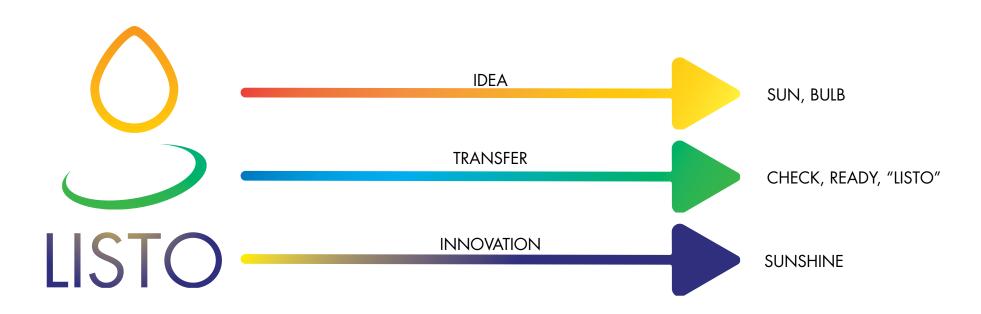
Corporate identity 'LISTO Project'



#### 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 consistant visual communication in documents and products.



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

PROYECTO DE COLABORACIÓN ENTRE UNIVERSIDADES DE EUROPA Y AMÉRICA LATINA COLLABORATION PROJECT
BETWEEN EUROPEAN AND
LATIN AMERICAN UNIVERSITIES

#### 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**

CMYK				RGB			
	100 C 100M	16 <b>Y</b>	4K	47 <b>R</b>	47G	125B	#2f2e7d
	0 C 75M	100 <u>Y</u>	0K	242R	101 <b>G</b>	34B	#f16521
	100 C 0M	100 <u>Y</u>	0K	0R	174G	239B	#00adef
	0 C 0M	100Y	0K	255R	242G	0B	#ff100
	72 C 0M	100Y	0K	57 <b>R</b>	181 <b>G</b>	74B	#38b449
	100 € 100 <mark>M</mark>	100Y	100K	0R	0G	0B	#000000

# **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.















PROVINCED DE COURRORACIÓN ENVIRE UNIVERSIDADES DE





# **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**



#### LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi fermentum justo eu molestie rhancus. Etiam portitior facilisis biandit.

**Ut ne**c metus metus. Nulla a risus convallis, iaculis leo id, facilisi**s metus.** Lorem ipsum dolor sit amet, consectetur adipiscing elit.

"Proin ante justo, dictum at sapien et, molestie sollicitudin magna."

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi fermentum
justo eu molestie rhoncus. Etiam portitior facilisis blandit.

Ut nec metus metus. Nulla a risus convallis, iaculis leo id, facilisi**s metus.** Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dalor sit amet, consectetur adipiscing elit. Morbi fermentum justo eu molestie rhoncus. Etiam portiitor facilisis blandit.



LISTO

















