

FLORES

DE ARCILLA

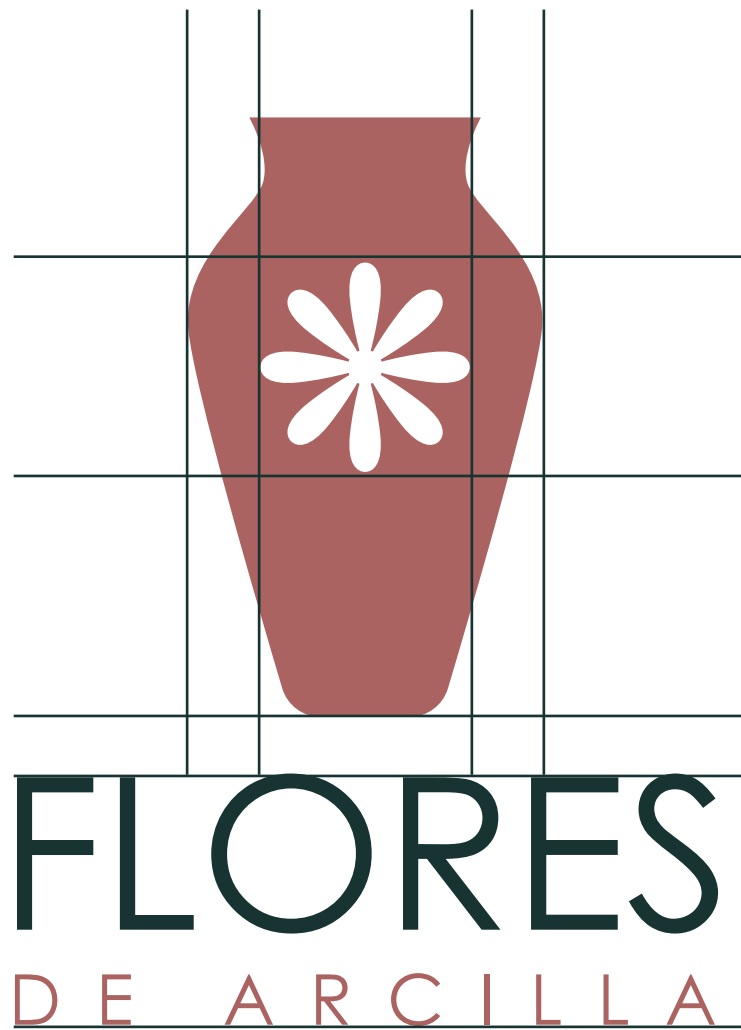
Identidad gráfica

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Logotipo




* Mujer

* Cerámica

* Flores



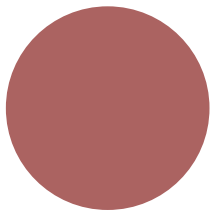
Objetivo



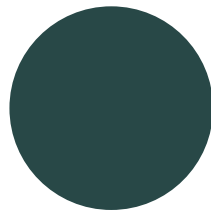
El objetivo principal de este documento es garantizar la correcta aplicación del logotipo y su simbología, y garantizar la coherencia de su expresión en todo tipo de soportes, tanto gráficos, como físicos, audiovisuales o interactivos.



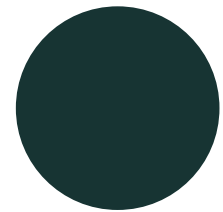
Colores primarios



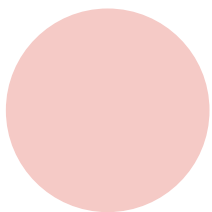
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CMYK



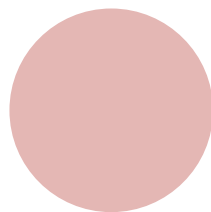
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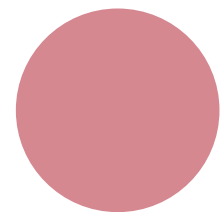
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CMYK



#ECD1CF
CMYK



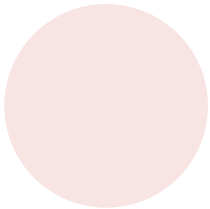
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CMYK



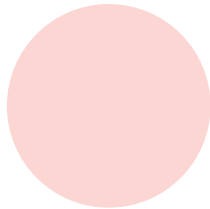
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CMYK



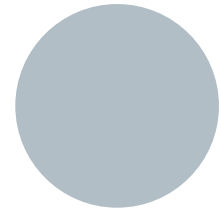
Colores secundarios



#F5E9EA
CMYK



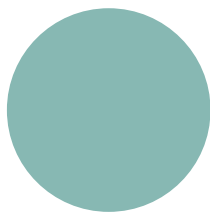
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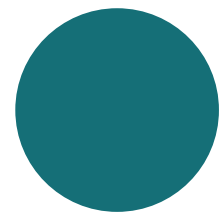
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CMYK



#CDE0DC
CMYK

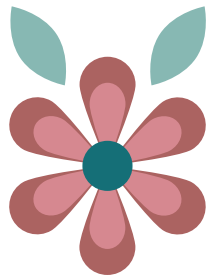
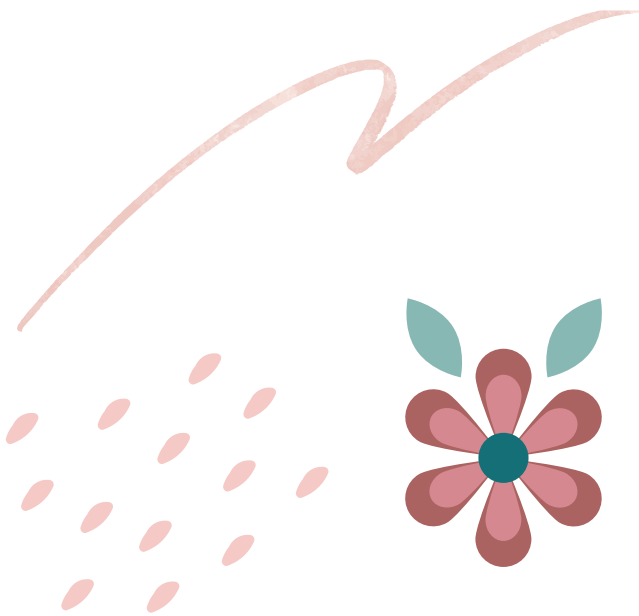
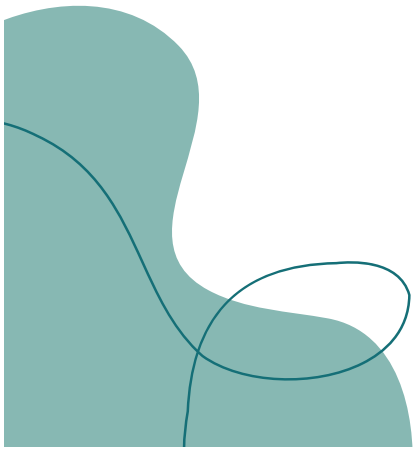


#9EBAB6
CMYK



#436F78
CMYK

Texturas



Tipografías

* Century
Gothic

* Georgia

Imágenes



Imágenes



Usos

- * Redes Sociales
- * Instagram
- * Twitter

1200 px X 1200px

Usos

* Reel

1080 px X 1920px