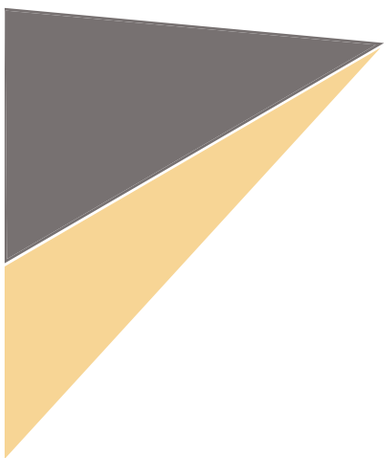

BASIC IDENTIFICATION SIGNS FOR “LA BUHARDILLA ESTUDIO CREATIVO”

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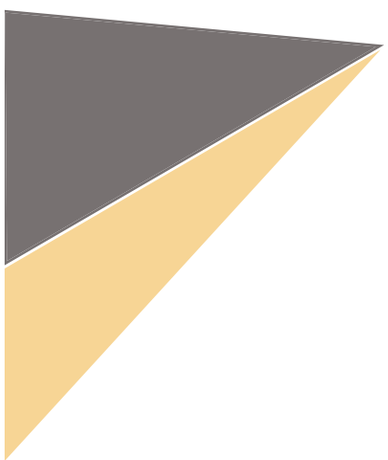

LA BUHARDILLA

ESTUDIO CREATIVO

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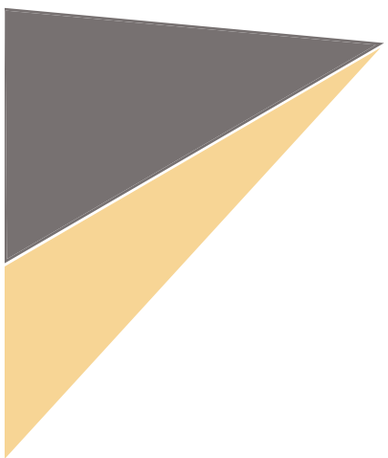

1.POSITiONS

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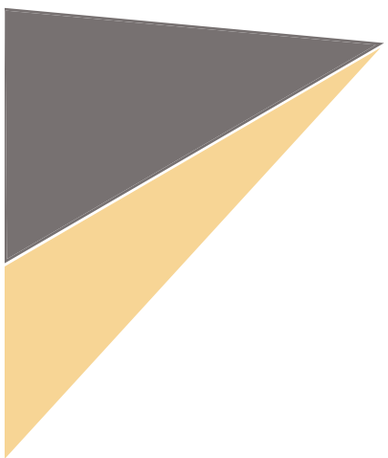
LA
BUHARDILLA
ESTUDIO CREATIVO



1.1 VERTICAL POSITION

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1.2 HORIZONTAL POSITION [1]

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1.3HORIZONTALPOSITION[11]

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2. BILDING GRIDS

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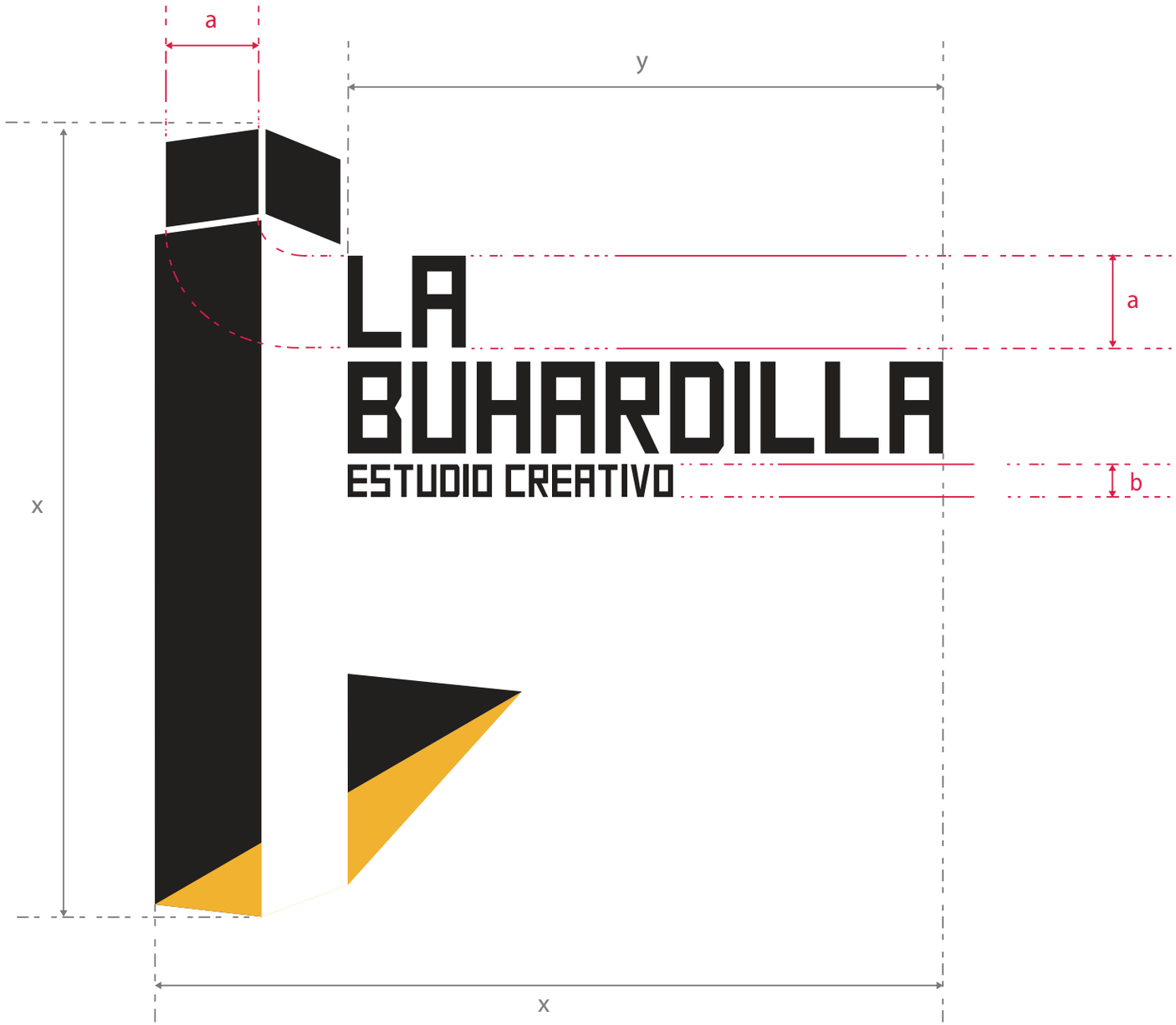
2.1 BASIC VERTICAL GRID



2.2 BASIC HORIZONTAL GRID [1]

2.3 BASIC HORIZONTAL GRID [11]

3. MINIMUM PRINTING SIZE

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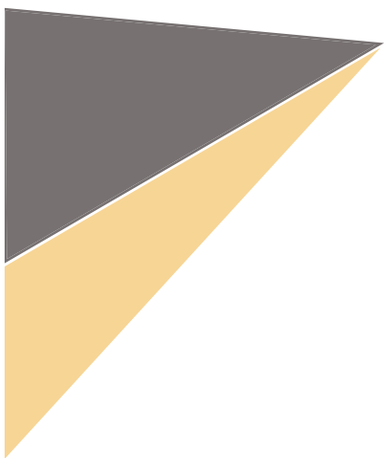
LA
BUHARDILLA
ESTUDIO CREATIVO

3.1 MINIMUM VERTICAL PRINTOUT SIZE / 3cms

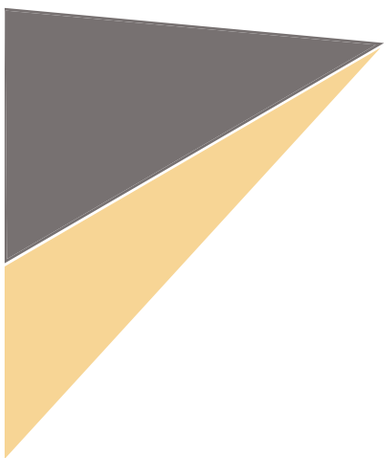
3.2 MINIMUM VERTICAL PRINTOUT SIZE / 3 cms

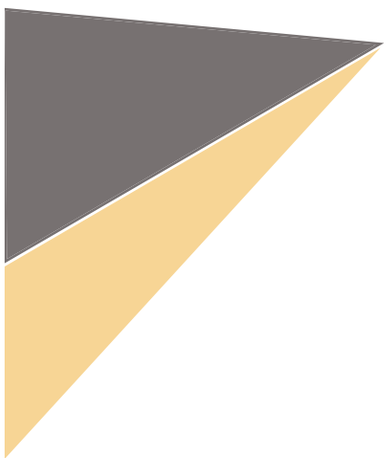
LA
BUHARDILLA
ESTUDIO CREATIVO



3.3 MINIMUM VERTICAL PRINTOUT SIZE / 3cms

LA
BUHARDILLA
ESTUDIO CREATIVO





4. ChROMATISM

P ANTONE solid coated Black 7 C
C : 0 M: 0 Y: 0 K: 100%

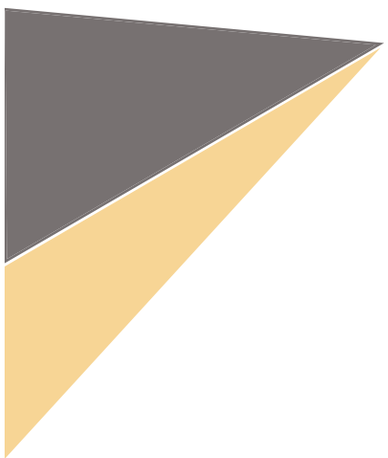
PANTONE solid coated 143 C
C: 5 M: 32 Y: 93 K: 0

4.1 Spot colors

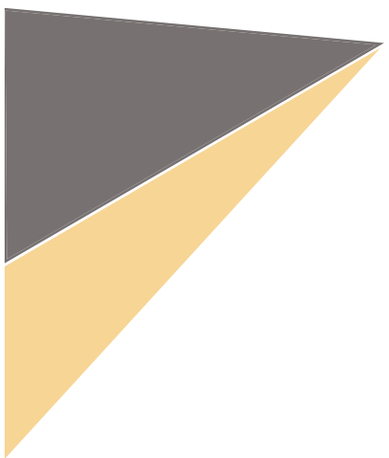
4.2MONOCHROMATISM

LA
BUHARDILLA
ESTUDIO CREATIVO

LA
BUHARDILLA
ESTUDIO CREATIVO



LA
BUHARDILLA
ESTUDIO CREATIVO



LA
BUHARDILLA
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4.3 GREY SCALe

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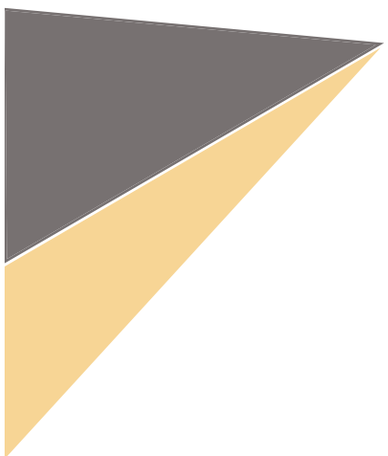
LA
BUHARDILLA
ESTUDIO CREATIVO



LA
BUHARDILLA
ESTUDIO CREATIVO

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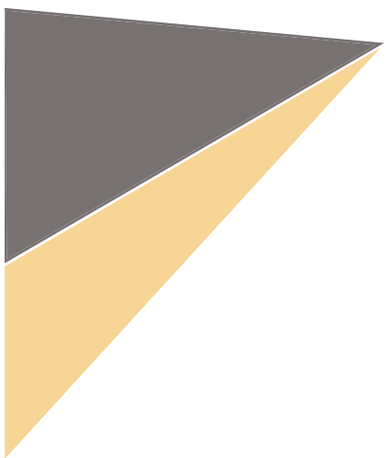
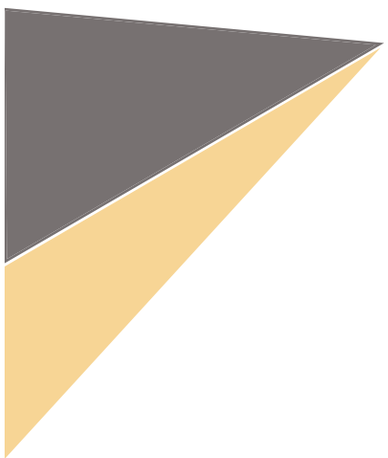
4.4 POSITIVE / NEGATIVE





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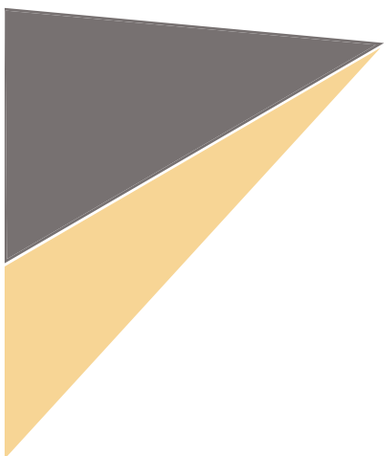
presentacionLogotipoBUHARDILLA copy_II.indd 25 14/09/2017 16:06

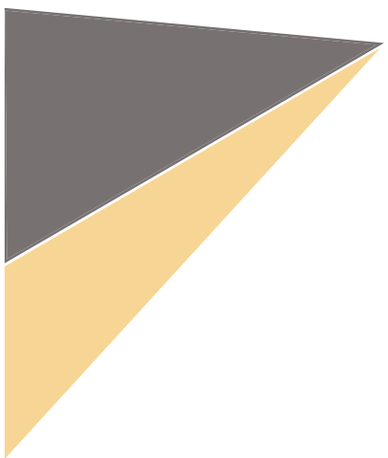
5. FONTS

SQUAREFONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!”·$%&/()=?¿*

SQUAREFONT OUTLINE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!”·$%&/()=?¿*



5.1 SQUAREFONT



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