



Network Brand

COMPOSITION

> The logotype is the primary element of the visual identity system. It is composed by the wordmark **[A]** and the symbol **[B]**. To maintain the integrity of the logo, the configuration must not deviate from what is shown here. The logo may not be modified or altered in any way.



[A]

[B]

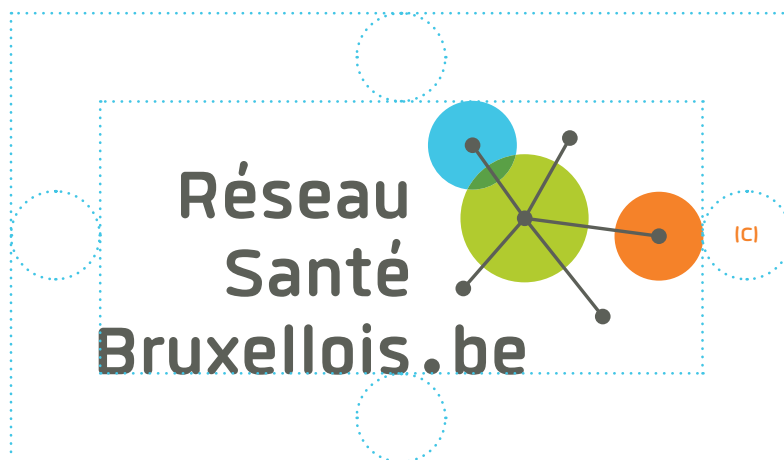


[A]

[B]

CLEARSPACE

> The clearspace is the minimum area that must be left clear around the logo to ensure that the logo is never overshadowed by other text or visual elements. Always respect this area to ensure clarity and achieve visual impact. The clearspace equals the same size as one of the small circles from the symbol **[C]**.



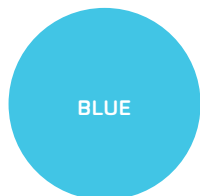
MINIMUM SIZE

> The logotype can be proportionally sized down taking into account that a minimum size has been defined in order to guarantee the good legibility of its elements. The logo should not be reproduced smaller than 18 mm in total width **[D]**.



COLOR PALETTE

> Colors play a very important role in the visual identity system. They are meant to reinforce the dynamism of the brand. The use of white is as important as the use of color as white spaces give a sense of clarity and contemporary feel.



BLUE

PMS
305

C/M/Y/K
62/0/8/0

R/G/B
85/195/230

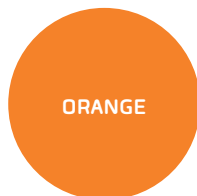


GREEN

PMS
382

C/M/Y/K
32/0/100/5

R/G/B
190/200/0

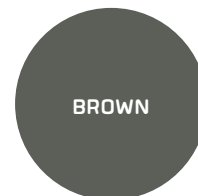


ORANGE

PMS
151

C/M/Y/K
0/60/95/0

R/G/B
240/125/22



BROWN

PMS
417

C/M/Y/K
55/45/53/35

R/G/B
105/100/90

TYPOGRAPHY

> The corporate typography is the **Quan Rounded family**. This typeset includes different weights to use accordingly. Preferably, use the Quan Rounded for all communication supports (brochures, leaflets, reports, ...). As complementary typography use the **Arial** for those cases where the Quan cannot be implemented. It is recommended to use Arial for desktop supports applications, such as: Microsoft word files, Power Point presentations, website, E-mails, ...

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quan Rounded Hairline

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quan Rounded Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quan Rounded Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quan Rounded

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quan Rounded Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quan Rounded Extrabold

PHOTO

- > Main circle that connects others
- > Can be in any size
- > Can be bled out of the document margins

CONNECTING LINES

- > Always in brown
- > Do not overuse (connecting is not always necessary)

LOGO

- > Preferably placed at the right bottom corner of the document

COLORED CIRCLES

- > Reinforce the concept of the logotype
- > Can be in any color from the color palette
- > Can be in any size
- > Use 'product' effect to achieve transparency when they overlay a photo (works best when the background of the document is white)

