




Brand Board

	<i>DREAM</i>
	<i>CREATE</i>
	<i>INSPIRE</i>

Soy Funcional MX

SUSY
ORTIZ
DESIGN
PROJECT



SOY
FUN
CION
NAL^{MX}

_composición institucional

logotipo



_tipográfico



_isotipo



SOY FUNCIONAL MX

tipografías

NOVECENTO SANS WIDE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

_tipografía complementaria

Linotte Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

mantenlo simple

CheGuevara Sign Regular

abcdefghijklmnopqrstuvwxyz

PANTONE + SOLID COATED

pantone

AZUL
Pantone 295 C

HEX #002856
RGB 0, 40, 86
CMYK C100% M82% Y40% K33%

100%



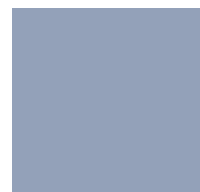
80%



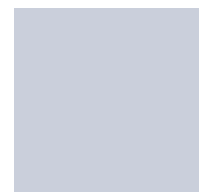
60%



40%

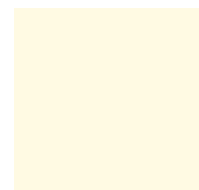


20%



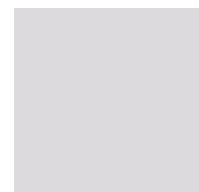
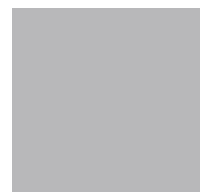
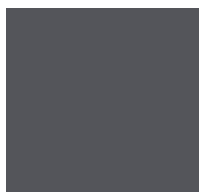
AMARILLO
Pantone 386 C

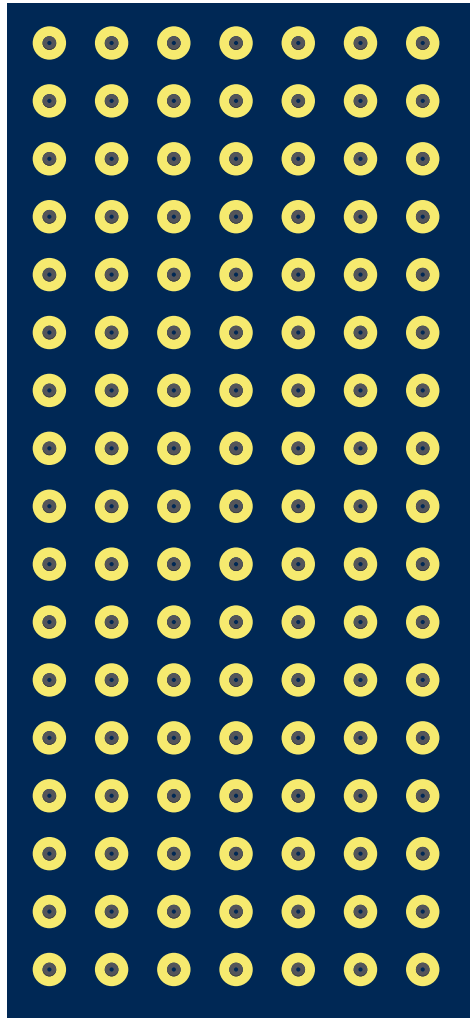
HEX #ECEB6B
RGB 236, 235, 107
CMYK C12% M0% Y67% K0%



GRIS
Pantone COOL GRAY 11 C

HEX #55565a
RGB 85, 86, 90
CMYK C61% M51% Y46% K40%





complementos gráficos

