

Graphic Identity User Manual



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1. Introduction

This basic manual of the use of the logo has been created as a reference and guide of basic standards for the proper and unified use of the main and the secondary of **in2destination** logo.

1.1 Main Logo

Its use will be a priority in those cases in which a single logo appears, since it is the most recognizable. Their versions are:

- Depending on the background color:



- With transparent background:



1.2 Secondary Logo

Its use will be a priority in social networks and will accompany the main logo, strengthening in2destination's commitment to the SDGs. Their versions are:



Note: for more information, please contact info@in2destination.com. Thank you.

2. Corporate Colors

Corporate colors are:

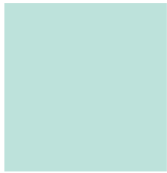


RGB: 223 R 32 G 72 B

CMYK: 14 C 94 M 60 Y 2 K

#DF2048 (websafe: #CC3333)

Pantone Solid Coated: 1925C



RGB: 189 R 226 G 219 B

CMYK: 31 C 2 M 18 Y 0 K

#BDE2DB (websafe: #CCCCCC)

Pantone Solid Coated: 573U

3. Corporate Types:

Corporate types are:



Sacramento (in2)

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

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Montserrat (destination and claim)

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

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