

Visual Identity Manual

GR Supply Products

**WEL
CO
ME!**

The visual identity manual gathers the essential elements and concepts of "GR Supply Products" 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

S E R V I C I O - C R E A T I V I D A D - R E S P O N S A B I L I D A D - P E R F E C C I Ó N

002

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**LOGO
PRESENTATION**



SUPPLY PRODUCTS

003

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**COLOR
PALETTE**



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

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BRAND VARIANTS

v1



SUPPLY PRODUCTS

v2



005

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BRAND VARIANTS

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

Bahnschrift

Light

Medium

Bold

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

0, 1, 2, 3, 4, 5, 6, 7, 8, 9.

006

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**POSITIVE, NEGATIVE AND
GRAYSCALE VERSION**



SUPPLY PRODUCTS



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**INCORRECT
USE**



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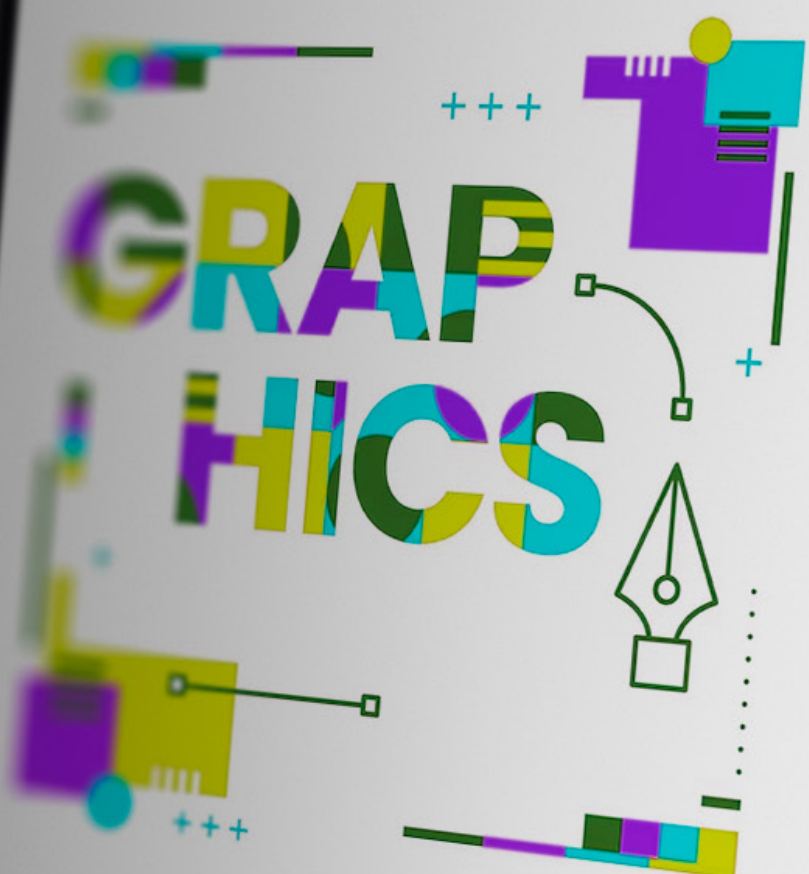


SUPPLY PRODUCTS

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BRAND APPLICATION



GRAP HICS

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