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El logo siempre deberá ser utilizado de manera visibley reconocible.

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Artículos Promocionales, Papelería, Giveaways, Postales, etc.  
Grandes Formatos, espectaculares, presencia de marca en patrocinios, Papelería



Fotos de Perfil de Redes Sociales o formatos circulares

Utilizar el logo en blanco cuando el fondo sea oscuro o de color.



# “Tradicionalmente Moderna”

## Pulp Display

ACBDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890>/.:@



Color Oficial Internacional  
**PANTONE 3125 C**



Color Oficial Nacional  
**PANTONE 213 C**



Color Departamento Dirección  
**PANTONE 104-8 C**



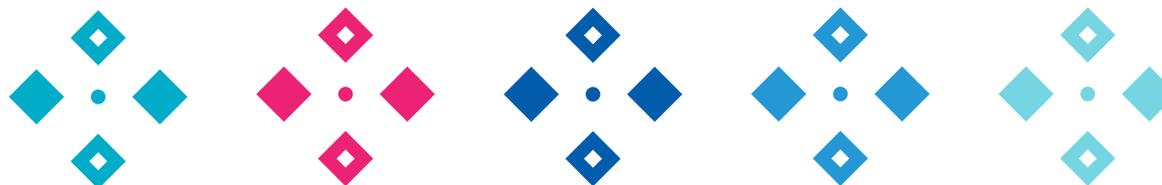
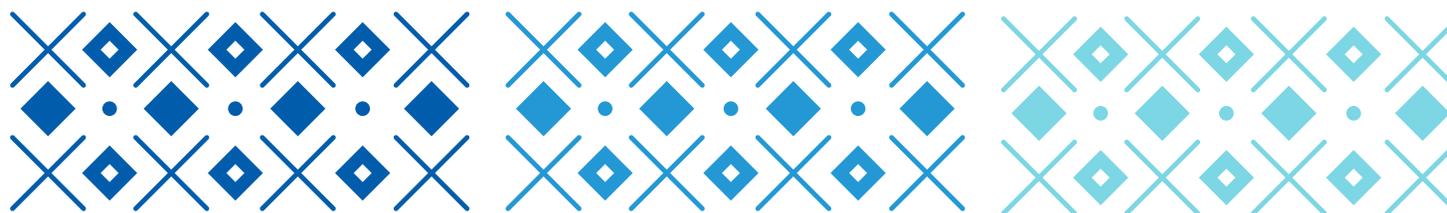
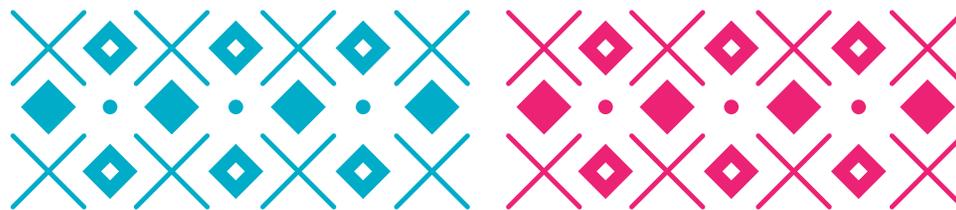
Color Departamento Comercial  
**PANTONE 109-6 C**

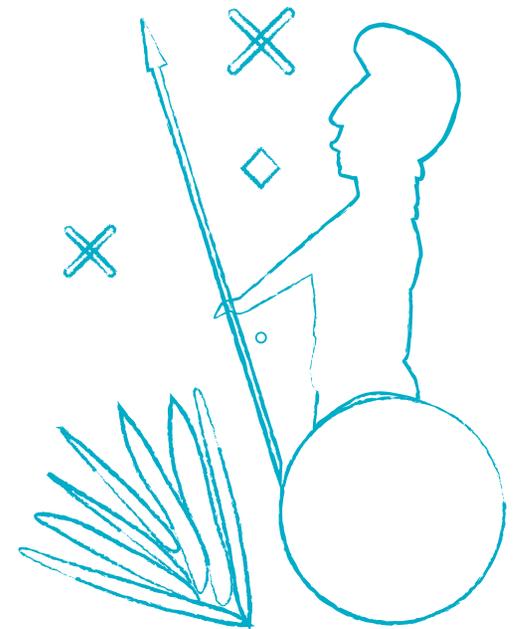
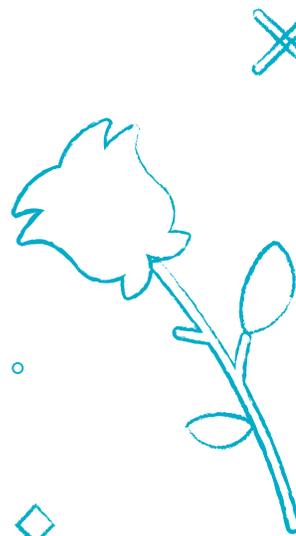
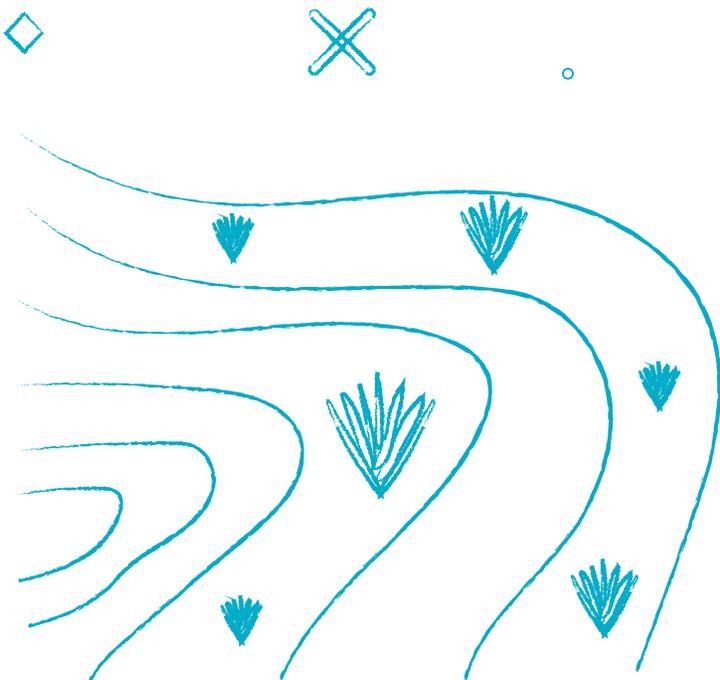
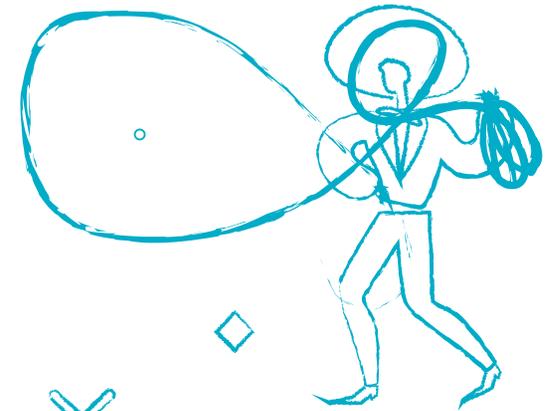
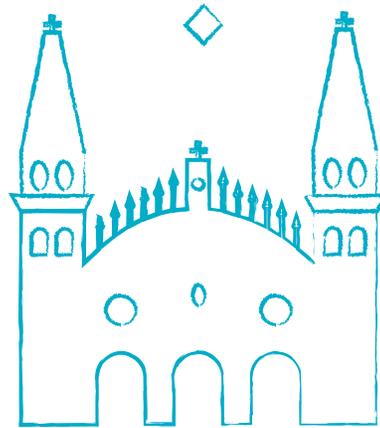
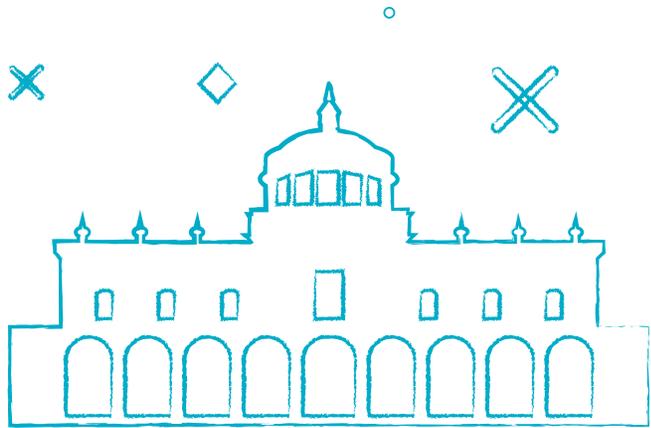


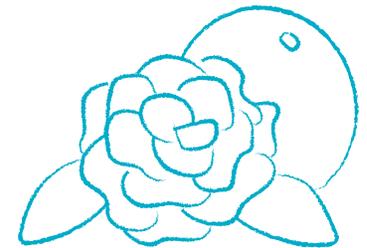
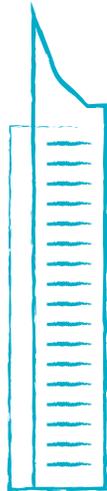
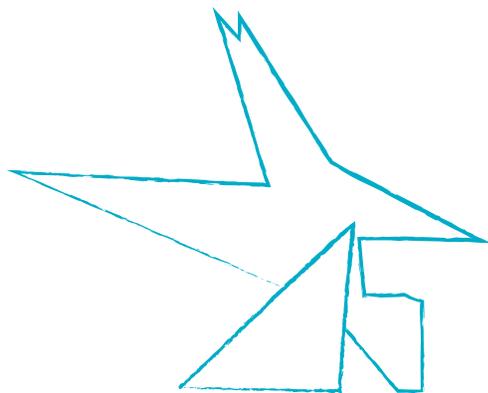
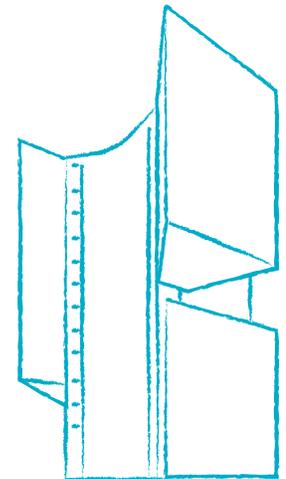
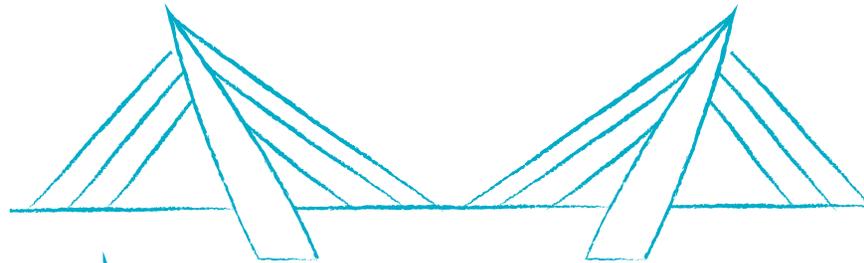
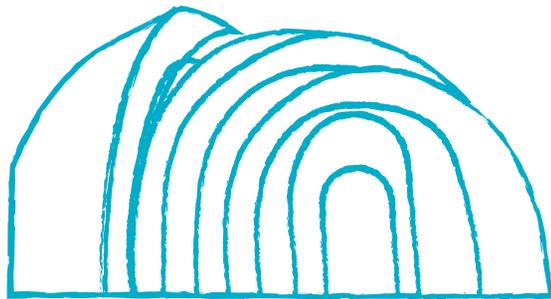
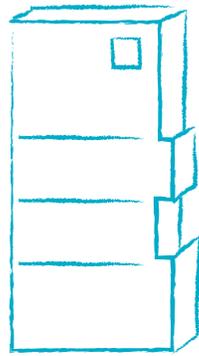
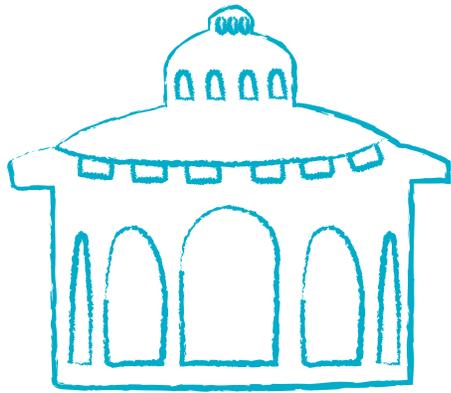
Color Departamento RRPP y Promoción  
**PANTONE 3125 C al 50% Opacidad**

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## Leisure

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## Taglines complementarios

[Tradicionalmente Moderna](#)

[Innovation our Tradition](#)

## Meet

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 [MeeitInGDL](#)

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## Hashtags oficiales

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Tradicionalmente Moderna

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