

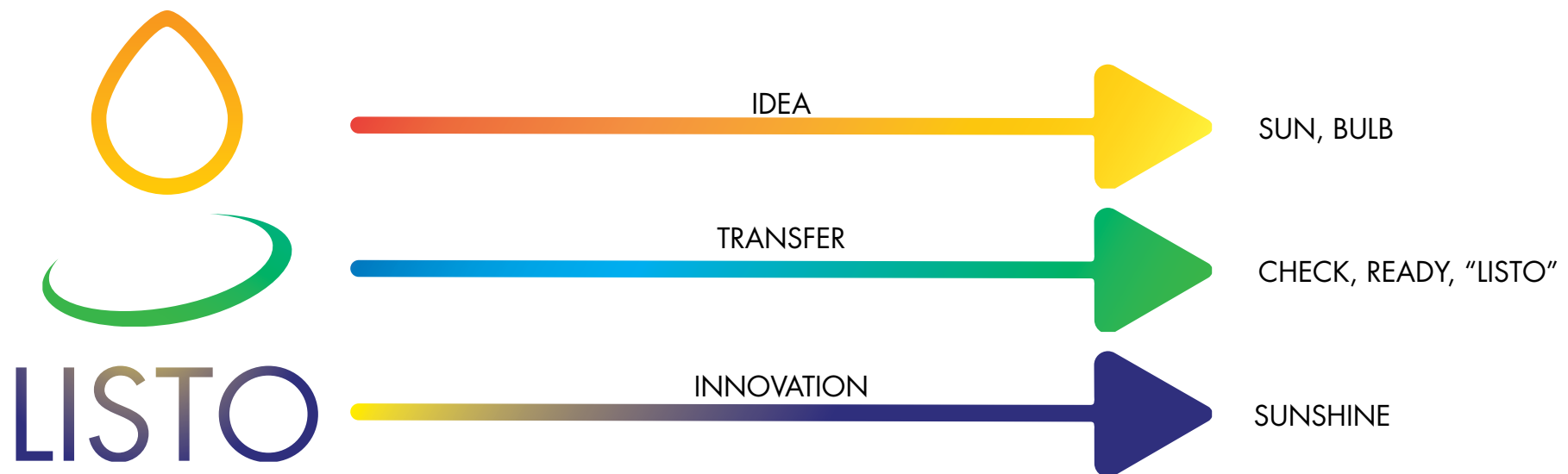
Corporate identity 'LISTO Project'



LISTO

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.



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



PROYECTO DE COLABORACIÓN
ENTRE UNIVERSIDADES DE
EUROPA Y AMÉRICA LATINA

COLOR PALETTE

	CMYK	RGB	HEX
	100 C 100M 16Y 4K	47R 47G 125B	#2f2e7d
	0 C 75M 100Y 0K	242R 101G 34B	#f16521
	100 C 0M 100Y 0K	0R 174G 239B	#00adef
	0 C 0M 100Y 0K	255R 242G 0B	#ff2100
	72 C 0M 100Y 0K	57R 181G 74B	#38b449
	100 C 100M 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.



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

