



Organized by / Organizado por:

LOGO FAMILY / FAMILIA DE LOGOS



OFICIAL LOGO
LOGO OFICIAL
PMA Fruittrade



OFICIAL LOGO
LOGO OFICIAL
PMA Fruittrade 2015



PROPER LOGO USAGE / USOS APROPIADOS DEL LOGO

FULL LOGO 2015
LOGO 2015



OFFICIAL LOGO
LOGO OFICIAL



LOGO NO DATE
LOGO SIN FECHA



LOGO ON
BACKGROUND COLOR
LOGO SOBRE FONDO
DE COLOR



COLOR PALETTE / PALETA DE COLOR

CMYK: 50.60.75.45
RGB: 90.70.51
PANTONE: 7533C
#E4B036



CMYK: 0.38.100.0
RGB: 251.170.25
PANTONE: 7409C
#E4B036



CMYK: 35.0.100.0
RGB: 178.210.53
PANTONE: 382C
#C7D41E



CMYK: 28.88.40.5
RGB: 177.65.105
PANTONE: 7433C
#963B61



CMYK: 18.99.100.0
RGB: 171.34.32
PANTONE: 7626C
#AB2220



CMYK: 68.5.38.8
RGB: 64.169.160
PANTONE: 7473C
#599689



Organized by / Organizado por:

MINIUM SIZE / TAMAÑO MÍNIMO

MINIMUM SIZE FOR PRINT
TAMAÑO MÍNIMO
DE IMPRESIÓN



LOCK UP & CLEAR SPACE
TAMAÑO MÍNIMO
DE ESPACIO



WEB TYPOGRAPHY / TIPOGRAFÍA WEB

Myriad Pro REGULAR	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]	Myriad Pro ITALIC	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]
Myriad Pro CONDENSED	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]	Myriad Pro SEMIBOLD	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]
Myriad Pro CONDENSED ITALIC	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]	Myriad Pro SEMIBOLD ITALIC	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]
Myriad Pro BOLD CONDENSED	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]	Myriad Pro BOLD	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]
Myriad Pro BOLD CONDENSED ITALIC	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]	Myriad Pro BOLD ITALIC	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]
Myriad Pro LIGHT	QWERTYUIOPASDFGHJKLÑZXCVBNM qwertyuiopasdfghjklñzxcvbnm 1234567890!"#\$%&/()=?;[]		

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IMPROPER LOGO USAGE / USO NO APROPIADO DEL LOGO



ALTER LOGO
PROPORTION
CAMBIAR PROPORCIÓN



CHANGE THE LOGO
COLORS
CAMBIAR COLOR



ANGLE THE LOGO
CAMBIAR INCLINACIÓN



REPOSITION THE LOGO
ELEMENTS
CAMBIAR UBICACIÓN



LOGO OVER PATTERN
OR COLOR
*APLICAR COLOR
DE FONDO*



ADD EFFECTS TO LOGO
APLICAR EFECTOS

