

Alcaidesa Marina Brandbook

JUNE, 2023

Vertical Logo



Horizontal Logo



Isotype



Isotype

Basic Variant



Background Variant



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Variantes



Reversed & Mono Logos



Reversed & Mono Logos



Vertical Logo



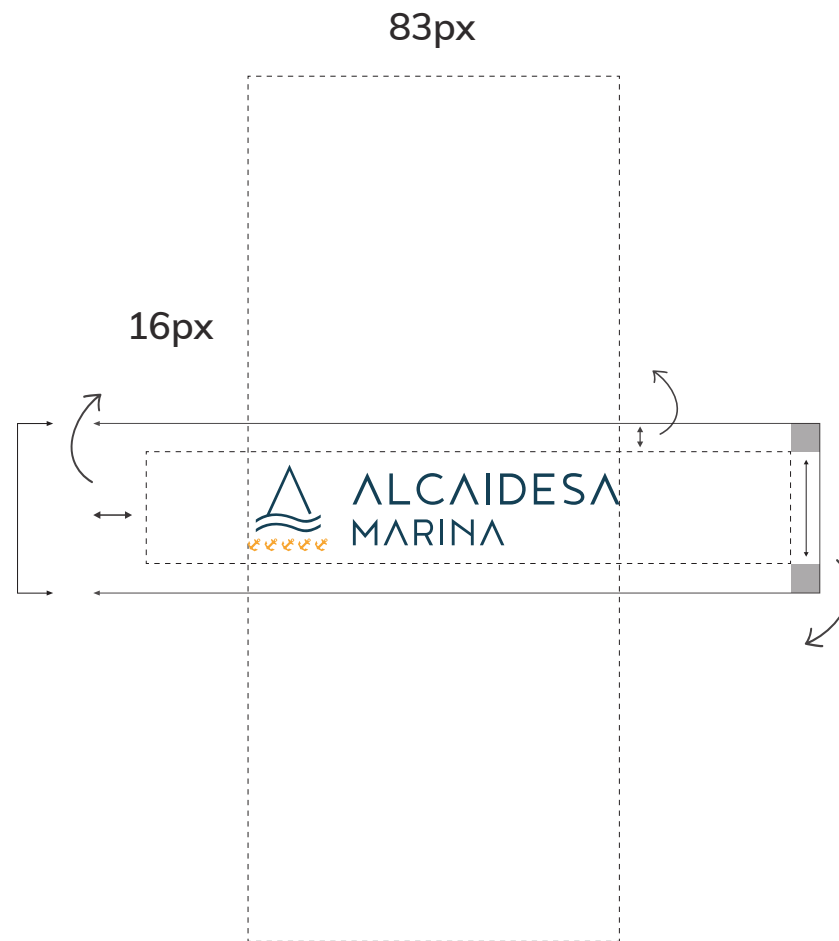
Horizontal Logo



Background



Minimum



Safe Zone



Correct Logo Application

PRIMARY USE



SECONDARY USE



ALTERNATIVE USE



Incorrect Logo Application

AVOID CHANGE PROPORTION



AVOIDE ROTAING



AVOIDE STROKES



AVOID CHANGE BRAND COLORS

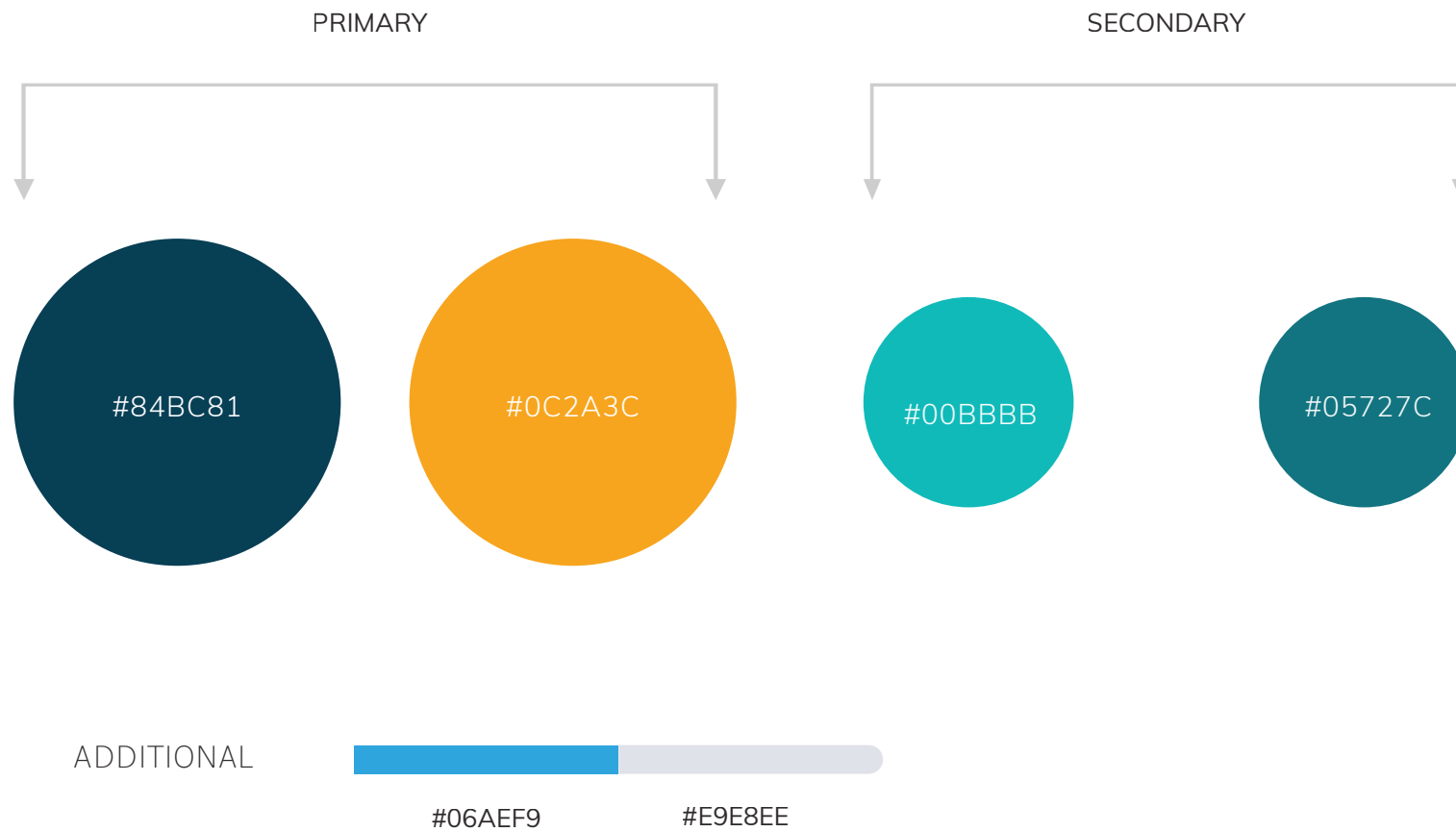


AVOID BUSY BACKGROUND

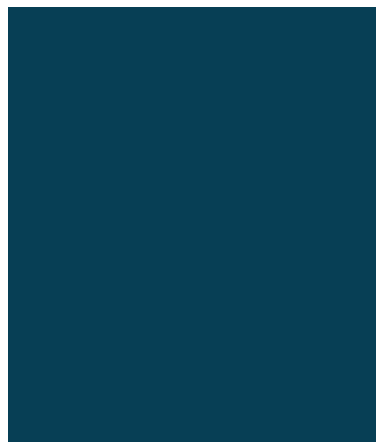


AVOID ALING TOP

Colors Palette



Main Colors



Pantone 3035 C



Pantone 130 C

Brand Colors



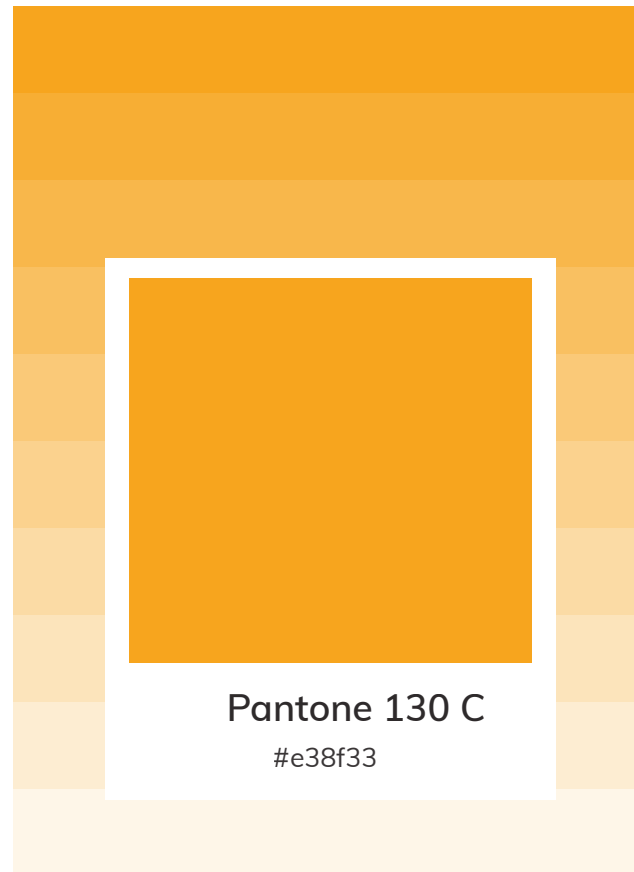
GROWTH

SAFETY

COMPROMISE

PROSPERITY

Brand Colors



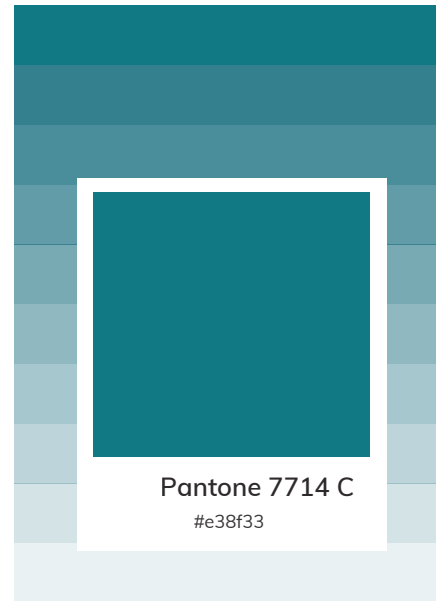
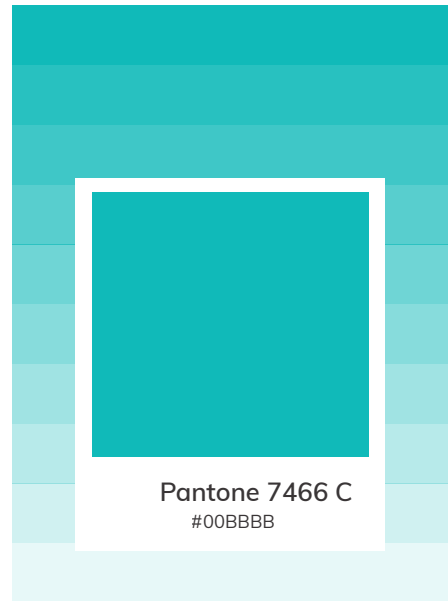
LUXURY

WEALTH

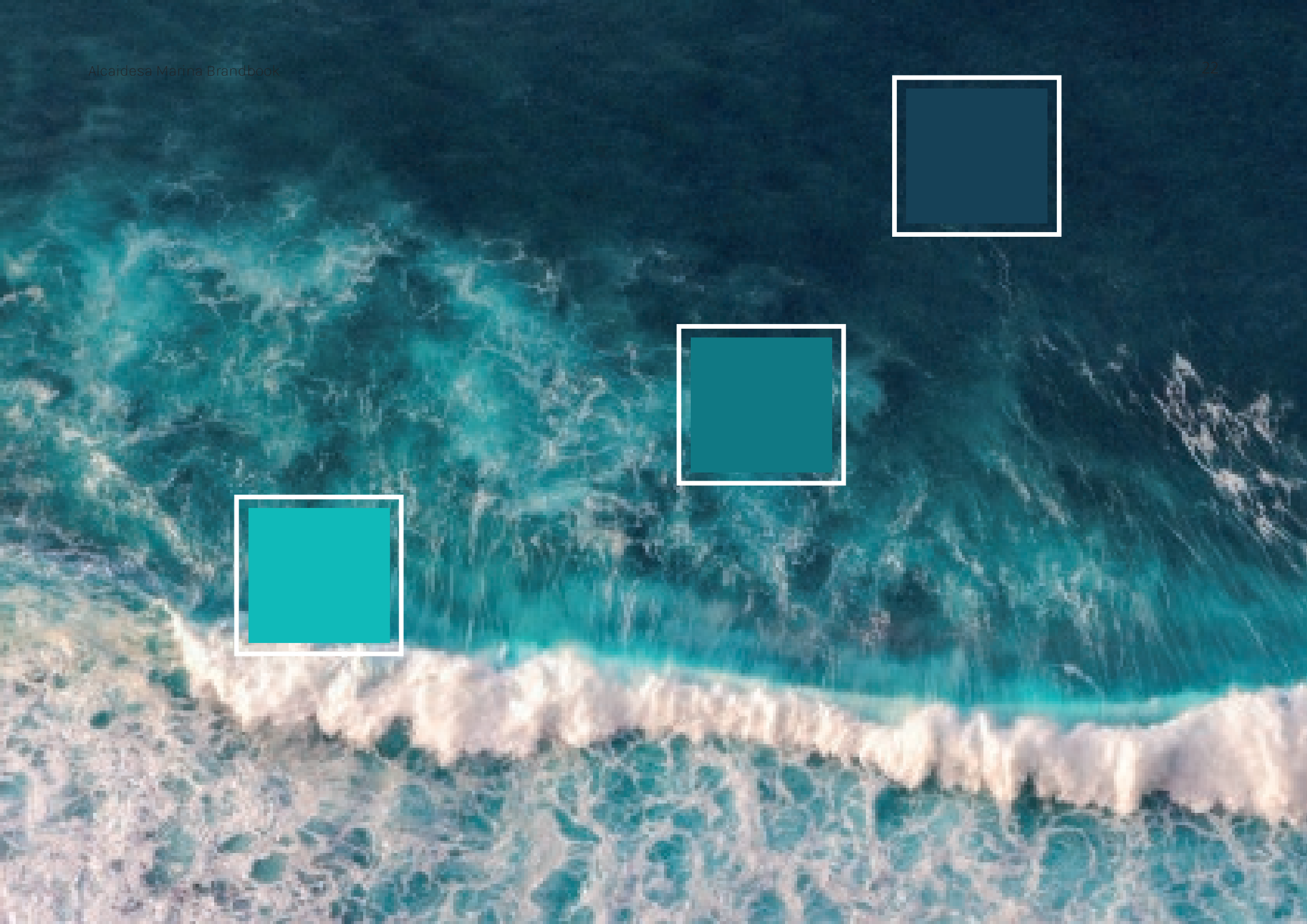
SUCCESS

PRESTIGE

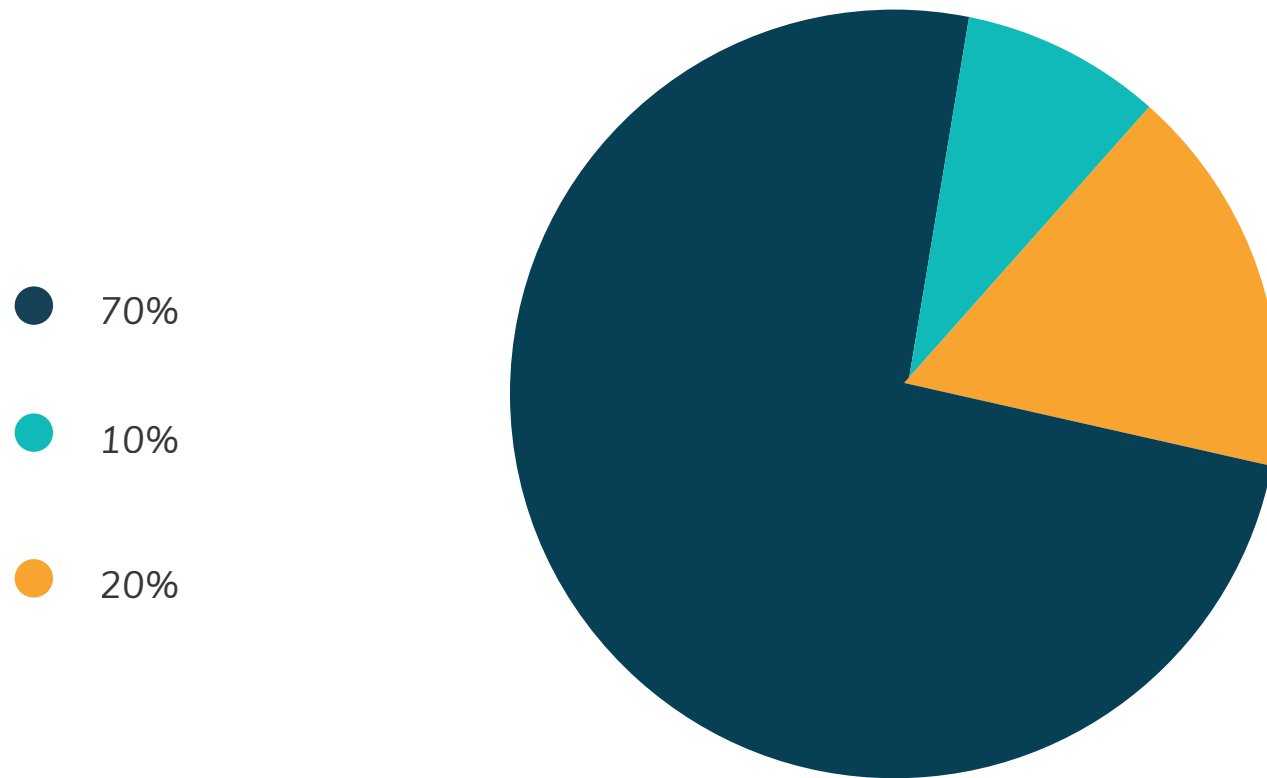
Secondary Colors



MODERN FUTURE FRESHNESS SUSTAINABILITY

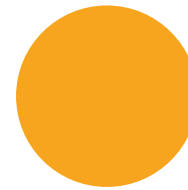
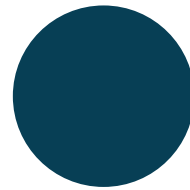


Colors Use



Colors Palette

PRIMARY



HEX

#003e52

#F5A800

RGB

0, 62, 82

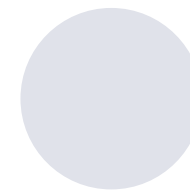
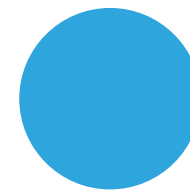
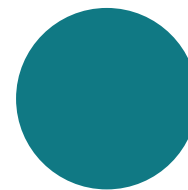
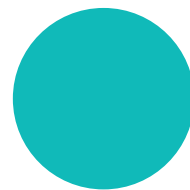
245, 168, 0

CMYK

100, 67, 48, 38

2, 38, 100, 0

SECONDARY



HEX

#00BBBB

#007680

#06AEF9

#E9E8EE

RGB

0, 187, 187

0, 118, 128

6, 174, 249

233, 232, 238

CMYK

73, 0, 32, 0

88, 38, 44, 10

67, 17, 0, 0

7, 3, 6, 0

Main Typography

This is the typeface that makes up the brand name. It is used only in this case.

A
NOYH
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ

abcdefghijklmnopqrstuvwxyzääö

01234567890+ / & ? % #

Secondary Font

It will be used in descriptions or blocks of reading texts for the web and stationery. It will also be used for main titles such as signage.

Karla

family
font

Aa

ExtraLight

Aa

Light

Aa

Regular

Aa

Medium

Aa

SemiBold

Aa

Bold

Aa

Light Italic

Aa

Medium Light

Aa

Bold Italic

Aa

ExtraBold Italic

Aa

Karla
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ

abcdefghijklmnopqrstuvwxyzåö

01234567890+/&?%#

Aa

Karla
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ

abcdefghijklmnopqrstuvwxyzåö

01234567890+/&?%#

Aa

**Karla
SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ

abcdefghijklmnopqrstuvwxyzåö

01234567890+/&?%#

Aa

**Karla
Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ

abcdefghijklmnopqrstuvwxyzåö

01234567890+/&?%#

Aa

**Karla
Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ

abcdefghijklmnopqrstuvwxyzåö

01234567890+ / & ? % #

Aa

**Karla
ExtraBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ

abcdefghijklmnopqrstuvwxyzåö

01234567890+ / & ? % #

Aa

**Karla
Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ

abcdefghijklmnopqrstuvwxyzåö

01234567890+ / & ? % #

Aa

**Karla
ExtraBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ

abcdefghijklmnopqrstuvwxyzåö

01234567890+ / & ? % #

Secondary Font

To be used in the main headings of the brochure, website and leaflet.

Playfair

family
font

Aa
Regular

Aa
Bold

Aa
Black

Aa
Medium

Aa
Bold Italic

Aa
Black Italic

Business Card



Antonio Valbuena Morente

Director Puerto Deportivo



956 02 16 60

avalbuena@alcaidesa.com

Avda. Príncipes de Asturias S/N 11300

La Línea de la Concepción

Business Card

Karla Bold 11 pts
Karla Regular 9 pts



Antonio Valbuena Morente
Director Puerto Deportivo



956 02 16 60
avalbuena@alcaidesa.com
Avda. Príncipes de Asturias S/N 11300
La Línea de la Concepción

Karla Regular 8 pts

Karla Light 7 pts

Mail Signature



Antonio Valbuena Morente

Director Puerto Deportivo

(+34) 609 30 18 06

avalbuena@alcaidesa.com

Avda. Príncipes de Asturias S/N 11300

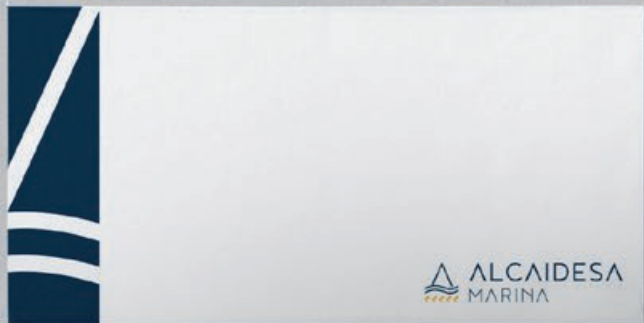
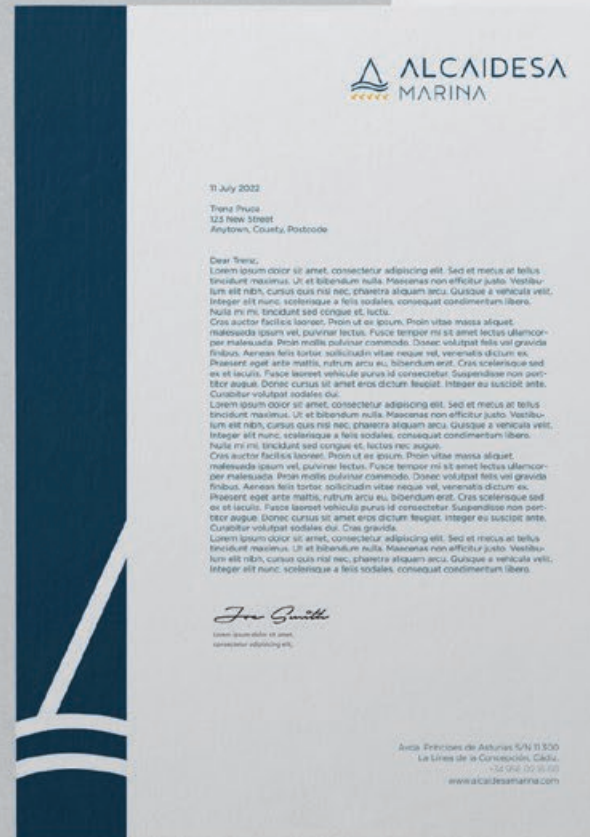
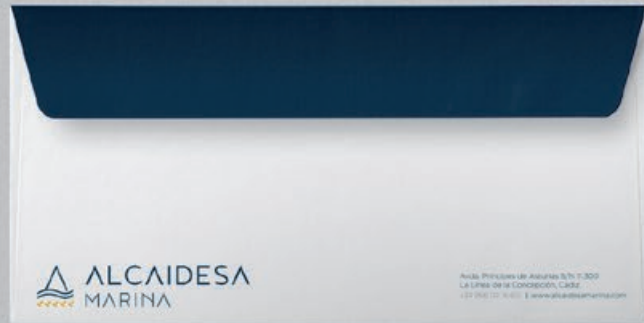
La Línea de la Concepción, Cádiz

Brand Element

Never use independently of the brand, it is a graphic support.



Stationary



App Thumbnail



Corporate photos



Corporate photos

