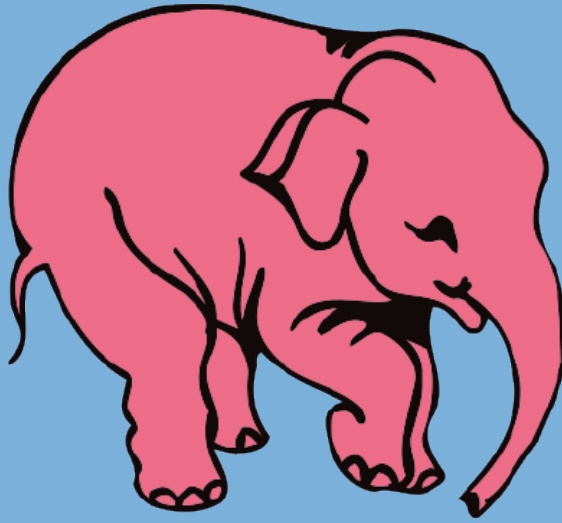
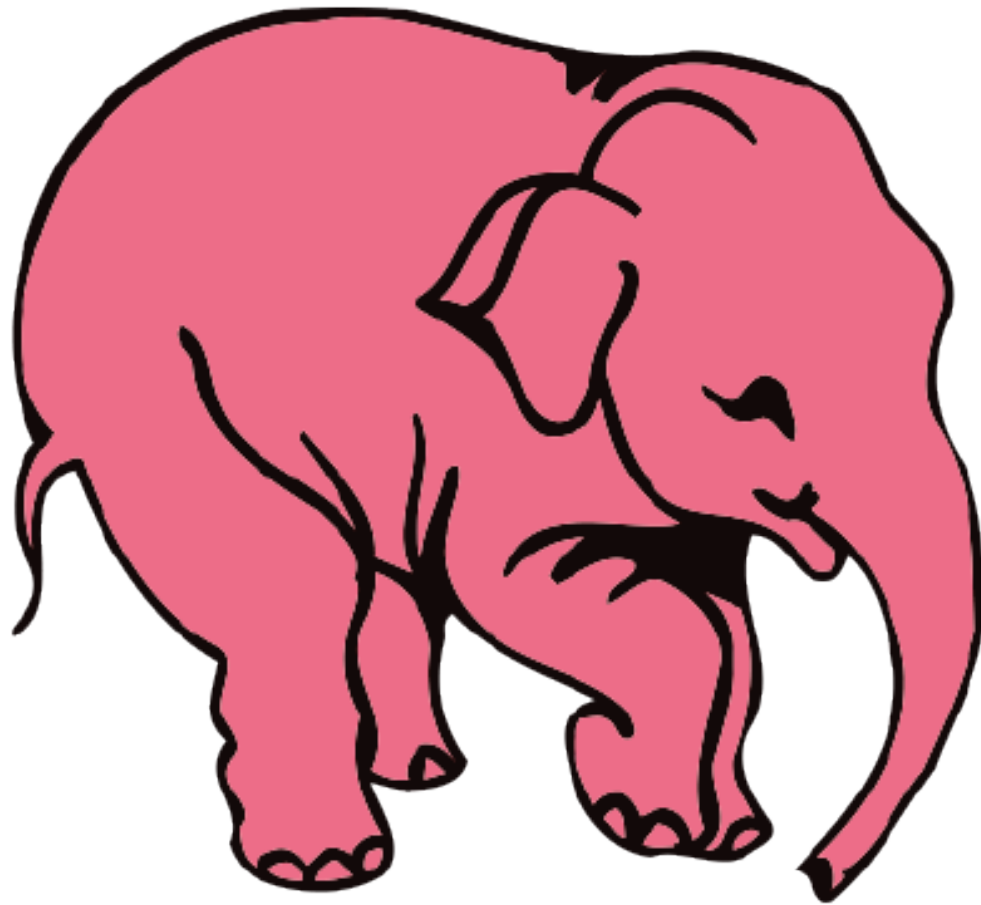




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Brandbook

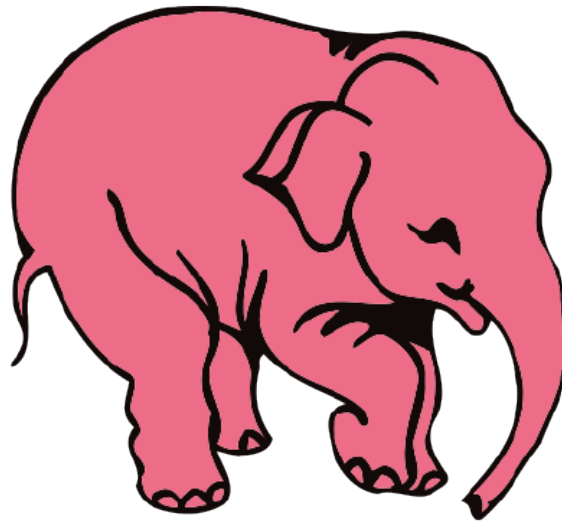
Isotip



Logotip tipogràfic

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Imagotip



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Tipografies

Principals. Logotip i *títols importants*

ROCKET-VINTAGE

AA BB CC DD EE FF GG

HH II JJ KK LL MM NN

OO PP QQ RR SS TT

UU VV WW XX YY ZZ

1234567890

Bellevue

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

1234567890

Tipografies

Secundàries. Títols i Cos de text

Roboto Medium

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

1234567890

Roboto Black

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

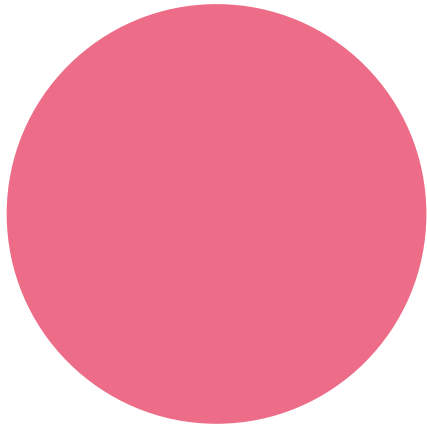
Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

1234567890

Colors corporatus

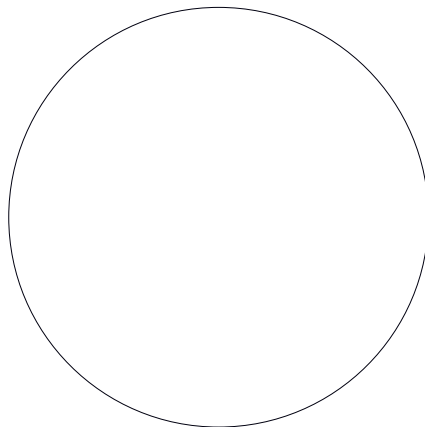
Principals



#dd7589

C: 0%
M: 69%
Y: 27%
K: 0%

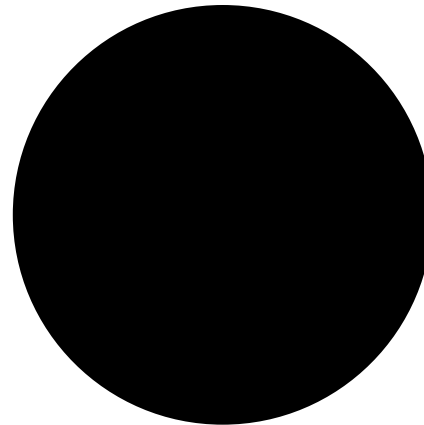
R: 237
G: 109
B: 136



#ffffff

C: 0%
M: 0%
Y: 0%
K: 0%

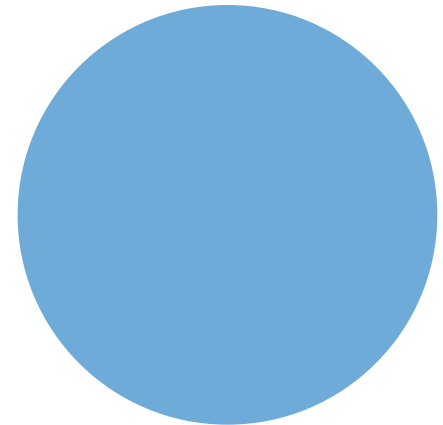
R: 255
G: 255
B: 255



#000000

C: 100%
M: 100%
Y: 100%
K: 100%

R: 0
G: 0
B: 0



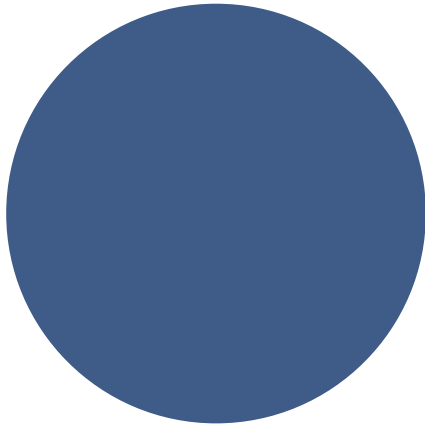
#7bb0dc

C: 55%
M: 20%
Y: 3%
K: 0%

R: 123
G: 176
B: 220

Colors corporatius

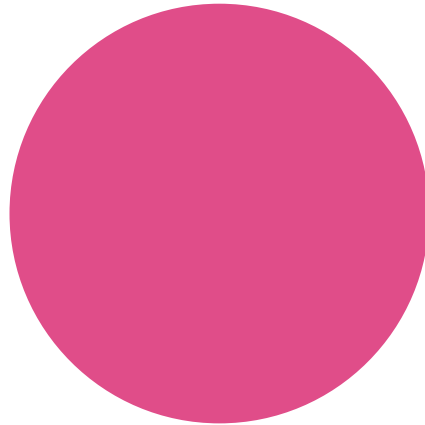
Secundaris. Gamma de productes



#435585

C: 83%
M: 67%
Y: 24%
K: 7

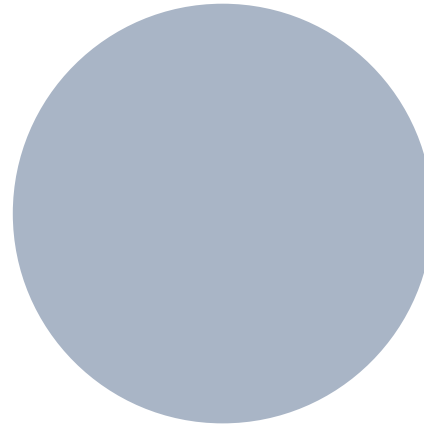
R: 67
G: 85
B: 133



#df4583

C: 7%
M: 84%
Y: 16%
K: 0%

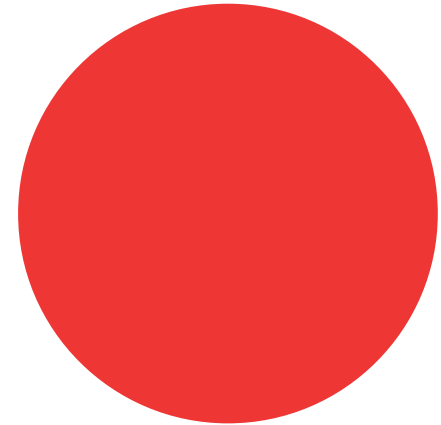
R: 223
G: 69
B: 131



#b6becf

C: 33%
M: 21%
Y: 13%
K: 1%

R: 182
G: 190
B: 207



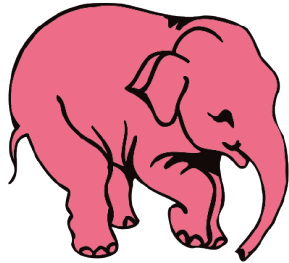
#e62d2a

C: 0%
M: 92%
Y: 85%
K: 0%

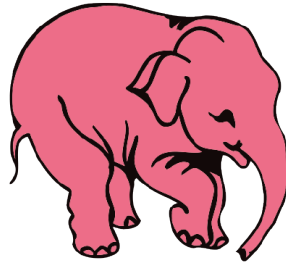
R: 230
G: 45
B: 42

Usos correctes de l'imagotip

1. Funcionament de l'imagotip per separat



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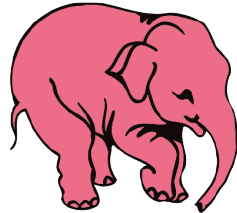


isotip

DELIRIUM

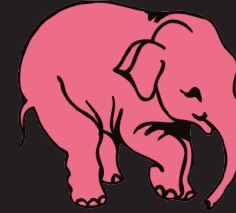
logotip tipogràfic

2. Colors del logotip tipogràfic



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Negre sobre fons clar



DELIRIUM

Blanc sobre fons fosc

Usos correctes de l'imagotip

3. Sobre colors corporatius (negre)



Usos correctes de l'imagotip

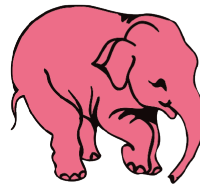
3. Sobre colors corporatius (blanc)



Usos correctes de l'imagotip

Mides mínimes

Mida mínima impressió
(excepte packaging)

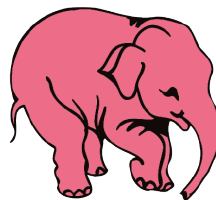


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Alçada 2,5 cm

Mida mínima digital



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Alçada 3,5 cm

Usos correctes de l'imagotip

Àrea de respecte (excepte packaging)

D = 100%



Usos incorrectes de l'imatge tip



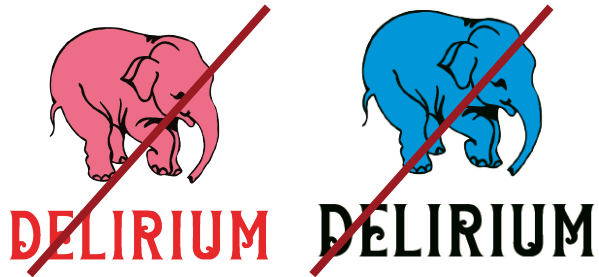
Modificar/Deformar



Contornejar el
logotip tipogràfic

~~At DELIRIUM~~ we do

Com a part d'una frase



Modificar colors



Altres elements gràfics
a sobre, per sota o que no
respectin l'àrea de respecte



Sobre fons estampats

Packaging

Etiquetes



Packaging

Ampolles



Packaging

Got i tap de les ampolles



Packaging

Etiqueta posterior



Packaging

Secundari

