



CORPORATE IDENTITY MANUAL
INTERCROPVALUES

This manual gathers the main graphic elements of **IntercropValuES** and explains how it should be correctly applied for a good use of the brand and its application in all its possible expressions.

Correct use of the **IntercropValuES** brand will make it possible to achieve visual identification and reinforcement of the brand in the market.

Applying the trademark with respect and coherence is fundamental to make **IntercropValuES** a great brand.

01 THE BRAND

02 UNIVERSE

01 THE BRAND

Corporate logotype

Logotype

Logo modulation

Security area

Reductibility

Corporate colors

Corporate fonts

Correct uses of the brand

Incorrect uses of the brand

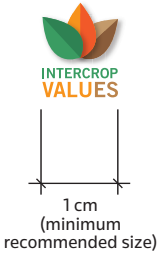


INTERCROP
VALUES









*Use of the mark in very exceptional cases and for very small spaces. In similar cases, the logo will be used, as long as it is not possible to read the mark.

01 THE BRAND · Corporate colors



Pantone 347 C
77c 16m 80y 2k
57r 151g 88b
#399758



Pantone 137 C
0c 50m 100y 0k
243r 146g 0b
#f39200



Pantone 4645 C
22c 48m 78y 8k
194r 135g 69b
#c28745

Main corporate typography:

TRADE GOTHIC LT BOLD

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 .,-ç´+`i´a!´. \$%&/()=?¿**

Secondary corporate typography for texts and documents:

TRADE GOTHIC LT REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 .,-ç´+`i´a!´. \$%&/()=?¿

TRADE GOTHIC LT ITALIC

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 .,-ç´+`i´a!´. \$%&/()=?¿*

Typography for web use, email, internal documents or power point presentations:

MONTSERRAT regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 .,-ç´+`i´a!´. \$%&/()=?¿

ARIAL

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 .,-ç´+`i´a!´. \$%&/()=?¿

01 **THE BRAND** · Correct uses of the brand



Color version of the original logo
(3 ink)



Grayscale version of the logo



White version of the logo

01 THE BRAND · Incorrect uses of the brand



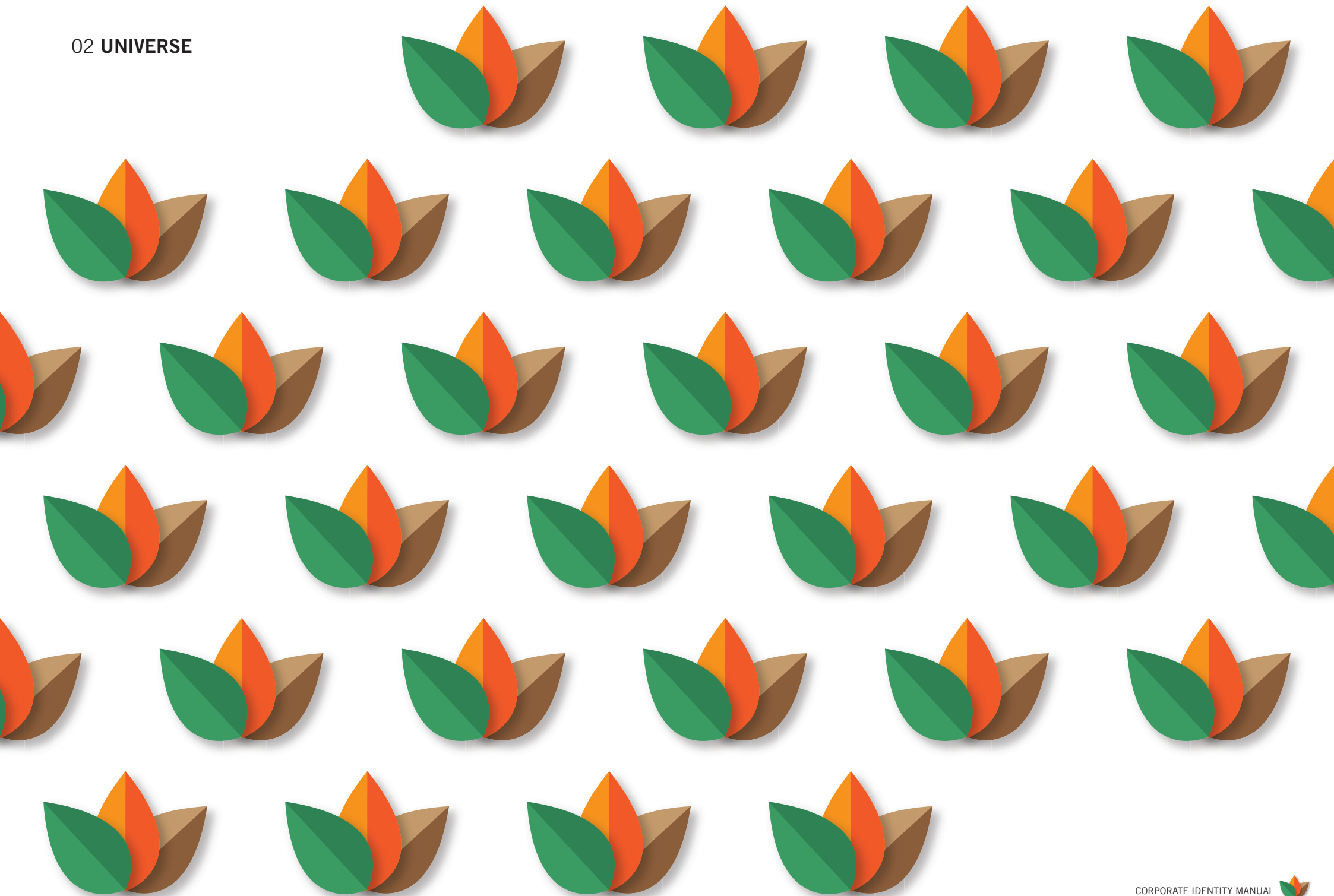
02 UNIVERSE





02 UNIVERSE





02 UNIVERSE

02 UNIVERSE

