

BRAND GUIDELINES

Study & Research In
ECUADOR

LOGO USAGE

V1 **Study & Research In
ECUADOR**

V2 **Study & Research In
ECUADOR**

V3_a **Study & Research In
ECUADOR**

**Study & Research In
ECUADOR** V3_b

V4_a **Study & Research In
ECUADOR**

**Study & Research In
ECUADOR** V4_b

V5_a **Study & Research In
ECUADOR**

**Study & Research In
ECUADOR** V5_b

**Study & Research In
ECUADOR**

**Study & Research In
ECUADOR**

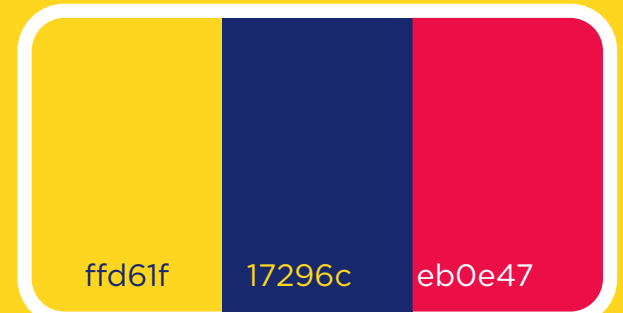
**Study & Research In
ECUADOR**

CLAIM

A **STRATEGIC
HUB
IN THE
MIDDLE
OF THE
WORLD**

BRAND COLORS

PRIMARY



SECONDARY



TIPOGRAPHY

Marouke Oblique

Aa **Aa**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 _ á è ì ó ù _ # \$ % & ? !

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Thin
Light
Regular
Medium
Bold
Black

VISUAL ELEMENTS



MOODBOARD IMAGERY



POWERED BY

cedia