

MANUAL
DE IDENTIDAD

LOJCA

MARCA

APLICACIÓN LOGOTIPO + CLAIM
BLANCO Y NEGRO

The logo consists of the words 'Lo bordamos' written in a highly stylized, calligraphic font. The letters are thick and black, with elegant, flowing lines and decorative flourishes. The 'L' and 'A' have long, sweeping tails that curve downwards and outwards. The 'O' and 'R' are also stylized, with the 'R' having a small, decorative element on its top bar. The overall style is reminiscent of traditional embroidery or decorative typography.

Lo bordamos

NEGATIVO

APLICACIÓN NEGATIVO
LOGOTIPO + CLAIM
COLOR



APLICACIÓN NEGATIVO
LOGOTIPO + CLAIM
COLOR



APLICACIÓN NEGATIVO
LOGOTIPO + CLAIM
BLANCO Y NEGRO



COLORES

COLORES CORPORATIVOS

PRINCIPAL
PANTONE 154

AUXILIAR 1
PANTONE 483

AUXILIAR 2
PANTONE 453

TIPOGRAFÍAS CORPORATIVAS

ENRIQUETA

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 !”·\$%&/()=

Lo bordamos

TIPOGRAFÍAS AUXILIARES

ACROSCRIPT

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 !AA\$%&/()=

En Lerca...



Lo bordamos



Lo bordamos