

Visual Identity Manual

Visual Identity Manual

INNOVA / Business Partners

**WEL
CO
ME!**

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

VISUAL IDENTITY MANUAL . 2022

CREATIVE CONCEPTS

FINANZAS, RECURSOS HUMANOS Y OPERACIONES

002

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LOGO PRESENTATION



003

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COLOR PALETTE

 #285F72 C : 95 R : 40 M : 60 G : 95 Y : 51 B : 114 K : 5	 #1E6A77 C : 96 R : 30 M : 50 G : 106 Y : 54 B : 119 K : 3	 #2C7D80 C : 94 R : 44 M : 36 G : 125 Y : 56 B : 128 K : 0	 #298783 C : 94 R : 41 M : 28 G : 135 Y : 58 B : 131 K : 0	 #339B8D C : 92 R : 51 M : 12 G : 155 Y : 57 B : 141 K : 0
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This page shows the brand's color palette with their respective codes to be used in printed or digital pieces

 #99989D C : 46 R : 153 M : 37 G : 152 Y : 33 B : 157 K : 0	 #5B5B5F C : 73 R : 91 M : 66 G : 91 Y : 58 B : 95 K : 11
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004

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BRAND VARIANTS

v1



v2



CORPORATE TYPOGRAPHY

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.

BUILT TITLING

LIGHT MEDIUM **BOLD**

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



007

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**INCORRECT
USE**



008

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BRAND APPLICATION







