

**CDMX**

**logo guide**



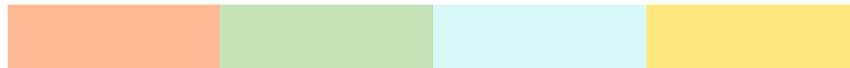
**CONNECTION BETWEEN**

# **DIGITAL DATA PEOPLE COMPANY SILOS**



This resembles in the logo  
by literally connect area's

## COLOURS WINK TO MEXICO CITY HOUSES



**RGB** 255 185 147  
**CMYK** 0 35 42 0  
**HEX** #FFBA94

**RGB** 198 226 185  
**CMYK** 27 0 35 0  
**HEX** #C7E3BA

**RGB** 216 248 245  
**CMYK** 17 0 8 0  
**HEX** #D9F7F5

**RGB** 254 229 126  
**CMYK** 17 60 0  
**HEX** #FFE57D



We use these as  
background vibes

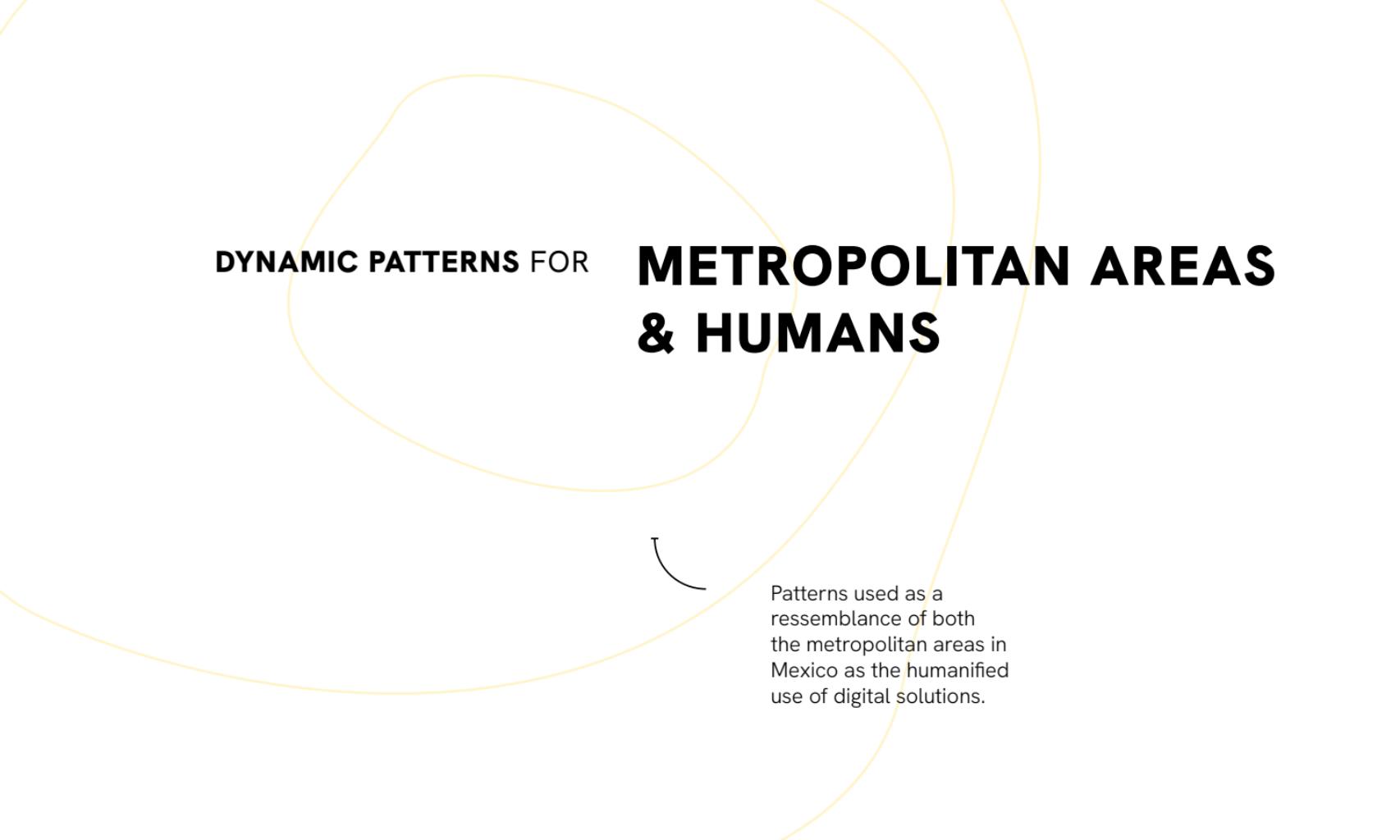
**FONT FAMILY**

# HANKEN GROTESK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

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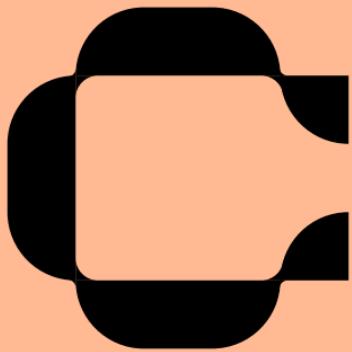
<https://fonts.google.com/specimen/Hanken+Grotesk0123456789>

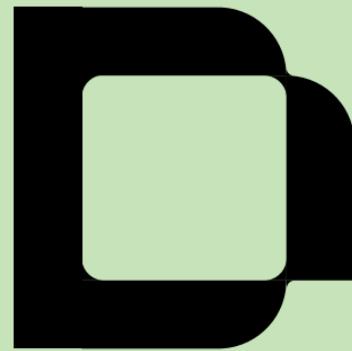
The background features several overlapping yellow circles of varying sizes, creating a sense of depth and motion.

**DYNAMIC PATTERNS FOR**

# **METROPOLITAN AREAS & HUMANS**

Patterns used as a resemblance of both the metropolitan areas in Mexico as the humanified use of digital solutions.





rn

X



WHERE DIGITAL WORKS

**cdmx**

Transform digital complexity into business reality by combining practical innovation with human-centered implementation.



WHERE DIGITAL WORKS

**CDMX**







**MULTIPLE USE BRAND MARK**

# **USE THE X AS A RECOGNISABLE MARK**



For example in explaining  
the different reasons why  
to work with CDMX

Y  
VENUE

CDMX

WORK WITH US

MULTIPLY  
YOUR REVENUE

CDMX

WORK WITH US

# HAVE FUN BRANDING

CDMX

**URUKU** Webdesign & Digital Branding