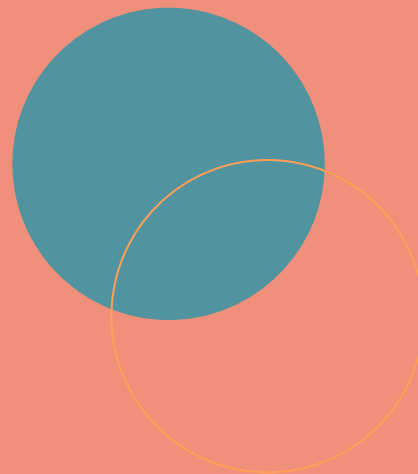
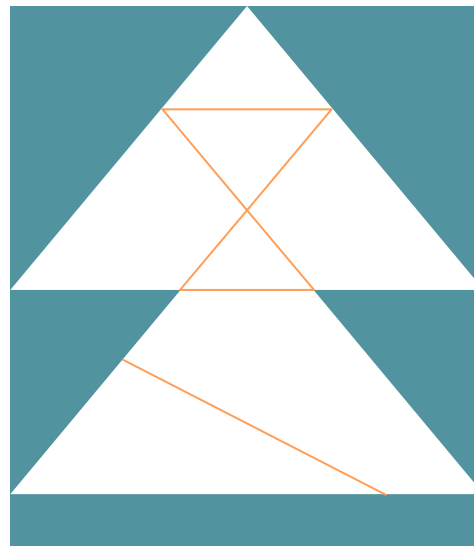
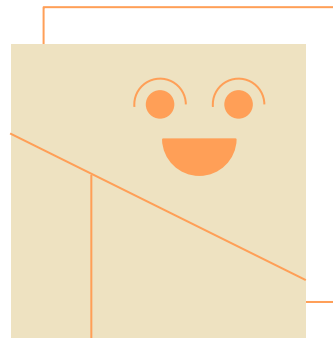
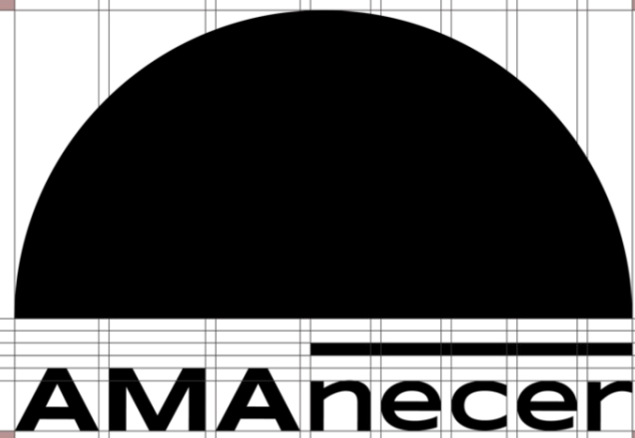


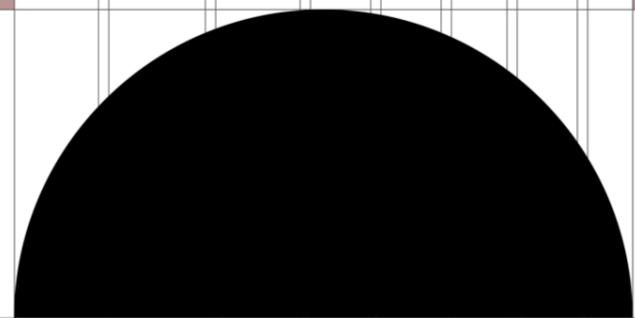


Manual de marca.

Rebranding
Identidad Visual Corporativa
By Marina Rueda Caballero

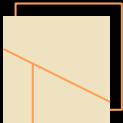


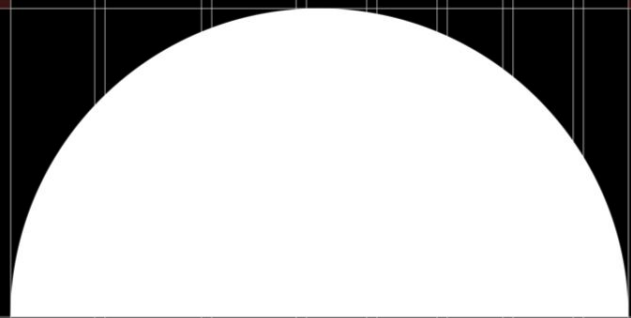
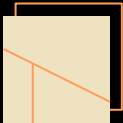




AMAnecer
FUNDACIÓN







AMAnecer
FUNDACIÓN



versiones autorizadas



versiones en negativo







AMAnecer



AMAnecer
FUNDACIÓN

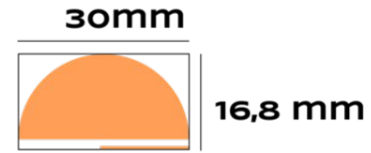
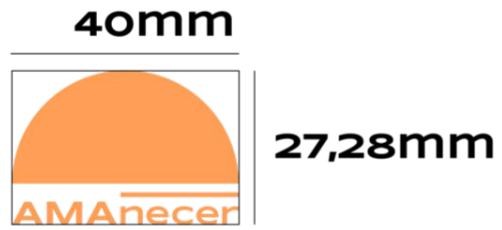


AMAnecer



AMAnecer
FUNDACIÓN





TIPOGRAFÍA PRINCIPAL

syncopate

REGULAR / **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
+ - _ , ! @ " . \$ % & / () = ¿ ? ^ * ~ ; : _
@ | \ # ¢ ∞ ¬ ÷ " " # ´ , [] { } ... - ,

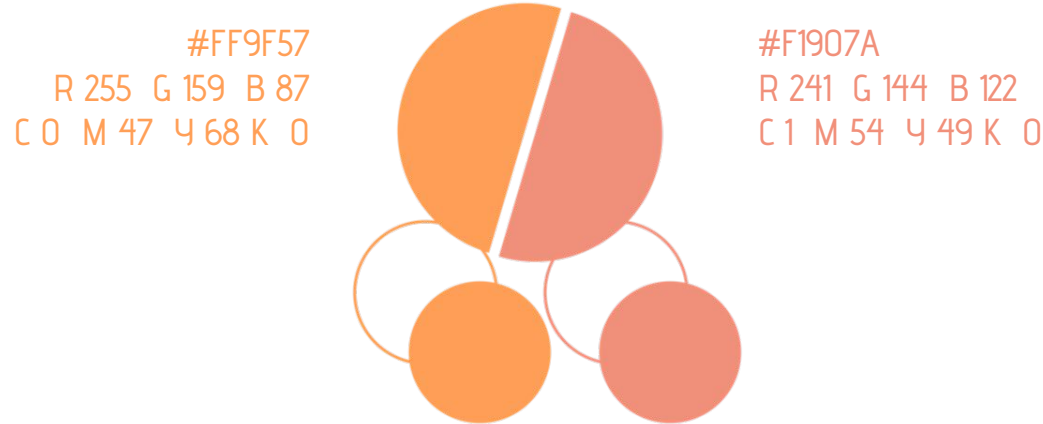
TIPOGRAFÍA SECUNDARIA

Advent Pro

THIN / EXTRA LIGHT / LIGHT / REGULAR
/ MEDIUM / **SEMI BOLD** / **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
+ - _ , ! @ " . \$ % & / () = ¿ ? ^ * ~ ; : _
@ | \ # ¢ ÷ " " , [] { } ... ,

PALETA DE COLORES PRINCIPAL



PSICOLOGÍA DEL COLOR:

Naranja:

Entusiasmo y acción. Optimista.

Rosa:

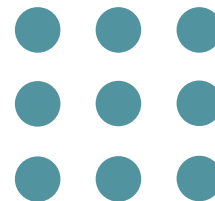
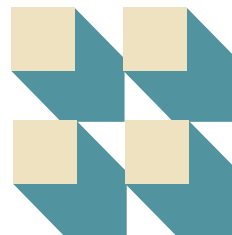
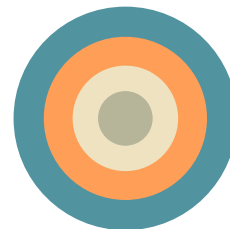
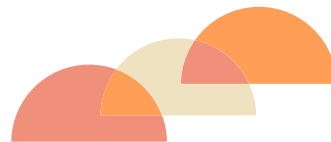
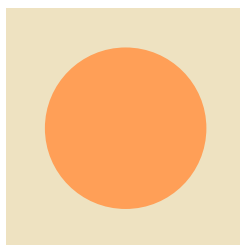
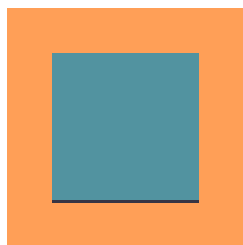
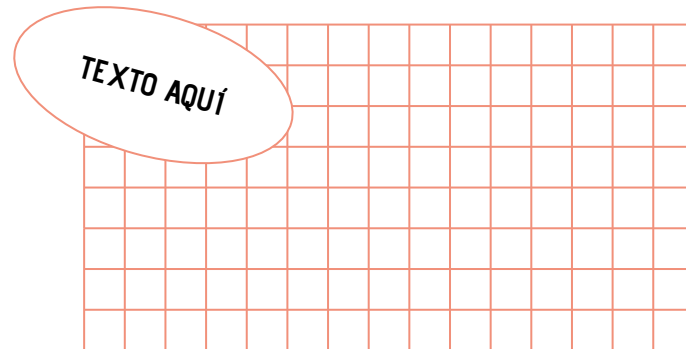
Dulzura y delicadeza.
El color de la amistad y el amor puro.

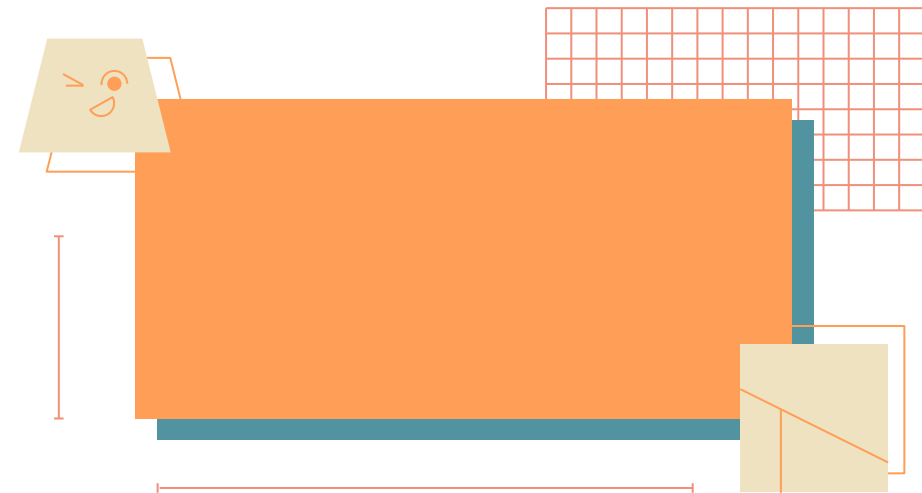


Paleta de colores secundaria

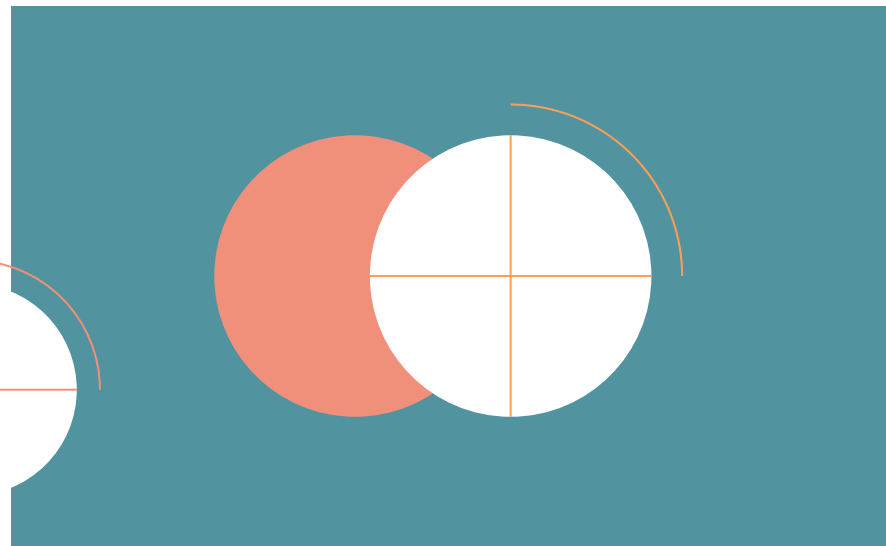
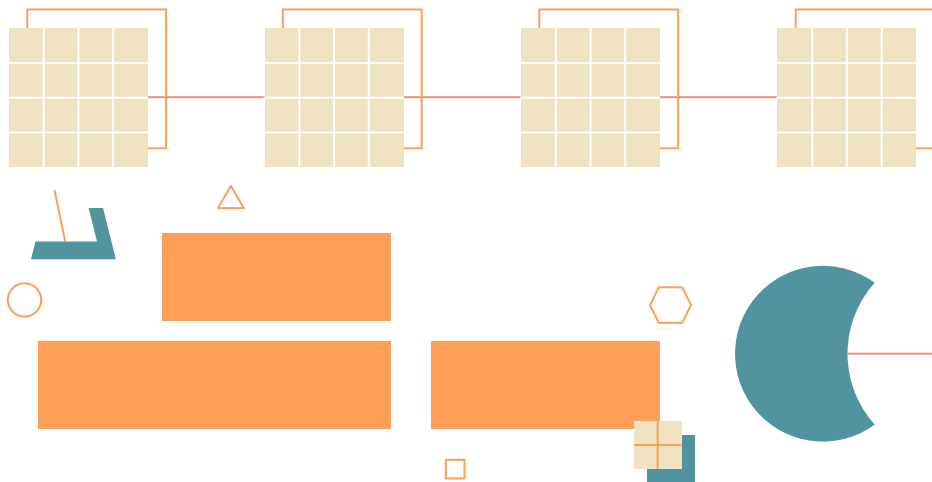
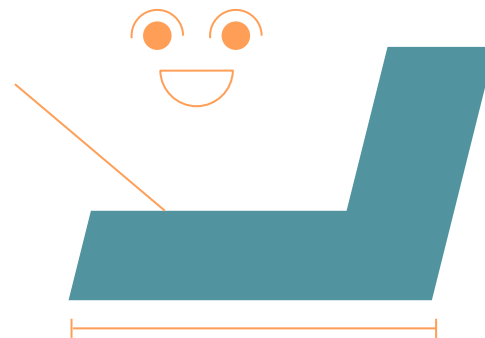


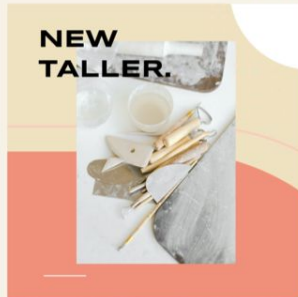
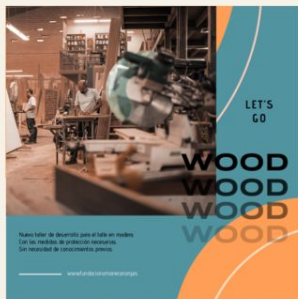
SOCIAL MEDIA ELEMENTS





SOCIAL MEDIA ELEMENTS





APLICACIONES DIGITALES





AMAnecer
FUNDACIÓN



AMAnecer
FUNDACIÓN

OTRAS APLICACIONES



costura

Taller
Taller
Taller
Taller



OTRAS APLICACIONES



