

**PRO MUJER AT WD2019
BRAND GUIDELINES**





PRIMARY LOGO HORIZONTAL

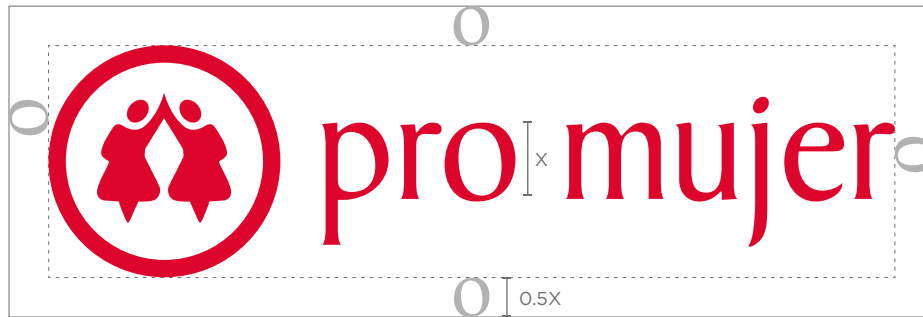


SECONDARY LOGO VERTICAL



LOGO CLEAR SPACE

PRIMARY LOGO HORIZONTAL



SECONDARY LOGO VERTICAL



PRIMARY ISOTYPE



SECONDARY ISOTYPE





TAG LINE

BUILDING
A LATIN
AMERICA
**WHERE
ALL WOMEN
THRIVE.**

BUILDING A LATIN AMERICA
WHERE ALL WOMEN THRIVE.

TAG LINE BACKGROUND

BUILDING
A LATIN
AMERICA
**WHERE
ALL WOMEN
THRIVE.**

BUILDING A LATIN AMERICA
WHERE ALL WOMEN THRIVE.



PANTONE 186
CO M100 Y81 K4
R221 G5 B43
WEB SAFE E51937



PANTONE 2225
C50 M0 Y22 K0
R136 G205 B207
WEB SAFE 82CFCE



PANTONE COOL GRAY 10
CO M0 Y0 K80
R80 G83 B90
WEB SAFE 555555

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TYPOGRAPHY USE

GOTHAM BLACK

GOTHAM BOLD

GOTHAM BOOK

HELVETICA REGULAR

LOREM IPSUM

Dolor sit amet, consectetur adipiscing elit.

Integer cursus quam ac consequat imperdiet. Aenean eu iaculis ipsum, a sagittis risus. Suspen disse in ipsum vel nulla euismod ornare ut sed mauris. Nullam nec massa et turpis varius cursus eu ac eros. Pellentesque vitae ultricies metus. Phasellus ut turpis id elit ullamcorper consequat. Vestibulum vitae ligula sed risus vulputate congue nec nec libero.

Integer cursus quam ac consequat imperdiet. Aenean eu iaculis ipsum, a sagittis risus. Suspen disse in ipsum vel nulla euismod ornare ut sed mauris. Nullam nec massa et turpis varius cursus eu ac eros. Pellentesque vitae ultricies metus. Phasellus ut turpis id elit ullamcorper consequat. Vestibulum vitae ligula sed risus vulputate congue nec nec libero.

 **CHARACTERS**





