G: 197  
B: 223  
C: 20%  
M: 27%  
Y: 2%  
K: 0%



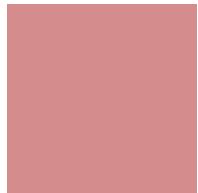
R: 230  
G: 191  
B: 184  
C: 4%  
M: 33%  
Y: 24%  
K: 0%



R: 29  
G: 152  
B: 200  
C: 94%  
M: 19%  
Y: 19%  
K: 0%



R: 228  
G: 180  
B: 128  
C: 6%  
M: 38%  
Y: 55%  
K: 0%



R: 213  
G: 140  
B: 141  
C: 8%  
M: 60%  
Y: 35%  
K: 0%



R: 150  
G: 195  
B: 192  
C: 57%  
M: 7%  
Y: 31%  
K: 0%



R: 187  
G: 136  
B: 107  
C: 24%  
M: 56%  
Y: 61%  
K: 0%



R: 182  
G: 60  
B: 38  
C: 19%  
M: 93%  
Y: 92%  
K: 0%



# Tipografías

## Roboto Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! " # \$ % & / ( ) = ?

## Roboto Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! " # \$ % & / ( ) = ?



# Merchandising



Las diferencias se demuestran con las grandes habilidades



Todos tenemos distintas formas de brillar



Acepta los límites e iremos más allá de ellos

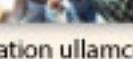
2017



# Medios impresos

Ayudemos en la inclusión de personas con alguna discapacidad física y mental



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Las limitaciones las pones tú



Las limitaciones las pones tú



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**Consectetur**  
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# Medios de exterior

