

Visual
Identity
Manual

Quinteto Astor Piazzolla

01

Identity

Isologotype

Color Palette

Typographic Universe

02

Application

Image Treatment

Social Media

Audiovisual Pieces

Posters

03

Subsystems

3X4

María de Buenos Aires

01

Identity

Isologotype

Color Palette

Typographic Universe

01. Identity

Isologotype

Isologotype

Isotype + Logotype
on backgrounds with luminosity
less than 50% gray



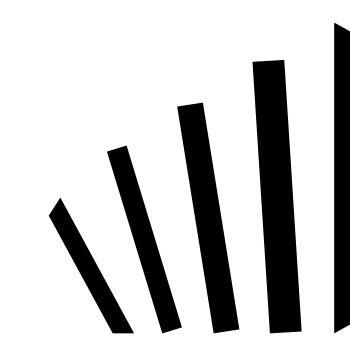
0%

50%



Isologotype

Versions based
on available space



Isologotype

Isotype + Logotype
on backgrounds with luminosity
greater than 50% gray



50%

100%



Isologotype

Versions based
on available space



Isologotype

Safe area and
minimum reduction

Safe Zone



Minimum reduction

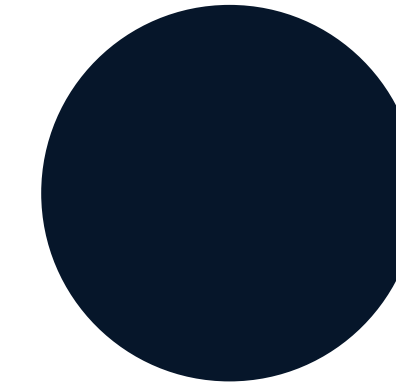
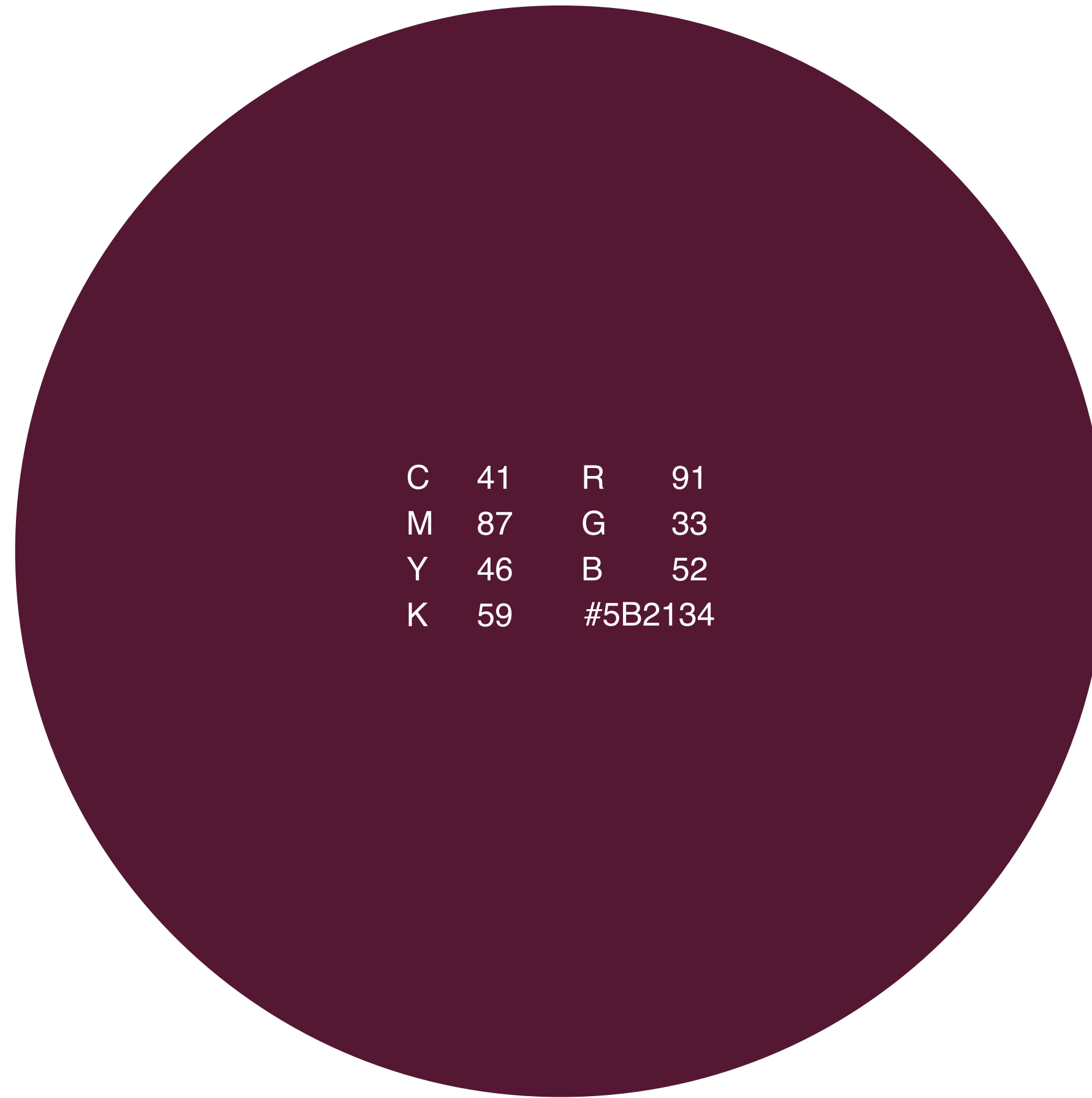


01. Identity

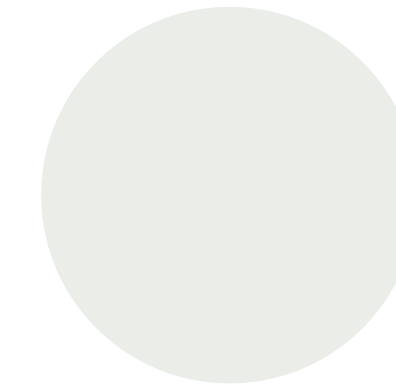
Chroma

Chroma

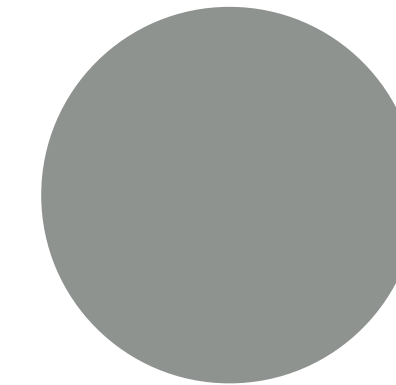
Application of
isologotype
on color



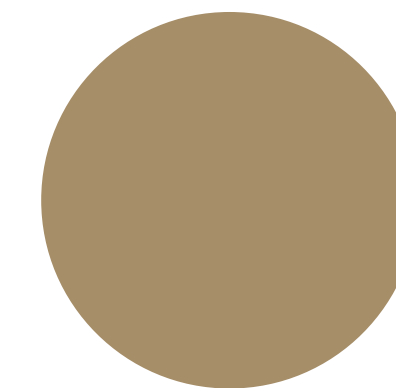
CMYK	Digital
C 96	R 18
M 79	G 31
Y 52	B 44
K 68	#121F2C



C 07	R 241
M 04	G 241
Y 08	B 237
K 00	#F1F1ED



C 41	R 154
M 31	G 155
Y 34	B 151
K 11	#9A9B97



C 28	R 177
M 35	G 150
Y 59	B 106
K 14	#B1966A

Chroma

Application of
isologotype on
color.

-
Correct uses

OK



OK



OK



OK



Chroma

Application of isologotype on color.

Incorrect uses

-
The isologotype cannot be applied on colors that result in low contrast levels.

