

Choices International Guidelines

www.choices-international.com

Introduction

The guidelines in this manual will help you apply Choices International brand communication.

This short guide explains the essence of the brand, demonstrates its correct use and provides you with examples of applications.

The essence of the brand is its architecture and construction: the logo, its colour palette, typography.

These elements are the key to creating brand expression. When used properly and creatively, they will help you convey their true values.

We believe in you and your common sense, because you are also part of the brand, as we also believe that you will use it responsibly.

Any questions or queries about how to apply the trademark in any support that is not developed here, please contact our marketing department.

Thank you for your collaboration and for helping us continue to grow.

Corporate Logo

Lays a solid foundation for our future, reflecting our customer-centric philosophy. It will be friendly, open, accessible.

The brand is the key element. It is our expression.



The logo features the word "Choices" in a large, blue, cursive script font. A thick, blue, curved underline sweeps across the bottom of the word. Below the underline, the word "International" is written in a smaller, blue, cursive script font.



Protection Perimeter

In order for the logo to retain its visual effect, its protective perimeter must always be respected.

It is recommended that there be a margin between it and any elements that are next to it. The calculation will be of the height and around the logo. This space should not be invaded by external elements.



Minimum size
30 mm



Incorrect Uses

The incorrect use of the logo impairs our communication. In the following examples we encourage you to familiarise yourself with the improper use of the brand.

Therefore, any variation, whether in colours, proportions, arrangement, will be incorrect and therefore is forbidden.

 No distortion




 Do not change the colors






 Do not rotate



 Do not use the logo on complicated backgrounds or images that may reduce the visibility of the brand.



 Do not reproduce the scheme



Chromatic Version

The logo can only be applied in three versions, in corporate blue, black and negative, ruling out any other option.

Here are some examples

Application of the logo in corporate blue. Positive



Application of the logo in white on corporate blue. Negative



Black logo application. Positive and negative.



Logo application in 70% grey. Positive and negative.



Logo on coloured Backgrounds

The logo can be applied on backgrounds: coloured backgrounds and photo backgrounds. The logo on a white background is ideal but can also be used in secondary colours. For example, the following colours favour their reading and visibility, always avoid strong or light colours that compete with the brand or damage the image.



Colour Palette

At Choices International, colour plays an important role, symbolising their personality and image. Therefore, it is essential to use it correctly on different materials and supports.



PANTONE 3005

Pantone: 3005 C

Process Color:

Cyan 86%
Magenta 46%
Yellow 0%
Black 0%

Color RGB:

R 117%
G 86%
B 187%

Color Web:

#0075bb

Black 100%

PANTONE COOL GRAY C

Pantone: Cool Gray 7 C
Black 70%

Color RGB:

R 151%
G 151%
B 153%

Color Web:

979799

La Tipografía The Typography

The Typography will be our hallmark when expressing our brand, our values, our communication. Typography should inspire, convey our style and differentiate us. We believe that the Raleway font is the one that best fits and reflects our attributes; it has personality, it is close, warm, elegant and current. We hope you enjoy using it and help strengthen the brand.

Corporate Typography

The Raleway Regular typeface will be used for body text. The Raleway Medium, Semibold and Bold will be applied for headlines or highlighted texts.

Raleway Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!¿?%&@€\$£¥*

Raleway Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!¿?%&@€\$£¥*

Raleway Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!¿?%&@€\$£¥*

Raleway Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!¿?%&@€\$£¥*

Complementary Typography

Complementary typography will not be used for professional applications or communication elements: print, etc. For electronic media and internal use, use the Calibri font, this font is installed by default in operating systems.

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!¿?%&@€\$£¥*

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!¿?%&@€\$£¥*



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