



Manual Identidad Coprortativa

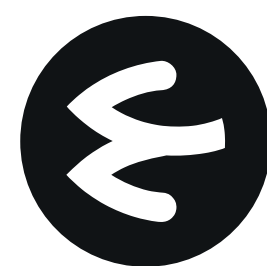
1. Marca // versiones



evento



evento + descriptor

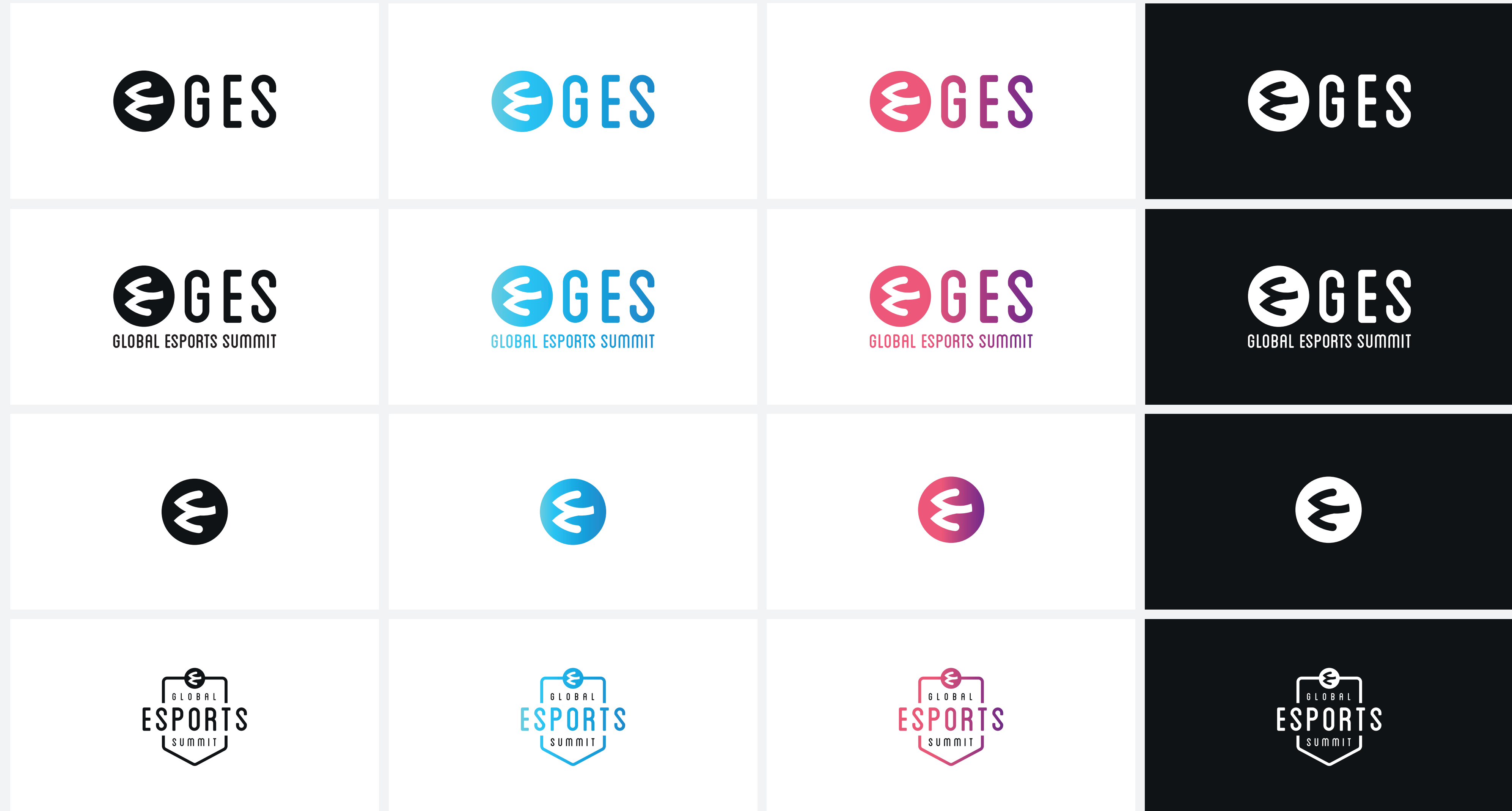


icono



institucional

2. Marca // variantes colores



3. Marca // variantes GES 2020

 GES20

version sin #

 GES20

 GES20

 GES20

 # GES20

version con #

 # GES20

 # GES20

 # GES20

4. Marca // GES Awards

The main logo features a circular icon on the left containing a stylized white 'E' shape. To its right, the words 'GES AWARDS' are written in a bold, black, uppercase, sans-serif font.The logo is displayed on a solid black rectangular background. The circular icon is white, and the text 'GES AWARDS' is in a light pink or magenta color.The logo is displayed on a solid white rectangular background. The circular icon is pink, and the text 'GES AWARDS' is in black.The logo is displayed on a solid black rectangular background. The circular icon is white, and the text 'GES AWARDS' is in white.

5. Marca // GES X

 #GESX

 #GESX

 #GESX

 #GESX

6. Colores //

Degradados



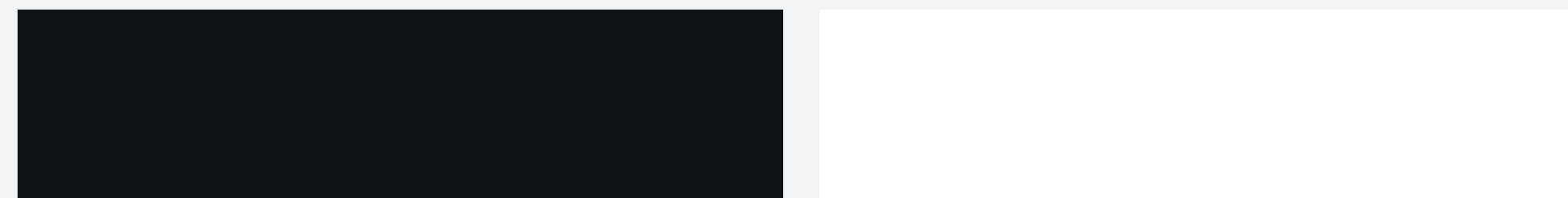
PANTONE 1915 C
WEB #e74972
RGB 244 / 76 / 127
CMYK 0% / 82% / 22% / 0%

PANTONE 259 C
WEB #6f2277
RGB 111 / 34 / 119
CMYK 69% / 100% / 12% / 3%

PANTONE 636 C
WEB #87d1e6
RGB 135 / 209 / 230
CMYK 49% / 0% / 10% / 0%

PANTONE 7689 C
WEB #238dc1
RGB 35 / 141 / 193
CMYK 78% / 32% / 9% / 0%

Rellenos



PANTONE Neutral Black C
WEB #1d1e1b
RGB 23 / 30 / 27
CMYK 74% / 65% / 63% / 81%

PANTONE
WEB #fff
RGB 255 / 255 / 255
CMYK 0% / 0% / 0% / 0%

Fondos



PANTONE Black 6 C
WEB #07090b
RGB 7 / 9 / 11
CMYK 88% / 75% / 61% / 91%

PANTONE 7547 C
WEB #111922
RGB 17 / 25 / 34
CMYK 93% / 77% / 56% / 76%

7. Tipografía //

Principal

BLANCH CAPS

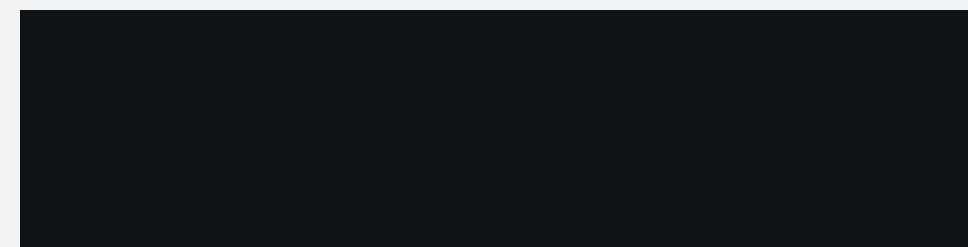
Apoyo

OSTRICH SANS ROUNDED – MEDIUM

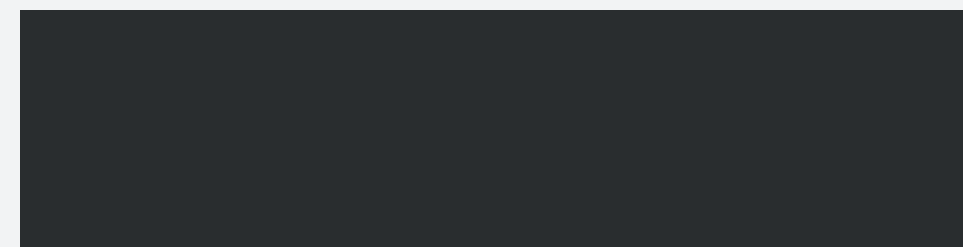
Párrafo

Roboto Family

Rellenos



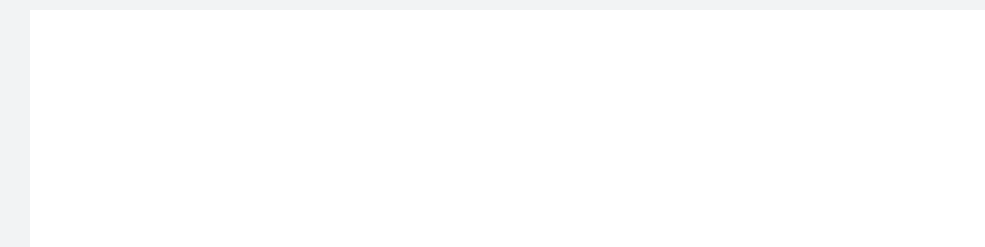
PANTONE Neutral Black C
WEB #1d1e1b
RGB 23 / 30 / 27
CMYK 74% / 65% / 63% / 81%



PANTONE Black C
WEB #333333
RGB 51 / 51 / 51
CMYK 69% / 60% / 56% / 66%



PANTONE Gray 10 C
WEB #666666
RGB 102 / 102 / 102
CMYK 56% / 45% / 45% / 33%



PANTONE
WEB #fff
RGB 255 / 255 / 255
CMYK 0% / 0% / 0% / 0%

