

” CONSUL BRAND GUIDELINES

V 1.0 September 2017

🌐 decide.es

🔗 github.com/consul/consul

🐦 [consul_dev](https://twitter.com/consul_dev)

✉ extension.institucional@madrid.es

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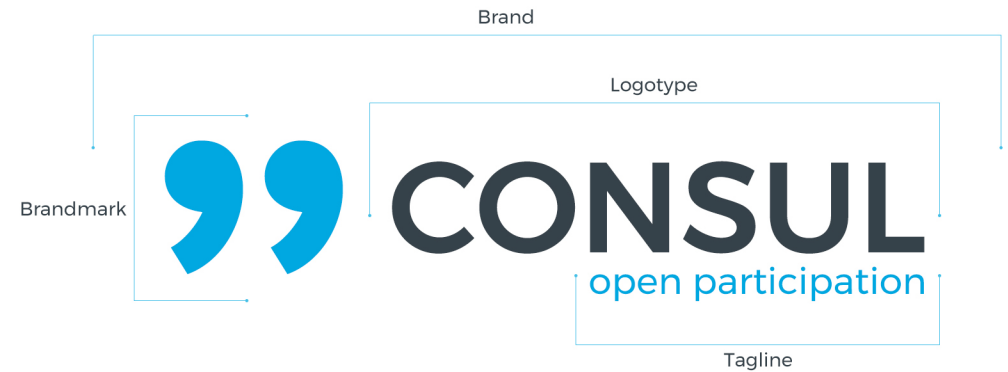
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”

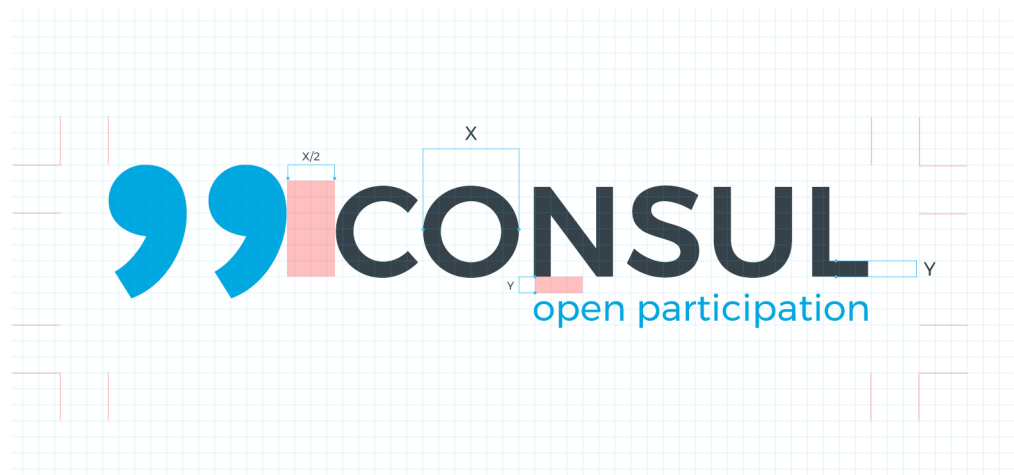
Welcome to CONSUL

Citizen Participation and Open Government Application

The brand is made up of the quotation marks brandmark, the logotype CONSUL and the (optional) tagline.



Empty space



Positive



Negative



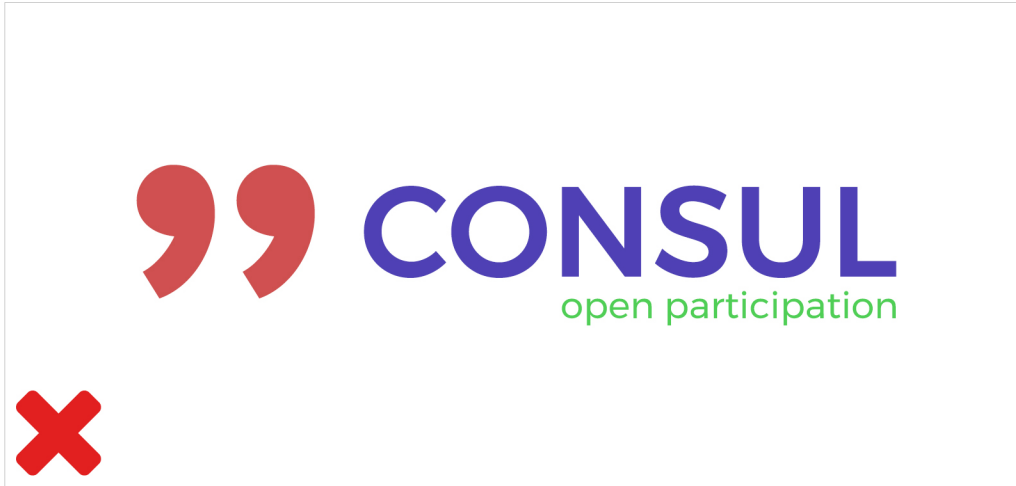
Colorfull - **Always use this version whenever possible**



Blue



Do not transpose or change the colours in anyway.



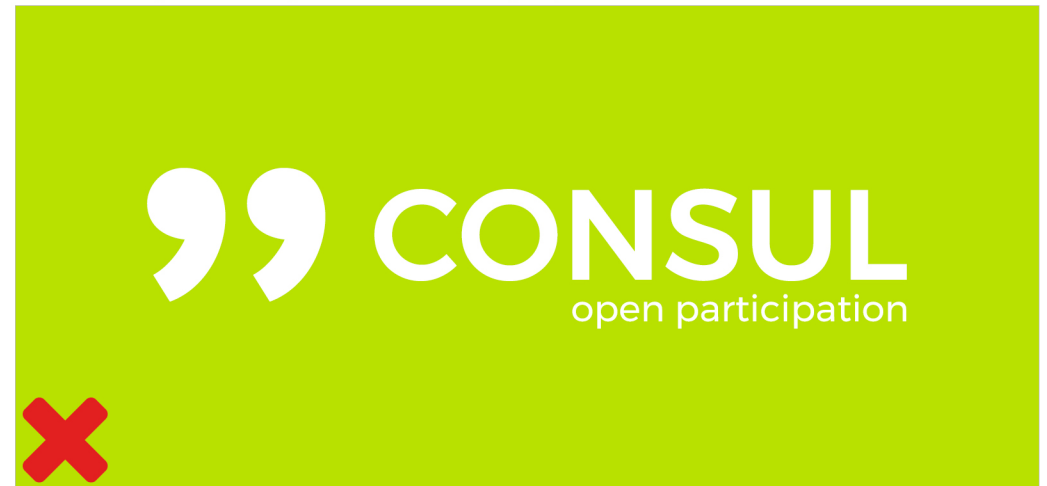
Do not use the brand on a background that makes hard to see or read.



Do not rotate or transform the brand elements.



Do not change the background colour in anyway.





PANTONE 432 C

CMYK 77 / 62 / 53 / 42

RGB 54 / 66 / 74

HEX #36424a



PANTONE 299 C

CMYK 73 / 16 / 0 / 0

RGB 0 / 168 / 255

HEX #00a8e1

Montserrat

Montserrat Medium

Used for logotype

Montserrat Regular

Used for tagline

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabc
 čćdďefghijklmnopqrsštuvwxyzžĂÂÊÔƠUăâêô
 ơư1234567890‘?’“!”(%)[#]{@}/&<-+÷×=>®©\$€£¥
 ¢:;,.*

” HELP

If you have any doubt how to use CONSUL brand
contact with us on extension.institucional@madrid.es