

# Corporate Identity Manual



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# INTRODUCTION

## WELCOME TO THE IKI PARKET CORPORATE IDENTITY MANUAL

This document has been created with the purpose of establishing the guidelines and directives that will govern the visual representation of the brand IKI PARKET.

Corporate identity is a fundamental part of our identity and reflects our vision, values, and personality. Through this manual, we aim to maintain a consistent and professional image in all our communications, both internal and external.

Corporate standards normalize the correct use of the IKI PARKET brand. These pages define the symbols and attributes of the visual identity: **brand, versions, colors, integration and fonts.**

The brand must always be **reproduced following the corporate standards outlined in this manual.** In this regard, the indicated colors and proportions must never be altered.

# OBJETIVOS

01

Enhance brand image.

02

Maintain brand aesthetic consistency.

03

Proper use of the logo.

04

Provide necessary information to those who wish to implement the brand in their products.

# Logo and colours



# LOGO AND COLOURS

This page reproduces the brand in its corporate color which should always be used.



PANTONE P122-16 C

CMYK 100/0/29/36  
RGB 0/113/136  
#007188



PANTONE 419

CMYK 0/0/0/100

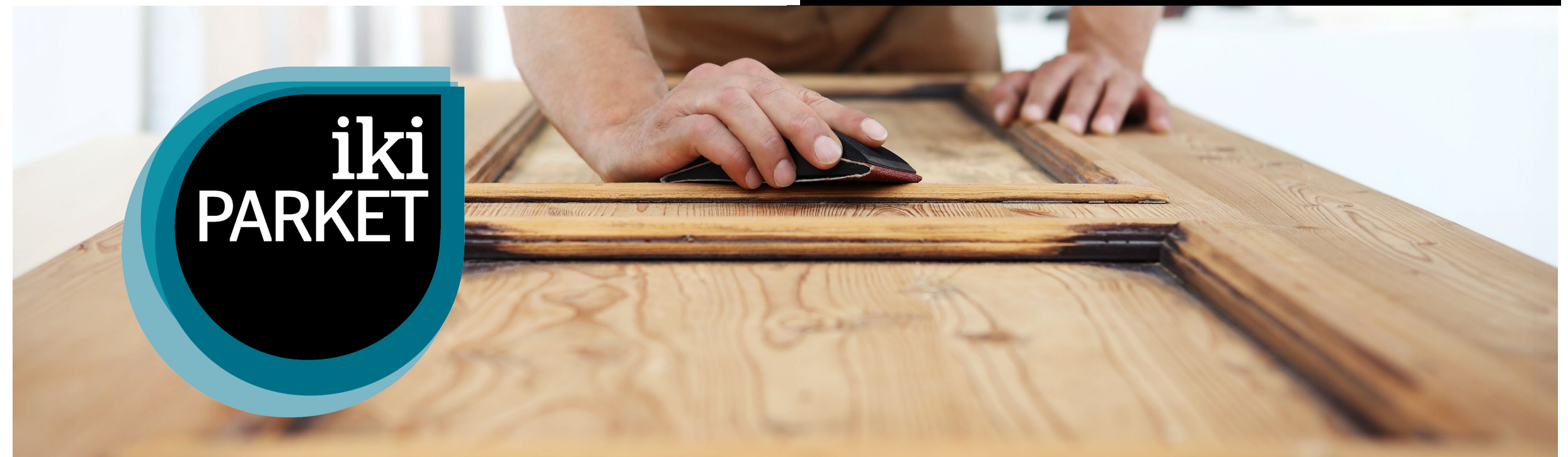


CMYK 0/0/0/0  
RGB 255/255/255  
#FFFFFF

# INTEGRATION

Color Usage: The brand on corporate-colored backgrounds and images

We show how the brand should be reproduced on corporate-colored backgrounds and images, using the logo versions as appropriate.



# TYPOGRAPHY

The corporate typefaces associated with the brand in its corporate applications are **Skema Pro News Semibold** y **Myriad Pro Regular**.

— **Skema Pro News Semibold**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNÑOPQRSTUVWXYZ**  
**1234567890€&()\*?;!@**

— Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
1234567890€&()\*?;!@



# CONTACT

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Thank you