



CORPORATE IMAGE BOOK

Corporate Image Book

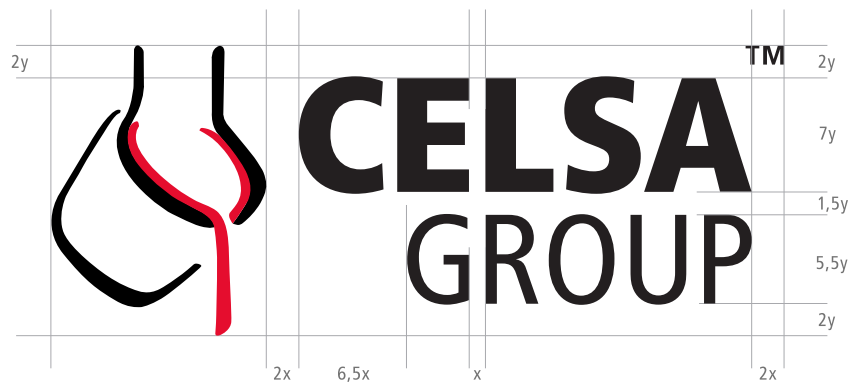
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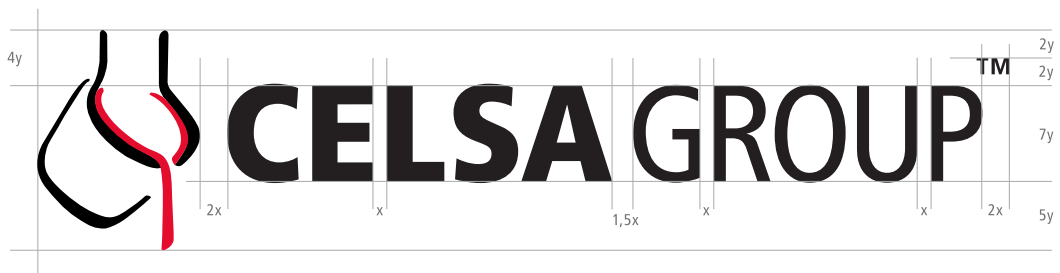




Size and proportions / Protection areas



Size and proportions / Protection areas



Minimum size



To maximize legibility and the correct perception of the logo the minimum size for anagram is 10mm. height.

This also applies to the second version of the logo, although text and logo proportions are different. Minimum reference height remains of 10 mm.

Proportions and positions of the elements shown here will be never distorted.



Colours

Black
Pantone 185C

CMYK

Pantone 185C
0% 91% 76% 0%
Black
0% 0% 0% 100%

RGB

230, 13, 46

HEXADECIMAL

#e53138



Corporate Image Book
Black & white application







Corporate backgrounds

Coloured logo will be used only on white background. In application with other authorized backgrounds: Pantones Cool Grey 10 C, 185 C y Black C, the entire logotype should be reversed to white.



Pantone Cool Grey 10 C



Pantone 185 C



Pantone Black C

Exceptionally authorized background applications

As an exception, the entire logotype should be reversed to black or white colours on surfaces with images, provided there is sufficient contrast between the logo and the background so you do not lose readability.



Transit
(Logo's font)

Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 () + - * / = !¿? % & @

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 () + - * / = !¿? % & @

Logo's letters should always be treated as a form and not as typography. Any distortion is allowed.



Transit
(Logo's font)

Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 () + - * / = !¿? % & @

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 () + - * / = !¿? % & @

Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 () + - * / = !¿? % & @

Logo's font is TRANSIT. It will be used for all kind of pre-printed documents, stationery, leaflets and other communication materials.

