Santiago 2023

Juegos PanAm | ParapanAm

BRAND BOOK

LOGOTYPE STRUCTURE

LANDSCAPE VERSION

The logotype is comprised by:

01. Isotype:
The icon or symbol for the brand.

02. Main text:
The Santiago name or text.

03. Descriptive text:
The name or description of the event:
Panam | Parapan Am Games

The landscape version of the brand allows the word "Santiago" to have greater prominence and readability along with the Games icon.

It is conceived for use in horizontal formats such as: roadways, monumental and as venue enclosures and signs.

02. Main text   01. Isotype

03. Descriptive text

The full color versions of the logotype are considered for preferential use, provided that the uses and graphics developed allow it.

These must be used with the inclusion of the 4 corporate colors: blue, red, yellow, and aquamarine.
The Pantone / CMYK, RGB and HTML conversions described in this manual should be used and not the automatic

conversions of design programs.
This ensures the perfect readability of the brand and its chromatic consistency over time.

Its applications should only be done using the original design files sent by the marketing department, maintaining its colors, corporate fonts, proportions, and other standards indicated in this manual.
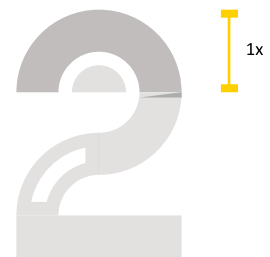
BRAND COMPONENTS

CONSTRUCTION GRID

In cases where electronic methods are not available for implementation of the logotype, a construction grid must be used to maintain the correct proportions of its shapes. In this case, a grid of 92x long by 16.5x high was used for the total of its perimeter.

PROTECTION AREA

The protection area corresponds to the space around the logo that must always be free from other elements. This protects the integrity of the brand and ensures its correct readability.

The assigned protection area considers as the measure unit the upper arc of the number "2" which represents the 1X measure in the diagram below.

MINIMUM SIZE

The minimum size to use the logotype in its landscape version is 4cms wide for printing and 175 pixels wide for digital media. The minimum size must always be applied to ensure the correct readability of the logo at the different points of contact.

Other versions of the logotype allow different layouts so that it fits better in the different required formats. (See chapter 4)

4cm

175px

Printed version

Digital version

USES
NOT PERMITTED

Below we present uses not permitted for the brand, since they infringe its essence and modify its performance, readability, and tidiness.

These standards apply to all versions of the logo presented in this manual.

It is not allowed to change the colors of any of the letters of the logotype.

It is not allowed to apply effects of any type to the brand.

It is not allowed to generate contour lines in logo elements.

The description text cannot be deleted except in other versions that are described in this manual under the supervision of the Marketing Department.

It is not allowed to change the position of the elements of the logotype.

It is not allowed to change to the order of the elements of logotype.

It is not allowed to alter the color scheme of the 2023 isotype.

It is not allowed to go beyond the protection area of the logotype.

It is not allowed to change the order of the words or elements that comprise the brand.

It is not allowed to modify the logo with shapes of any kind.

It is not allowed to use the 2023 alone.

CHROMATIC SYSTEM

MAIN AND SECONDARY

Below are the chromatic definitions for the logotype uses in its versions with a white background and with a black background, for both digital and print media.

It is very important to have a Pantone Color Guide at the minute of printing since each printer does, in a different way, the conversion of colors to fullcolor (CMYK). The same applies to digital media and web colors.

DIGITAL

[[Digital]]	[[Digital]]	[[Digital]]	[[Digital]]
RGB: 0/116/255 HTML: 0074FF	RGB: 255/79/58 HTML: FE4F3A	RGB: 255/210/0 HTML: FFD200	RGB: 0/204/204 HTML: 00CCCC

PRINTED

Pantone 2195 C	Pantone Warm Red C	Pantone 7406 C	Pantone 2239 C
CMYK: 100 / 38 / 0 / 0	CMYK: 0 / 85 / 100 / 0	CMYK: 5 / 27 / 100 / 0	CMYK: 70 / 0 / 50 / 0

Pantone Black_3C	40% BLACK Use: Graphic language. Monochrome logotype and text.	25% BLACK Use: Graphic language.	WHITE Use: Backgrounds and graphic language

CHROMATIC SYSTEM

CHROMATIC VERSIONS

Below we see the chromatic composition of the logotype for white backgrounds.

It must be considered that the description text "Juegos Panam | Parapanam" is different in the versions for white background and black background and should never be used in ways other than what this manual

FULL COLOR VERSION 1

CHROMATIC VERSIONS BLACK BACKGROUND

For black backgrounds, there are two versions of the logotype, where the chromatic difference occurs in the treatment of the word "Santiago".

The description text "Juegos Panam | Parapanam" changes to white in any version that has a black background or similar.

FULL COLOR NEGATIVE VERSION 1

FULL COLOR NEGATIVE VERSION 2

CHROMATIC SYSTEM

MONOCHROMATIC VERSION

The monochrome version must only be used in Pantone 2144 C color and on a white background. It is "restricted use" for graphic pieces that only allow 1-color printing.

Santiago 2023
Juegos PanAm | ParapanAm

GRAY SCALE VERSION

The grayscale version should be used only in restricted cases, when it is not allowed the printing of the logo in color, or for graphic pieces that require it, under the supervision of the Marketing department.

40% BLACK VERSION

Santiago 2023
Juegos PanAm | ParapanAm

POSITIVE AND NEGATIVE VERSIONS

The positive and negative versions must be used in the case of graphic pieces that do not allow printing of the logo in all its colors. It is "restricted use" and is under the supervision of the marketing department.

Santiago 2023
Juegos PanAm | ParapanAm

Santiago 2023
Juegos PanAm | ParapanAm

BRAND VERSIONS

SQUARE VERSION

The square version should be used when you want to give equal prominence to the text Santiago and to the icon 2023 that accompanies it.

The version without descriptive text must be mainly used in small formats that do not allow a good readability of it.

Its use is allowed without descriptive text under the supervision of Marketing department.

SQUARE VERSION

Santiago 2023
Juegos PanAm | ParapanAm
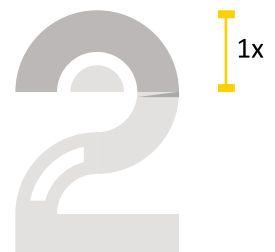
SQUARE VERSION
(RESTRICTED USE)

Santiago 2023

SQUARE VERSION
CONSTRUCTION GRID

In cases where electronic methods are not available for implementation of the logotype, a construction grid must be used to maintain the correct proportions of its shapes. A 34x high by 43x wide grid was used for the total area of its perimeter.

SQUARE VERSION
PROTECTION AREA

As with all its versions, the protection area allocated for the logotype, considers as a measurement unit the upper arc of number "2" which represents the measurement 1 x in the following diagram.

SQUARE VERSION
MINIMUM SIZE

The minimum size to use the logo in its rectangular version is 1 cm high with description and 0.65 cm without description for printing. For digital media it is 40 px. height with description and 21 px. with no description.
The minimum size must always be complied with to ensure legibility at the different points of contact.

Santiago
2023
Juegos PanAm | ParapanAm

Digital Version
(without description)

21 px

Digital Version
(with description)

40 px

Print Version
(without description)

0,65 cm

Print Version
(with description)

1 cm

SQUARE VERSION
CHROMATIC VERSIONS

Main versions full color:
The logotype is presented on a white background with the same color composition and with two versions of the logo on a black background.
These versions must be privileged over the use of the others.

Positive and negative version:
The positive and negative versions must be used in the case of graphic pieces that do not allow printing of the logo in all its colors. It is "restricted use" and is under the supervision of the Marketing department..

Grayscale version:
It should be used in cases where color printing is not allowed or is not possible due to the printing technique used.

Monochrome version:
It should only be used in Pantone 2144 C color and on a white background. It is "restricted use" for graphic pieces that only allow 1-color printing.

FULL COLOR POSITIVE VERSION

GRAY SCALE VERSION 40% B

POSITIVE VERSION IN BLACK

MONOCHROME VERSION

FULL COLOR NEGATIVE VERSION 1

FULL COLOR NEGATIVE VERSION 2

NEGATIVE VERSION ON WHITE

BRAND VERSIONS

VERTICAL VERSION

The vertical version should be used when you want to give more prominence to the "2023" icon.
This is the most representative of the brand's language and concepts. Its use is also intended for vertical supports where the other versions do not have a good performance and / or readability.
The version without descriptive text is of restricted use and should only be used in small formats where it is not readable, or in specific vertical supports.

VERTICAL VERSION

VERTICAL VERSION (RESTRICTED USE)

VERTICAL VERSION CONSTRUCTION GRID

In cases where electronic methods are not available for implementation of the Santiago 2023 isologotype, a construction grid must be used to maintain the correct proportions of its shapes.
A 21x wide by 51x high grid was used for the total surface of its perimeter.

VERTICAL VERSION
PROTECTION AREA

The assigned protection area for the logotype, considers as the unit of measure the upper arc of the number "2" which represents the 1X measure in the diagram below.

1x

VERTICAL VERSION
MINIMUM SIZE

The minimum size to use the logo in its vertical version is 2 cm high with description and 1 cm without description for printing.
For digital media it is 80 px. high with description and 40px. no description. The minimum size must always be complied with to ensure readability at the different points of contact

DIGITAL VERSION
(without description)

DIGITAL VERSION
(with description)

40 px

80 px

PRINT VERSION
(without description)

PRINT VERSION
(with description)

1 cm

2 cm

BRAND VERSIONS

VERTICAL VERSION

Main versions full color:
The logotype is presented on a white background with the same color composition and with two versions of the logo on a black background. These versions must be privileged over the use of the others.

Grayscale version:
It should be used in cases where color printing is not allowed or is not possible due to the printing technique used.

Positive and negative version:
The positive and negative versions must be used in the case of graphic pieces that do not allow printing of the logo in all its colors. It is "restricted use" and is under the supervision of the marketing department.

Monochrome version:
It should only be used in Pantone 2144 C color and on a white background. It is "restricted use" for graphic pieces that only allow 1-color printing.

FULL COLOR POSITIVE VERSION 1

GRAY SCALE VERSION 40% B

POSITIVE VERSION IN BLACK

MONOCHROME VERSION

FULL COLOR NEGATIVE VERSION 1

FULL COLOR NEGATIVE VERSION 2

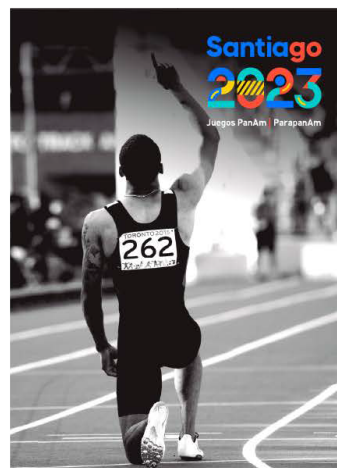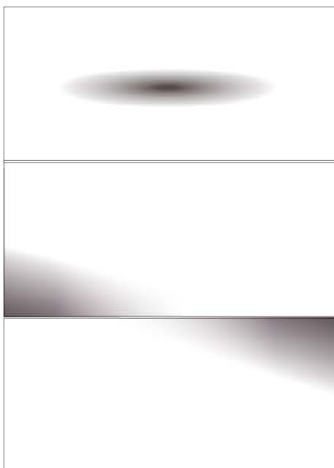NEGATIVE VERSION ON WHITE

USES ON BACKGROUNDS

PHOTOGRAPHS

The logotype can be used on black / white and color photographs, considering the regulations detailed in this chapter.

As a general guideline, BW photos can be used for special content seeking impact, more dramatic effects on audiences. Color photos can be used in everyday themes.

The regulations for the use of the logotype in color on any type of photograph considers that the sector where it is placed is always darkened, applied to the brand as shown below.

To darken it, it is recommended to generate black shapes that fade towards their ends in a subtle way like a halo, without showing a cut. These can be located in the center or in the corners.

USES ON BACKGROUNDS

NOT ALLOWED

Below we will see the uses not permitted, since they infringe its essence and modify its performance, readability andtidiness.

These standards apply to all versions of the logo presented in this manual.

It is not allowed to use background colors of the same shades of the logo.

It is not allowed to use a background of a color that does not allow easy readability.

It is not allowed to use themonochrome or gray version of the logo over colors.

It is not allowed to use the logo on color photos that do not allow a correct readability.

It is not allowed to use background textures.

Putting the logo on a patch is not allowed.

It is not allowed to use the logo on two different colors or photos.

It is not allowed to use the logo on B&W photos that do not allow a correct readability.