



Immerse
Visual Identity Guidelines

Immerse

Visual Guidelines

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1.

IDENTITY
ELEMENTS



1.1 Presentation

In the following pages you can find the different elements forming the **Inmerse** Visual Identity.

This document's goal is to establish and coordinate the visual layout for the present and future brand assets.

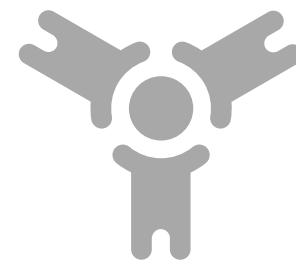
1.2 Logo concept



+



+



mapping

technology

childhood

integration

multiculturalism

1.2 Logo, complete version

This is the logo in its main complete version.

Minimum size of reproduction:

3 cm width

For a smaller size, please use one of the alternative versions you can find in the following pages.

Minimum size
of reproduction



immerse

INTEGRATION MAPPING OF REFUGEE
AND MIGRANT CHILDREN



immerse

INTEGRATION MAPPING OF REFUGEE
AND MIGRANT CHILDREN

1.2 Logo, horizontal version

This is the logo in its main complete horizontal version.

Minimum size of reproduction:
5 cm width

For a smaller size, please use one of the alternative versions you can find in the following pages.

Minimum size
of reproduction



1.2 Logo, reduced versions

This is the logo in its reduced versions.
These are cases where the absence of
space does not allow to have a proper
readability in the claim.

Minimum size of reproduction:
2 cm width

For a smaller size, please use one of the
alternative versions you can find in the
following pages.

*Minimum size
of reproduction*



1.2 Logo, micro version

Find here the logo at its minimum size and expression. The icon is the most powerfull and memorable element of the Identity.

Minimum size of reproduction:

1 cm width

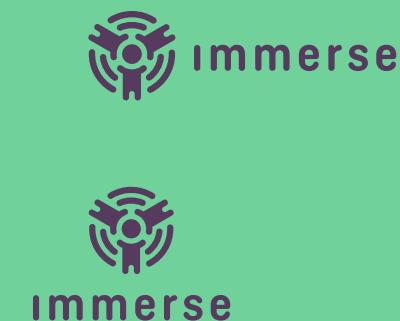


*Minimum size
of reproduction*



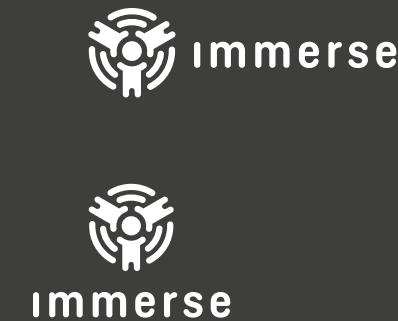
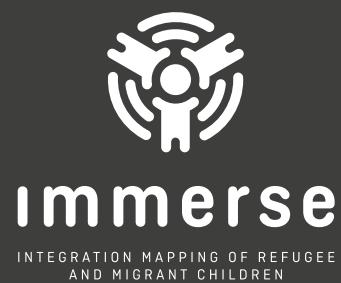
1.2 Logo, negative versions

As a secondary option we can show the logo
in the Immerse corporate purple over a
Immerse corporate green background.



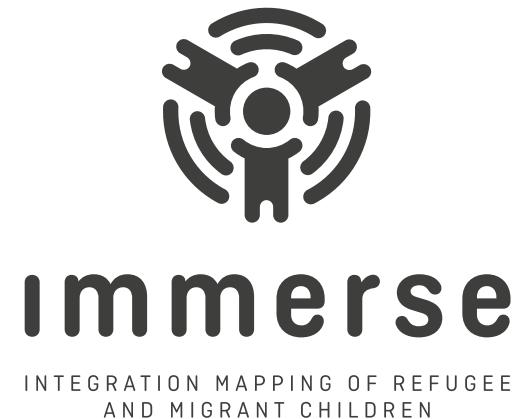
1.2 Logo, black and white versions

For black and white applications we will use
these plain white versions.



1.2 Logo, over white versions

In the case we need to show the logo over a white background, we will be able to use the Immerse corporate purple coloured versions. We will be able to use black coloured versions when colour printing is not possible.



1.3 Tipography

We will use the roboto and Roboto Slab family as the main typography families. In the next page you can find several examples of different style combinations.

Roboto

ROBOTO BOLD

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
. : ; * ^ `` Ç _ - + € < > ! ¡ ¿ ? =) (/ & % “

ROBOTO REGULAR

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
. : ; * ^ `` Ç _ - + < > ! ¡ ¿ ? =) (/ & % “

ROBOTO LIGHT

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
. : ; * ^ `` Ç _ - + < > ! ¡ ¿ ? =) (/ & % “

Roboto Slab

ROBOTO SLAB BOLD

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

ROBOTO SLAB REGULAR

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

ROBOTO SLAB LIGHT

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Roboto Condensed

ROBOTO CONDENSED BOLD

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
. : ; * ^ `` Ç _ - + € < > ! ¡ ¿ ? =) (/ & % “

ROBOTO CONDENSED REGULAR

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
. : ; * ^ `` Ç _ - + < > ! ¡ ¿ ? =) (/ & % “

ROBOTO LIGHT

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
. : ; * ^ `` Ç _ - + < > ! ¡ ¿ ? =) (/ & % “

1.3 Tipography (Styles combinations)

Roboto

Roboto Black
Roboto Black Italic
Roboto Bold
Roboto Bold Italic
Roboto Medium
Roboto Medium Italic
Roboto Regular
Roboto Italic
Roboto Light
Roboto Light Italic
Roboto Thin
Roboto Thin Italic

Roboto Slab

Roboto Slab Bold
Roboto Slab Regular
Roboto Slab Light

Roboto Condensed

Roboto Condensed Bold
Roboto Condensed Bold Italic
Roboto Condensed Regular
Roboto Condensed Italic
Roboto Light
Roboto Light Italic

**Lorem ipsum dolor
 sit amet,
 consectetur**

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit, sed diam nonummy nibh
 euismod tincidunt ut labore dolore magna
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 minim veniam, quis nostrud lobortis nisl u
 aliquip ex ea commodo consequat.

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**Lorem ipsum dolor
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Integration mapping of refugee

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 lobortis nisl ut aliquip ex ea consequat.

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Text
Lorem ipsum dolor sit
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adipiscing elit, sed do

Este es el logotipo en su versión horizontal. Deberá emplearse cuando el espacio a ocupar tenga un formato extraordinariamente horizontal.

LOREM IPSUM

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adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna

Lorem ipsum dolor sit amet, consectetur

Integration mapping
of refugee.

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

Ullamcorper suscipit lobortis nisl ut aliquip eu
ea commodo consequat.

Duis autem vel eum iriure dolor in hendrer
in vulputate velit esse molestie consequat,
vel illum dolore eu feugiat nulla facilisis.

**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR**

Integration mapping of refugee

Text
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nib
euismod tincidunt ut laoreet dolore ma

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

Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feuiquat nulla facilisis.

Lorem ipsum dolor sit amet, consectetur

ELorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt
ut labore et dolore magna aliqua.
Ut enim ad minim veniam.

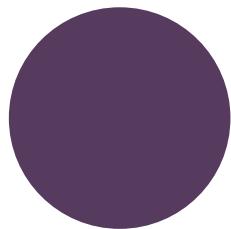
LOREM IPSUM

lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna

1.4 Colour

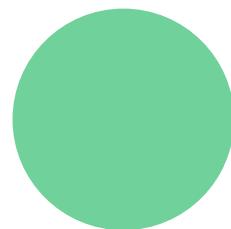
These are the technical info of the Immerse corporate colours.

**Immerse
Corporate
Purple**



Pantone 275 U
CMYK 67-82-33-26
RGB 87-59-95
#573B5F

**Immerse
Corporate
Green**



Pantone 3385 U
CMYK 71-0-57-0
RGB 112-209-154
#70D19A

2.

BRAND ASSETS

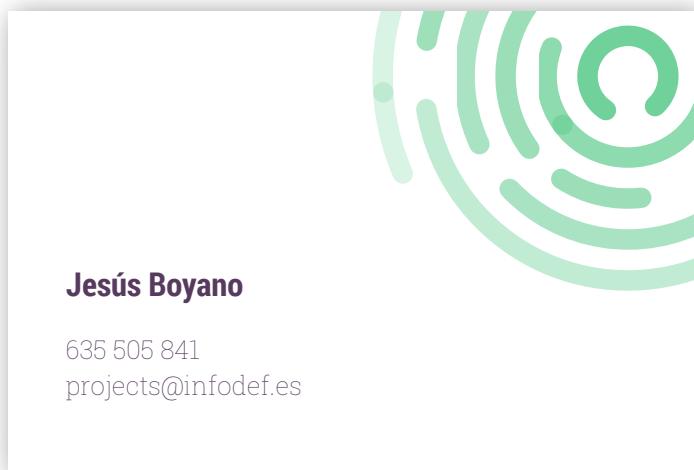


2.1 Card

55x85mm

400gr

Matt



2.2 Firma email

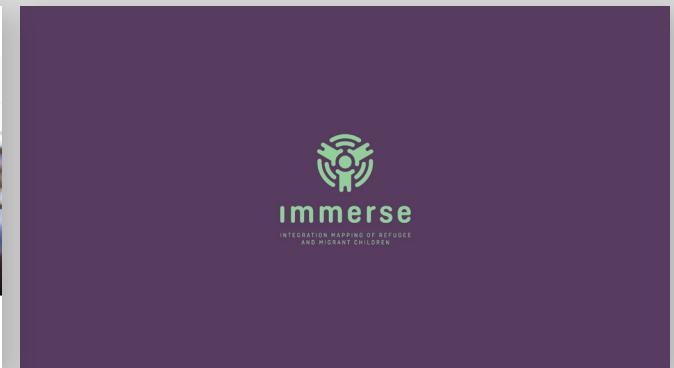
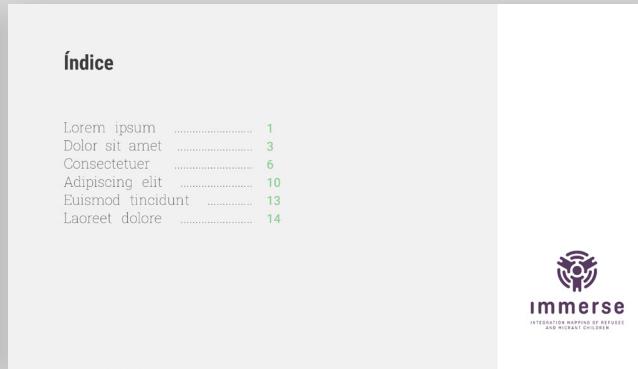
[png format]

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2.3 PPT presentation



[Plantilla para PowerPoint con 6 diapositivas]

This Visual Identity was created by:



monestudio.com

