

Brand Style Guide

Consulegis Branding V2.0 2018

To download any of the logos go to page 8 and click on the links

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Consulegis Brand Overview

The spirit of the brand is implicit in its name. They both emphasize our **experience and tradition, our 30 years!** We are an international network of mostly independent law firms with members from most of the major commercial centers of the world. **Consulegis operates internationally but personally.**

We offer legal services and multijurisdictional **solutions of high quality.** The network includes around 75 member firms in more than **45 countries and 150 cities around the world.**

Consulegis is

- Global
- Dynamic
- Trustworthy
- Professional
- Efficient
- Talent
- Friendly
- Cost effective
- Progressive

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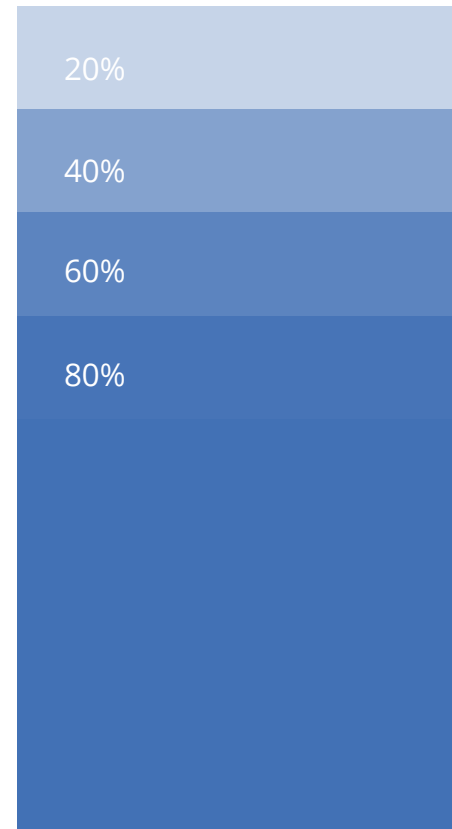
Consulegis Brand Overview



Color System

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Blue Sky

RGB:
R 66 / G 113 / B 181

CMYK:
C 78 / M 52 / Y 1 / K 0

HEX:
#4271B5



Green Pic

RGB:
R 128 / G 216 / B 175

CMYK:
C 51 / M 0 / Y 42 / K 0

HEX:
#80D8AE



Metallic Gold

RGB:
R 158 / G 127 / B 50

CMYK:
C 32 / M 40 / Y 86 / K 23

HEX:
#9E7F32

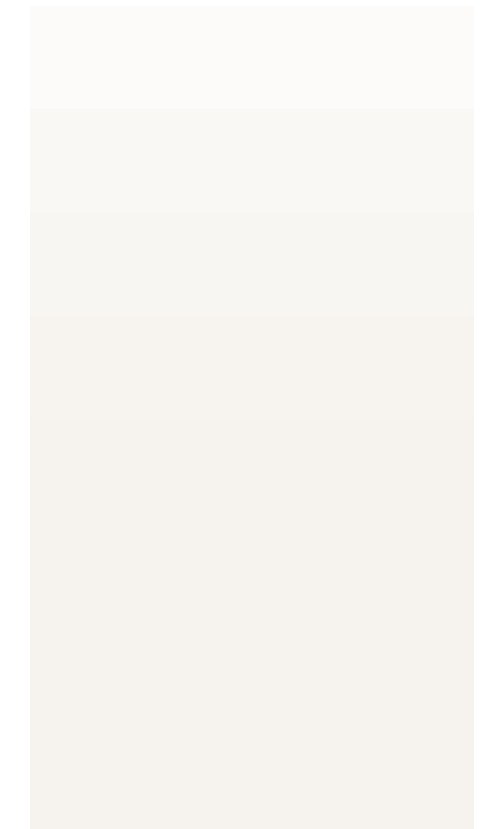


Consular Honor

RGB:
R 38 / G 23 / B 45

CMYK:
C 85 / M 91 / Y 46 / K 66

HEX:
#26172D



Cream Beige

RGB:
R 246 / G 232 / B 237

CMYK:
C 4 / M 5 / Y 8 / K 0

HEX:
#F6F2ED



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Logo example



Version of the logo and color system for the elements of institutional communication.



Version of the logo and color system for the elements of commercial communication.



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Clear Space



A minimum area of space must always surround the mark/logo-type lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

The same principle applies to the horizontal version of the logo. Applying the proportional size to the logo used.

This clear space is based on the symbol of the world.

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Typography

First

Playfair Display Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMN~~OP~~QRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

Playfair Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMN~~OP~~QRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

Playfair Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMN~~OP~~QRSTUVWXYZ
1234567890!@#\$%^&()_+<>?{}|*

Secondary

Open Sans Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMN~~OP~~QRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

Open Sans Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMN~~OP~~QRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

Open Sans Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMN~~OP~~QRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

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Download Zone

BITMAP ARCHIVES

SYMBOL BLUE
PNG FORMAT

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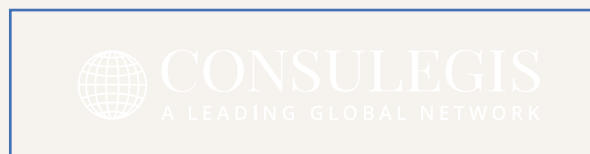
HORIZONTAL LOGOTIPO BLUE
PNG FORMAT

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HORIZONTAL LOGOTIPO WHITE
PNG FORMAT (Transparent archive)

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VERTICAL LOGOTIPO BLUE
PNG FORMAT

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VERTICAL LOGOTIPO WHITE
PNG FORMAT (Transparent archive)

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VECTOR ARCHIVES

HORIZONTAL LOGOTIPO BLUE
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VERTICAL LOGOTIPO BLUE
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