



# **CORPORATE IDENTITY MANUAL**

# INTRODUCTION



DELGIC IS A LOGO THAT GRAPHICALLY REPRESENTS THE BELIEVES OF DELGIC STORE.

THIS LOGO WILL BE LINKED TO ALL OF THE GRAPHIC PRODUCTIONS CREATED BY OR IN PARTNERSHIP WITH DELGIC STORE. IN THIS MANUAL YOU WILL FIND DIFFERENT AND EXPLICIT WAYS TO USE OUR IDENTITY.

WE INVITE YOU TO STRICTLY TAKE CARE OF OUR IMAGE IN ORDER TO ACHIEVE SUCCESSFUL AND EFFECTIVE COMMUNICATION.

# LOGO



DELGIC REFLECTS A LOGO THAT IS MODERN, ELEGANT AND MINIMALIST, THE COLORS WERE CHOSEN TO REFLECT SERENITY AND CONFIDENCE IN THE PURCHASE OF OUR PRODUCTS.

THE HAND DESIGNED LOGO SPEAKS FOR A YOUNG YET BALANCED OUTTAKE OF WHO WE ARE AS A BRAND AND WHAT WE REPRESENT.

# PLANIMETRY OF THE LOGO



THE TECHNICAL LEVEL OF  
THE ALLOWS TO KEEP ITS  
PROPORTIONS  
FAITHFULLY.

IN THIS PLANIMETRY THE X  
EQUALS THE PROPORTION  
ESTABLISHED PER UNIT  
WITHIN WITHIN THE PLANE,  
THE NUMBER REPRESENTS  
THE TIMES THAT THE  
MEASURE X IS IN THE  
DIFFERENT PARTS THAT  
MAKE UP THE IMAGE.

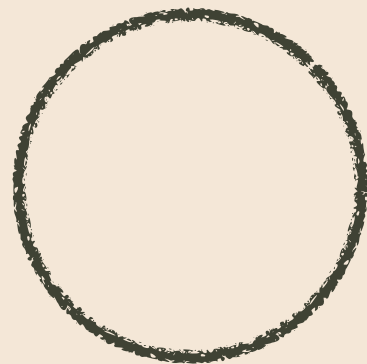
# TYPOGRAPHY



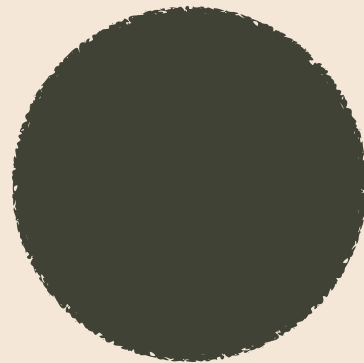
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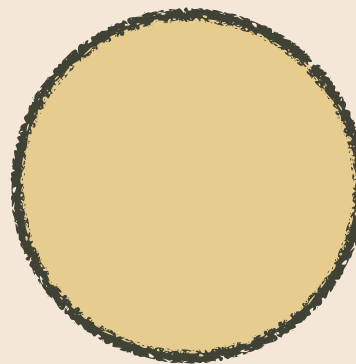
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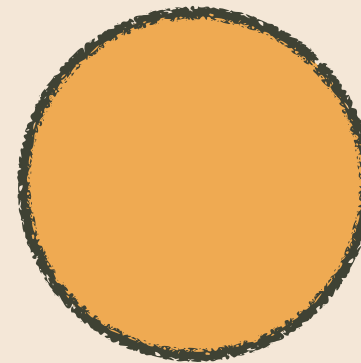
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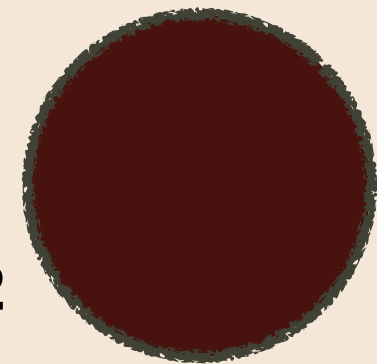
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G:170  
B:82  
HEX: EF5A52



R:72  
G:18  
B:14  
HEX: 48120E

