

PRISMO LOGO GUIDELINE

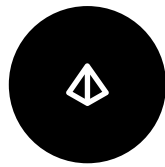
NOV.2020



11

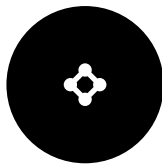
KEY INSIGHT

NOV. 2020



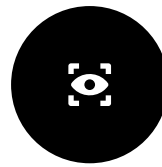
Prism

+



Tech

+



Perspective

+



Interesting



PRIMARY LOGO

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PRISMO

LOGO STRUCTURE

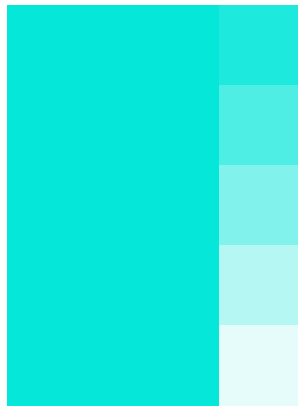
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PRISMO

COLOR

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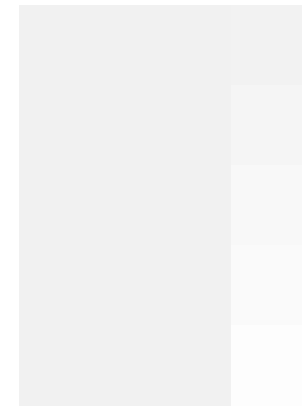
Safe Cyan
#04E7D9



Deep Blue
#132A72

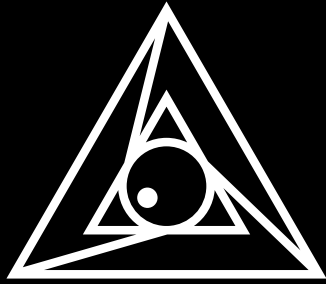


True Black
#000000

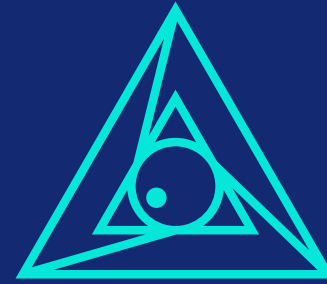


Light Gray
#F1F1F1





PRISMO ◉



PRISMO ◉

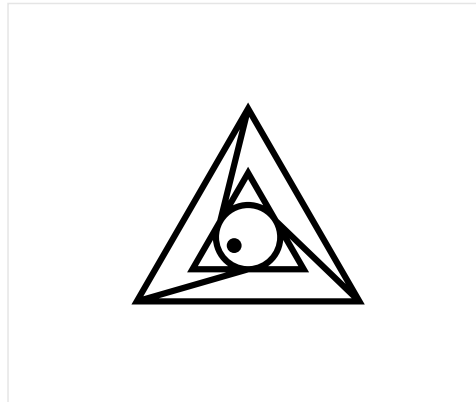
LOGO USAGE

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Full logo

Use on Desktop, Printing... with wide space.



Symbol

Use to emphasize brand image tight space.



Typography

Use to recognize brand name in tight space.



Minimum full logo size 50px



LOGO USAGE

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All black

Use on white background.



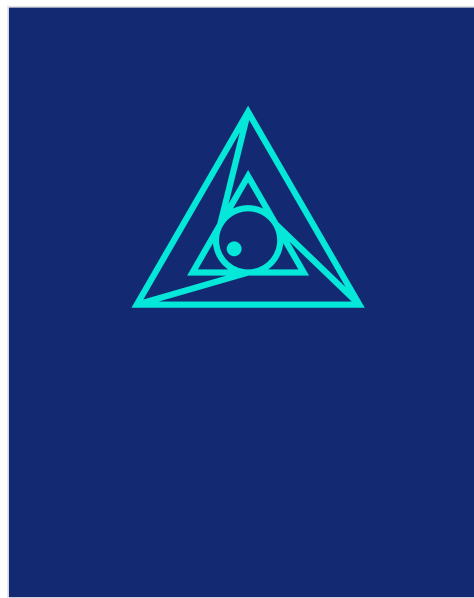
All white

Use on black background.



All cyan

Only use on black background.



Cyan on Blue

Use to emphasize brand image and visual appearance.



PRISMO

LOGO USAGE - DON'T

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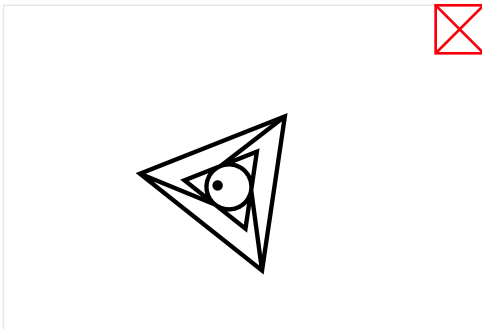
Wrong combination



Too small



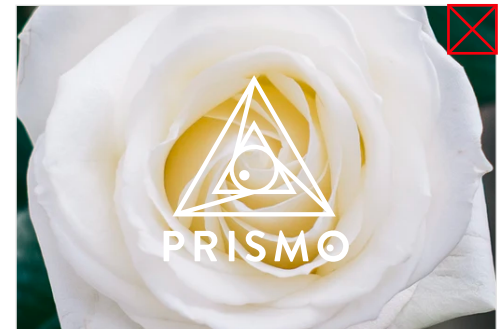
Scaled



Rotated



Wrong color



On noisy background



KEY VISUAL

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PRISMO

Aa

Montserrat

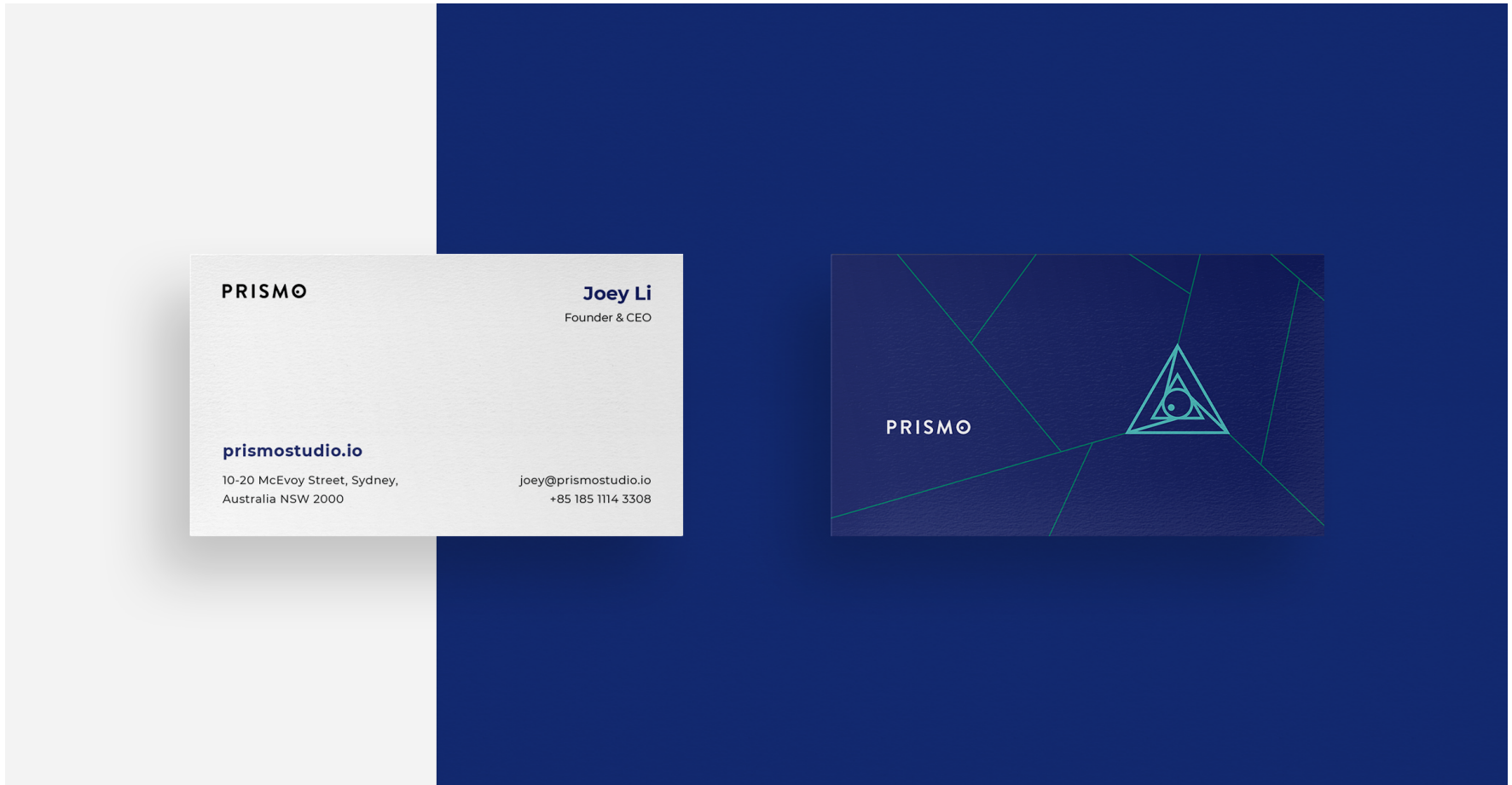
The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.

As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful.



TYPOGRAPHY

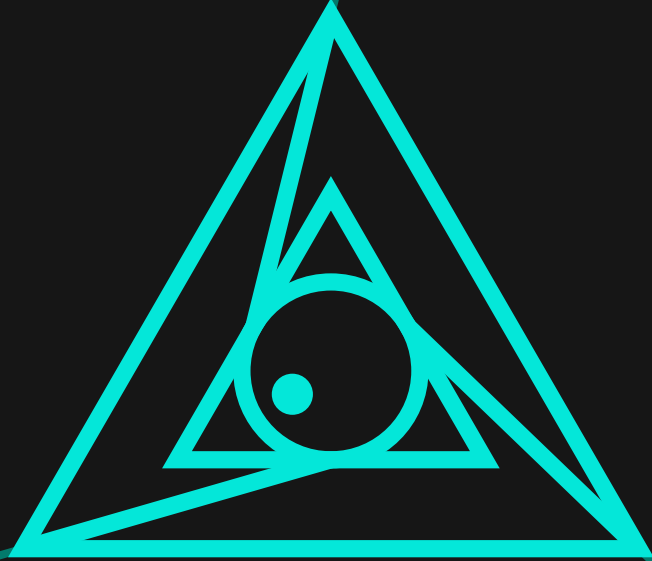
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PRISMO

**THANK
YOU**

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