

# MANUAL DE MARCA

BRAND MANUAL



■ LOGO

**FFA** FLAVORS AND  
FRAGRANCES  
OF AMERICA

**FFA**

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**FFA**

# ■ TIPOGRAFÍAS CORPORATIVAS

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CORPORATE TYPOGRAPHIES

## Aquawaz Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&'()\*+,-./:;<=>?@

## Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&'()\*+,-./:;<=>?@

# PALETA DE COLORES

## COLOR PALETTE

C:100% M:80% Y:10% K:0%  
R:0 G:20 B:145  
#001491

C:70% M:65% Y:0% K:0%  
R:115 G:75 B:240  
#734BF0

C:0% M:60% Y:5% K:0%  
R:245 G:140 B:180  
#F58CB4

C:40% M:75% Y:0% K:0%  
R:190 G:80 B:240  
#BE50F0

C:0% M:20% Y:90% K:0%  
R:255 G:205 B:30  
#FFCD1C

C:0% M:0% Y:80% K:0%  
R:255 G:255 B:70  
#FFFF46

C:35% M:0% Y:80% K:0%  
R:175 G:240 B:110  
#AFF06E

C:60% M:20% Y:40% K:0%  
R:30 G:195 B:170  
#1FC2AB

# GRÁFICA CORPORATIVA

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CORPORATE GRAPH





