

Makeda

AGENCIA CREATIVA

Manual de MARCA

Makeda

Logotipo

Makeda

Makeda

Logotipo + Baseline

Makeda
AGENCIA CREATIVA

Makeda
AGENCIA CREATIVA

Isotipo

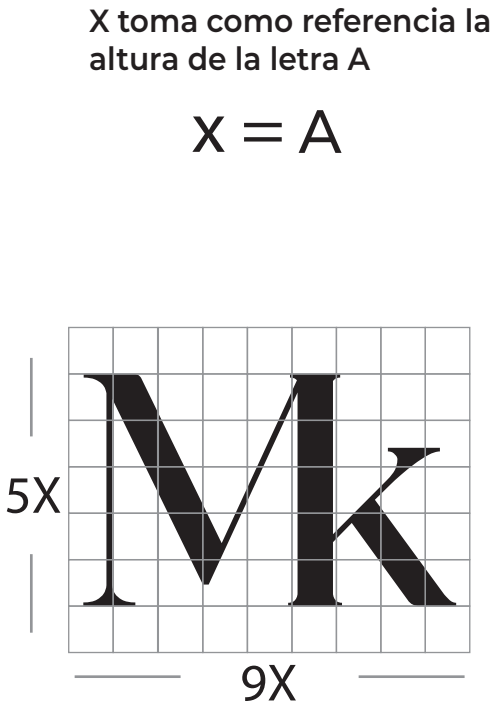
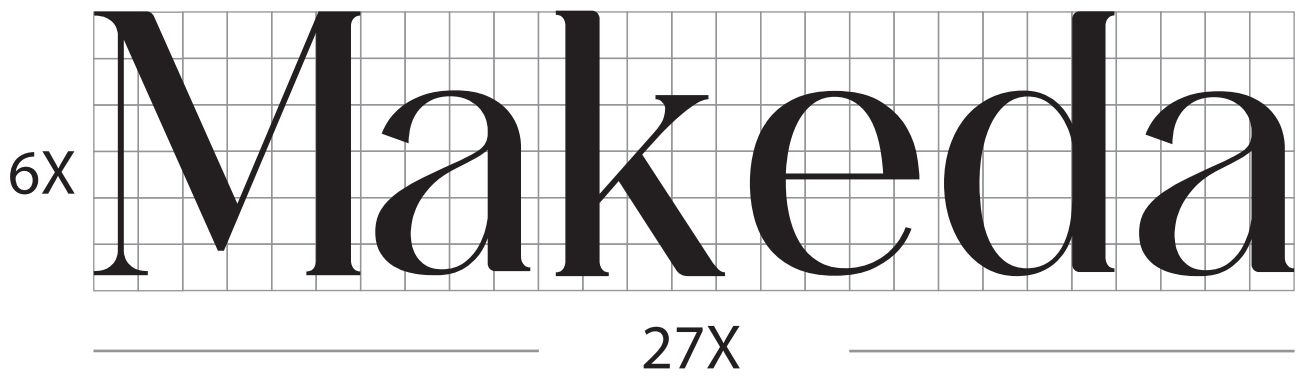
Mk

Mk

Variaciones de color



Retícula y Área de seguridad



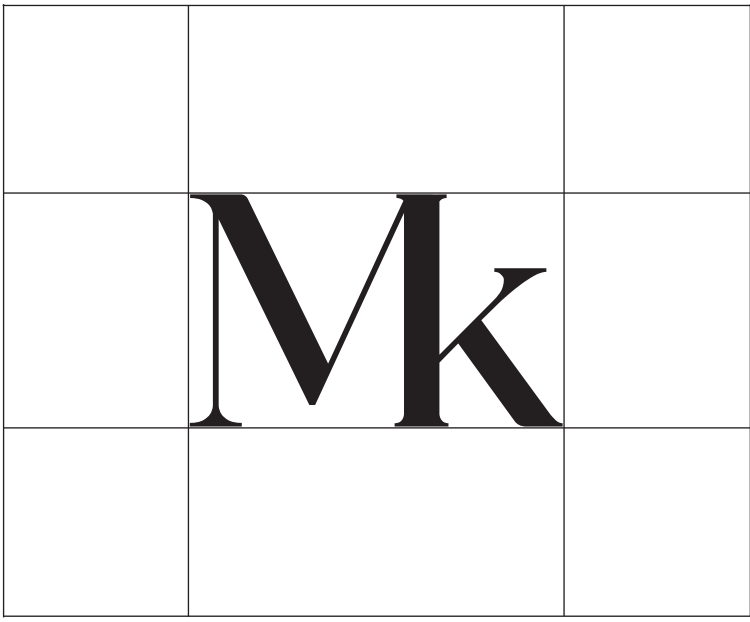
X toma como referencia la altura de la letra A
X = A



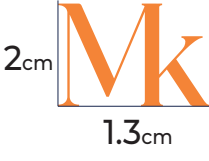
El área de seguridad se define a partir de la altura de la letra

“e”

Ningún elemento debe estar dentro de esta zona para garantizar la armoní visual.



Tamaño mínimos



Tipografía

Principal

Aa

Classy Vogue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww xX Yy Zz

Secundarias

Aa

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww xX Yy Zz


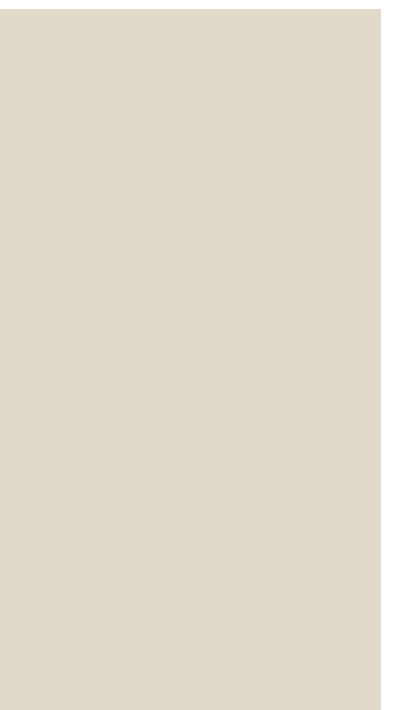



Aa

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww xX Yy Zz

Paleta de Colores

				
#1F274A	#E8E0D3	#F0812B	#F49A54	#2C599E
RGB 31 - 39 - 74	RGB 232 - 224 - 211	RGB 240 - 129 - 43	RGB 244 - 154 - 84	RGB 44 - 89 - 158
CMYK	CMYK	CMYK	CMYK	CMYK
100% 91 % 40% 38%	11% 11% 18% 0%	0% 59% 88% 0%	0% 48% 71% 0%	0% 48% 71% 0%

Makeeda

The background of the image consists of a complex, organic pattern of wavy, concentric lines in various shades of blue. These lines flow and swirl across the entire frame, creating a sense of movement and depth. The colors range from a deep, dark blue to a lighter, medium blue, with the wavy lines acting as a textured backdrop for the central text.

Mk

The background is a solid orange color with a repeating pattern of stylized, wavy, leaf-like shapes in a slightly darker shade of orange. The pattern is dense and covers the entire area.

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NK