



Atlantic Social Lab

**Graphic Identity
Manual**

Logo

Horizontal. Positive versions.

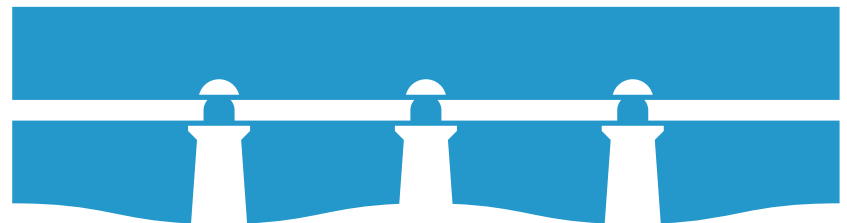
The image of Atlantic Social Lab represents three lighthouses united by a beam of light. It is the metaphor of the union between points, networking, Atlantic culture, the light of ideas ... Its anagram has an extensive vocation, so it can unlimitedly expand in all directions and adopt the different chromatic variants while maintaining its essence. It is a "resilient" logo.

cmyk
For full colour
printing



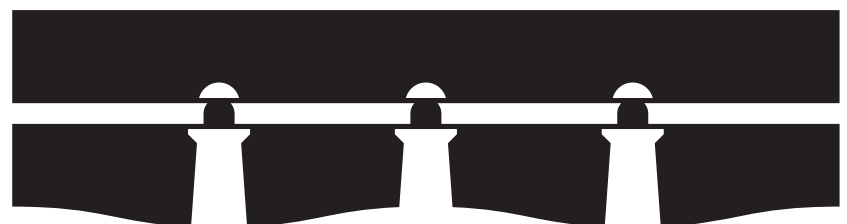
Atlantic Social Lab

Pantone 7688
For 1-colour printing



Atlantic Social Lab

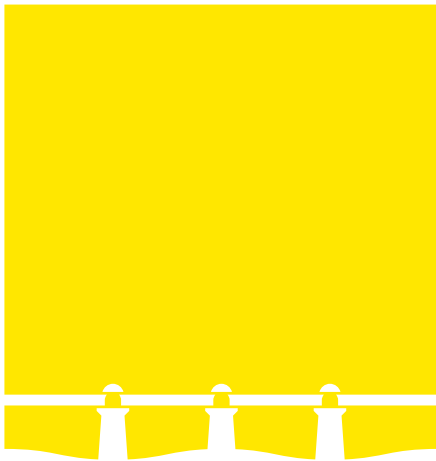
Black
for black and white
printing



Atlantic Social Lab

Logo

Vertical. Positive versions.



Atlantic Social Lab

CMYK
For full colour
printing



Atlantic Social Lab

Pantone 7688
For 1-colour printing



Atlantic Social Lab

Black
for black and white
printing

Logo

Horizontal. Negative versions.

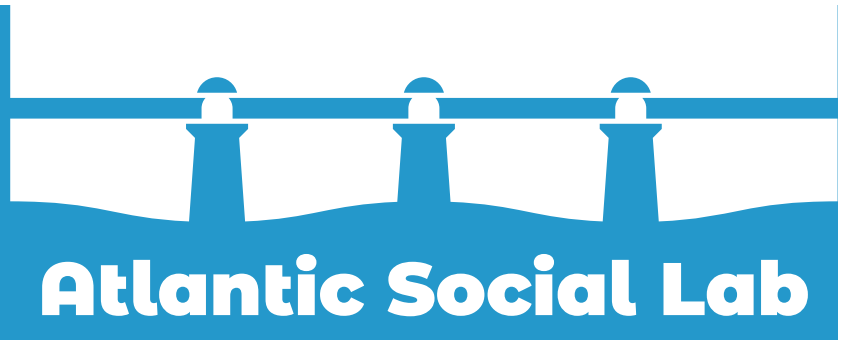
The representation of the lighthouses, the beam of light, the waves and the horizon line causes the variants in which the light and the dark zones are exchanged to maintain their meaning intact.

The white background versions will be preferably chosen, but when the conditions prevent it, the variables can choose to play with combinations of inverse colors.

CMYK
For full colour
printing



Pantone 7688
For 1-colour printing



Black
for black and white
printing



Logo

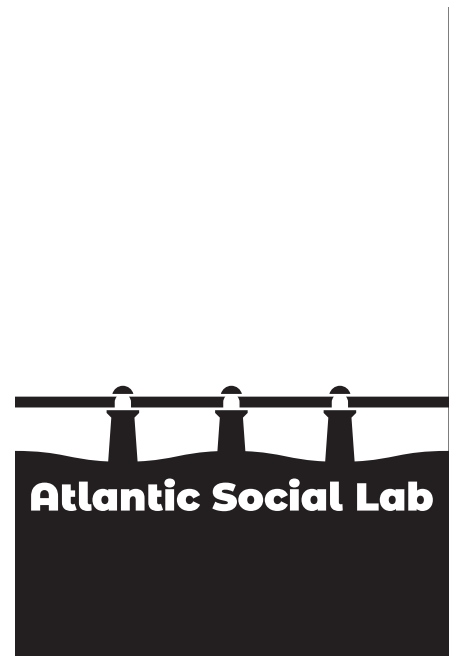
Vertical. Negative versions.



CMYK
For full colour
printing



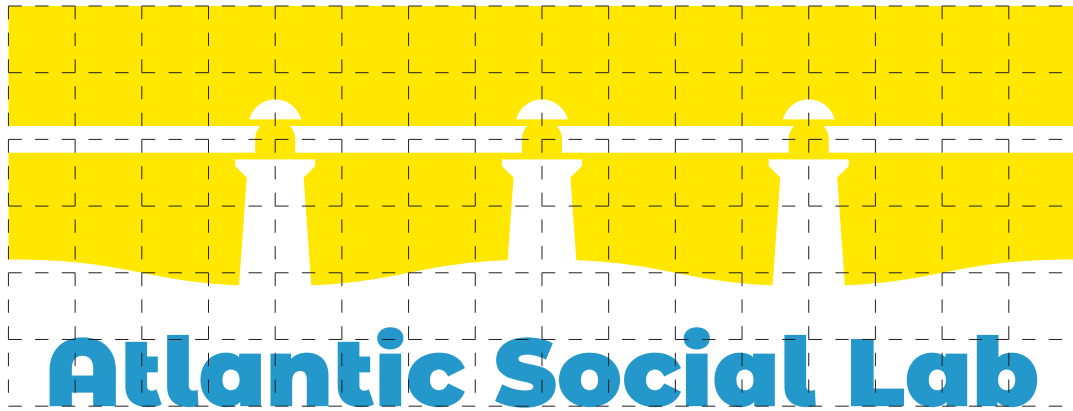
Pantone 7688
For 1-colour printing



Black
for black and white
printing

Logo

Proportions.



The main scene is created on a grid of 16×6 parts. The lighthouses' disposition is vertically centered and the line of the wavy horizon, at its midpoint, coincides with the center of the anagram in its 1×1 version, which is mainly used in social network avatars.

Logo

Extension.



Atlantic Social Lab

The Atlantic Social Lab logo has "resilience." This means that it can be extended indefinitely to both sides, and also upwards, maintaining its identity. Its lateral continuation is guaranteed by the symmetry of the waves on both sides. The top and bottom continuation will consist of prolonging the sky or the sea that corresponds in each case.



Atlantic Social Lab

Logo

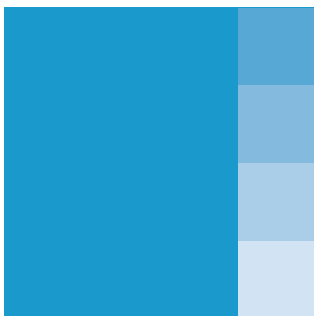
Colours.



Pantone 803

C: 0
M: 10
Y: 95
K: 0

R: 255
G: 222
B: 0
FFDD00



Pantone 7688

C: 77
M: 24
Y: 7
K: 0

R: 16
G: 152
B: 205
1097CC

Logo

Typography.

The main typography is **Montserrat Alternates**. A family of free use sans-serif fonts created by Julieta Ulanovsky. This is a variant of **Montserrat**, less formal in its forms.

Montserrat Alternates will be of preferential use in the title elements, reserving Montserrat for the body of the texts.

As a preferred variant, in cases where the main typography cannot be applied, **Century Gothic** will be chosen.

The last of the options will be **Helvetica** always maintaining the use of fonts without serif.

**Montserrat
Alternates Black**
Titles

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890**

**Montserrat
Alternates Bold**
Emphasis

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890**

**Montserrat
Regular**
Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

**Montserrat
Italic**
Quotes

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890*

**Century Gothic
Regular**
Alternative font 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

**Helvetica
Roman**
Alternative font 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890