

Guia identitat visual

ICATMAR

(Institut Català de Recerca
per a la Governança del Mar)

Novembre 2022

ICATMAR – Branding Guidelines

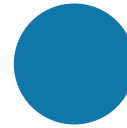
IMAGOTYPE



IMAGOTYPE

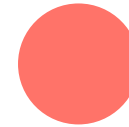


PRIMARY COLOUR

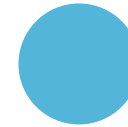


#1478a7
R:20 G:120 B:167
C:87 M:46 Y:16 K:1

SECONDARY COLOURS



#ff7369
R:255 G:115 B:105
C:0 M:69 Y:53 K:0



#52b5d9
R:82 G:182 B:218
C:62 M:10 Y:7 K:0



#0f3063
R:16 G:48 B:99
C:100 M:89 Y:33 K:23

BRAND (VERTICAL)



BRAND (HORIZONTAL)



CORPORATE TYPOGRAPHY



Tomica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890i!@#.%&/()=¿?

SOCIAL MEDIA



SECONDARY / WEB TYPOGRAPHY



Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890i!@#.%&/()=¿?

1 INK NEGATIVE



1 INK POSITIVE



SECONDARY / SYSTEM FONT



Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890i!@#.%&/()=¿?

Gràcies!