

# Manual de Imagen

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## Corporativa Parte 2



# ¿Con que partes se compone un Manual de Marca?

## 4. Normas tipográficas

- Tipografía institucional
- Familias Tipográficas muestra de caracteres
- Tipografía a utilizar en artes finales (tamaños)
- Sistema reticular.





# Tamaños de Tipografía en artes

## 5.04 Typography: General Use

All text is set in GE Inspira, flush left.

On any literature cover the size of the optional headline should not be larger than 200pt or smaller than 36pt GE Inspira Regular. The document title should not be larger than 36pt or smaller than 18pt GE Inspira Regular.

Position the brand architecture components, the Monogram (tagline is optional), headlines and secondary text flush with the left margin.

Suggested leading sizes:

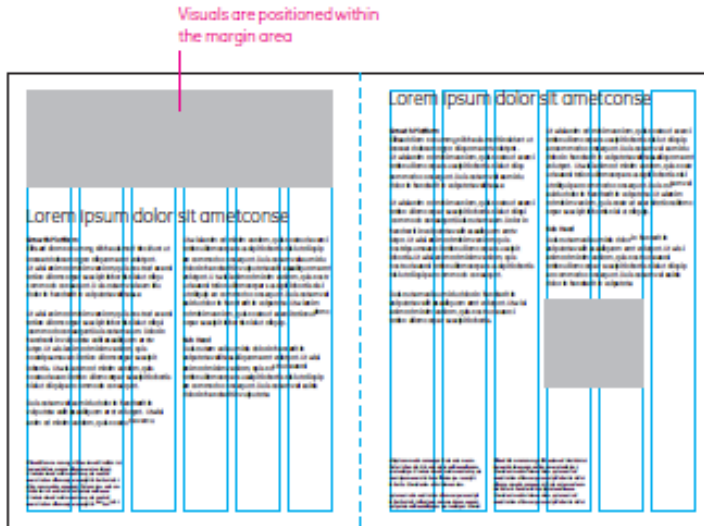
| Type size     | Leading size  |
|---------------|---|
| 9pt and below | +2pt - Use black only                               |
| 9pt-24pt      | +3pt - Can use color for this point size and larger |
| Over 24pt     | Use appropriate leading                             |



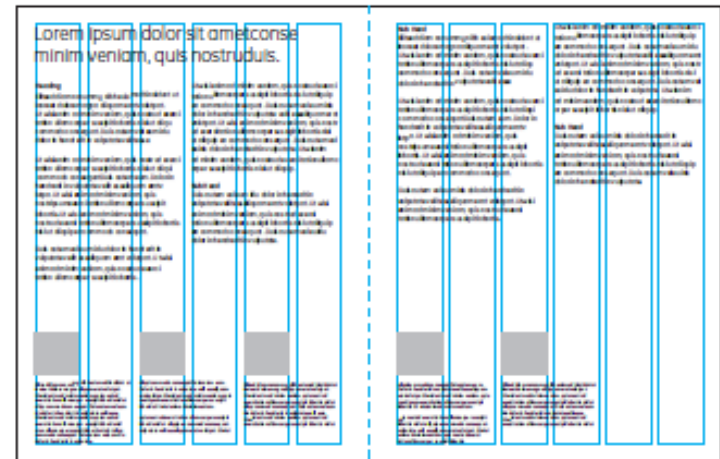
# Retículas

## 5.05 Typography: Using Spreads Grid 1

The grid system provides both order, using margins and baselines, and flexibility, through a six column structure.



Two column caption, three column body copy, six column page heading.



Two column caption, three column body copy, six column page heading.

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- 5. Papelería institucional (tarjeta de presentación, hoja membretada, sobre, folder, factura, libros, agendas etc.)



9.01 Applications: Overview

This section demonstrates how to use color, typography and imagery on the grid to create a range of covers, spreads, specification and data sheets, and white papers. Use of the tagline is optional in literature. When it is used, it appears only once on either the front or the back of the application.

Brochure cover



Specification sheet



Brochure spread



White paper

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- 6. Señaletica





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- 7.Aplicaciones (web,uniformes, tazas, lapices, separadores, cds, dvd, automoviles, etc.)

