The main logotype version is on black background, vertical and in English. However, it may be used on a white background, horizontal and in Spanish, as it may be necessary.

This logotype is unalterable. When reproducing it, use always the manual’s parameters.

For any question call Brandlab™ at 7481210.

Brand manual COP20 Lima Logo
The main logotype version is on black background, vertical and in English. However, it may be used on a white background, horizontal and in Spanish, as it may be necessary.

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This logotype is unalterable. When reproducing it, use always the manual’s parameters.

For any question call Brandlab™ at 7481210.
Each one of the 20 rings comprising the isotype has a CMYK value that shall not be altered or changed.
Each one of the 20 rings comprising the isotype has a RGB value that shall not be altered or changed.

For any question call Brandlab™ at 7481210.
Each one of the 20 rings comprising the isotype has a hexadecimal value that shall not be altered or changed.
01. LOGOTYPE

Restricted area

It is the minimum space protecting the logotype, and it shall never be invaded by other elements such as text, images, symbols, among others.

The measure of this (x) area shall be determined based on the isotype measure (8x).

The same standard applies for other versions of the logo color.

For any question call Brandlab™ at 7481210.
01. LOGOTYPE

Minimum size allowed.

It is the minimum size a logo can have both in printed applications and in the web platform.

The same standard applies for other versions of the logo color.

For any question call Brandlab™ at 7481210.

Brand manual COP20 Lima Logo
02.
EXAMPLES
OF USE
CONFERENCIA - PANEL

COP20: EL ROL DEL CONGRESO EN LA GESTION DE LA LEGISLACION NACIONAL RENTE AL CAMBIO CLIMATICO

Hemiciclo Raúl Porras Barrenechea
Lima, 24 de Octubre de 2014
Right use

Wrong use

Brand manual COP20 Lima Logo
Esta imagen muestra dos ejemplos de uso correcto e incorrecto del logo COP20 Lima. El uso correcto incluye el logotipo COP20 Lima en el centro de la imagen, con el texto y el diseño que se muestra en la parte superior. El uso incorrecto muestra el mismo logotipo pero con una configuración diferente, que puede ser confundida con el diseño original.

Brand manual COP20 Lima Logo