Corporate identity ‘LISTO Project’

**CORPORATE IDENTITY MANUAL**

LISTO Project has its own corporate image. Products such as PPT, NEWSLETTERS, POSTERS, etc., should come with some guidelines that help everyone to maintain a consistent visual communication in documents and products.

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Ideas, innovation, transfer of knowledge ... arise from a light bulb or dawn with a sun surrounded by the diversity of our dynamic world in continuous movement.
**WORDMARK**

‘LISTO’ written with the corporate typography of the Project: Futura Book

**SYMBOL**

CMK system for printing works and RGB system for web

**TAGLINE**

Written with the corporate typography of the Project: Futura Book

Futura Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

**COLOR PALETTE**

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 C 100 M 16 Y 4 K</td>
<td>47 R 47 G 125 B</td>
<td>#2f2e7d</td>
</tr>
<tr>
<td>0 C 75 M 100 Y 0 K</td>
<td>242 R 101 G 34 B</td>
<td>#f16521</td>
</tr>
<tr>
<td>100 C 0 M 100 Y 0 K</td>
<td>0 R 174 G 239 B</td>
<td>#00ade</td>
</tr>
<tr>
<td>0 C 0 M 100 Y 0 K</td>
<td>255 R 242 G 0 B</td>
<td>#f2f2f2</td>
</tr>
<tr>
<td>72 C 0 M 100 Y 0 K</td>
<td>57 R 181 G 74 B</td>
<td>#38b449</td>
</tr>
<tr>
<td>100 C 100 M 100 Y 100 K</td>
<td>0 R 0 G 0 B</td>
<td>#000000</td>
</tr>
</tbody>
</table>
USE AND REPRESENTATION BRAND

The brand is composed in all its representations of wordbrand, symbol and tagline.

The color mark will go mainly on a white or light background, but it can also be used on dark backgrounds, this time with the wordbrand and tagline in white and the symbol in color.
VARIATION: USE AND REPRESENTATION BRAND

The white mark can replace the color mark when the background does not give us enough contrast. This logo should be used only in exceptional situations.
OTHER USES

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