



Formative Communications

Training in-person & online

Brand Guidelines by [AtelierDavidSanchez](#)



Brand Guidelines

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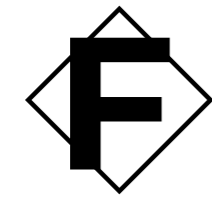
Official symbol



Formative Communications

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Black version



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white version



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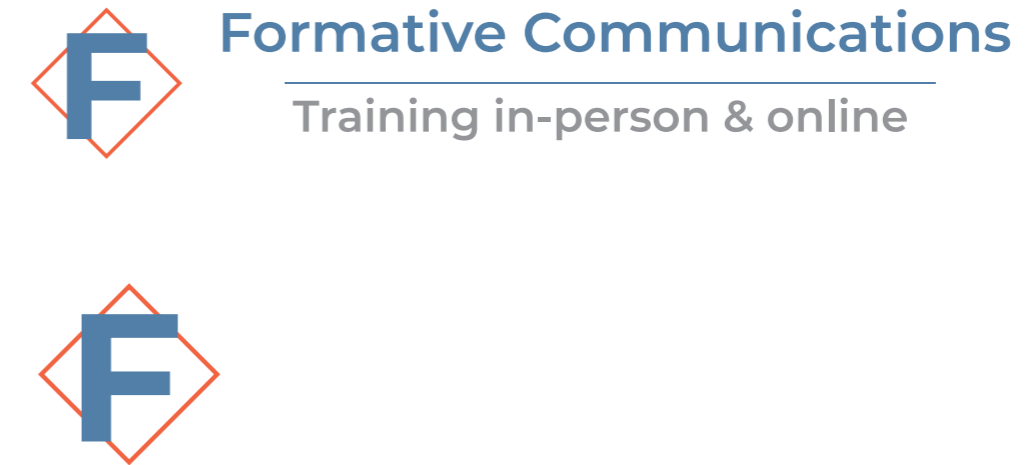
Training in-person & online

Safe space



Positioning variations

The following combinations of the symbol or logotype should be used. Any other combination should be avoided.



Color variations



Proper usage

The examples below show possible situations where the logo is properly used and applied.



1A. A original version can be placed on a white background.



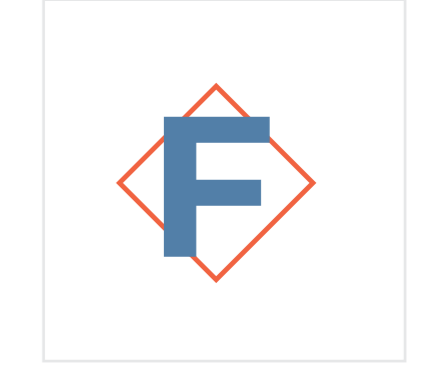
1B. A black logo can be placed on a white background.



1C. A white logo can be placed on a black background.



1D. A black logo can be placed on a light photography background.



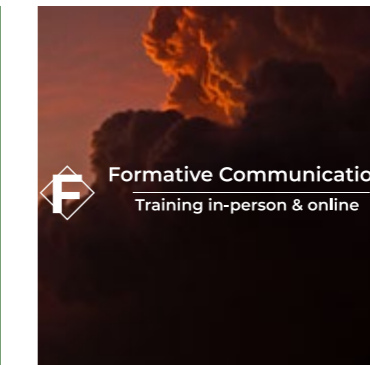
1A. A original version isotype for favicon of the web, and on business card when the complete logo is place in the other side of the card



2A. All the combinations from the branding colors can be used between the logo and its background, as explained on the previous page.



2B. A completely white logo can be placed on a color background that is different from the brand's color palette.



2C. A white logo can be placed on a dark photography background.



2D. A original logo can be placed on a light background.



2A. 30% transparency of the isotyp in white version over primary color as background

Improper usage

The examples below show possible situations where the symbol is used and applied without following the instructions from the designer, and they must be avoided at any cost.



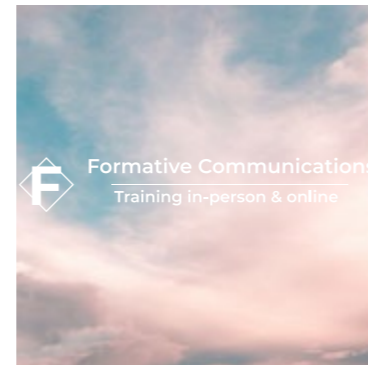
1A. Original version can not be place with a secondary color as a background.



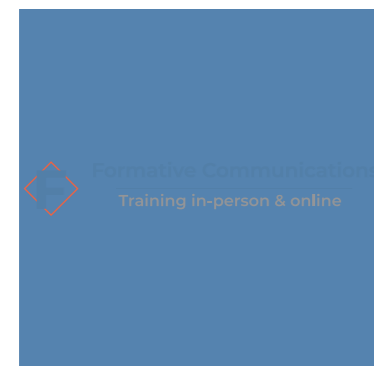
2B. Black version can not be place with a accent 1 color as a background.



2C.Original version can not be place with a accent color 1 as a background.



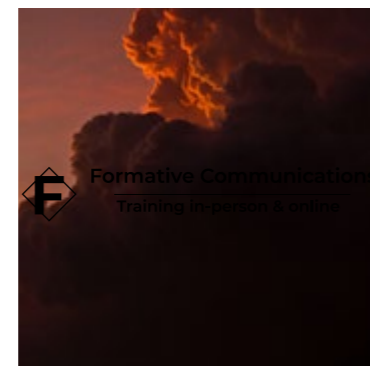
2D. White version can not be place with a light photo as a background.



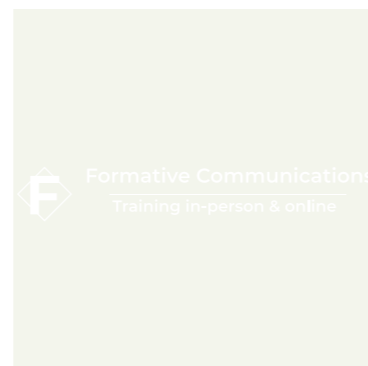
2.E. Original version can not be place with a primary color as a background.



2F. Original version can not be place with a not cooperative color as a background.



2G. black version can not be place with a dark photo as a background.



2H. White version can not be place with a light grey color as a background.

Improper usage



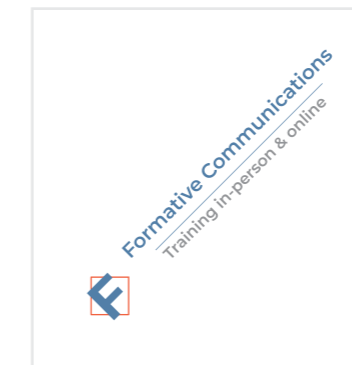
5B. Logo in just one cooperative color



5C. The proportion of the size of the full stop and the logotype should not be changed.



5D. Shadow effect should not be applied to the symbol.



6B. The symbol should not be rotated.



6C. Bevel, emboss or any other texture effects should not be applied to the symbol.



6D. The transparency of the symbol must be maintained at 100% and should not be changed.

Colors

Primary

Print color code

C 72
M 44
Y 15
K 0

Digital color code

R 84
G 129
B 173
527fab

Secondary

Print color code

C 2
M 80
Y 87
K 0

Digital color code

R 236
G 90
B 54
ec5a36

Accent 1

Print color code

C 41
M 33
Y 35
K 1

Digital color code

R 156
G 156
B 154
9c9c9a

Typography

Montserrat

Montserrat extra bold

Montserrat bold

Montserrat semibold

Montserrat medium

Montserrat italic

Montserrat regular

Montserrat light

Montserrat thin

The logo is designed, and the guidelines are set by AtelierDavidSanchez, February, 2021.

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