

VISUAL IDENTITY MANUAL

Ciara de la Puente

WELCOME!

The visual identity manual gathers the essential elements and concepts of "Ciara de la Puente" to create a solid visual identity.

This manual is the only valid reference on graphic standards. It's purpose is to facilitate a correct application of the basic signs of identity with construction guidelines, correct use of the brand, fonts and chromatic applications.

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001

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CREATIVE CONCEPTS

Achieve your sports goals.
Achieve your life goals.

BALANCE, OPTIMISM, SELF-RESPECT, GROWTH , HAPPINESS , LOVE , CHALLENGES

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LOGO PRESENTATION.

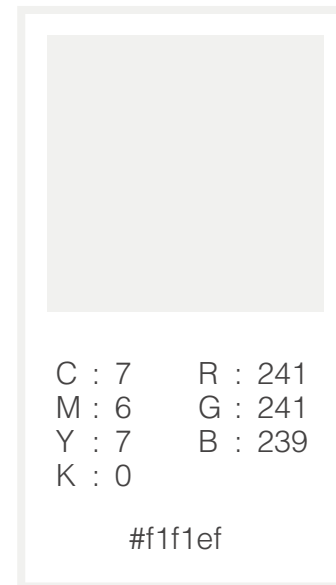
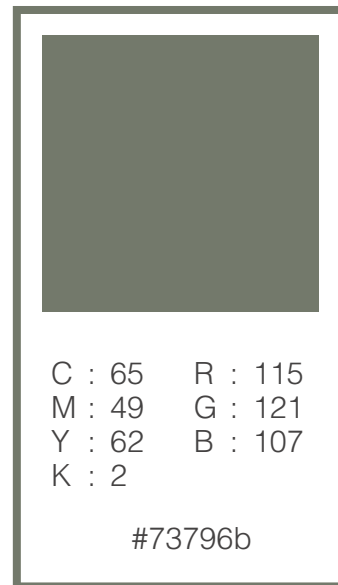


CIARA ^{DE}_{LA} PUENTE

SPORTS & LIFE COACH

003

**COLOR
PALETTE**



This page shows the brand's color palette with their respective codes to be used in printed or digital pieces

004

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BRAND VARIANTS

v1



CIARA DE LA PUENTE
SPORTS & LIFE COACH

v2

CIARA DE LA PUENTE
SPORTS & LIFE COACH

v3



v4

CDLP
SPORTS & LIFE COACH

v1



CIARA DE PUENTE
SPORTS & LIFE COACH

v2

CIARA DE PUENTE
SPORTS & LIFE COACH

v3



v4

CDLP
SPORTS & LIFE COACH

CORPORATE TYPOGRAPHY

This page shows the corporate typography that will be used in the different graphic pieces to maintain unity throughout the visual identity.

Helvetica

a, b, c, d, e, f, g, h, i, j, k, l, m, n, ñ, 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, Ñ, O, P, Q, R, S, T, U, V, W, X, Y, Z

GILIAMS REGULAR

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, Ñ, O, P, Q, R, S, T, U, V, W, X, Y, Z

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POSITIVE, NEGATIVE AND GRAYSCALE VERSION



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**INCORRECT
USE**



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BRAND APPLICATION





