



BRAND BOOK 2021 - V1

VISUAL IDENTITY



**OUR
LOGO**





Our Canela Media logo it's very simple and easy for the eye, but be aware, cause it's as dynamic and vibrant as we are.

We keep it spicy with that red tone in the circles, clean with the basic forms that composes it and formal with the typography in both words.

We encourage you to read this brandbook in order to mantain Canela Media essence in every application you do.



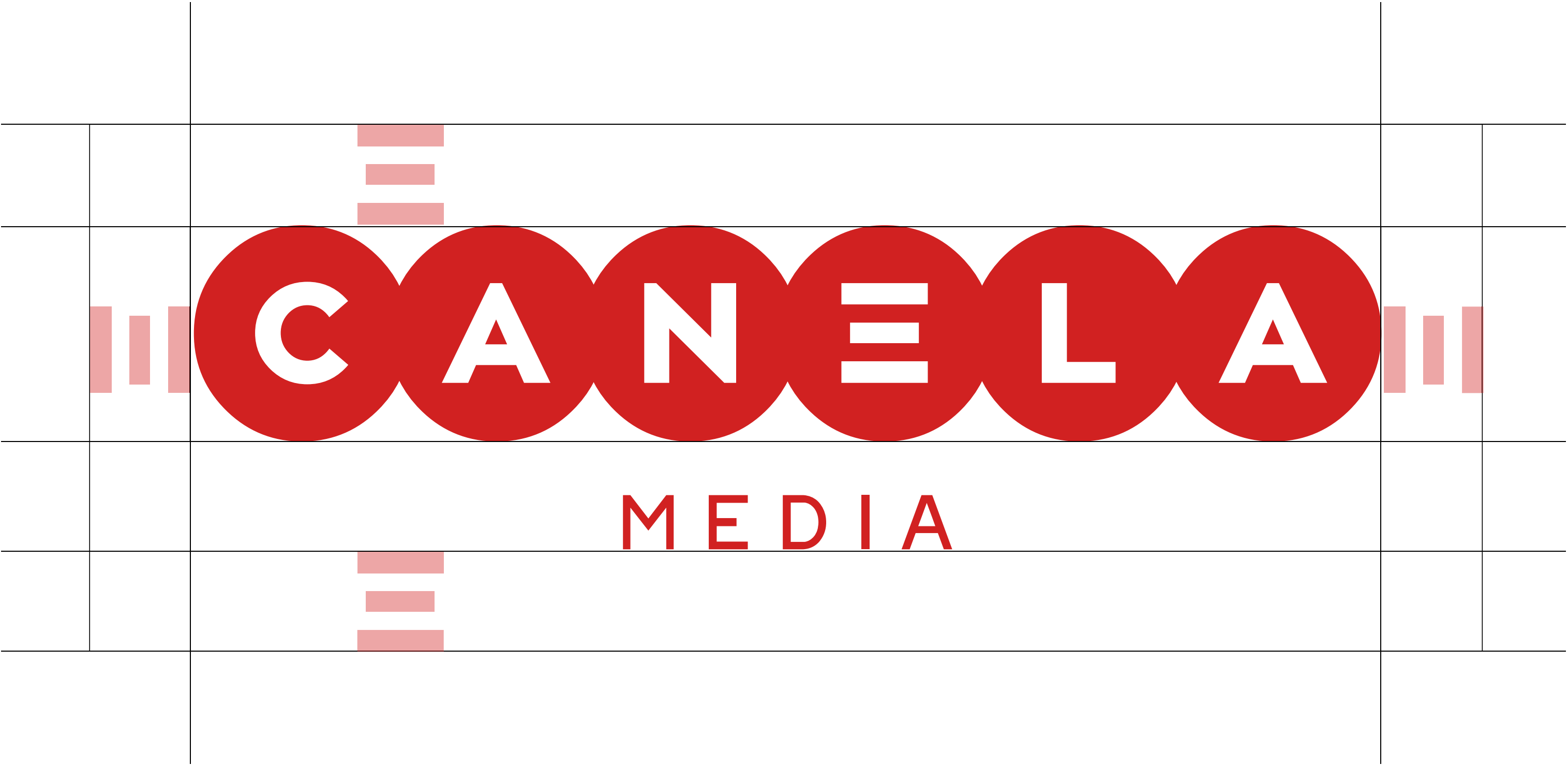
**HOW
DO I
USE
IT?**

VISUAL IDENTITY

CLEAR SPACE

First things first, our logo should always have a protection area or clear space. Here you can check the size established to regulate the space, wich must be equivalent to the height of the E in CANELA by each side.

This protection area will be used in all applications of the logo.



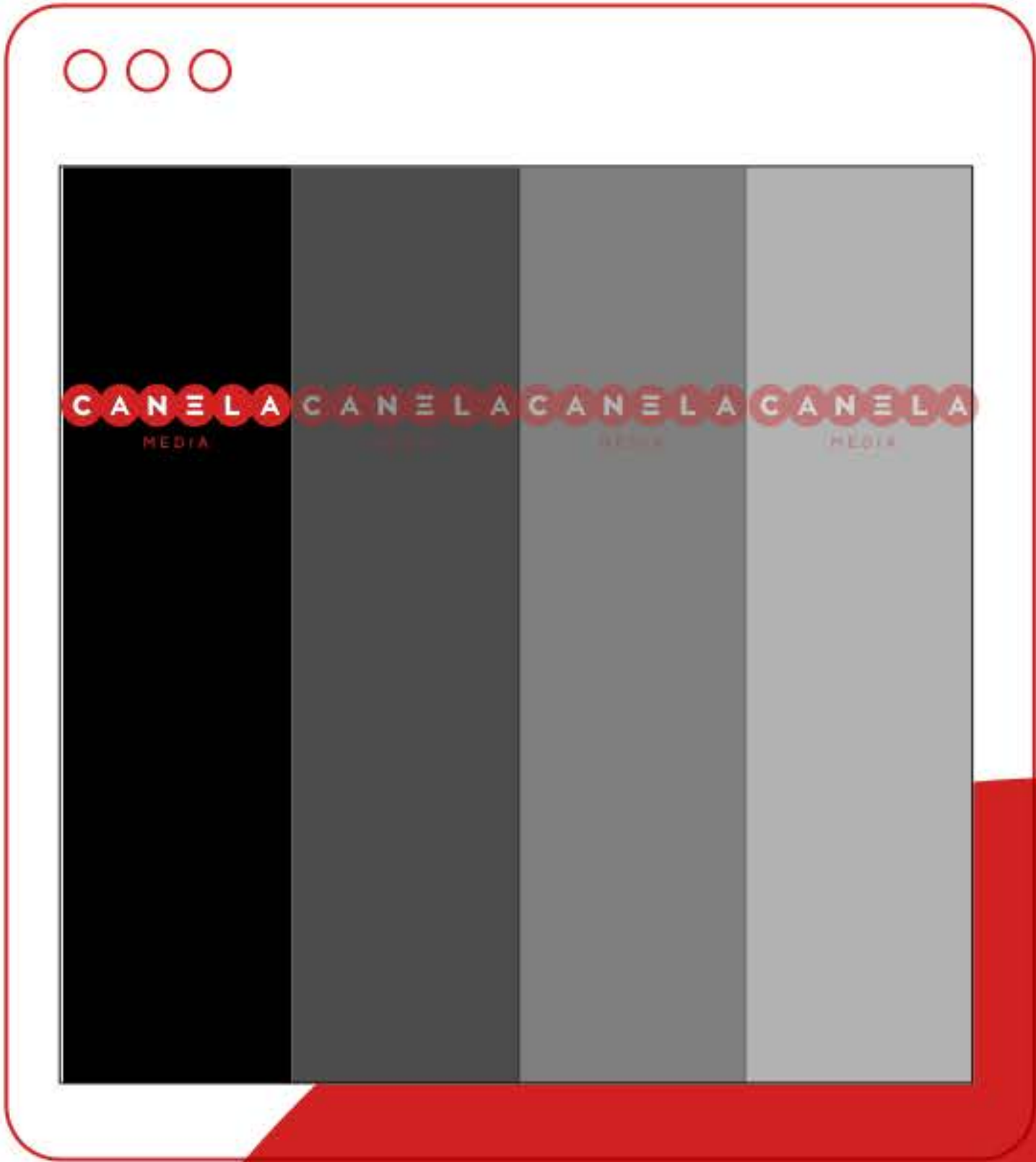
VISUAL IDENTITY

MINIMUM SIZE

We know that our logo could be use in many different layouts, so our minimum size is definited by the layout itself.

So in case that you need to use our logo in a small version, you will divide your layout in four vertical parts and the size of one of them will be the size of the logo in their largest side.

How you have to divide your layout.



Example in layout.



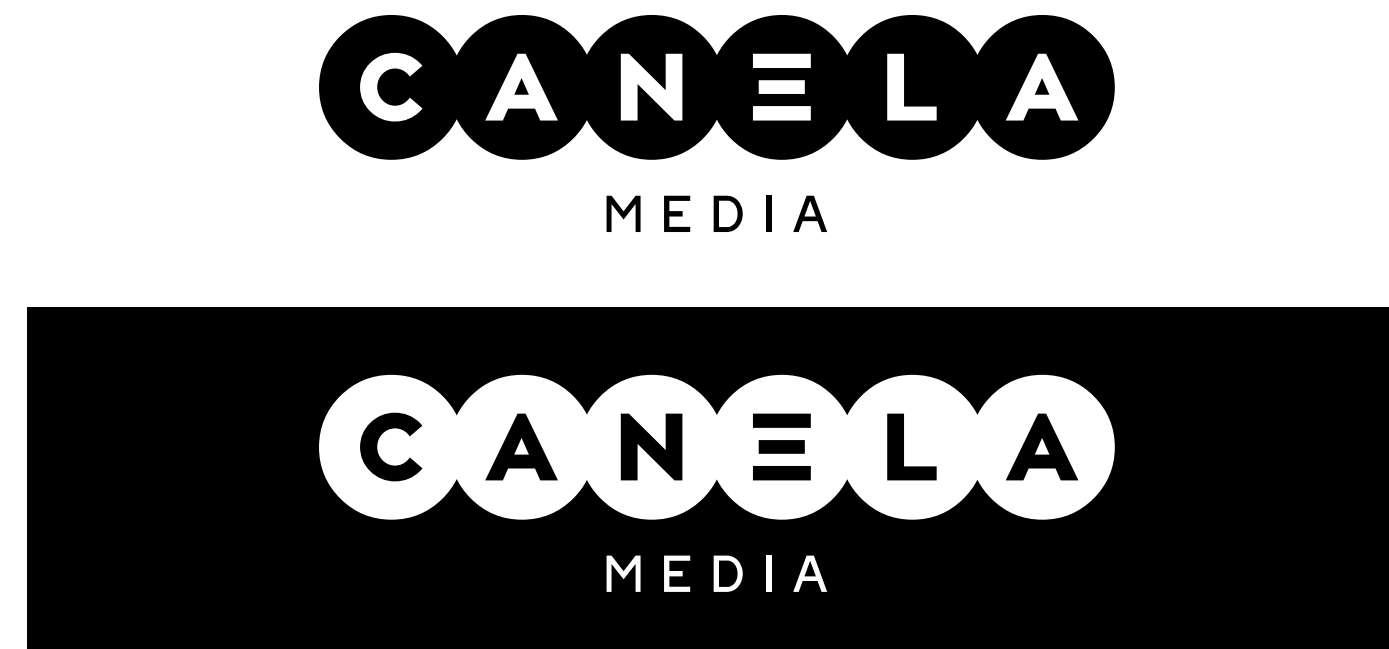
DO'S



The circles and MEDIA will always be in the same color, like this application of our main logo with CANELA in white letters



Whenever the background needs it, you can turn the circles and MEDIA to white.



This is our monochromatic version of the logo. You will use this version ONLY when the layout is without color, otherwise you'll use the red or white version.



If there's a background with image, it should be black and white and with minimum elements. And if the background let you, you can turn to alpha the CANELA letters.

DON'TS



The word MEDIA will never be in other color than the one of the circles.



The color of the background could never be the same color of the circles.



Our logo will never use any type of shadow.



Our logo will always be in our allowed colors, don't change them just because you see a different color palette in one of our another brands.



You'll never gonna see our logo over an image in color and with elements that can turn the reading in something difficult.



Our logo will always be in its original position, never turn it around.

VISUAL IDENTITY

PARTNERSHIPS

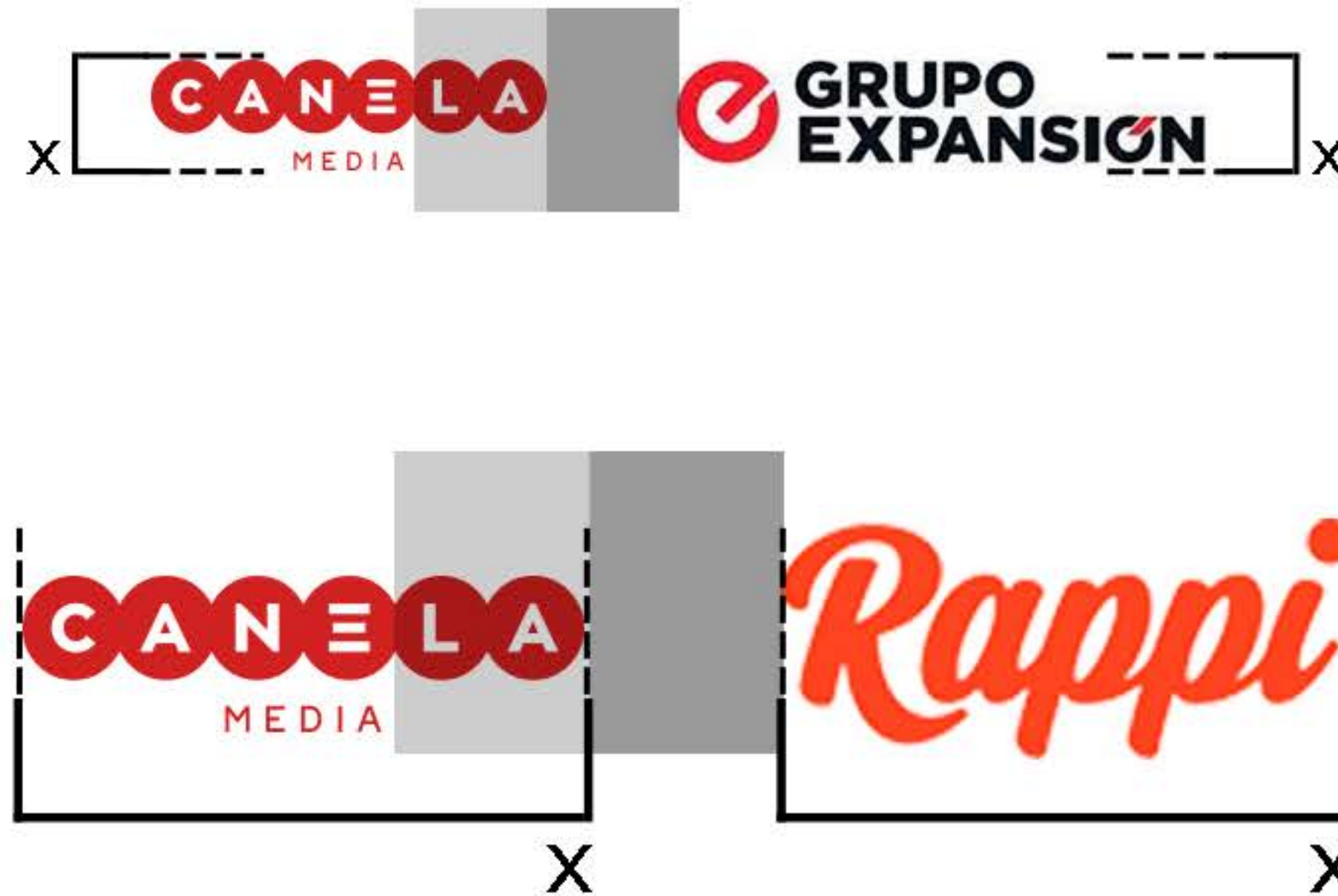
We love to collaborate with other brands, but as the saying goes “juntos pero no revueltos” which means: together but not mixed.

So, here’s a little guide to keep CANELA MEDIA in a safe space even when there’s another brand beside.

When partner logos are longer, the best option is to put it at the same height than ours.

On the other hand, if the partner logo is shorter, it should be at the same length of our logo.

And in both cases the ideal separation should be minimum the length of two circles of our logo.



**OUR
COLORS
FONTS
&SHAPES**





VISUAL IDENTITY

COLOR PALETTE

WHITE

#FFFFFF

R: 255

G: 255

B: 255

C: 0%

M: 0%

Y: 0%

K: 0%

In order to keep it simple and clean, and above all easy to relate to another of our brands, our main color will be white.

The colors red and black will serve to give accents whenever the layout required it, they can be in some % of our stablished transparencies.

RED

BLACK

#D12222

R: 209

G: 34

B: 34

C: 11%

M: 96%

Y: 91%

K: 2%

#000000

R: 0

G: 0

B: 0

C: 100%

M: 100%

Y: 100%

K: 100%

80%

60%

40%

20%

80%

60%

40%

20%

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SHAPES & ASSETS

We have four elements on which we rely to build our layouts. They can be together or you can use only 2 or 3, feel free to experiment following the rules we describe below.

CIRCLES

As you can see in our logo, we like circles, so it's a bit obvious that our predominant shape in every application that needs it it's gonna be a circle.

You can use some red ones to give accents when the layout need it. They should be just a half or a quarter of the circle always maintaining the round form. They can also have a maximum of two lines around, as long as the layout let you.

PATTERNS

The second element that we use are patterns, mostly of little dots, they can't be too big cause the design can look too much playful and it shouldn't.

The patterns could be either linear or rounded, you can use them whenever the layout let you, we want them to give some sparkle but not invade it.



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SHAPES & ASSETS

IMAGES

We love to use images to exemplify some date or make a point, normally we turn images black and white, but if you want to make a really big accent in your composition you can use its original colors.

You can also mix our circles with the image, in most of the cases the image should be with a multiply effect over the shape and with no background. But if the image is an important element and not only an accent it should be free of any effect but black and white.

TYPOGRAPHY

When you feel the need to give the layout some rhythm and make it a bit different, you can do it with the typography in a very simple but risky way. You'll turn it into outlines, always in Extra Bold weight and repeat a word or concept that you want to highlight. It can be with or without image.

It only can be used with titles of maximum 4 words.



**THIS
IS AN
EXAMPLE
OF OUR
4 RESOURCES**



SHAPES
& ASSETS
SHAPES
& ASSETS
SHAPES
& ASSETS

**THIS
IS ALSO
AN EXAMPLE**

EXAMPLE
EXAMPLE
EXAMPLE
EXAMPLE
EXAMPLE
EXAMPLE



VISUAL IDENTITY

TYPOGRAPHY

Aa

Montserrat Medium

Montserrat is the font we use in EVERY application.

The principal weight we use is Medium but you can use Semibold, Bold and Extrabold to keep hierarchy.

HEADLINES AND TITLES

Will always be in **CAPS AND EXTRA BOLD WEIGHT.**

Subheadings

Will always be in **BOLD WEIGHT.**

Body

Always use sentence case for readability in medium weight.

**SOCIAL
MEDIA**



VISUAL IDENTITY

SOCIAL TEMPLATES

Finally we have some examples of social media post in which you can perceive all the rules previously learned.





CANELA

MEDIA