

PRIMARY LOGO



COLOR PALETTE



SECONDARY MARK



ALTERNATE LOGOS / WATERMARKS

BRITTA THE PHOTOGRAPHER

personality prevails



BRAND TYPOGRAPHY

Gotham HTF

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

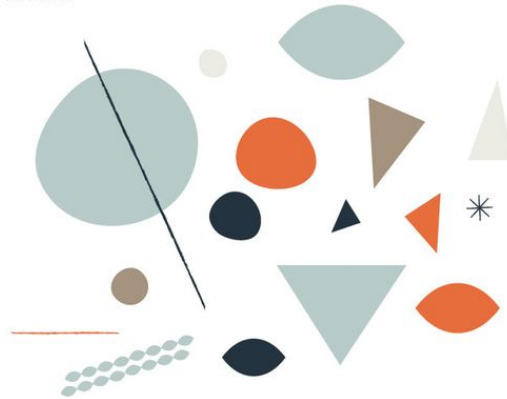
Hoefler Text Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz 0123456789*

Hoefler Text Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

SHAPE ACCENTS



PATTERNS





MUSEO DE ARTE
CONTEMPORÁNEO
DE BUENOS AIRES

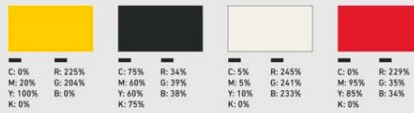
ESTRATEGIA

El Macba es un museo de arte contemporáneo enfocado al arte geométrico abstracto. Tiene un estilo muy limitado y las obras que presenta siempre se mueven dentro de ese estilo. La estrategia de mi sistema consiste en tomar dos cualidades del museo, el movimiento y lo rígido. El movimiento parte del dinamismo que presentan las obras que conforman la colección permanente, algo de la estructura del museo que podemos ver en las rampas de acceso a las salas, lo cinético, lo óptico. Y lo rígido parte de la geometría, de los plenos de color puros, de lo pesado, del hecho de que el edificio este construido por grandes placas de cemento pulido, formando un gran cubo de estructura sólida.

CONFIGURACIÓN DE MARCA



COLORES INSTITUCIONALES



TIPOGRAFÍA

Letra regular	Din next pro medium
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ 1234567890	ABCDEFGHIJKLMNÑOPQRSTUVWXYZ abcdefghijklmñopqrstuvwxyz 1234567890 !@#%&'()*=?
Orator medium	Univers LT Dal SS roman
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ abcdefghijklmñopqrstuvwxyz 1234567890 !@#%&'()*=?	ABCDEFGHIJKLMNÑOPQRSTUVWXYZ abcdefghijklmñopqrstuvwxyz 1234567890 !@#%&'()*=?

APLICACIONES DE MARCA



APERTURA DE MARCA



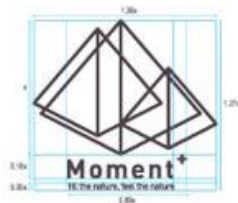
Signature Elements

Moment Plus 기호 사용 방식은 세로정렬 방식이다.

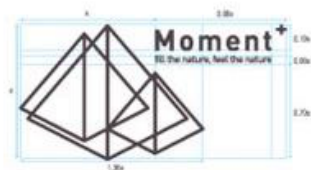


Primary Signature Module

이름 기준으로 제시된 정확한 비율로 작업해 사용해야 한다.



Acceptable Versions of Signature



Fonts

Moment Plus의 기본 글꼴은 DIN 이어, 미주한 글꼴은 모든 Moment plus 애플리케이션에 사용해야 한다.

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_!@#\$%^&*[]

Moment Plus

fill the nature, feel the nature.

DIN Bold

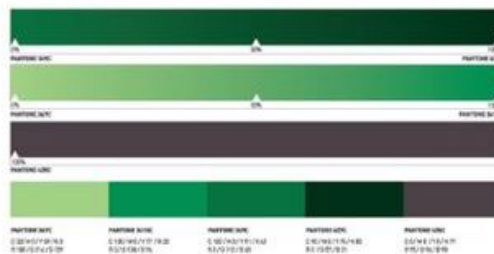
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_!@#\$%^&*[]

Moment Plus

fill the nature, feel the nature.

Color Palette

Moment Plus의 컬러 팔레트를 확인한다. Moment Plus 작업을 할 때 온 페이지에 지정된 것을 사용한다.





COLOR

The color palette has been developed specifically for the Rabil logo. Golden Gold, Bottle Black, and Warrior White are the signature brand colors.

Use these colors whenever possible to maintain color consistency in all forms of brand communication.

Flexibility with color is permitted to align with various color brand and team color stories. However, each product

line should always feature the signature palette as one color option.

Spot color reproduction is preferred and should be used as often as possible.

Four color process printing may be used when spot color reproduction is not available.

RGB and hex color should be used for all digital media.

Many factors can

influence accurate color reproduction. Consult with your vendors on the production, material selection, and the production process to reach the accurate color reproduction is achieved.

The colors shown here have not been created by Pantone, Inc. for approval and they do not match the PANTONE Color Matching System. Pantone Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Spot Color

PANTONE® 485 C	PANTONE® 485 C	PANTONE® 485 C	PANTONE® 485 C	PANTONE® 485 C	PANTONE® 485 C	White

CMYK Color

C 100	M 100	Y 100	K 100	C 100	M 100	Y 100	K 100

RGB Color

R 0 G 0 B 0	R 255 G 0 B 0	R 0 G 255 B 0	R 0 G 0 B 255	R 255 G 255 B 255	R 255 G 255 B 255	R 255 G 255 B 255

HEX Color

HEX 000000	HEX FF0000	HEX 00FF00	HEX 0000FF	HEX FFFFFFFF	HEX FFFFFFFF	HEX FFFFFFFF

