



LawExchange
INTERNATIONAL

BRANDING

BASIC GUIDELINE

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Primary Logo

Secondary Logo

Institucional Colors

Institucional Fonts

Grey Scales

High Contrast



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Pantone 186C

C12 **M**100 **Y**91 **K**3

R207 **G**21 **B**45

Web: CF152D

Pantone 201C

C24 **M**99 **Y**78 **K**18

R163 **G**33 **B**53

Web: A32135

Black 100%

C0 **M**0 **Y**0 **K**100

R0 **G**0 **B**0

Web: 000000

Primary Logo

Secondary Logo

Institucional Colors

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High Contrast

PRIMARY FONT:
AVENIR NEXT



A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
, ; : @ * [] () # \$ % + & ? !



Avenir Next Regular
Avenir Next Medim
Avenir Next Bold

Primary Logo

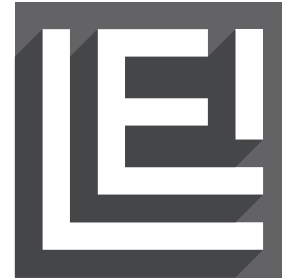
Secondary Logo

Institucional Colors

Institucional Font

Grey Scale

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Primary Logo

Secondary Logo

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Version1

Version2



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Primary Logo

Secondary Logo

Institucional Colors

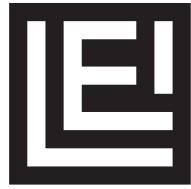
Institucional Font

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