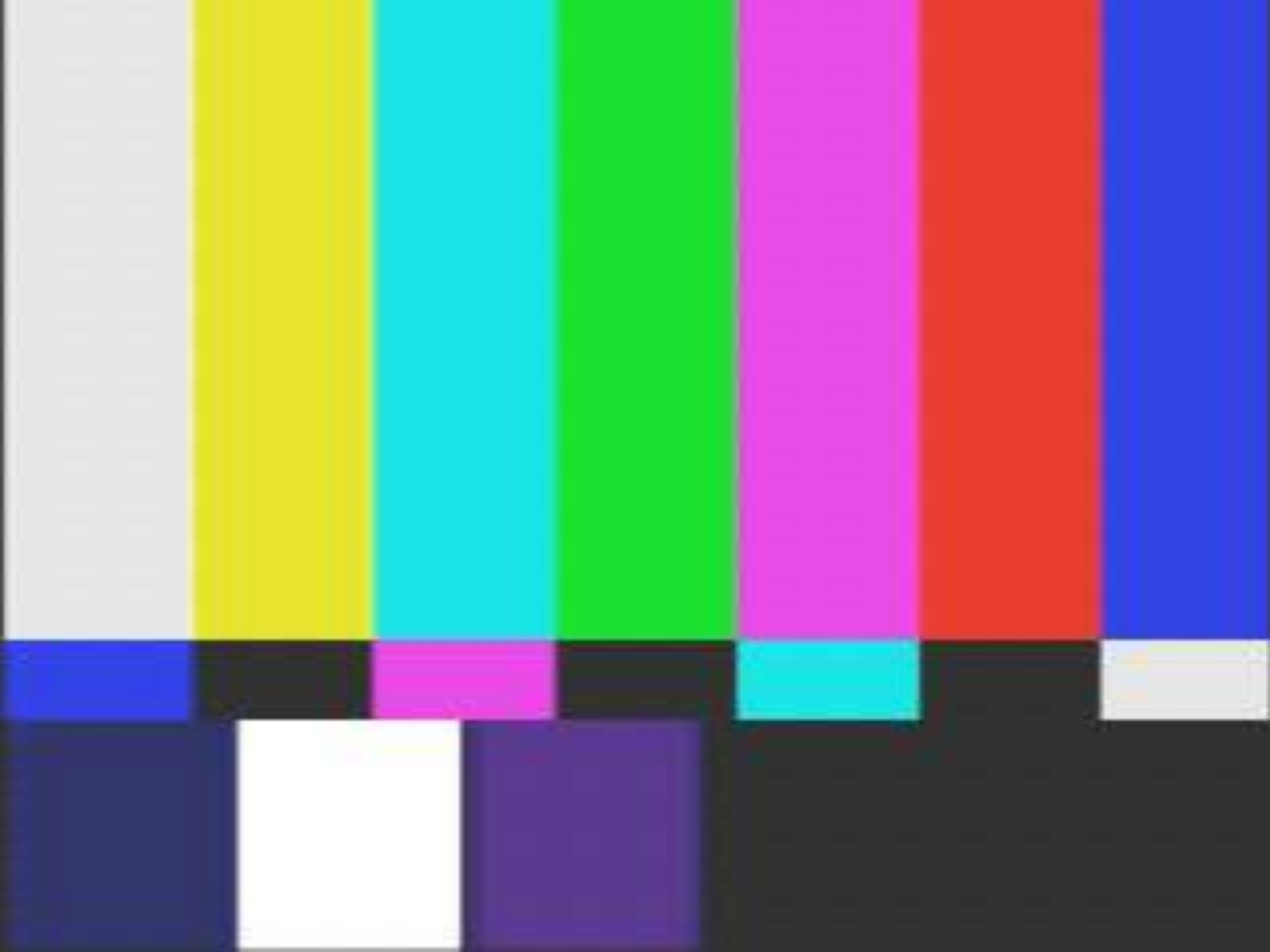


logrifo

@leoprieto

®

Amsterdam
1987
New York
2004
Madrid
1980
Bangkok
1983
São Paulo
1989
Santiago
1979, 1986, 1992, 2005
Melbourne
1995

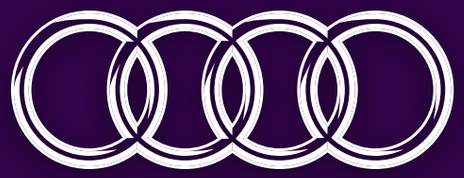
คริสเตียน และจอห์น

Eekhoorntjesbrood

Ñandú **Abençôo**

PEPSI

CAMEL



YAHOO!

adidas

Corona
Extra

SAMSUNG

SONY

Virgin

Google

Coca-Cola

LG

DELL

DIESEL
FOR SUCCESSFUL LIVING

BEST
BUY

METALLICA

NIRVANA

PINK FLOYD

RED HOT CHILI PEPPERS

THE doors

daft punk

AC/DC

NIN

Innovando Productions

Lionheart Studios

Da Vinci Studios

MetalWood Productions

ImageMaker
STUDIOS

Netscape:
Back
Forward
Home
Edit
Reload
Images
Print
Find
Stop
Location: http://www.geocities.com/SiliconValley/Park/4911/index.html
What's New?
What's Cool?
Destinations
Net Search
People
Software
ImageMaker
STUDIOS
click the image above to enter
© 1996 ImageMaker™ STUDIOS

imagemaker studios

ImageMaker STUDIOS

file:///Volumes/beepcd.five.sep2001/ims/Web%20Design/IM-STUDI

Google

Lisa Rein's Videos | alnk.org | Resize 640 | Resize 800 | Resize 1024 | TBanc | leoprieto.com | Apple | Hot News | News

imagemaker | studios

Leo Prieto
Chief Dreamer
www.imagemaker.cl
chile
leo prieto
partner
leo@imagemaker.cl

Tropiflaite

CD Artwork

September.2002

Created all the artwork for the debut album of Tropiflaite, an exaggeratedly-tropical music band.
I'll post pictures of the CD, as soon as I get my hands on one of the finished copies.

SPOON is Leo Prieto

(Leonardo Prieto Williamson)

I was born in Santiago, Chile in 1979. From 1980 until 1996, I was raised in places such as Madrid (Spain), Bangkok (Thailand), Amsterdam (Netherlands), São Paulo (Brazil), and Melbourne (Australia). I got my first Mac in 1990, and soon started discovering many ways to draw and design using MacPaint and ClarisWorks. That same year I logged onto the Internet for the first time, and was marvelled by the endless depths of information. In 1995 I created my first website, and in 1998 entered to study Design. Working as a freelance designer during all those years, I finally dropped out in 1999 to create imagemaker studios: a digital creative services agency. In late 2002, I resigned as Chief Dreamer of imagemaker, but remained as a founding partner and member of the board of directors. I am currently working freelance for a diverse list of companies and agencies, including (but not exclusive to) imagemaker studios.

I am currently living in Santiago, Chile.

MINI BIO

EDUCATION

ETC.

NEWS

Tuesday, September 7, 2004

Today is Brazil's Independence day and also the official unveiling of my other site:

http://www.leoprieto.com/

SPOON.CL will eventually disappear into that (much larger) site that I am currently in the final stages of building.

I will no longer update this page.

* ** *** ** *

Tuesday, June 29, 2004

Steve Jobs replied my email!

I believe that by now everyone has seen **Apple Tiger**. Well I wrote Steve Jobs a (regretfully rude) email about **Dashboard**

CONTACT

email me through this form:

To: email - NORMAL

NAME:

EMAIL:

SEND TO LEO @ SPOON.CL

Send all postal mail to:
Ismael Valdés Vergara 326 3A
Santiago
Chile

US
+1-917-319-2611
Leo Prieto
New York City, USA

CL
+56-9-9992475
Leo Prieto
Santiago, Chile

UK
+44-79-51978072
Maria Prieto
London, UK

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leoprieto

Leo Prieto

Nombre Completo: Leonardo Prieto Williamson
Edad: 27
Estado Civil: Soltero

Download vCard (leoprieto.vcf) // Download FOAF (leoprieto_foaf.rdf)

Bio Español

Naci en Santiago, Chile en 1979. Desde 1980 hasta 1996 fui criado en lugares como Madrid (España), Bangkok (Tailandia), Amsterdam (Holanda), São Paulo (Brasil) y Melbourne (Australia). Me regalaron mi primer Mac en 1992, y luego comencé a descubrir varias maneras de dibujar y diseñar usando MacPaint y ClarisWorks. Ese mismo año me meti a Internet por primera vez y quede maravillado con la profundidad aparentemente infinita de información. En 1995 programe mi primera página web y en 1998 entre a estudiar Diseño. Trabajando como diseñador freelance desde mis primeros años en Internet usando el nombre "imagemaker studios", finalmente renuncié a la universidad en 1999 para crear imagemaker studios: una agencia de servicios creativos digitales, junto a Cristián Acuña. A fines del 2002 deje el cargo de Chief Dreamer en imagemaker, pero me mantuve como socio fundador y miembro del directorio. Despues de 4 meses de estar viviendo junto al mar en la tranquila playa de Zapallar (Chile), me mude por 5 meses en 2003 a la ruidosa, fabulosa e inspiradora Nueva York. Siempre trabajando remotamente para una diversa lista de compañías y agencias, incluyendo (pero no exclusivamente) para imagemaker studios.

Volvi a Santiago en Septiembre de 2003, despues de la muerte de mi padre. Durante 2004 comence el desarrollo de Zimio, un sitio web de avisos clasificados gratuitos en español, con ganas de replicarlo mundialmente. En Diciembre 2004 vendi la totalidad de mis acciones de imagemaker studios, y me puse a dedicarme por completo a desarrollar FayerWayer, Saborizante y Nuyorker bajo el paraguas de Zetacorp Networks, una red de blogs. En Mayo 2006, junto a Tom►s Pollak, Ismael Celis y H►ctor Vergara, fundamos Aardvark Labs para desarrollar aplicaciones web, trabajando para las empresas m►s grandes de Chile. Ese mismo a►o fui nombrado uno de los 100 L►deres J►venes Chilenos por el diario El Mercurio.

English Bio

I was born in Santiago, Chile in 1979. From 1980 until 1996, I was raised in places such as Madrid (Spain), Bangkok (Thailand), Amsterdam (Netherlands), São Paulo (Brazil), and Melbourne (Australia). I got my first Mac in 1992, and soon started discovering many ways to draw and design using MacPaint and ClarisWorks. That same year I logged onto the Internet for the first time, and was marveled by the endless depths of information. In 1995 I created my first website, and in 1998 entered to study Design. Working as a freelance designer since my early Internet years under the "imagemaker studios" name, I finally dropped out in 1999 to create imagemaker studios: a digital creative services agency, with Cristián Acuña. In late 2002, I resigned as Chief Dreamer of imagemaker, but remained as a founding partner and member of the board of directors. After 4 months living by the sea in the peaceful beachtown of Zapallar in Chile, I moved in 2003 for another 5 months to the noisy, phenomenal and inspiring New York City. Always working remotely for diverse list of companies and agencies, including (but not exclusive to) imagemaker studios.

I came back to Santiago in September 2003, following the death of my father. During 2004 I began development of Zimio, a free classified ads website in spanish, with the aim of making it worldwide. In December 2004 I sold all my remaining shares of imagemaker studios, and dedicate all my time to develop FayerWayer, Saborizante and Nuyorker under the umbrella of Zetacorp Networks, my own network of blogs. In May 2006, with Tom►s Pollak, Ismael Celis and H►ctor Vergara, we founded Aardvark Labs to develop web applications, working for the largest companies in Chile. That same year I was named one of the 100 Young Chilean Leaders by El Mercurio newspaper.

Education

Search

Leo Prieto is About

My brief history: Leo Prieto has been doing things for the Internet since 1995 and hasn't stopped since. Currently from Santiago, Chile.

Family:

CHC
Raimundo Encina
Mono Zlatar
Juan Pablo Marin
La Mar Pero
Reing e Reing
Boxing
jose Castaño
Dezorg
Original Hamster
Wizo y Kaitushka
Rockstar
Gode
PrimoWorks

Friends:

Fernando Flores
Zerozer
alejo's blog
Juan Pablo Tapia
Paolo Colonnello
Jorge Domínguez
Yet Another Blog
Pato Castro
Camilo Herrera
Vlado Mirosevic
El mundo sigue así
holanichel
Bellini Converso

Blogroll:

Gizmodo
Reing Reing
ALT1040
Microsiervos
Huasonic
jal ito's Web
Lessig Blog
El Fin Del Mundo
Denken Über
html life
Appleinsider
Akihabara News
Hiz Tech News
we make money not art

Una red de comunidades.

Avisos Clasificados Gratis – Publica lo que Quieras
www.zimio.com

Dosis diarias de Tecnología en Español
www.fayerwayer.com

Menú de la Semana para Santiago
www.saborizante.com

Contáctanos

+56 (2) 435 8670

hola@zetacorp.net

(cc) 2005–2008 Zetacorp Networks

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EN ESPAÑOL

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BELELU

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CHW

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veo verde

FERPLEI

ZIMIO

Sabrosía

Bólido

Saborizante®

Hubie

LUPA

Bienvenidos

Construcción de Marcas

Las marcas se construyen.

Las marcas se *cultivan.*

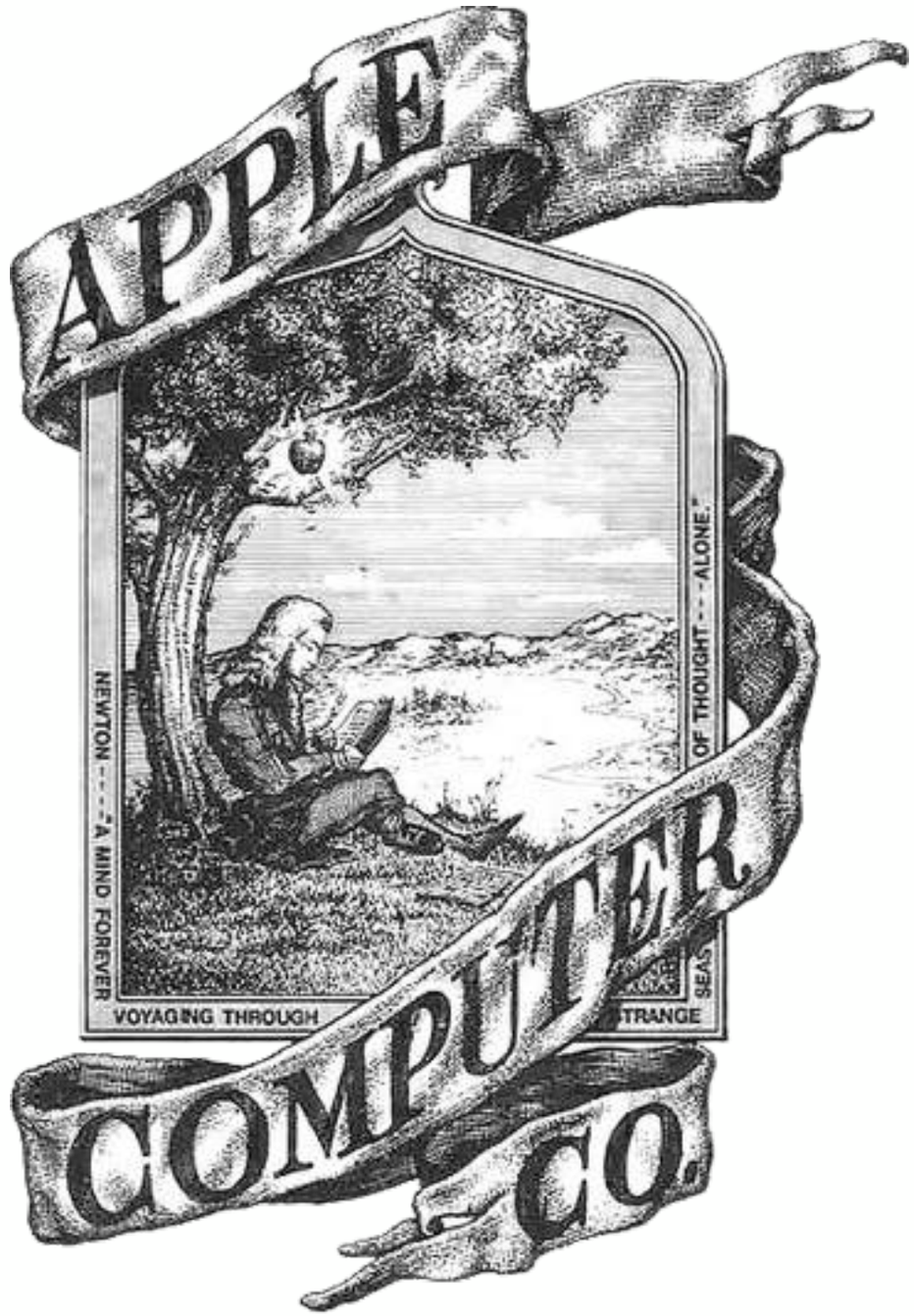
blm.gov

wikimedia.org

wikimedia.org

wikimedia.org

La cuarta dimensión es quizás la más importante.



Ron Wayne (1976)

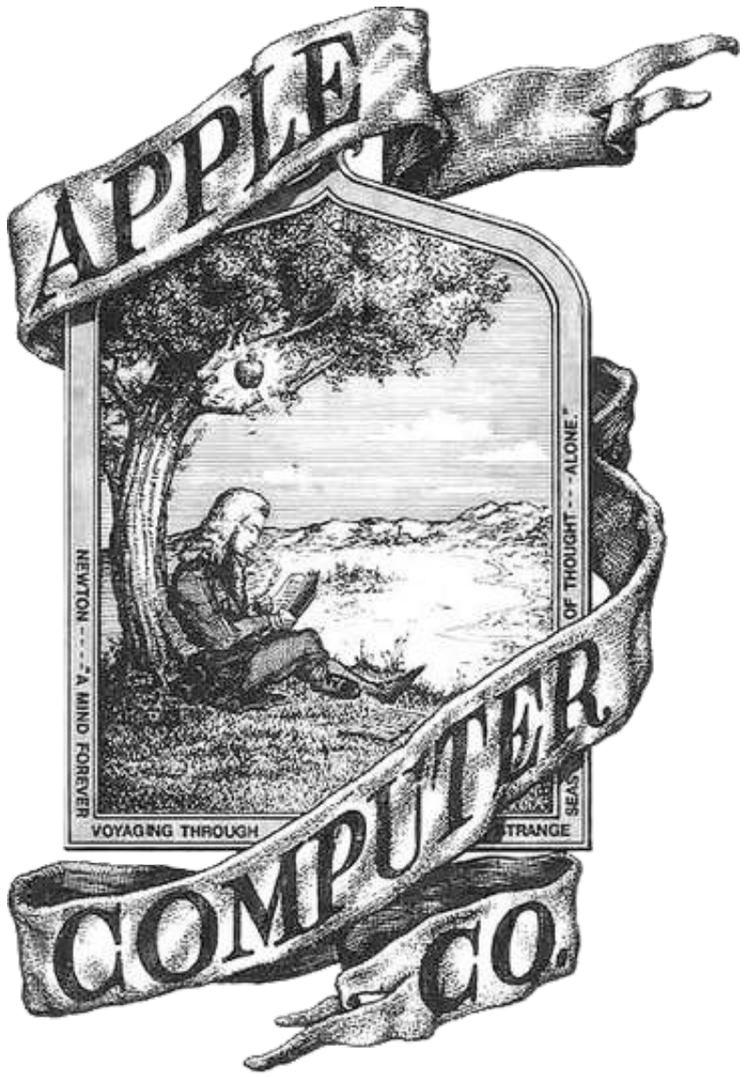
Rob Janoff (1977)

apple

(1998)

APPLE
COMPUTER CO.
NEWTON ---- "A MIND FOREVER
VOYAGING THROUGH
STRANGE
SEAS OF THOUGHT" --- ALONE"

apple


APPLE
NEWTON --- "A MIND FOREVER
VOYAGING THROUGH
OF THOUGHT --- "ALONE."
COMPUTER
CO.

1976

Hoy

Las marcas se *cultivan.*

Las marcas se construyen.

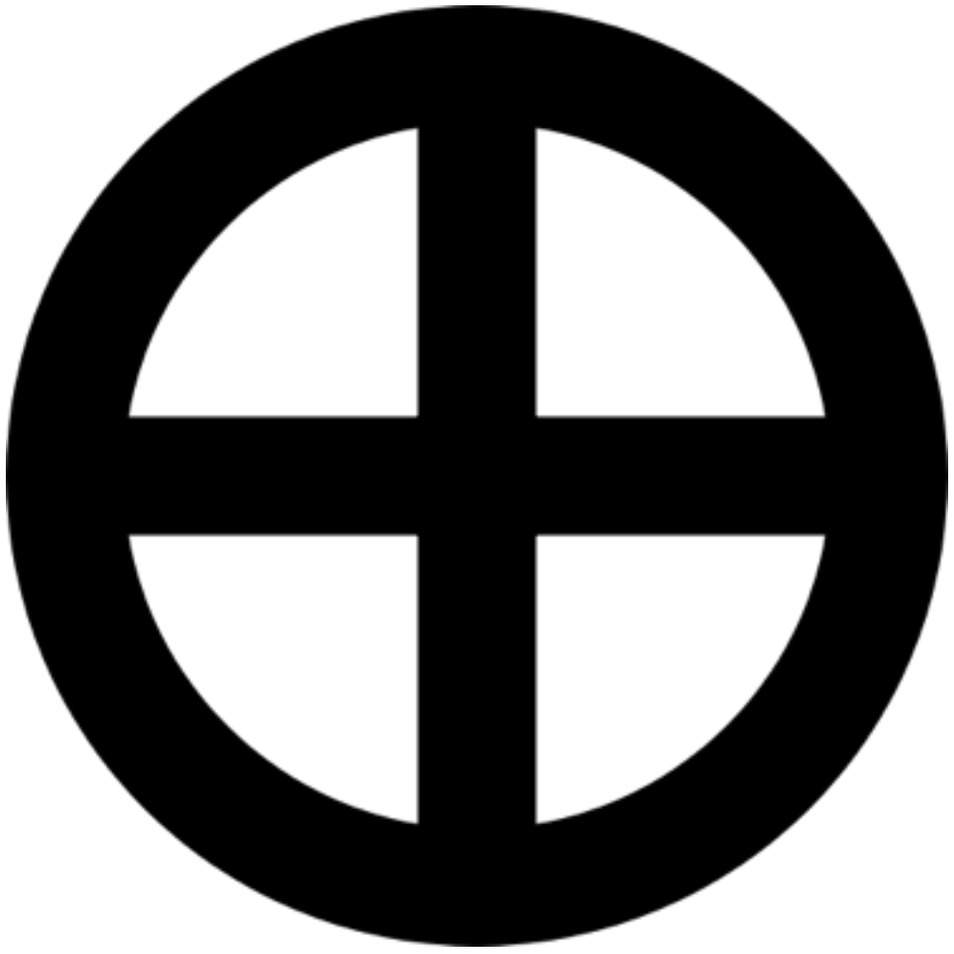
Construcción de Marcas

Historias + Casos de Marcas

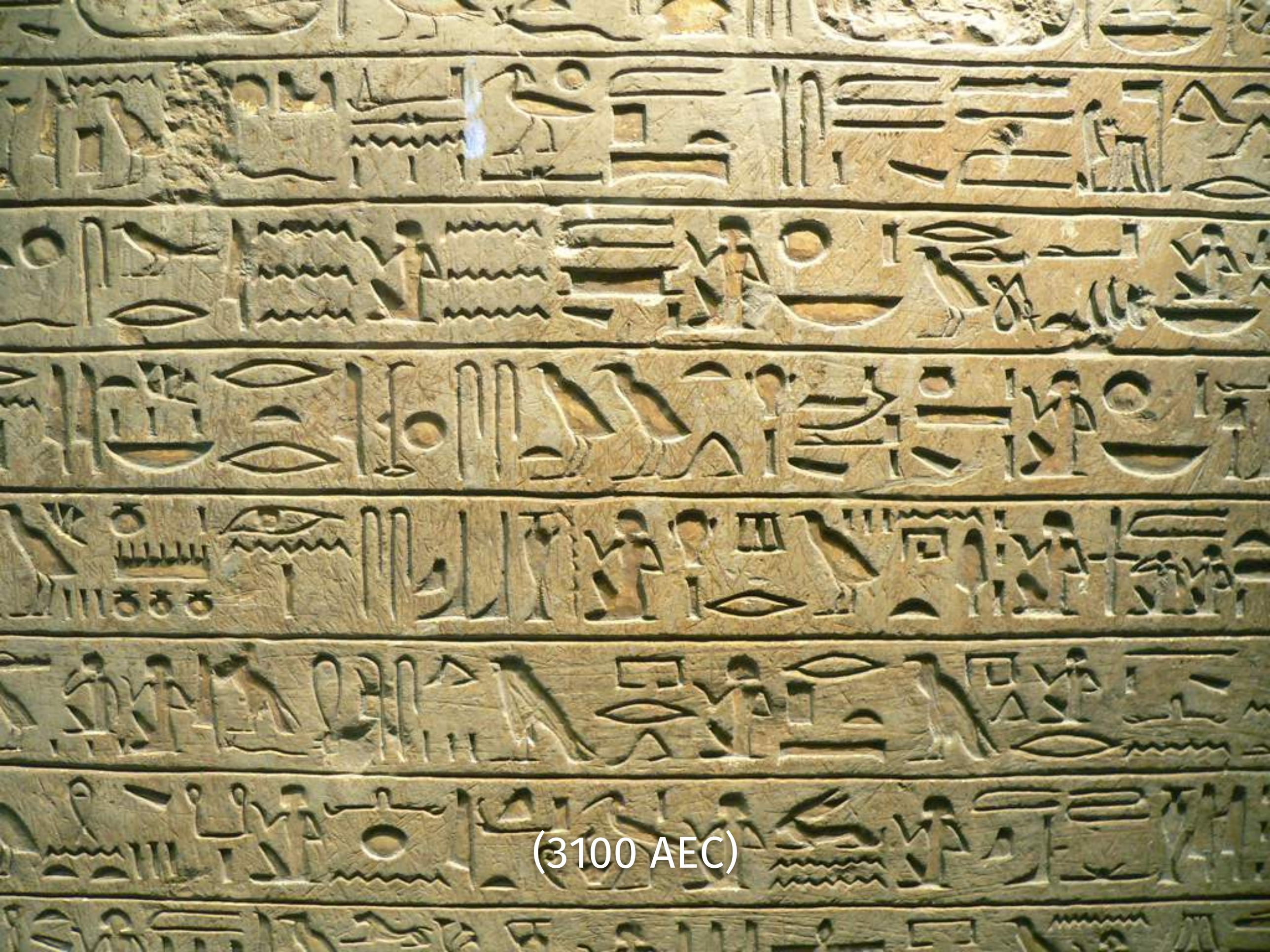
¿Qué es una marca?

“Una **marca** es una identificación comercial primordial con los que se relaciona y ofrece un producto o servicio en el mercado.”

-- Wikipedia



(7000-4500 AEC)


(3100 AEC)

(1894 AEC)

(500 AEC)

sestertius.net

1ST
Darth Vader

1ST
Yoda

1ST
Obi-Wan Kenobi

1ST
Stormtrooper

1ST
Han Solo

1ST
Rey

1ST
Princess Leia

1ST
The Emperor

1ST
Luke Skywalker

1ST
Boba Fett

1ST
Finn

1ST
Kylo Ren

(578 EC)

spencershungarianhappenings.blogspot.com

(1625 EC)
wikimedia.org

75 388

MITSUBISHI
PAJERO SPORT
PAJERO SPORT

Leopardus pajeros
wikimedia.org

Horch + Audi + DKW + Wanderer

Audi

SUBARU®

VOLVO

benzinga.com

5

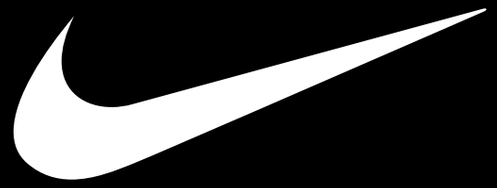
Le Tour de France

CISCO™

IBM

3M

W
LONDON
LEICESTER SQUARE



NIKE

Virgin money
CHANGING THE FACE OF MONEY
Virgin LIMITED EDITION
Virgin BRIDE
Virgin unite
Virgin experience
Virgin LIMO
Virgin
Virgin incentives
HEALTHMILES
Virgin INTERACTIVE entertainment
Virgin PROPER TELLY
Virgin games
Virgin BOOKS
Virgin BINGO
Virgin café
Virgin wines
Virgin RADIO
virgin express
Virgin casino
Virgin Megastore Outlets
Virgin CLASSICS
Virgin one
Virgin Management
Virgin velocity
Virgin COFFEE
Virgin HOLIDAYS
Virgin green fund
Virgin fuels
Virgin connect
Virgin cars
Virgin vie at home
Virgin Healthcare
Virgin vines
Virgin DIGITAL
Virgin GALACTIC
Virgin LIMOBIKE
Virgin DIGITAL
Virgin america
Virgin the voucher
Virgin pulse
Virgin VIRGINMEGA
Virgin charter
The Smarter Way to Charter
Virgin blue
Virgin spa
Virgin HEALTH BANK
Virgin nigeria cargo
Virgin flyingclub
Virgin Cola
Virgin Festival
Virgin 17
Virgin BOOKS
Virgin RADIO INTERNATIONAL
Virgin Balloon Flights
Virgin MEGASTORE
Virgin mobile
Virgin atlantic
Virgin mobile
EARTH CHALLENGE
Virgin DRINKS
Virgin trains
Virgin soft drinks
Virgin one account
Virgin Credit Card
Virgin COMICS
Virgin RECORDS
Virgin media
Virgin ENERGY SHOT
Virgin digital
Virgin MUSIC Channel
Virgin direct
Virgin ACTIVE
Virgin poker
Virgin MEGASTORE Online Print Order Center
Virgin life care
Virgin Experience Days
Virgin Express
Virgin travelstore
Virgin Limobike
Virgin Health Bank

Virgin

S F

DELL

Walmart

McAfee®

intel Security

Backrub

BackRub

mejorando.la

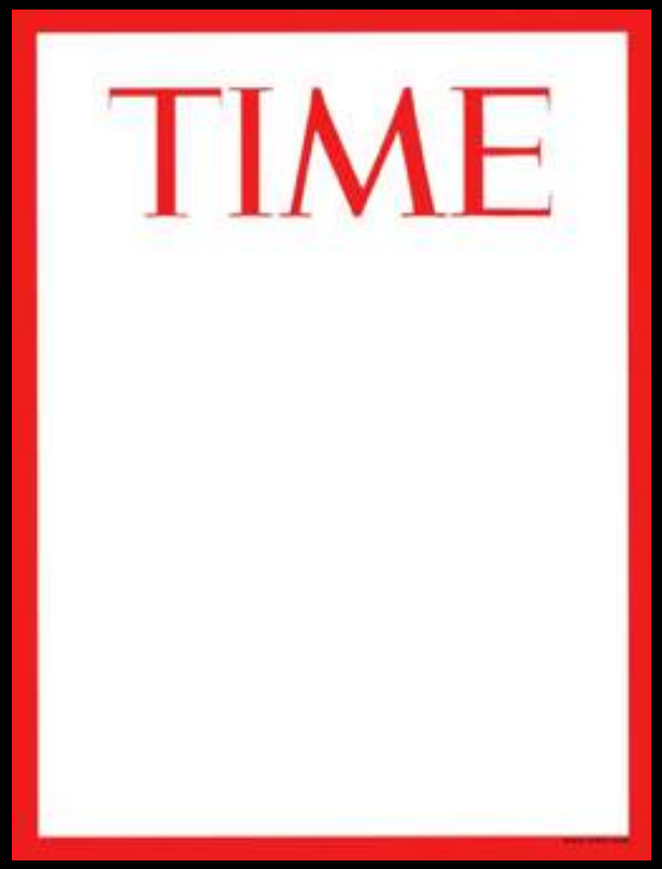
Platzi

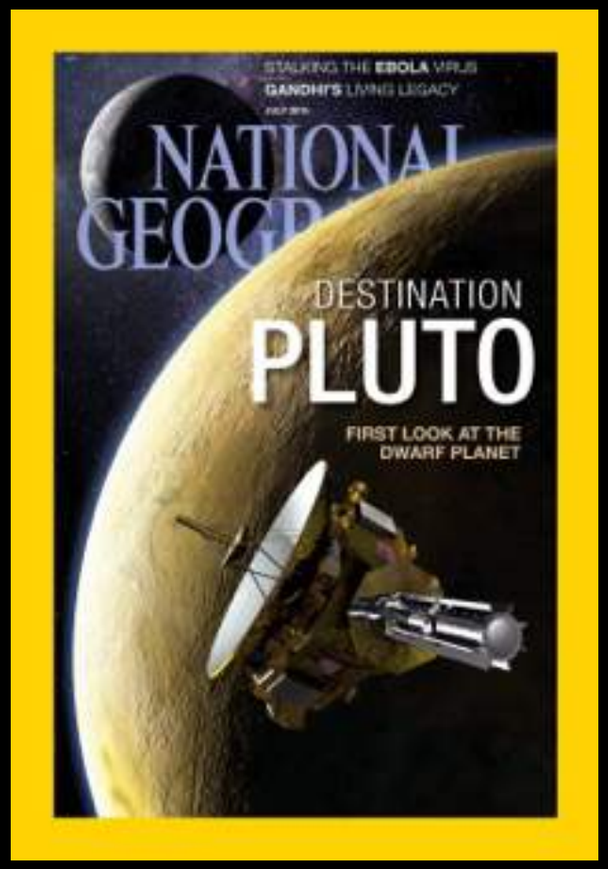
Las marcas se construyen.

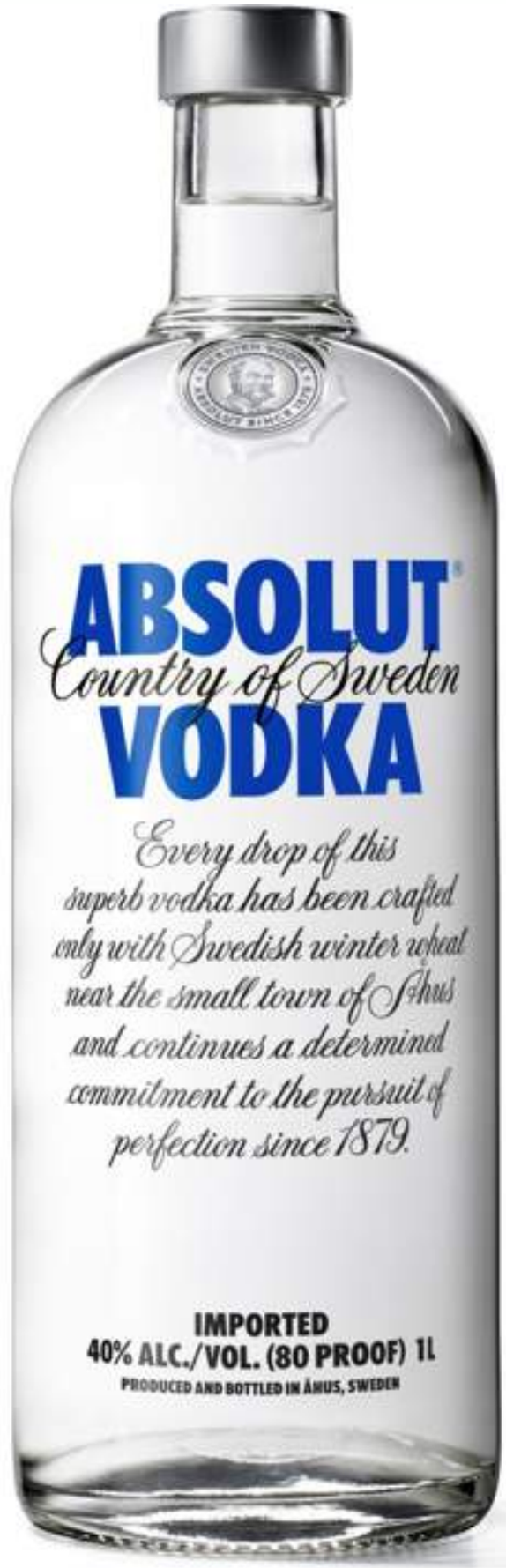
Construcción de Marcas

Más allá de la Marca

IBM


TIME


STALKING THE EBOLA VIRUS
GANDHI'S LIVING LEGACY
NATIONAL
GEOGR
DESTINATION
PLUTO
FIRST LOOK AT THE
DWARF PLANET


ABSOLUT
Country of Sweden
VODKA
Every drop of this
superb vodka has been crafted
only with Swedish winter wheat
near the small town of Åhus
and continues a determined
commitment to the pursuit of
perfection since 1879.
IMPORTED
40% ALC./VOL. (80 PROOF) 1L
PRODUCED AND BOTTLED IN ÅHUS, SWEDEN

ABSOLUT
APEACH
IMPORTED
ABSOLUT
PEARS
IMPORTED
ABSOLUT
RASPBERRI
IMPORTED
ABSOLUT
VANILIA
IMPORTED
ABSOLUT
MANGO
IMPORTED
ABSOLUT
RUBY RED
IMPORTED
ABSOLUT
BERRI AÇAI
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ÄPPLE
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GRÄPE
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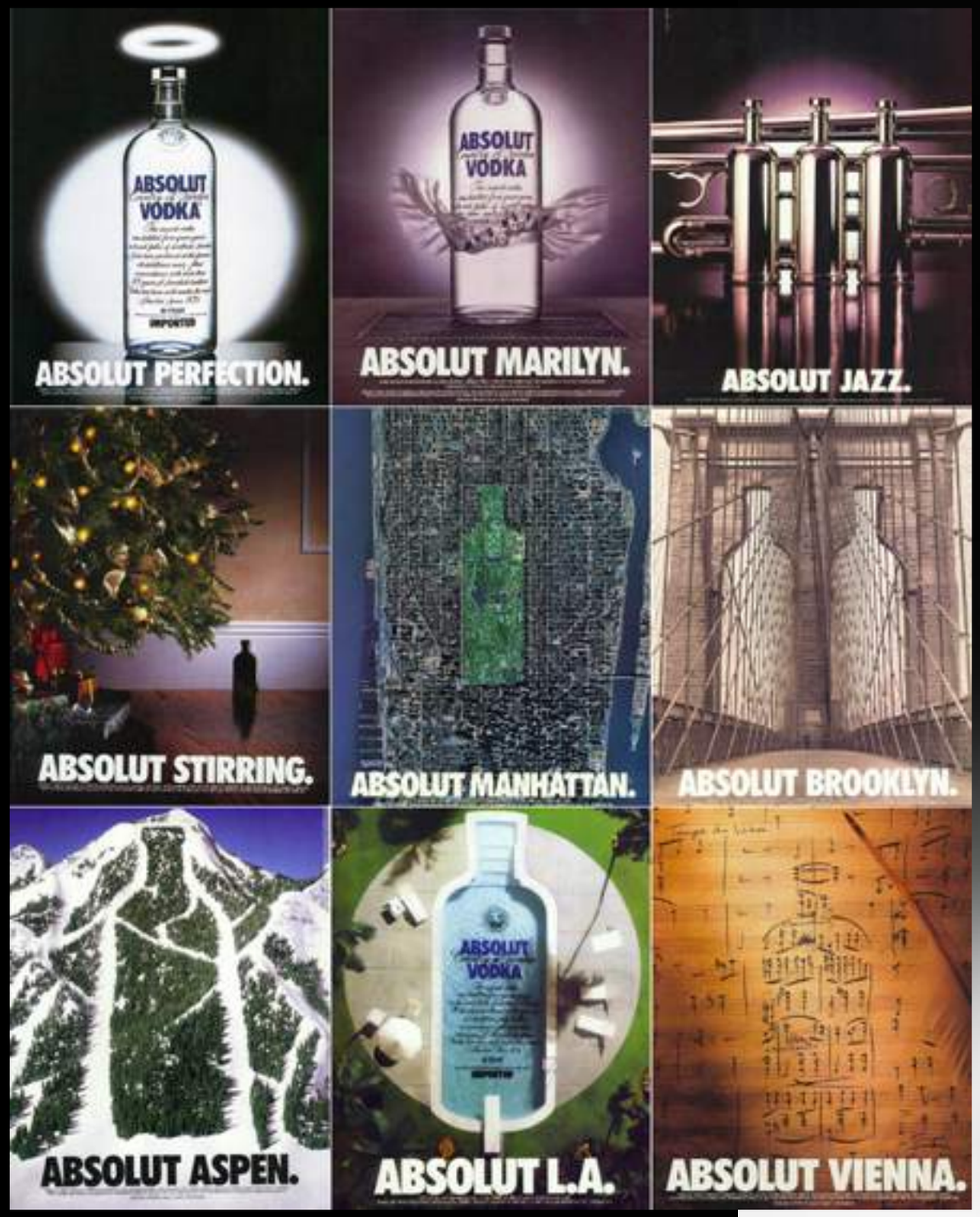
ABSOLUT
WILD TEA
IMPORTED



ABSOLUT CLARITY

Coca-Cola

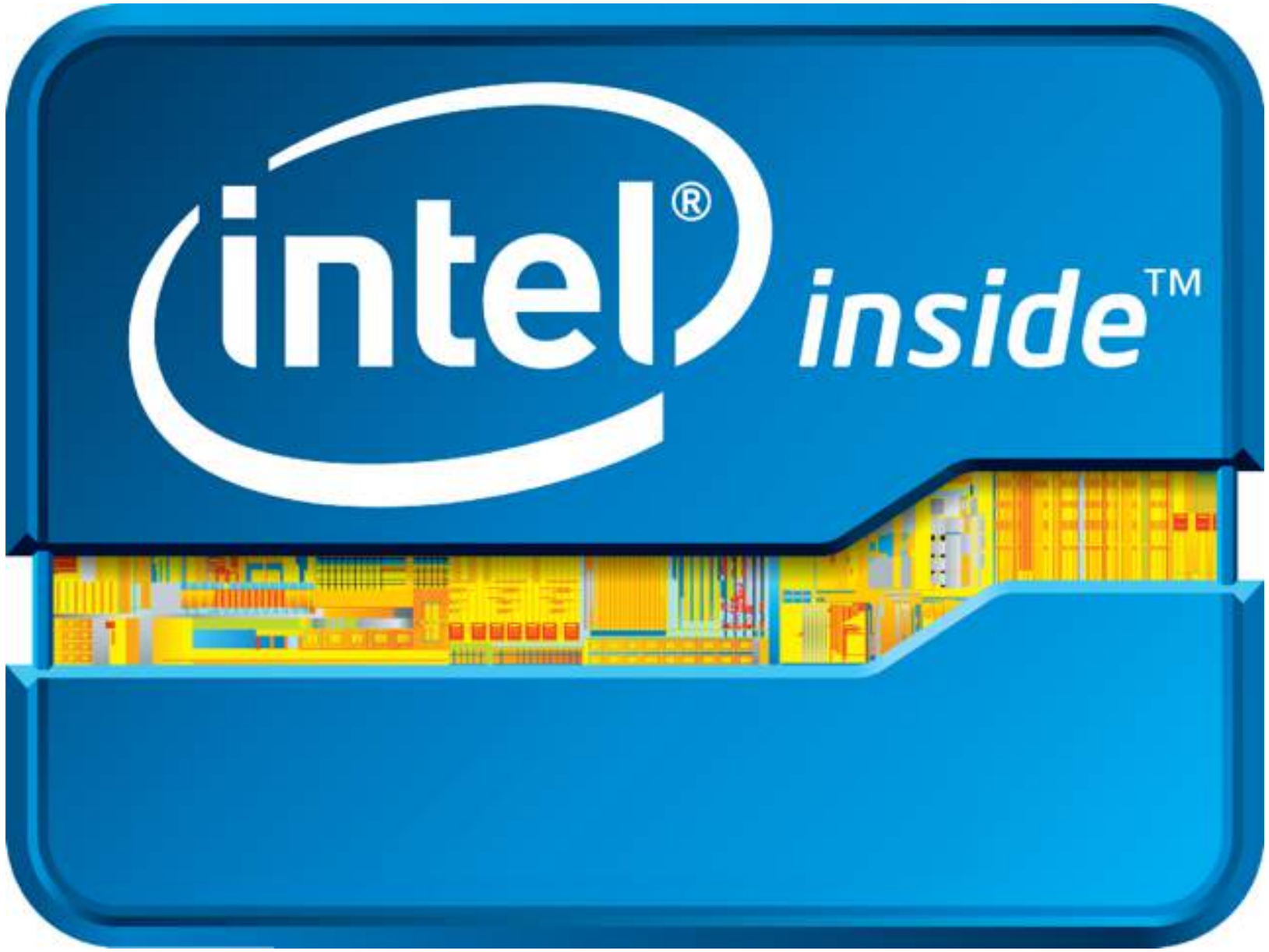
Coca-Cola

Red Bull
STRATOS
UBIMET
RIEDEL
MISSION TO THE
EDGE OF SPACE
Red Bull
REDBULLSTRATOS.COM
FELIX BAU

TOTAL
TOTAL

hello.

WALL·E
WWW.ENTERTAINMENTWALLPAPER.COM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Google

Google Search

I'm Feeling Lucky

Bienvenidos

Construcción de Marcas

Construcción de Marcas

Buenas Prácticas

Warner Bros

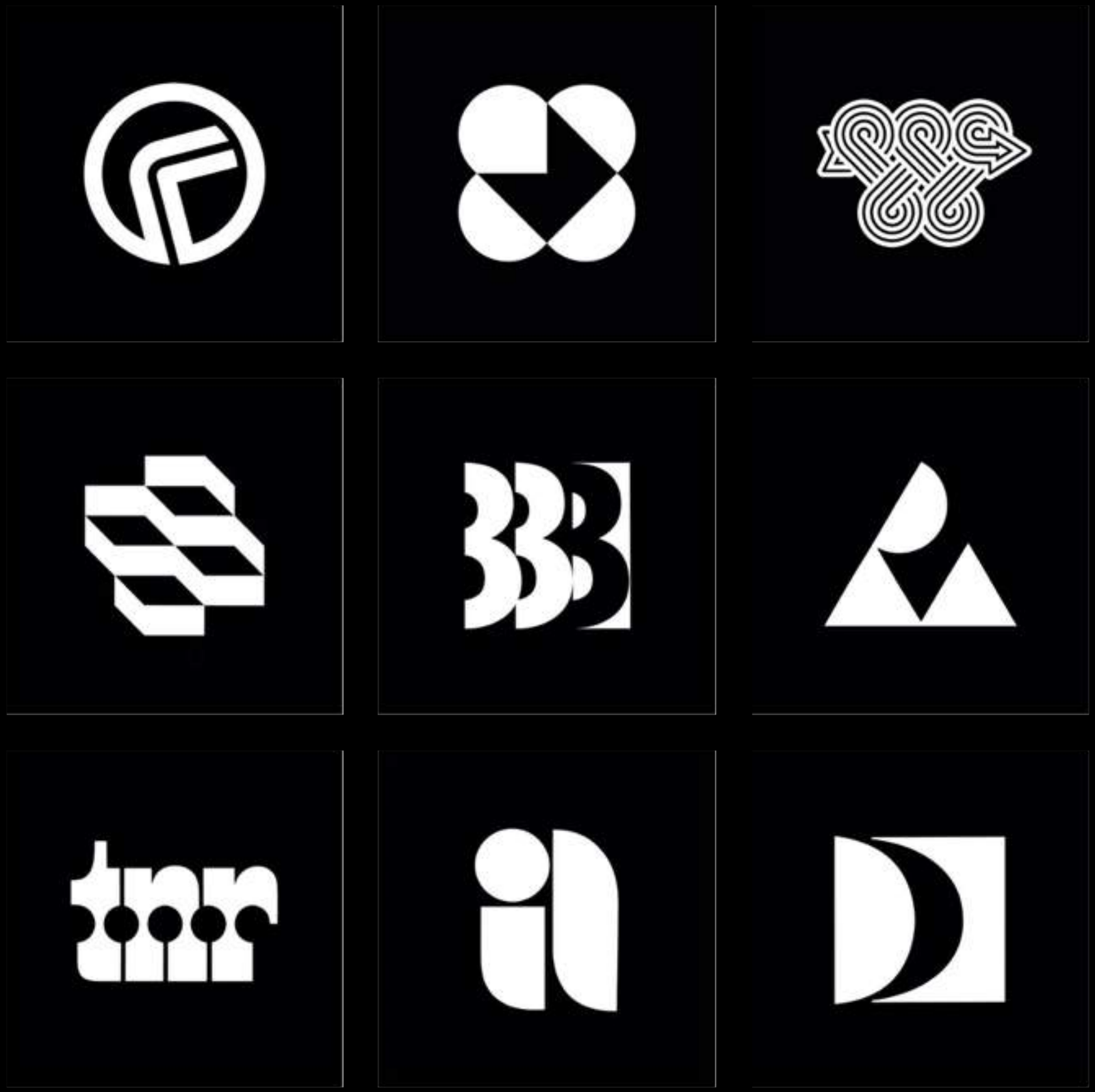
No hay fórmulas.

Pocas Silabas	Muchas Silabas
Apple	Coca-Cola
Google	Mercedes-Benz
Disney	Rolls-Royce
Samsung	Louis Vuitton
Amazon	American Express

McDonald’s	L’Oréal

FayerWayer	**Betazeta**
Fayerwayer	BetaZeta

No sigas tendencias.


tnr

MOTOROLA

IKEA

NIVEA

Kentucky Fried Chicken

HEWLETT PACKARD

COCA COLA

TWITTER

APPLE COMPUTERS DESIGNED IN CALIFORNIA

GILLETTE

McDONALDS

N
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S

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CHEF
UMBERTO
BOCCI

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ART
SINCE 2010

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C

EST'd H B 1960
D

© TEO YU SIANG

DIVISION OF LABOR
NON ILLIGITAMUS CARBORUNDUM

2007
MJ TJ
PARIS

EST. 2012

Nancy Friedman

Names That End in -ly

Follow board

COMPARABLY

Comparably "insights into compensation and culture data."

Pinned from
comparably.com

Staffly "instantly connects retailers with screened, insured, and trained Staffly™ Staffers through their mobile devices."

Pinned from
staffly.com

Signily, "the first ASL keyboard app that comes in different handshapes and colors." Has an "allow profanity" toggle. Pronunciation is ambiguous: sig-nily or sign-ily?

from vimeo

Pinned from
signily.com

musical.ly

Musical.ly instant music app.

Pinned from
musical.ly

Filter.ly "scans the internet to find and deliver the most important information right to your screen."

Pinned from
filter.ly

Boxly, the cardboard fort-building kit. (Yes, that's TWO Boxlys.) See also www.pinterest.com...

HAVENLY

Havenly interior design.

Pinned from
havenly.com

Sher.ly "project centric private cloud for teams and telecommuters."

Saved by
Nancy Friedman

Neighborly.com community investment marketplace.

Pinned from
linkedin.com

Peercisely: "Earn cash for job referrals."

Pinned from
peercisely.com

vestly

Vestly investment game.

Pinned from
vestlygame.com

FLIGHTLY

Flightly, a tool for marketing on Twitter.

Pinned from
flightly.com

Captionly: "unleash the full power of your media content."

Pinned from
captionly.co

Tagly, "all your favorite fashion & lifestyle brands in one app."

Pinned from
taglyapp.com

Blockly Games (made with Blockly programming language).

Pinned from
blockly-games.appspot.com

BOXLY

Boxly.com, "the easiest way to connect and experience data." (See also www.pinterest.com...)

FRESHLY

Freshly meal delivery.

Pinned from
freshly.com

SAINTLY

Saintly Bags, handcrafted and customizable duffel bags.

Pinned from
saintlybags.com

Recently: "your camera roll in a monthly magazine."

Pinned from
getrecently.com

from the Guardian

Vice and Unilever team up for launch of female-focused

hooli

Cuidado con la imitación y la copia.

Investiga,
investiga,
investiga.

Ser riguroso
y prolijo.

Una marca es más que el nombre, el logo o el slogan.

Legible, pronunciable, usable.

4.3

Tu marca no es tu dirección.

1-800-FLOWERS

amazon.com

Se tu mismo.

Elije un camino.

(Las marcas se construyen)

Construcción de Marcas

¿Por qué estoy creando esta marca?

BETAZETA.

BELELU

FayerWayer®

CHW

Wayerless®

veo verde

FERPLEI

ZIMIO

Sabrosía

Bólido

Saborizante®

Hubie

LUPA

Virgin money

Virgin media

Virgin trains

Virgin atlantic

Virgin RECORDS

Virgin ACTIVE

Virgin GALACTIC

Virgin MEGASTORE

Virgin BALLOON FLIGHTS

FedEx® Office

FedEx® Ground

FedEx® Freight

FedEx® Express

FedEx® Trade Networks

€51 Billion
worldwide sales in 2012

2 BILLION people
use Unilever's products
each day worldwide

400 brands
sold in 190 countries

173,000 employees
work for Unilever

ALGIDA

TURQUÍA
ITALIA
ESTONIA

FRIGO

ESPAÑA

GOOD HUMOR

USA
CANADÁ

MIKO®

EGIPTO
FRANCIA

LUSSO®

SUIZA

LANGNESE

ALEMANIA

ESKIMO®

AUSTRIA

STREETS®

AUSTRALIA

FRISKO®

DINAMARCA

HOLANDA®

MÉXICO

GB GLACE

FINLANDIA
NORUEGA
SUECIA

OLA®

PORTUGAL
HOLANDA
BÉLGICA

WALL'S

INGLATERRA
ESCOCIA
SINGAPUR

KWALITY WALL'S™

INDIA
NEPAL
PAKISTÁN

KIBON®

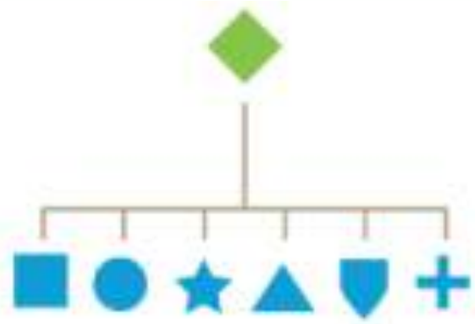
BRASIL
ARGENTINA

Branded House

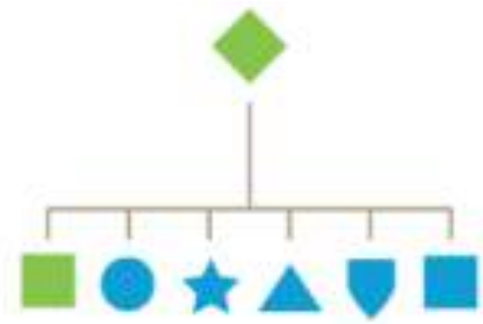
versus

House of Brands

Branded House



House of Brands



Hybrid

Google

Google books
Google groups
Google videos
Google maps
Google translate

Branded House: all sub-brands use the same master brand and only differentiate in their descriptions. Eg. Google

P&G

Tide Folgers Pampers

House of Brands: consist of various brands, each sub-brand operates independently and obtain seperate market share and profits. Eg. Procter & Gamble

Coca-Cola

Coca-Cola Minute Maid Sprite Fruitopia

Hybrid: Some companies combine the two types mentioned above, such as Coca Cola and GE. This type enjoys the advantages of both; however it requires higher brand management standards and more resource inputs.

¿Quién soy?

¿Quién soy?

¿Qué soy?

¿Dónde?

¿Cuándo?

¿Por qué?

¿Cómo?

Cuando ser parecido y cuando ser diferente.

JUST DO IT.

Elije un camino.

(Las marcas se construyen)

Broadist

Dotties
HOME-MADE
TOFFEE

Ocean Club
LIMITED EDITIONS
Cedar Wood State
BUTLER & WEBB
YD
SIZE 10
MOSHERE
SHORT 30"
SUPER SKINNY
YOUNG DIMENSION
ATMOSPHERE
YOUNG DIMENSION
YD
Beach
7×13
B&W
B
ATMOSPHERE
STRAIGHT LEG
theoneoff.com

Petra Bindel

Mellow Yellow

Like 0

Style Board and Inspiration for the Hi-Fi Mellow Yellow WordPress Theme and Marketing Templates

Nancy Nardi | Edit Board | 168 followers, 23 pins

#yellow Room and Board chair

pinerly.com

#yellow

pinerly.com

#yellow

pinerly.com

#yellow #coach

pinerly.com

#yellow

pinerly.com

#yellow

pinerly.com

#yellow

pinerly.com

#yellow

pinerly.com

#yellow #branding

pinerly.com

#yellow

pinerly.com

#yellow #pantone

pinerly.com

#yellow

pinerly.com

#yellow matching marketing campaign for Mellow Yellow Theme

1 repin

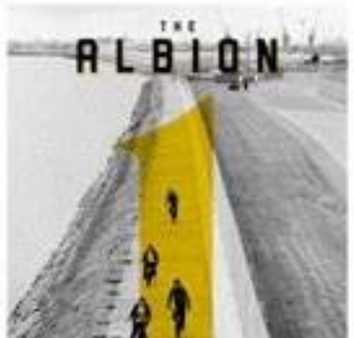
pinerly.com

#yellow #wordpress - Mellow Yellow WordPress Theme

pinerly.com

#yellow

pinerly.com



#yellow

pinerly.com

¿Por qué estoy creando esta marca?

Construcción de Marcas

Nombre

Investiga,
investiga,
investiga.

Refleje tu identidad.

Carrot

Awto

¡Otro idioma no es una marca!

Legible, pronunciable, usable.

No tenga un doble sentido negativo que desconozcas.

Simple es mejor.

Nuevo es bueno.

Google Platzi Häagen-Dazs

Diccionario disponible es mejor.

Telefónica Corona Apple Mini

Bilingual is FTW.

Mini

Elemental

¡No lo elijas por el dominio disponible!

color.com thefacebook.com teslamotors.com

basecamphq.com bufferapp.com

Se tu mismo.

Construcción de Marcas

Logo

No sigas tendencias.

(Ver Hipster Logos)

Elemental.

LEGO

SONY

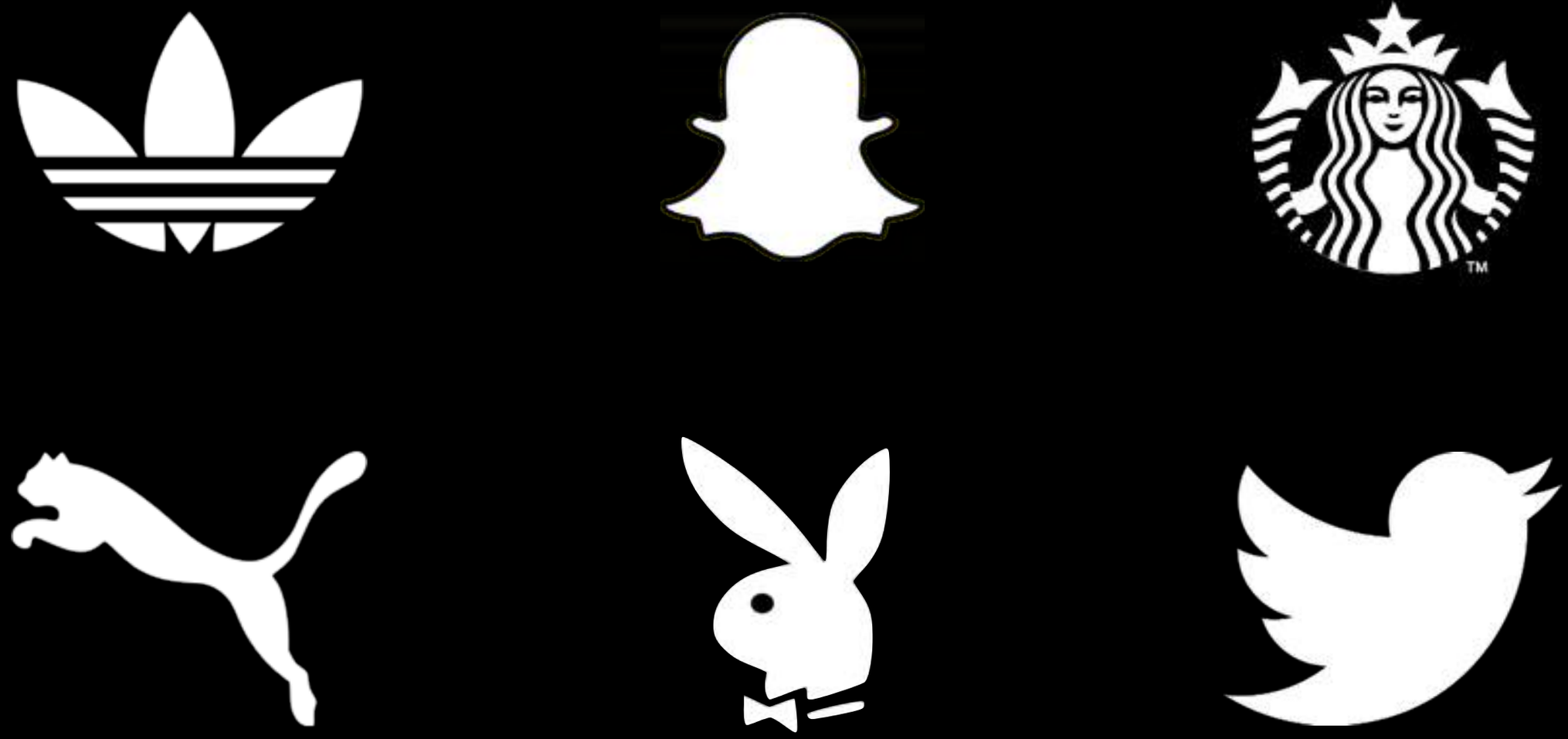
STAR WARS

Coca-Cola

Telefonica

Disney

Logotipo



Isotipo

Isologo

Bass

Instagram

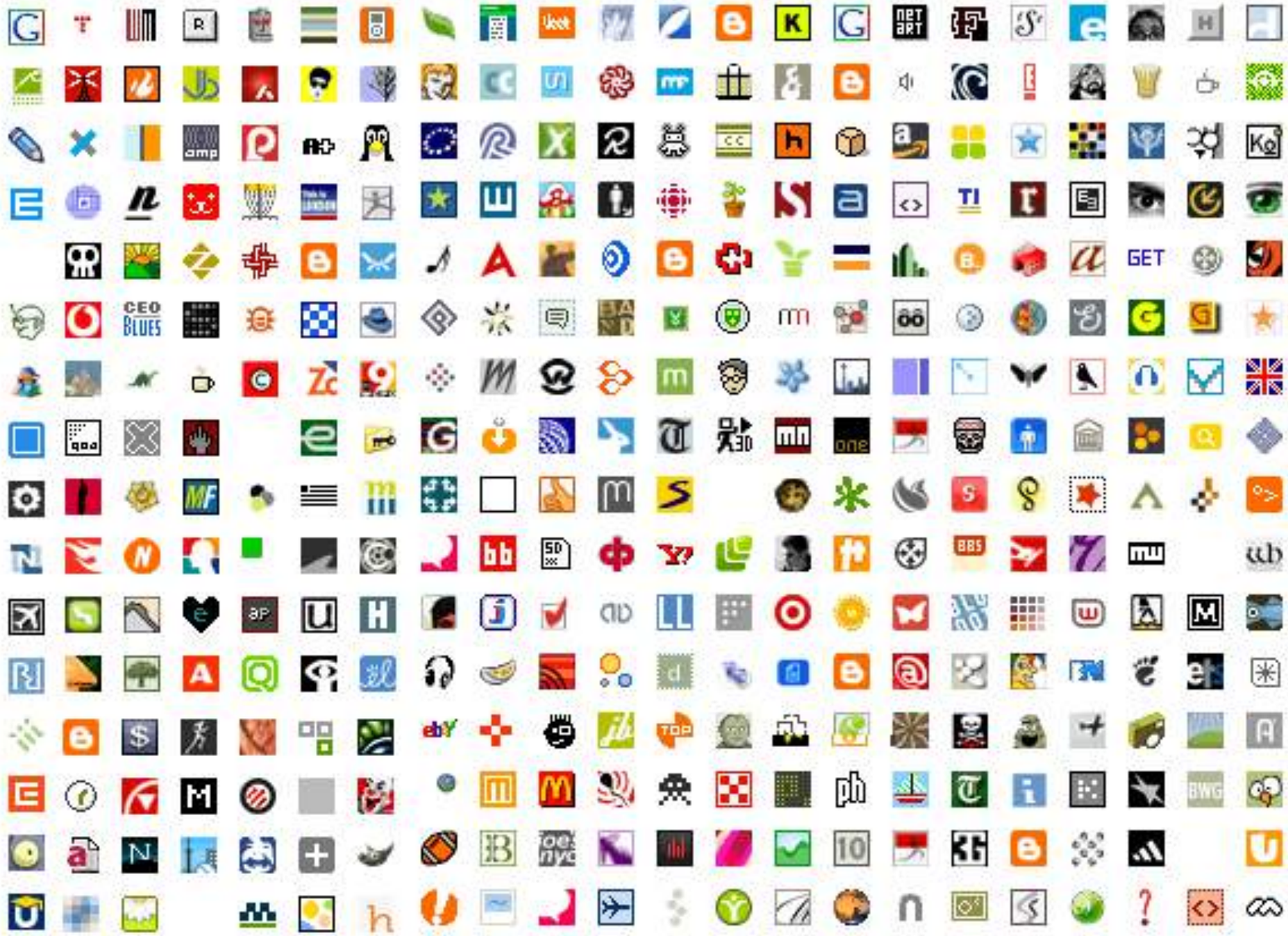
movistar

CHANEL

Imagologo o Imagotipo

Logo.

Desde minúsculo hasta gigantesco.


GET
CEO BLUES

BMW

Desde Monocromático hasta Ultra Alta Definición.

UNIVERSAL©
A COMCAST COMPANY

4.3

Sin color.

Sin color.

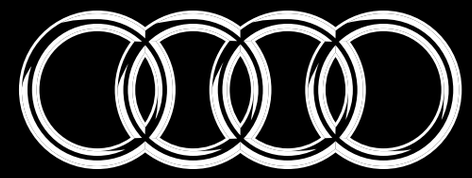
Sin color.

Construcción de Marcas

Colores

PEPSI

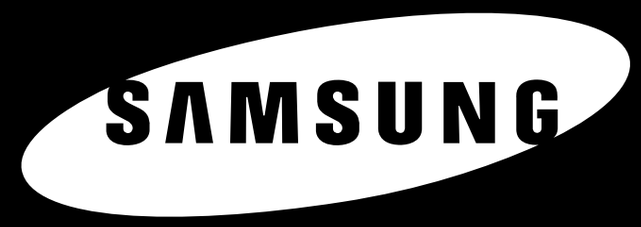
CAMEL



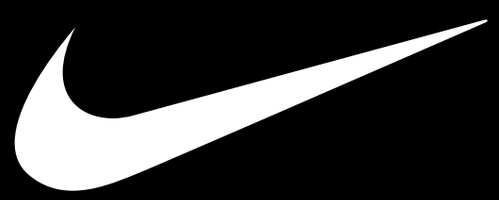
YAHOO!

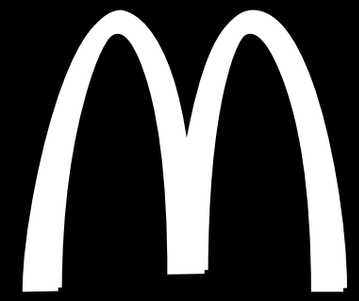
adidas

Corona
Extra


SAMSUNG

SONY

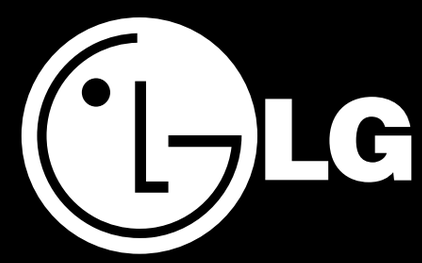


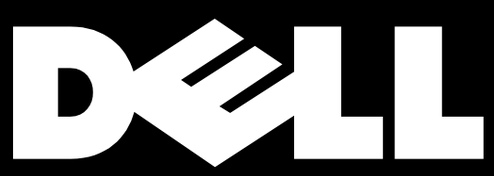


Virgin

Google

Coca-Cola


LG


DELL

DIESEL
FOR SUCCESSFUL LIVING

BEST
BUY

METALLICA

NIRVANA

PINK FLOYD

RED HOT CHILI PEPPERS

THE doors

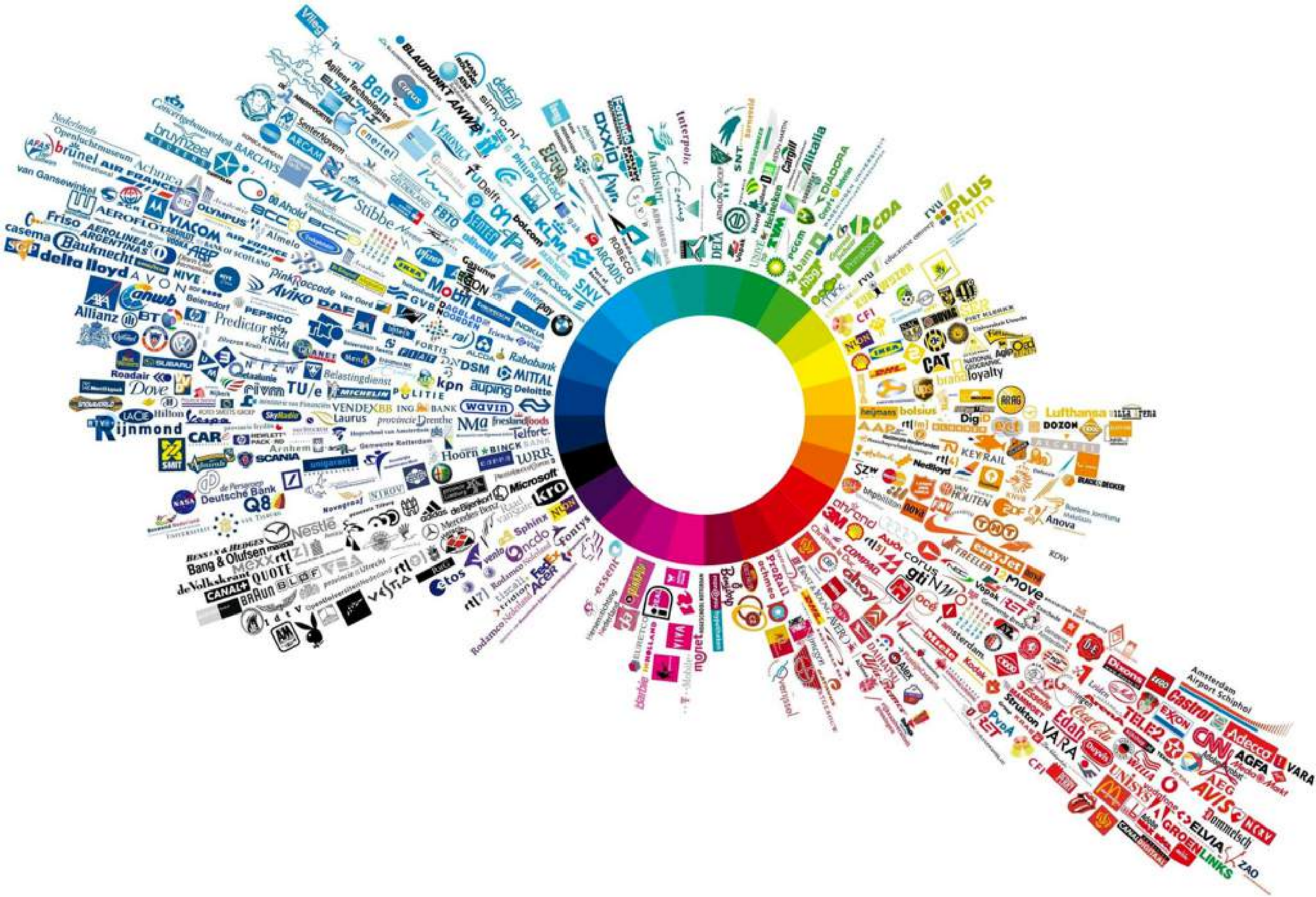
daft punk

AC/DC

NIN

Negro sobre blanco.

Mapa de colores.


Ben
BLAUPUNKT
Agilent Technologies
Veronica
Stibbe
Almelo
Ahold
Friso
casema
Bauknecht
delta lloyd
AVON
ANWB
Allianz
BT
Predictor
KNMI
Aviko
DAF
PepsiCo
Beiersdorf
Roadair
Dove
Rijnmond
CAR
SCANIA
Hilton
Vespa
Deutsche Bank
Q8
Nestlé
Bang & Olufsen
deVolkskrant
QUOTE
CANAL+
BRAUN
Microsoft
KTO
Sphinx
Oncdo
Fontys
Rodamco Nederland
ACER
FedEx
tiscali
rtl
ctos
VERITAS
Telfort
Hoorn
BINCK BANK
WRR
Gemeente Rotterdam
Arnhem
Laurus
provincie Drenthe
NMa
freslandfoods
VENDEX
KBB
ING BANK
wavin
kpn
auping
Deloitte
MITTAL
DSM
Rabobank
FORTIS
ALCOA
Relastingdienst
POLITIE
MICHELIN
TU/e
rivm
Metalunie
NIZW
GVB
DAGBLAD NOORDEN
rai
INTERPAY
NOKIA
ERICSSON
SNV
ARCADIS
ROBECO
KLM
randstad
PHILIPS
bol.com
FBTO
Gasunie
EGON
Mobil
Van Gord
Pink Roccade
ABP
BANK OF SCOTLAND
AIR FRANCE
VIACOM
AEROFLOT
AEROLINEAS ARGENTINAS
van Gansewinkel
Achmea
brunel
bruynzeel
BARCLAYS
SenterNovem
ARCAM
enertel
OLYMPUS
BCC
Interpolis
Fantastic
OXXIO
Cargill
Alitalia
DIADORA
Heineken
CDA
PLUS
rivm
rvu
CFI
NIKON
IKEA
DHL
CAT
National Geographic
brand loyalty
bolsius
Heijmans
AAP
DigiD
ECT
Lufthansa
DOZON
KEYRAIL
Nedloyd
SZW
VAN HOUTEN
Anova
3M
Auto
corus
gti
COMPAQ
FREELER
move
Vopak
RET
OCÉ
amsterdam
Kodak
Alex
DAIHATSU
Amsterdam Airport Schiphol
Castrol
EXXON
TELE2
CNN
Adecco
AGFA
VARA
Coca-Cola
Edah
Strukton
PvdA
UNISYS
AEG
AVIS
ELVIA
GROENLINKS
ZAO
Dommelsch
N&V
Bebbie
T-Mobile
monet
essent
Bestvoor
ProRail
Alex
Pyrystol

COLOR EMOTION GUIDE

OPTIMISM CLARITY WARMTH

FRIENDLY CHEERFUL CONFIDENCE

EXCITEMENT YOUTHFUL BOLD

CREATIVE IMAGINITIVE WISE

TRUST DEPENDABLE STRENGTH

PEACEFUL GROWTH HEALTH

BALANCE NEUTRAL CALM

transantiago

Transporte actual

METRO DE SANTIAGO

awto

Aproximación cromática 1

bike santiago

FedEx® Office

FedEx® Ground

FedEx® Freight

FedEx® Express

FedEx® Trade Networks

ebay™

Google

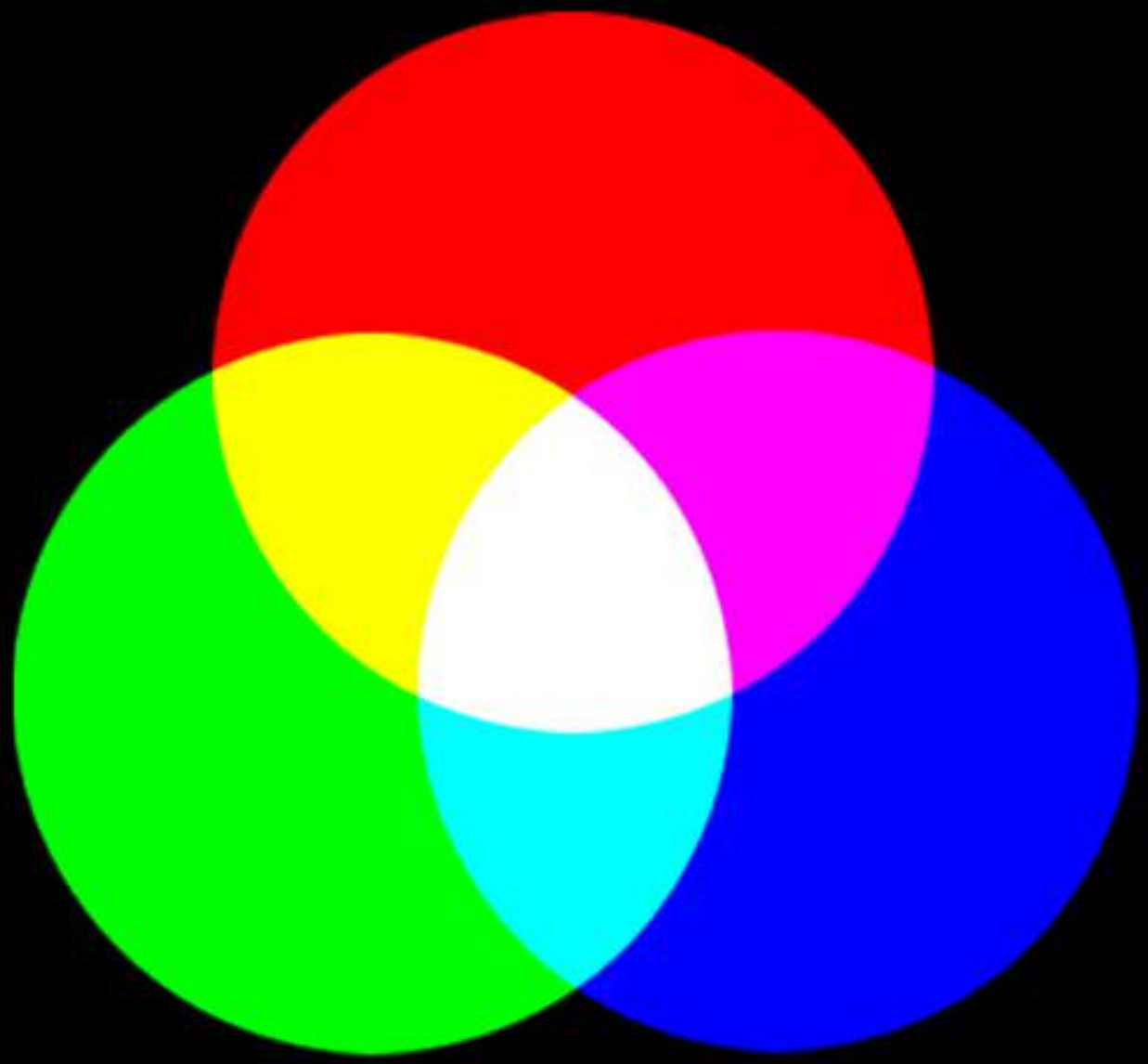
NBC

.BETAZETA

carrot

TU AUTO SIEMPRE DISPONIBLE

CMYK, Pantone,
RGB y HEX.



#ff3300

#f30

rgb(251,21,8)

Investiga,
investiga,
investiga.

Construcción de Marcas

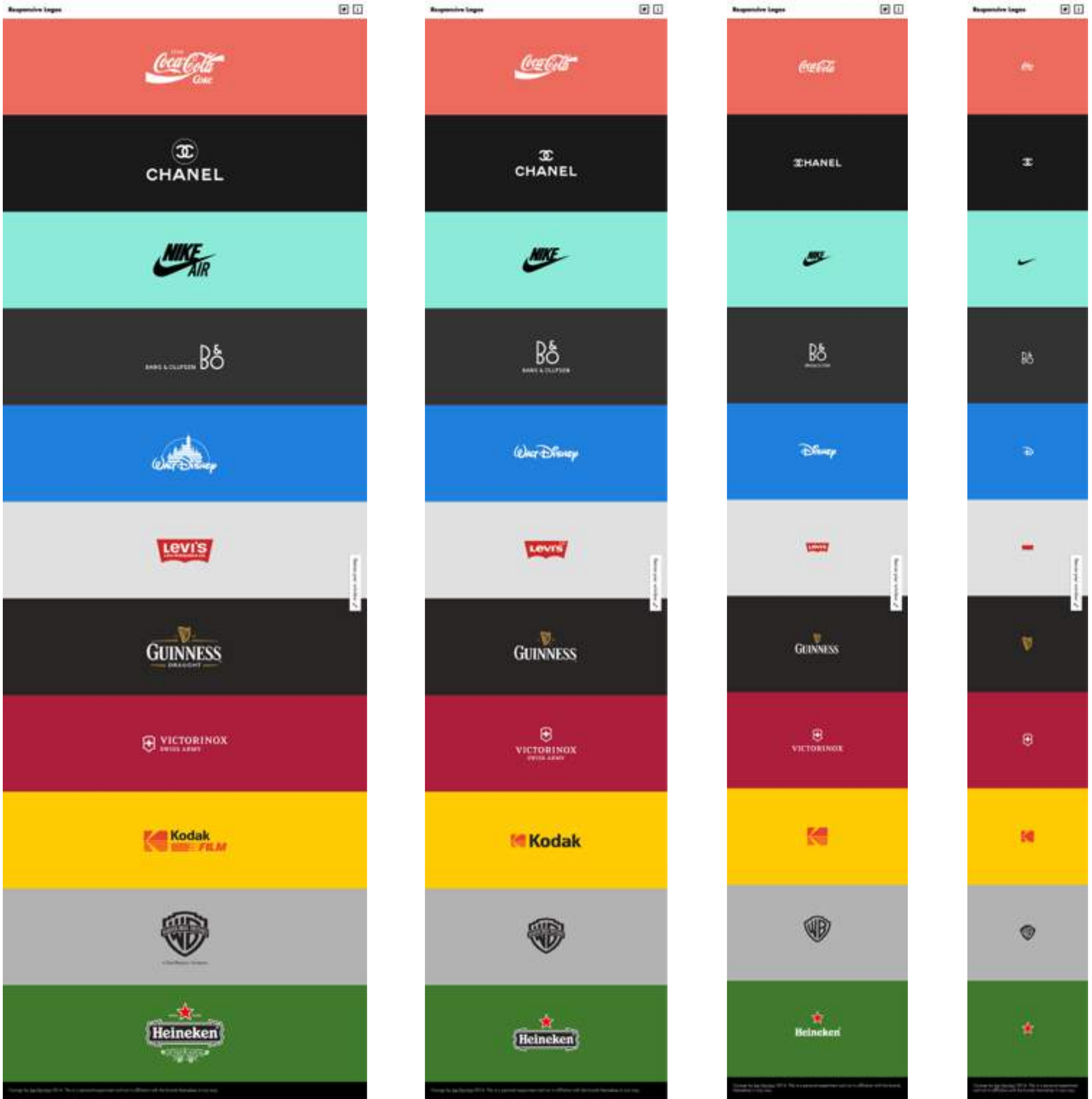
Aplicaciones y Variaciones

Cuando y como será aplicada tu marca.

McDonald's
McDonald's
dave_mcmt

wikimedia.org

wikimedia.org


Responsive Logos
Coca-Colla
CHANEL
NIKE AIR
B&O
Walt Disney
Levi's
GUINNESS
VICTORINOX
Kodak
Heineken

Drink Coca-Cola Coke

Coca-Cola

Coca-Cola

Coke

wikimedia.org

Walt Disney

Walt Disney

Disney

D

MARQUE DEPOSEE

Heineken®

Heineken®

Heineken®

responsivelogos.co.uk

Paramount
A VIACOM COMPANY

Paramount
A viacom company

VERTICAL ORIENTATION - LINEAR
PRINCIPAL MARK

VERTICAL ORIENTATION - STACKED

SQUARE ORIENTATION

HORIZONTAL ORIENTATION - STACKED TEXT
VARIATION A

HORIZONTAL ORIENTATION - STACKED TEXT
VARIATION B - OFFSET

HORIZONTAL ORIENTATION - STACKED TEXT
VARIATION C - OFFSET MODIFIED

HORIZONTAL VARIATION - LINEAR TEXT - WORDS BROKEN APART

HORIZONTAL VARIATION - LINEAR TEXT

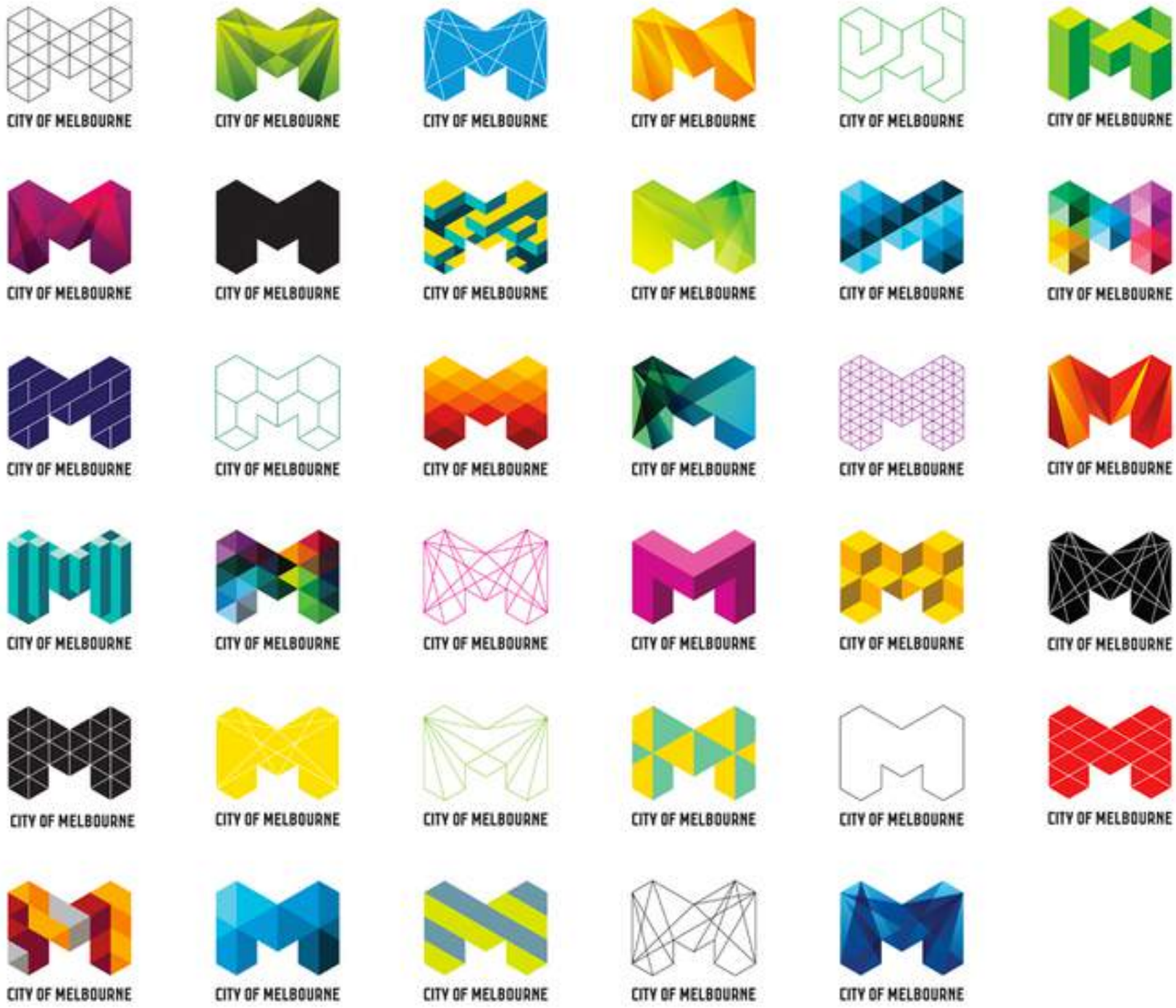
Logo & Wordmark

Monochrome Logo & Wordmark

Logo

Monochrome

Monochrome


CITY OF MELBOURNE

Cuando y como será aplicada tu marca.

Construcción de Marcas

Voz y Vocabulario

¿Quién soy?

Cual es tu propósito.

Define tus adjetivos de marca.

Banco	Red Social
Seguro	Lúdica
Sólido	Diferente
Confiable	Privada
Transparente	Simple
Empático	Moderna

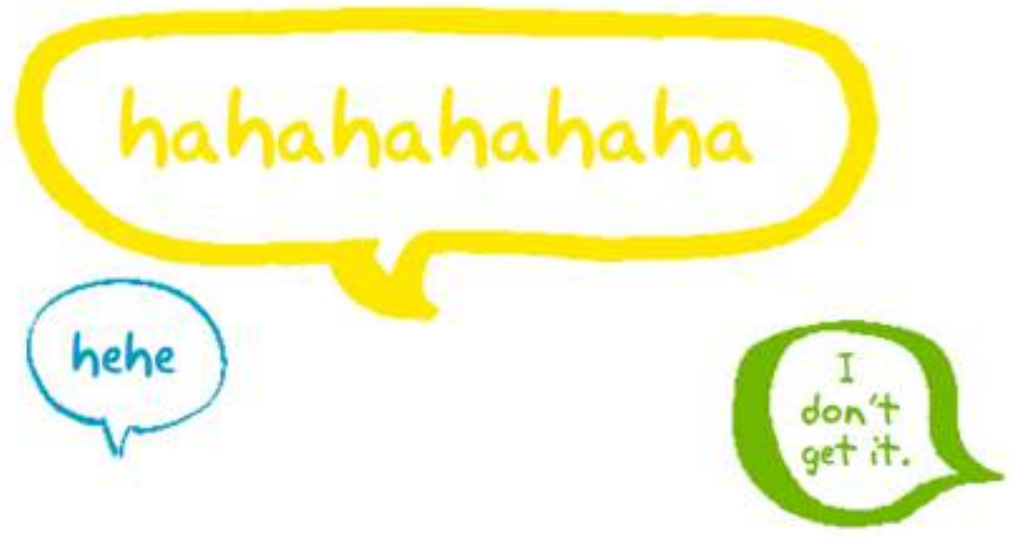
Our tone of voice.

The Skype tone of voice is unique. As a company built around our users, the Skype voice is always plain-speaking and human.

Our products are always explained in the simplest terms. If your mum couldn't understand what is being written, then it's not the Skype voice.

Humour is an important part of the Skype voice. We don't tell one liners, but employ a gentle wit to engage our users.

For instance "You could think of us as that overly generous Aunt who always insists you have a third helping. We prefer to think of ourselves as a big group hug, even a present. Yes that's it, we're a present but without the ribbon."



Your voice is…	Empowering

Write like this...	Not like this...	Why?
"When posting your advertisements, ask yourself if you've selected newspapers, journals, websites and mailing lists that reach a diverse pool of applicants." - Sample text	"Warning: you must select the appropriate media to reach a diverse pool of applicants. Failing to do so will jeopardize your hunt for talent." - Text from current site	Your mandate is to assist applicants in achieving their goals. The process should feel inviting, not threatening.

Inventa tu propio vocabulario.

Otros	Apple
PC	Mac
Tarjeta Madre	Tarjeta Lógica
WiFi	AirPort

Blog = Comunidad

Mensaje = Tweet

YouTube

Usuario = Canal

Tu propia identidad.

Construcción de Marcas

Identidad de Marca

Una marca es más que el nombre, el logo o el slogan.

Uniformes, packaging, vehiculos, etc.

Guía de Identidad de Marca.

EQUAL

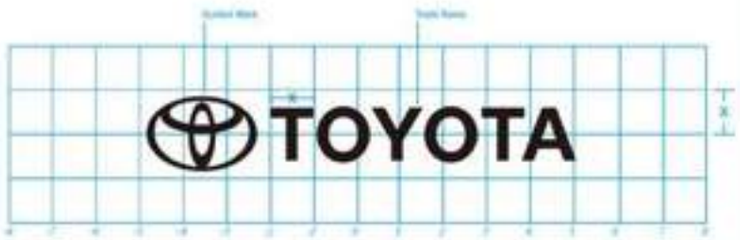
EQUAL

EQUAL

EQUAL

SQUARESPACE

EQUAL



Two-line, vertical version

One-line, horizontal version

The preferred display of the symbol mark is in combination with the Toyota corporate trade name logo in either a horizontal or two-line vertical configuration. The symbol mark may also be used independently in certain applications; however, no other logos or words may be combined with the Toyota symbol mark. Do not repeat the symbol mark to create a pattern or use the symbol mark as a background pattern.

To avoid appearing crowded, a minimum amount of "white space" must be maintained around the logo as shown by the grids surrounding the logos on these pages. The proportions of the symbol mark to the trade name logo must be maintained as shown. Do not modify the mark by distorting its shape.

Logos for reproduction are available from TMS Graphics and Print Purchasing, (310) 468-2489, or online at adplanner.toyota.com.

Color & Usage Guidelines

For yellow, use PANTONE® 123
For red, use PANTONE 485

Note: Screening of colored versions is not permitted.

One color reproduction should show the Arch or shape in solid black, yellow or red.

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

DO NOT DO THE FOLLOWING TO THIS LOGO. PLEASE REFER TO PAGE 8.

! Warning: Do NOT utilize a color printout of the logos in this document as a color match. Please refer to the PANTONE Colors listed in this manual for correct colors.

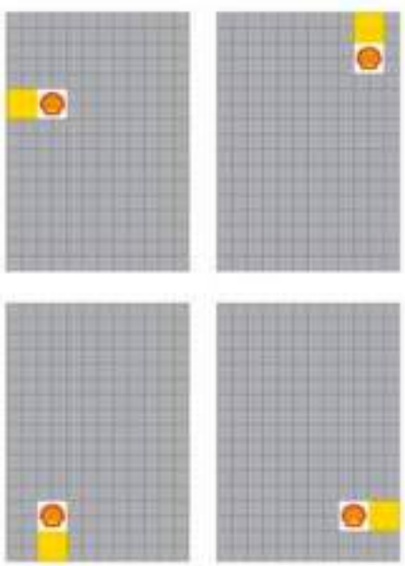
©1999 McDonald's Corporation

NEW SHELL VISUAL IDENTITY OVERVIEW

NEW – The Primary Lock-up

- The primary lock-up is not a new logo; it is a device that helps present the Pecten – much like the previous "wave" branding zone (which is no longer used).
- **The primary lock-up replaces the branding zone** and should be used in communications such as: print ads (magazine, newspaper, yellow pages, etc.), billboards, posters, brochures, POP, online banners, etc.
- The primary lock-up is composed of two squares:
  - The "Pecten Tile"
  - The "Energy Tile"
- The yellow energy tile draws attention to the Shell Pecten, reinforcing the power of the Shell brand.
- Position and orientation of the primary lock-up:
  - The Pecten tile should never touch the edge of the layout
  - The primary lock-up enjoys flexible positioning at any side of the composition

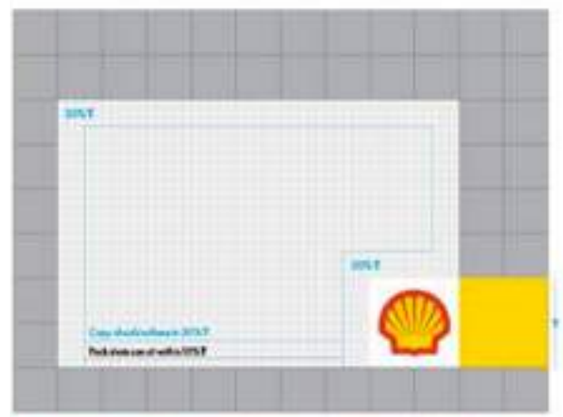
"The Wave/Branding Zone"
(No longer in use)



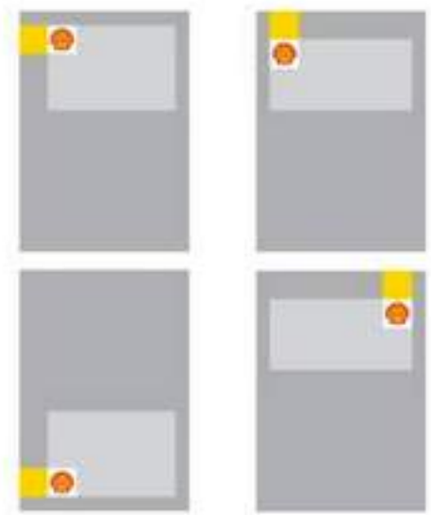
NEW SHELL VISUAL IDENTITY OVERVIEW

NEW – Content Box

- The content box is a device for placing information such as copy, logos, etc. It is the only graphic device permitted in external communications.
- Content box must originate from the Pecten tile of the primary lock-up (it must never cover the energy tile). The box can extend horizontally and vertically.
- The content box should never originate from more than two sides of the Pecten tile. This means that the Pecten tile will always be located in the corner of a content box.
- The content box must always extend a minimum of one grid tile beyond the Pecten tile – this is so that the content box never looks like a simple bar.
- Content box detail – the content box has its own minimum internal clear space which is equal to 30% of the height of the Pecten.



The minimum internal clear space of a content box is equal to 30% Tile height.



Our Signature
Walmart

Walmart
Walmart
Logo Specifications
Walmart
Walmart
Walmart

IV
Our
Primary
Color
Palette
IV

Brand guidelines

Core logo
3

Core logo – reverse

Alternative versions
5

Clear zone
6

Primary colour
Loka Rubine
Pantone® Rubine Red C
CMYK 0 100 22 03
RGB 206 0 88
HTML CE0058

Secondary colour
10
Loka Dark Grey
Pantone® Cool Grey 11C
CMYK 44 34 22 77
RGB 83 86 90
HTML 535656

Secondary colour
11
Loka Light Grey
Pantone® Cool Grey 1C
CMYK 04 02 04 08
RGB 217 217 214
HTML D9D9D6

Secondary colour
12
Loka Black
Pantone® Process Black
CMYK 00 00 00 100
RGB 10 10 10
HTML 0A0A0A

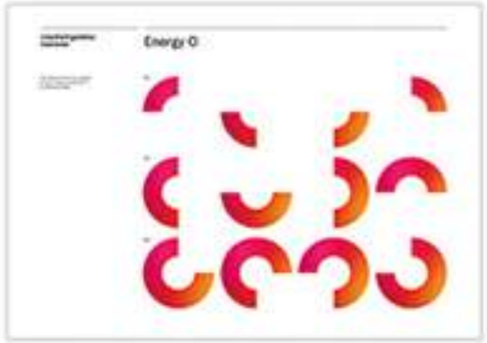
Energy blend
13

Scale
7

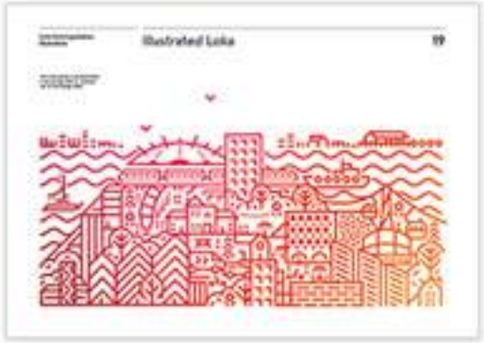
Energy palette
14

Aperçu
15
Energy
Energy
Energy
Energy

Energy O
16


Energy O

Core shapes illustration
18


Illustrated Loka
19

Customer Charter commitments – 2-7
23

Human, helpful and active
26

Greenwich Peninsula
28

Backgrounds
Supergraphics

We have created a range of 'supergraphics' inspired by the skies above the clouds.

Typography
Information hierarchy

We use big, fine, engaging headlines backed up by small, neatly ordered body copy.

virgin atlantic

We like big, fine and engaging.

Larger type should appear at a point size in multiples from the body copy. Here the larger type is 18pt on 20pt leading while the body copy is 9pt on 10pt leading.

Sub-headers
Sub-headings should be differentiated from body copy by one element only (eg. bolder, the same different colour). Here the body copy is in a light weight while the header is in Medium.

Bullet points
- Use en dashes (–) as the bullet points.
- The margin width is the length of 2 em dashes.
- Bullet points should start with a capital and end with a full stop.

Body copy
Gotham Narrow Light is recommended for small body copy to ensure all copy is legible.

Leading should be set at 10% of the point size. In Adobe InDesign, warning should be set to 'Optical' and tracking should be set to –15. Hyphenation should be switched off. All text should be ranged left.

Logo
Respect the logo

You know the rules — only use the official master artwork.
Never alter, re-draw or re-create the logo in any way.
Don't distort it, rotate it, stretch it, skew it, bend it, colour it or chew it.
Don't even think about doing anything other than loving it.

virgin atlantic

Logo
Sizing

As well as the large and small versions, we also have an extra large version for large scale use such as on our aircraft.

Extra large use

Extra large logo
This version should be only be used for very large use such as livery and building signage.

virgin atlantic

Environmental use only (e.g. livery and signage)

virgin atlantic

Environmental use only (e.g. livery and signage)

Southwest
Your departure gate #
Southwest
Pretzels
Just because we like you.
$50
Southwest
Airlines
Southwest
Lightly Salted
Peanuts
Peanuts are our favorite, too.
Southwest
Rapid Rewards
Drink coupon
Beer, Wine, or Liquor
J. Smith
3142257029

4.3 Vehicle Livery

4.4 Brochure

Size: 8.5 in X 5.5 in
1—Cover: 2-4—Inside pages

Agent

Geek
Squad
Geek
Squad

Identidad de Marca	
Nombre	Logo
Color	Aplicaciones
Voz	Variaciones
Vocabulario	Uniformes
Señalética	Publicidad

Cuando si y cuando no, como si y como no.

Consistencia.

Construcción de Marcas

Conclusiones y Cierre del Curso

¿Quién soy?

Nombre

Logo

Colores

Aplicaciones y Variaciones

Voz y Vocabulario

Una marca es mucho más que un nombre y un logo.

Riguroso y prolijo.

Consistencia.

Tu propia identidad.

Warner Bros

No hay fórmulas.

Las marcas se construyen.

So Long, and Thanks
for All the Fish!
reddit.com/user/RWalsky

@leoprieto

¡Gracias!

Construcción de Marcas

Bonus: Publicidad, Redes Sociales, Leyes y Más

Slogans.

Mascotas.
(Geico)

How you treat your customers.

Audio “logos”.

Uniforms. Airlines to Geek Squad.

Ads define brand identity: Mac vs PC, Red Bull, Google (lack of).

®y™

Foto USPTO