

VISUAL IDENTITY MANUAL

IntiMiami

INDEX

- 001** Logo presentation.
- 002** Color palette.
- 003** Brand variants.
- 004** Corporate typography.
- 005** Positive, negative and grayscale version.
- 006** Incorrect use.
- 007** Brand application.
 - 007.1 Application
 - 007.2 Application
 - 007.3 Application
 - 007.4 Application
 - 007.5 Application
 - 007.6 Application

WELCOME!

The visual identity manual gathers the essential elements and concepts of "IntiMiami" 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.

001

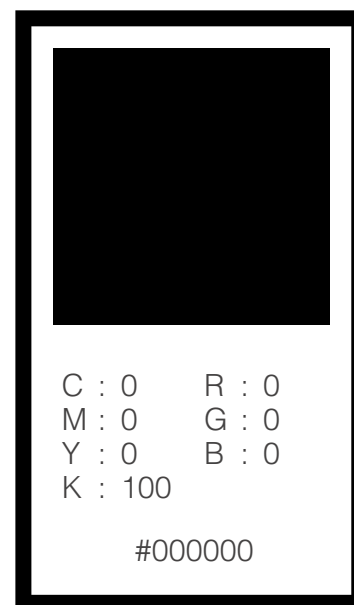
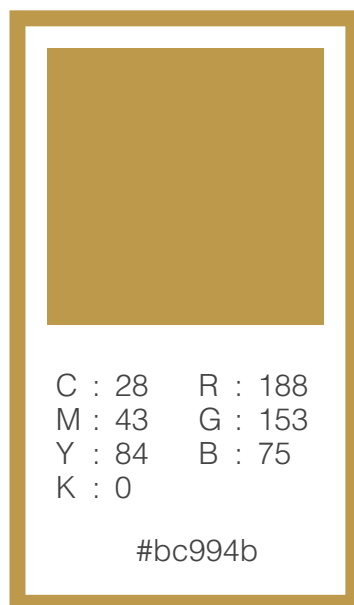
LOGO PRESENTATION



INTIMIAMI
SWIMWEAR

002

COLOR PALETTE



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

003

BRAND VARIANTS



INTIMIAMI
SWIMWEAR

v.1



INTIMIAMI
SWIMWEAR

v.2



INTIMIAMI
SWIMWEAR

v.3



v.1

INTIMIAMI
SWIMWEAR

v.2

004

CORPORATE TYPOGRAPHY

Century Gothic • *Italic* • **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

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

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

005

POSITIVE, NEGATIVE, GRAYSCALE VERSION



006

INCORRECT USES



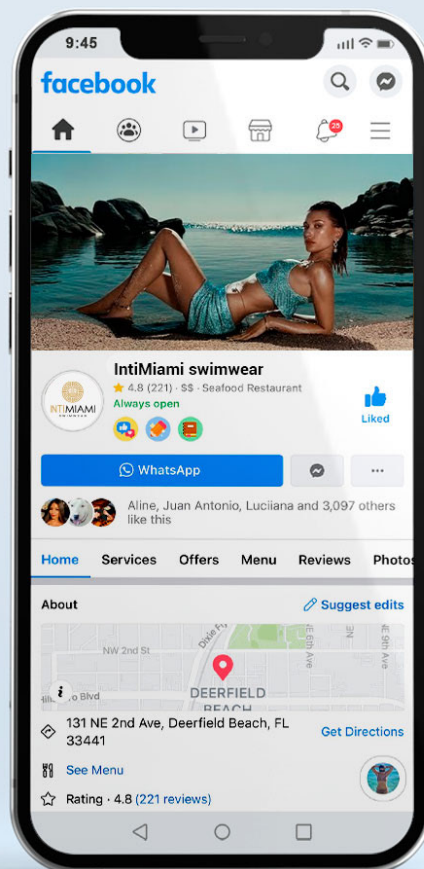
007

BRAND APPLICATION

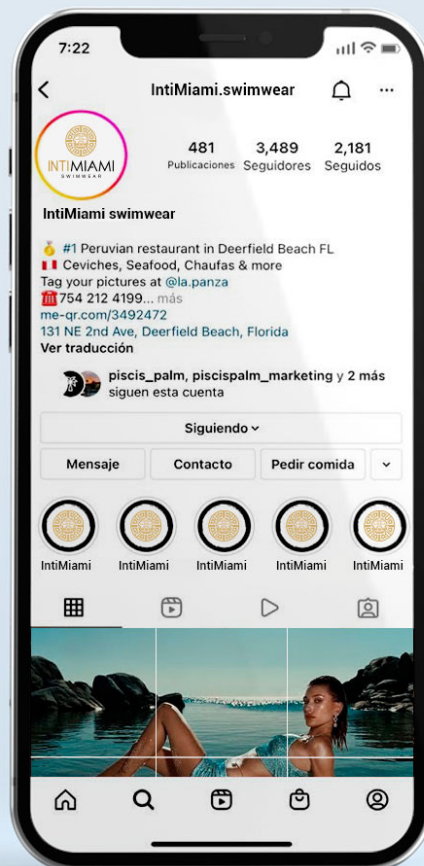
007.1 APPLICATION 1



007.2 APPLICATION 2



007.3 APPLICATION 3



007.4 APPLICATION 4



007.5 APPLICATION 5



007.6 APPLICATION 6





INTIMIAMI
SWIMWEAR