

03. Colores

by Kreative Tandem
2025



R 81
G 66
B 166

#5142A6

R 207
G 197
B 255

#CFC5FF

R 220
G 255
B 46

#DCFF2E

R 250
G 250
B 250

#FAFAFA

R 196
G 196
B 196

#C4C4C4

R 52
G 52
B 52

#343434

PRINCIPAL

#CONFiable #ESTABLE #TECNOLÓGICO

PRINCIPAL

#SIMPLICIDAD #CLARIDAD #TRANSPARENCIA

PRINCIPAL

#CRECIMIENTO #ENERGÍA #OPTIMISMO

GRADIENT

#PROGRESO #EVOLUCIÓN #FLUIDEZ

SECUNDARIO

#CERCANÍA #EMPATÍA

SECUNDARIO

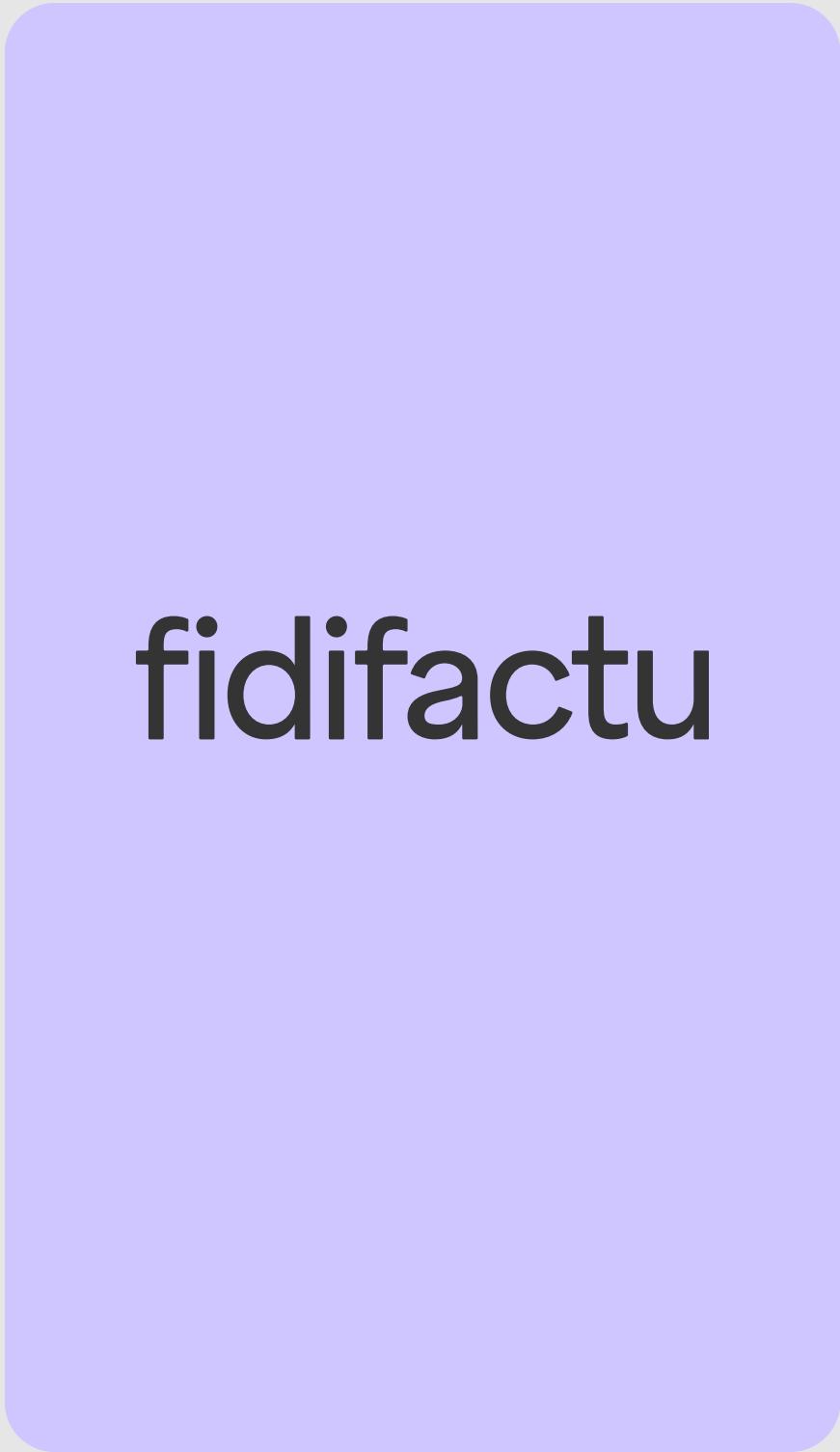
#PROFESIONAL

SECUNDARIO

#EQUILIBRIO



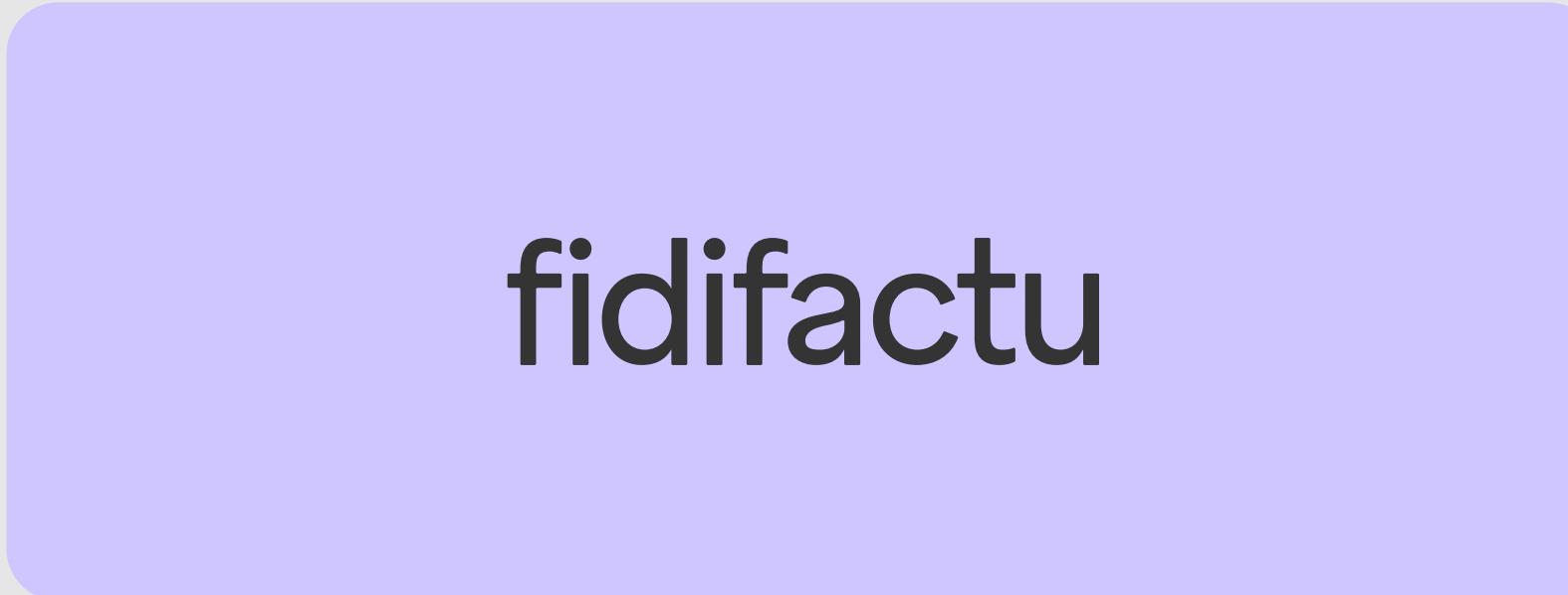
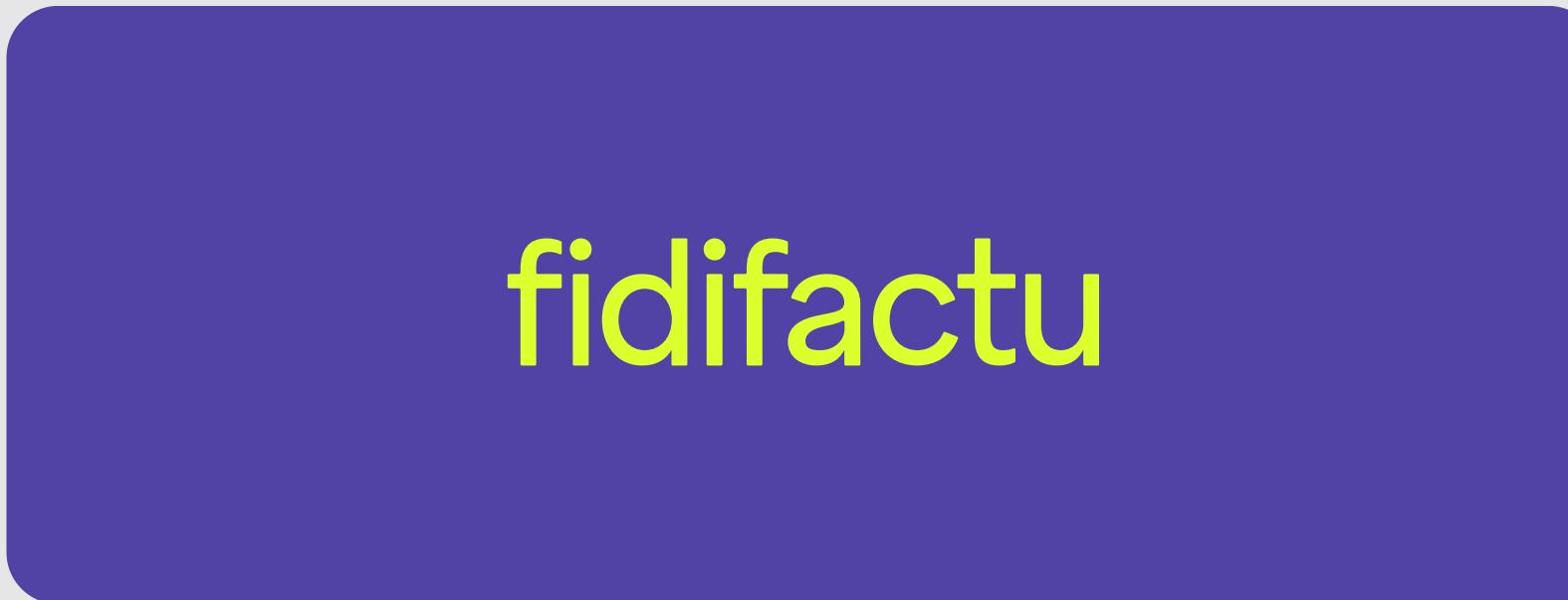
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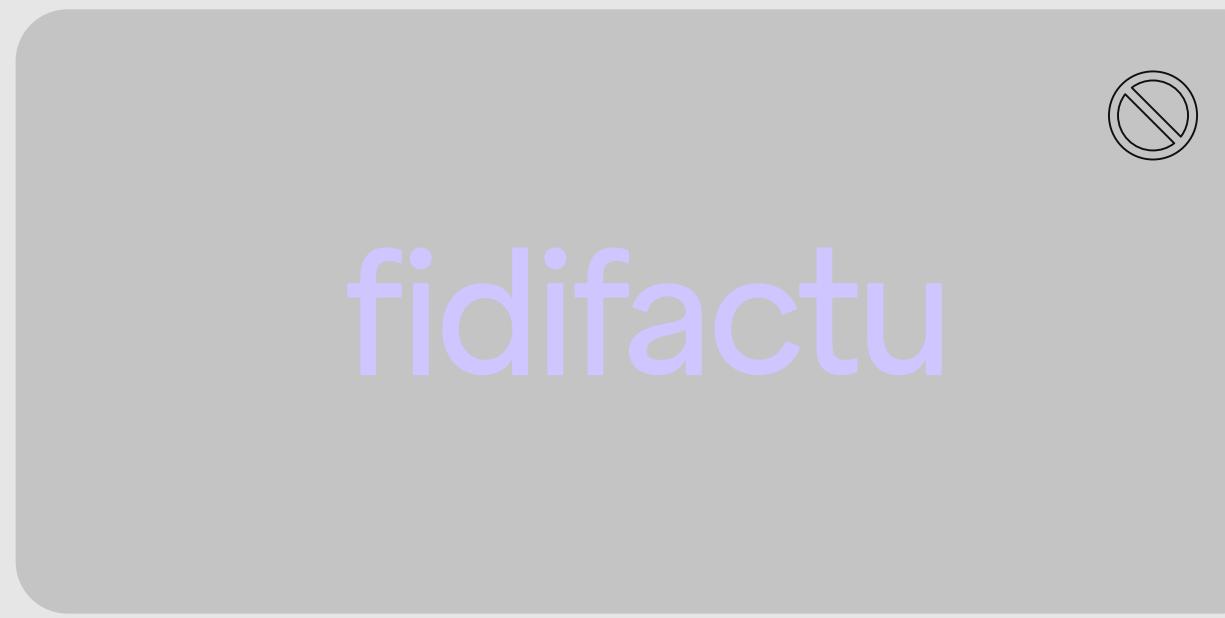
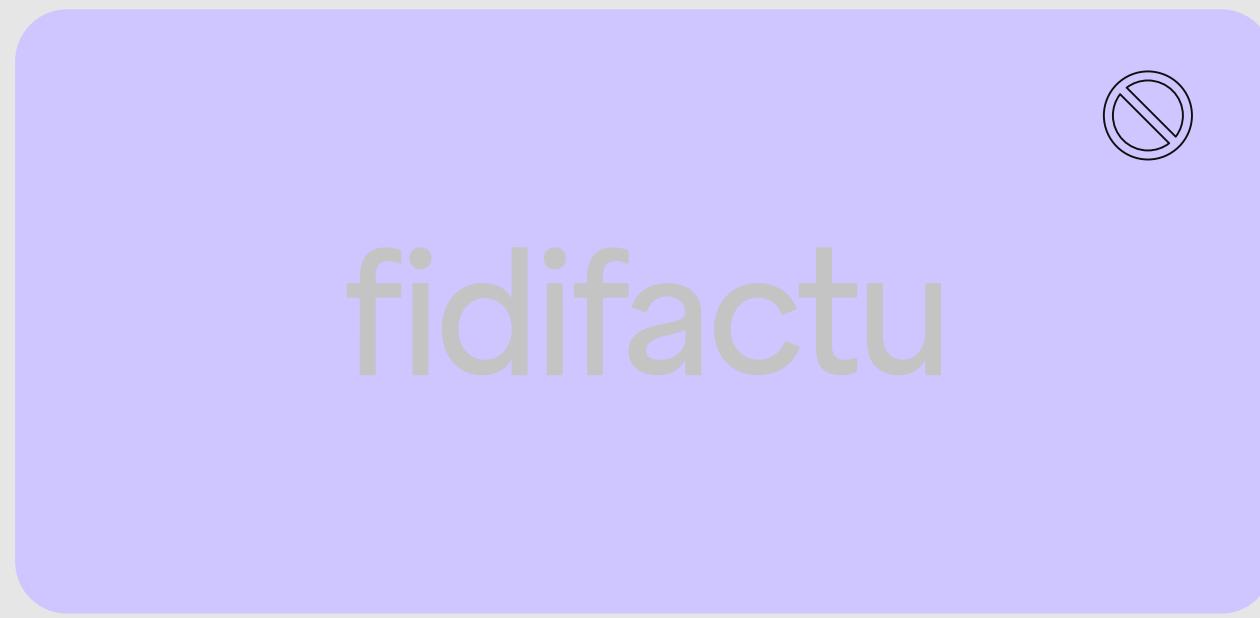
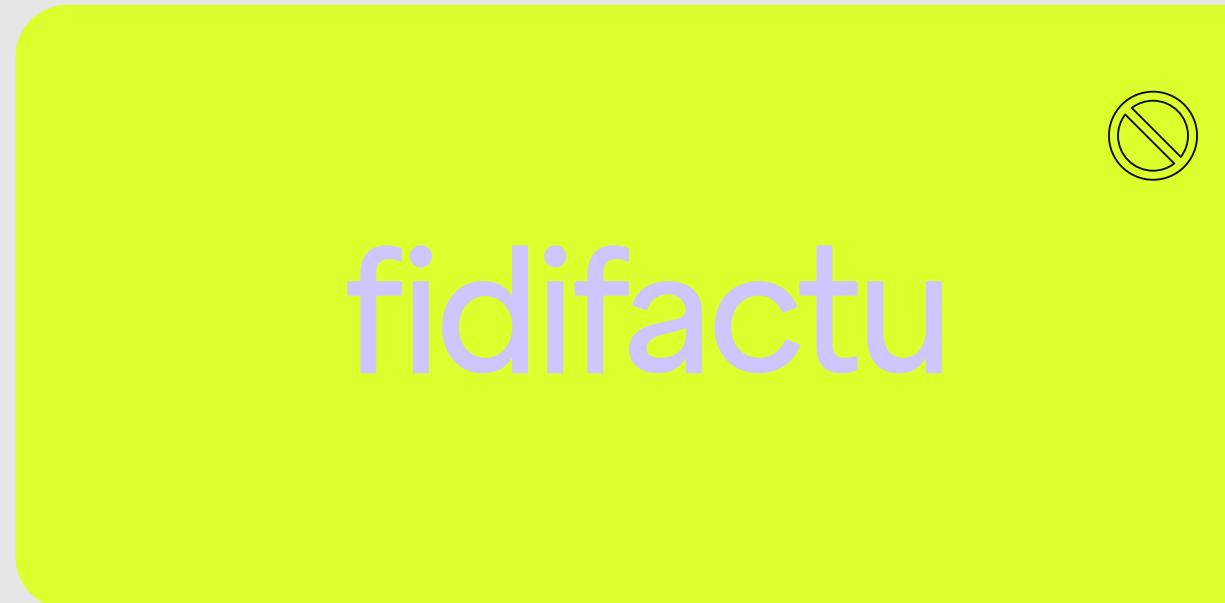
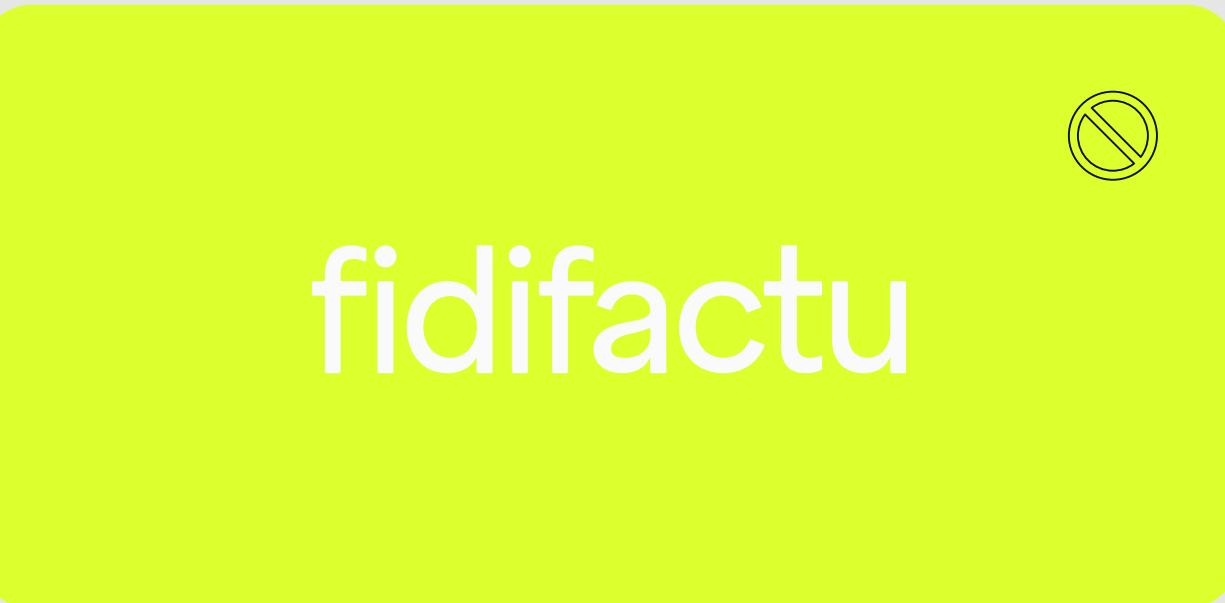


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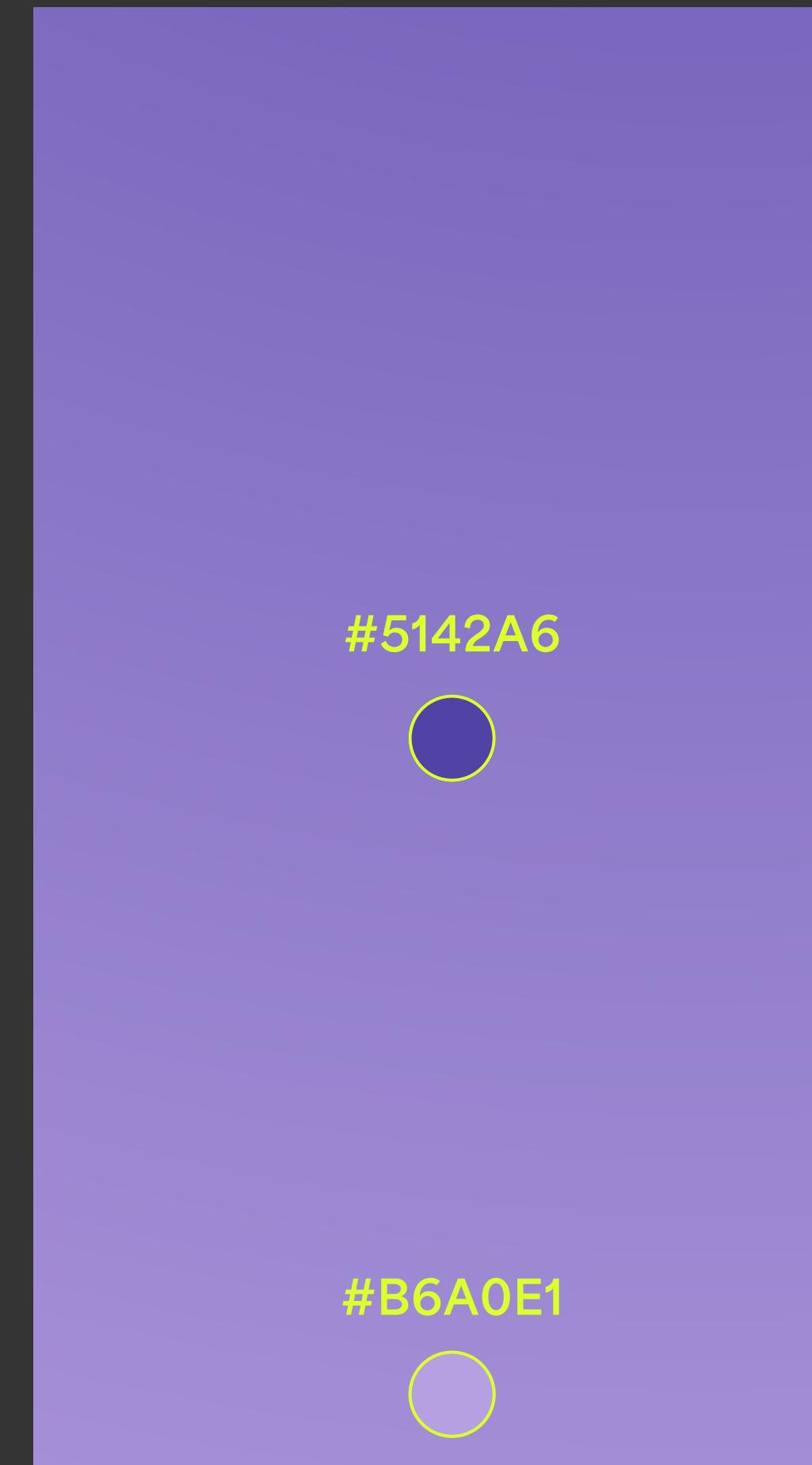
COMBINACIONES PROHIBIDAS

A tener en cuenta no errar en las combinaciones de colores de la paleta de marca para asegurar una buena legibilidad.

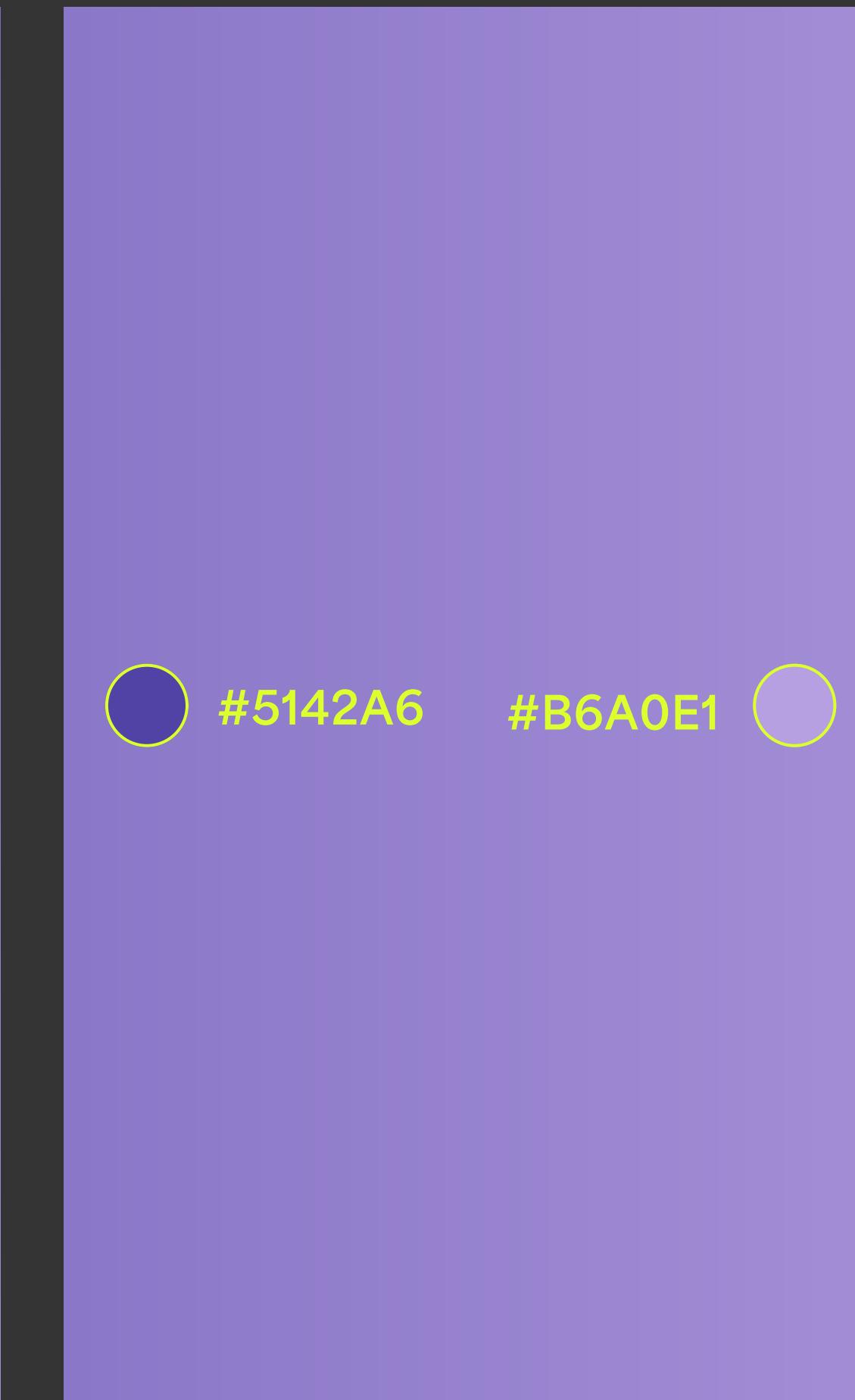
No errar tampoco en combinar fondo amarillo. El amarillo debe usarse como color para resaltar palabra o el logotipo.



#5142A6



#B6A0E1



#5142A6

#B6A0E1

