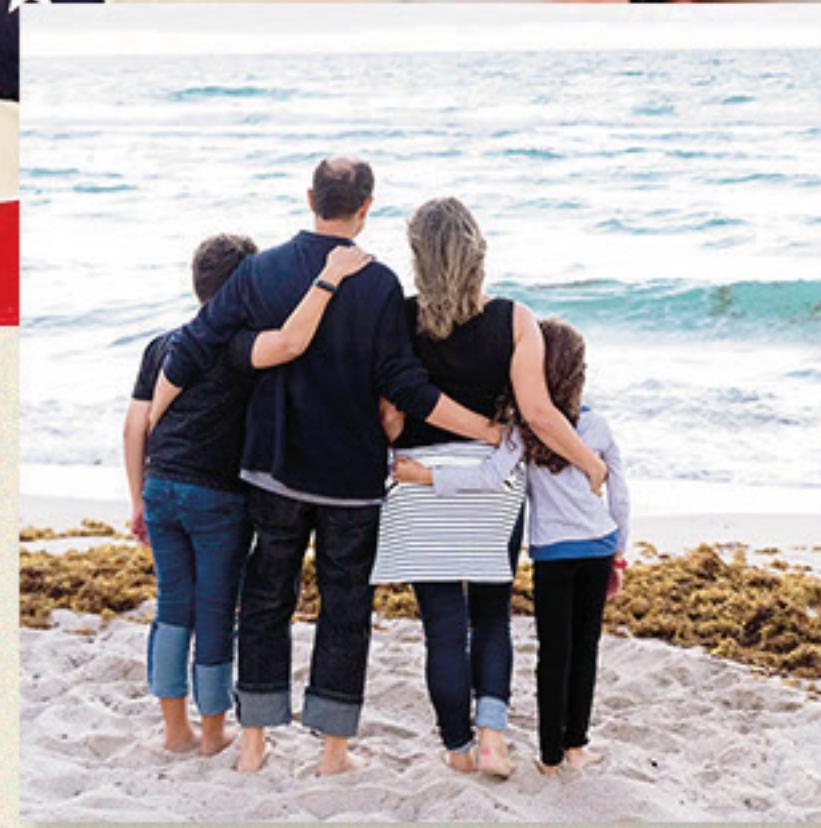
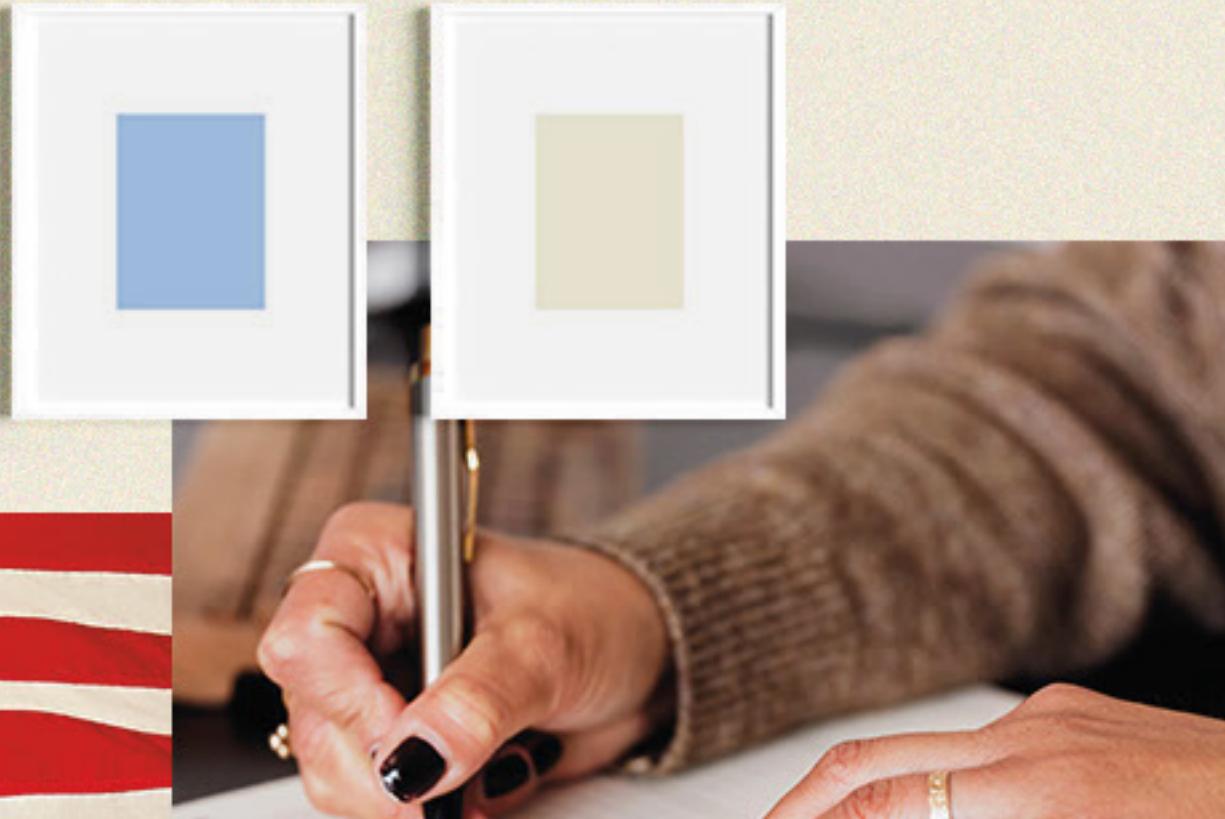
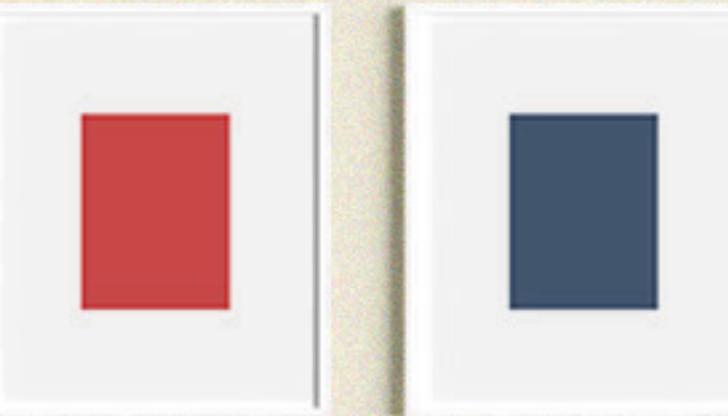


CONOCIMIENTO



FAMILIA



JUSTICIA



# LOGO

USOS Y VERSIONES

VERSIÓN PRINCIPAL

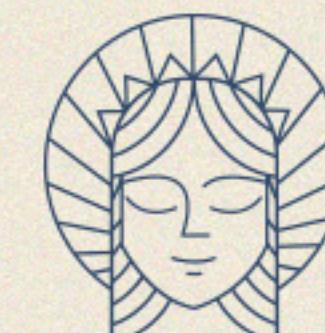


VERSIÓN SECUNDARIA



MI PLAN  
USA

VERSIÓN SIN ETIQUETA



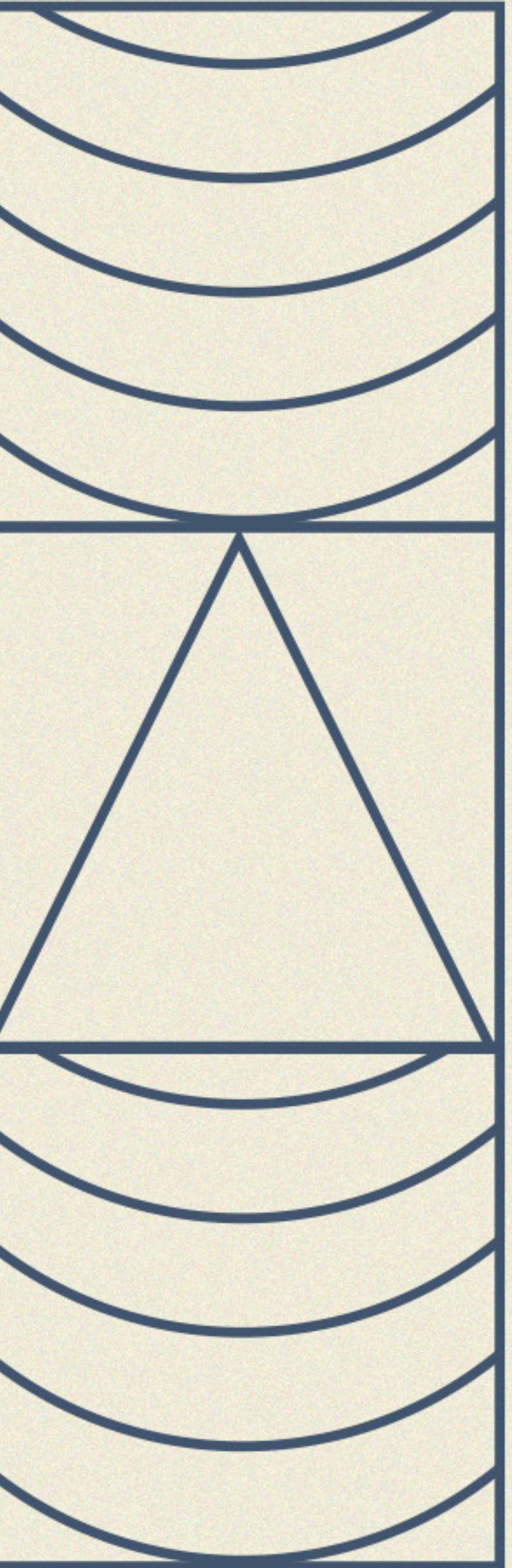
# PALETA DE COLOR

## TONOS PRINCIPALES



## TONOS SECUNDARIOS





## **PRINCIPAL** **PERPETUA**

ABCDEFGHIJKLMNÑO  
PQRSTUVWXYZ  
012356789 +-\*/-\$/%/()=

## **SECUNDARIA** **Montserrat**

abcdefghijklmnñopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
012356789 +-\*/-\$/%/( )=

## **ALTERNA** **Microsoft Yi Baiti**

abcdefghijklmnñopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
012356789 +-\*/-\$/%/( )=

## **ALTERNATIVAS** **CARDO BOLD**

ABCDEFGHIJKLMNÑO  
PQRSTUVWXYZ  
012356789 +-\*/-\$/%/( )=

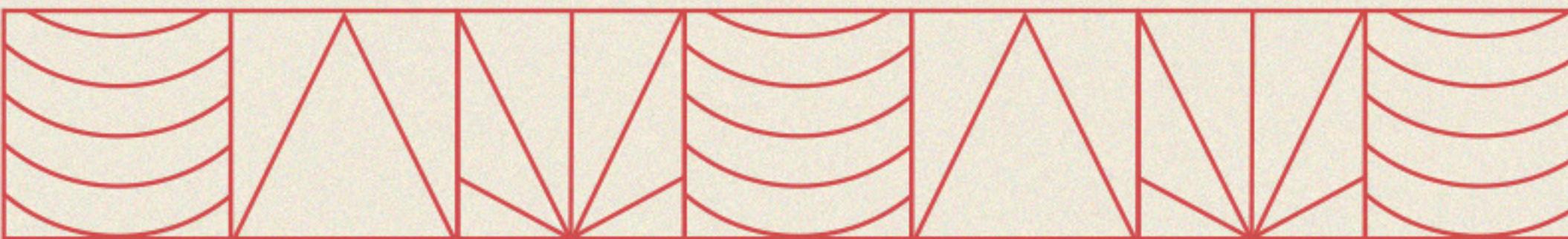
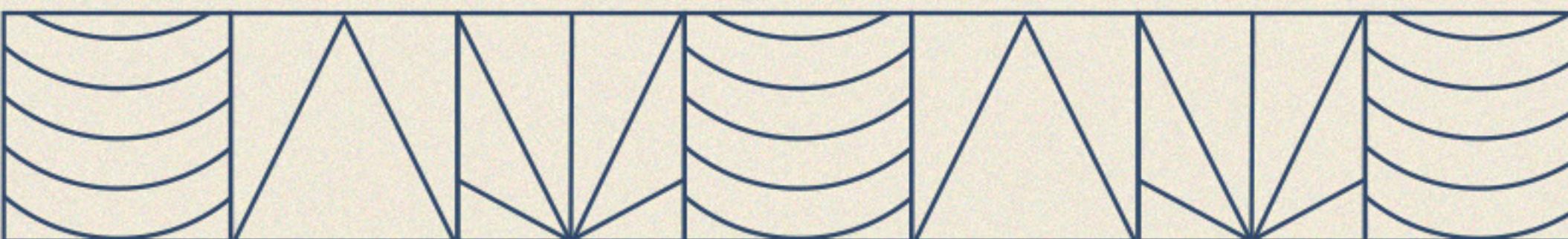
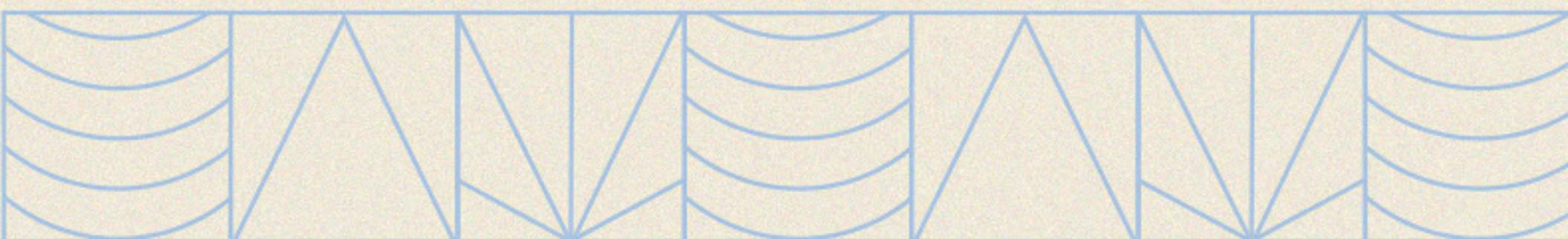
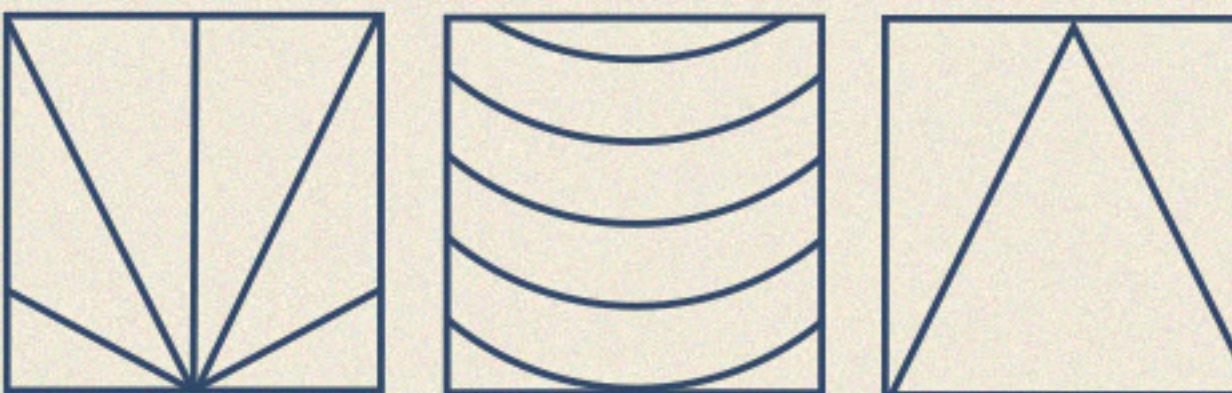
## **SECUNDARIA** **ROBOTO**

abcdefghijklmnñopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
012356789 +-\*/-\$/%/( )=

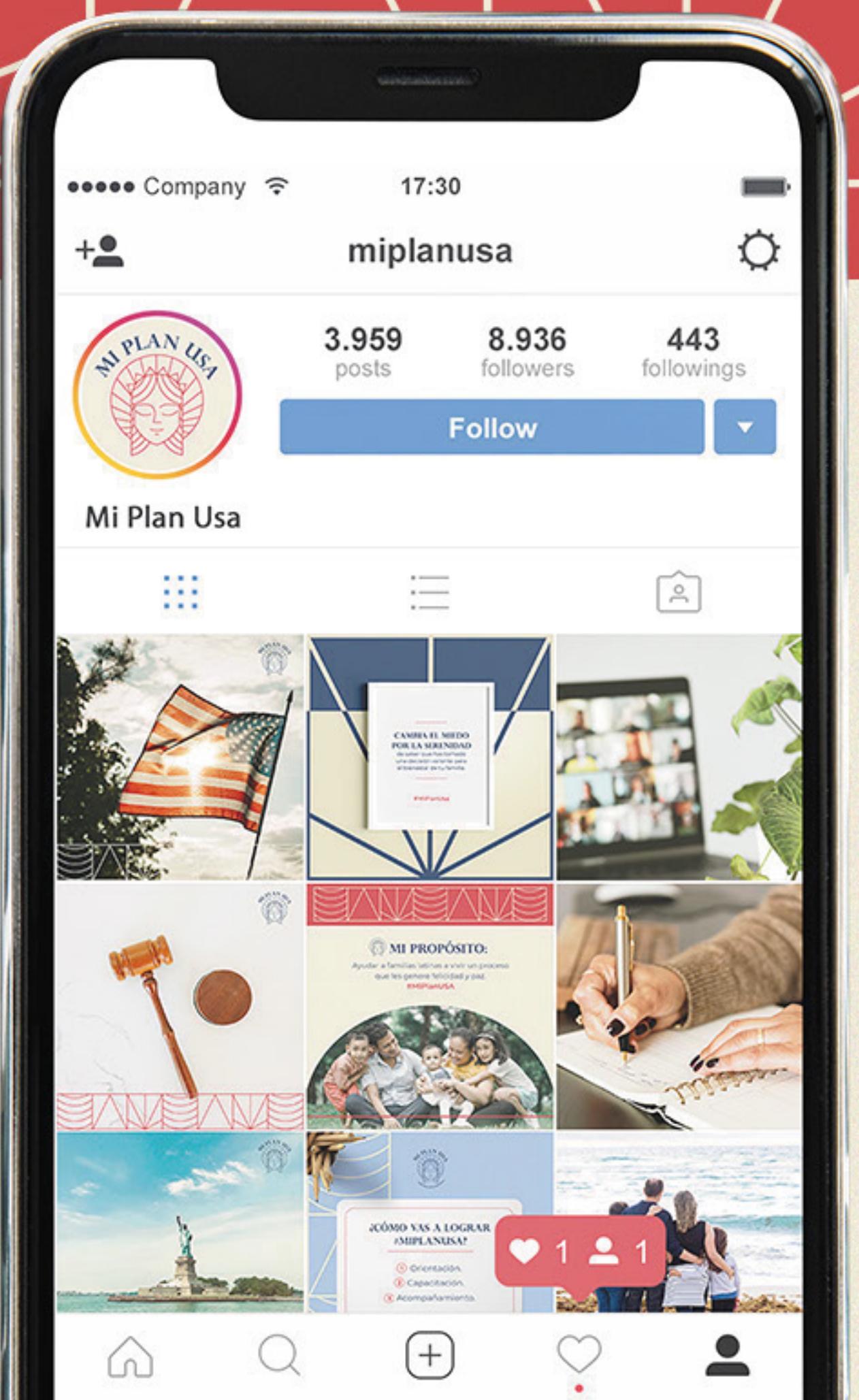
# **TIPOGRAFÍA**

# PATRON

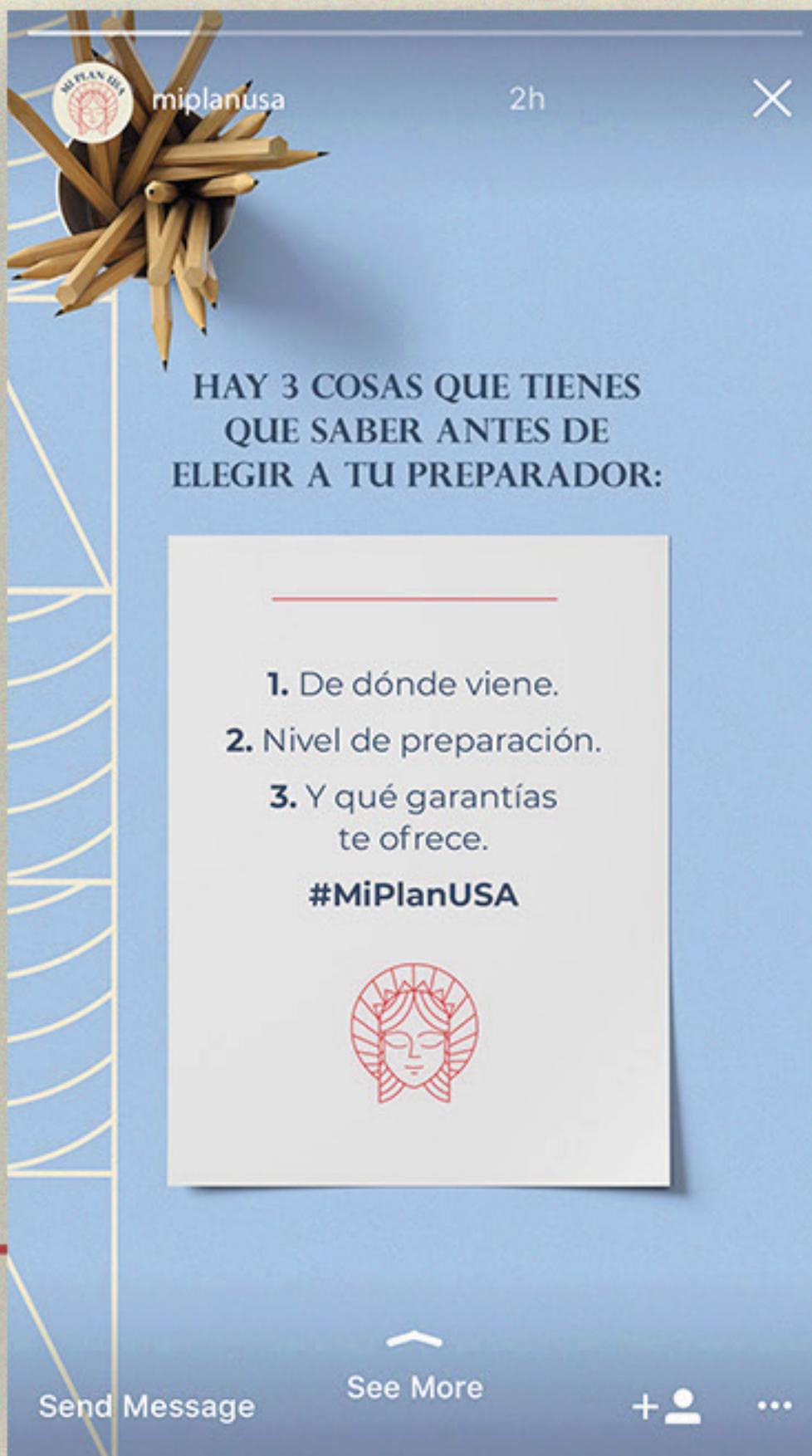
coordinado



# LOOK & FEEL









roadtrip