

Manual
Identidad
Corporativa



salamanca



salamanca





Detalle argumental

Consideramos la Ciudad de Salamanca como un organismo en constante movimiento. Por esta razón, en esta imagen utilizamos una tipografía muy consistente, pero en las vocales, jugamos con ese dinamismo característico de la ciudad.



Inspirados en los antiguos letreros de letras móviles de estaciones y aeropuertos, también lo relacionamos con el concepto de una ciudad como destino. Este juego tipográfico se une al horizonte representativo de la ciudad mediante una reconstrucción de las formas y líneas de la catedral de Salamanca.

salamanca



Evolución de marca



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Prueba de reducción



salamanca

The logo features the word 'salamanca' in a bold, lowercase, sans-serif font. The letter 'a' is replaced by a stylized blue icon of a building with a tall spire. The letter 'm' is replaced by a stylized blue icon of a building with a dome. The letter 'n' is replaced by a stylized blue icon of a building with a dome. The letter 'c' is replaced by a stylized blue icon of a building with a dome.

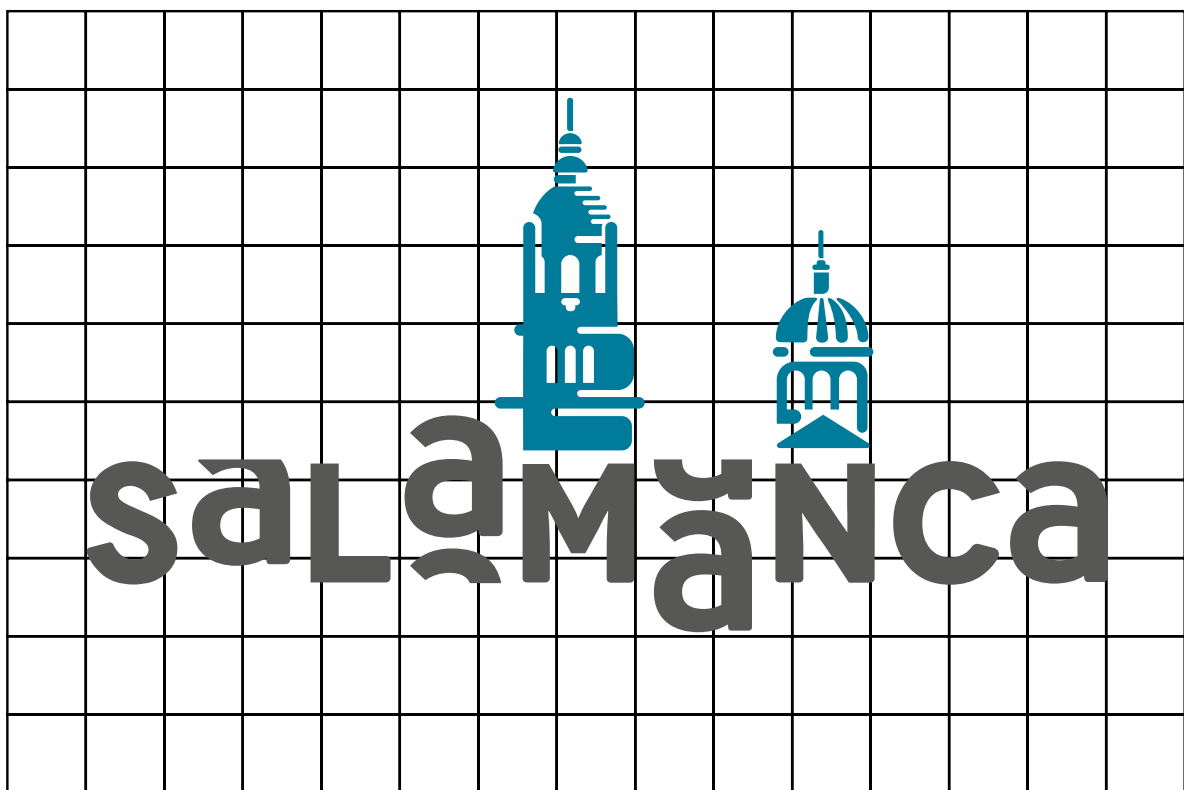
salamanca

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Proporciones



Colores



La paleta cromática todavía está por definir; esta es solo una primera propuesta de color pendiente de definir con el cliente



Manual
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Colores en negativo



saLaMaNca



saLaMaNca



saLaMaNca

Inserción de Claims

Dependiendo del propósito que se desee para la marca, es posible agregar claims para reforzar el mensaje. Se utilizará la tipografía de la identidad y se empleará el mismo color que la tipografía principal de la marca.



salamãNca
cultural

The logo features the word 'salamãNca' in a bold, sans-serif font. The 'ã' is stylized with a tilde. Above the 'ã' and 'N' are two blue icons: a tall, ornate tower on the left and a dome on the right. Below the main text, the word 'cultural' is written in a smaller, lowercase sans-serif font.



turismo
salamãNca

The logo features the word 'turismo' in a lowercase sans-serif font on the left. To its right is the word 'salamãNca' in a bold, sans-serif font. Above the 'ã' and 'N' are two blue icons: a tall, ornate tower on the left and a dome on the right.



salamãNca
ciudad de
congresos

The logo features the word 'salamãNca' in a bold, sans-serif font. Above the 'ã' and 'N' are two blue icons: a tall, ornate tower on the left and a dome on the right. Below the main text, the words 'ciudad de' and 'congresos' are stacked in a smaller, lowercase sans-serif font.

Normas de uso



~~sală Mănca~~

The logo is incorrect because the two building icons are positioned above the text 'sală Mănca' instead of being integrated into the letters 'ă' and 'ă'.



~~sală Mănca~~

The logo is incorrect because it lacks the building icons and has a large red 'X' over it.



~~sală Mănca~~

The logo is incorrect because the two building icons are positioned above the text 'sală Mănca' instead of being integrated into the letters 'ă' and 'ă'.



~~sală
Mănca~~

The logo is incorrect because the two building icons are positioned to the left of the text 'sală Mănca' instead of being integrated into the letters 'ă' and 'ă'.



~~sală Mănca~~

The logo is incorrect because the two building icons are positioned above the text 'sală Mănca' and the entire logo is tilted.

Colores en negativo



Tipografía

LINTEL (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789/*+

LINTEL (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789/*+

LINTEL (HEAVY)

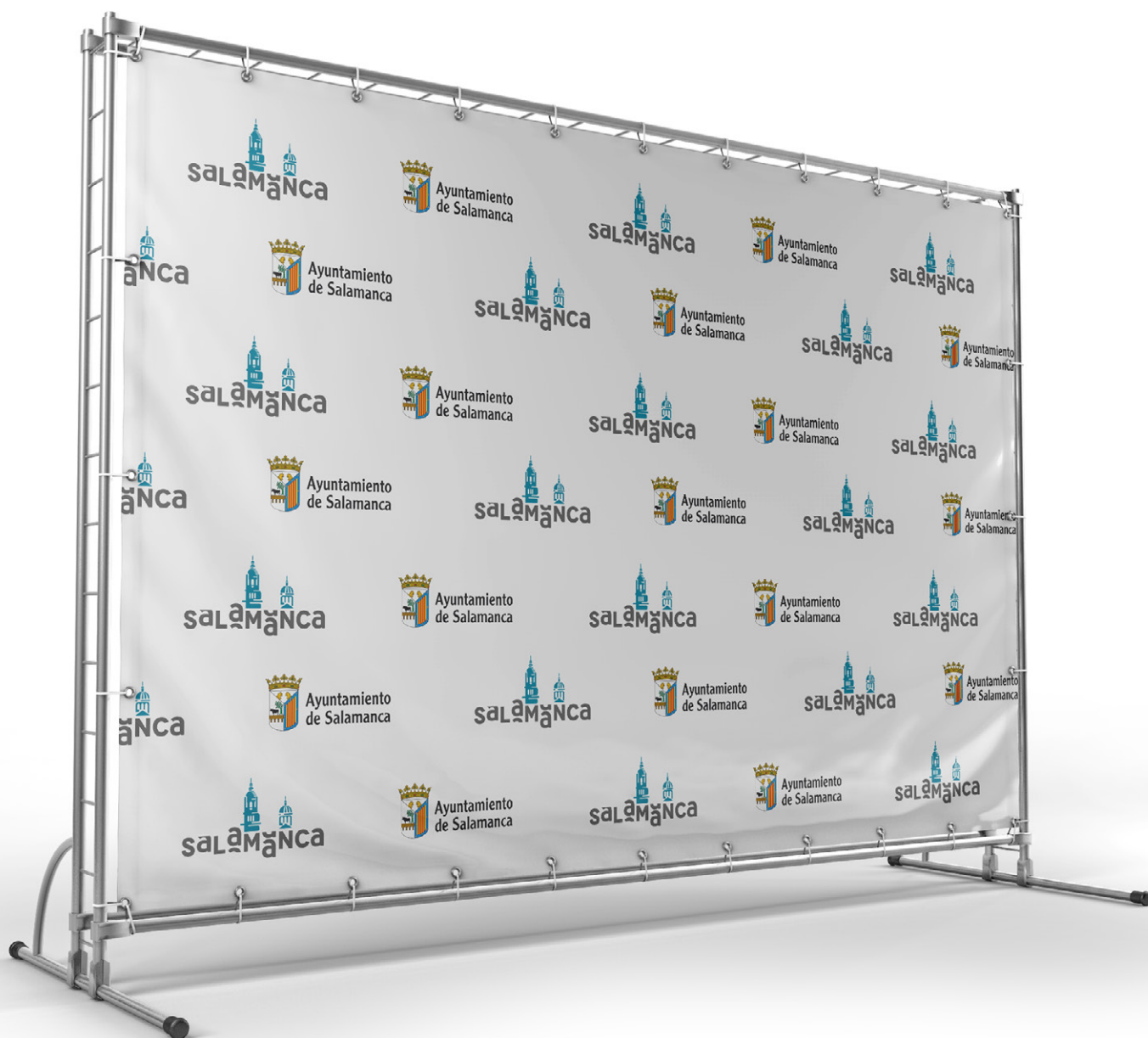
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789/*+

Identidad visual

Photocall



Identidad visual

Camiseta



Identidad visual

Display
Digital



Identidad visual



Adaptaciones publicitarias

Convivencia con otros logotipos
o en campañas de actividades
relacionadas con el turismo en la
ciudad.



Identidad visual

Plotters
presentación de marca



Plotters específicos de promoción
de la nueva marca con imágenes
de la ciudad.