



**PEJERT**

DESPACHO CONTABLE Y FISCAL

**BRAND IDENTITY MANUAL**

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# INTRODUCTION

Branding is absolutely critical to a business because of the overall impact it makes on their company. Branding can change how people perceive their product or service. It can drive new business as well as increase brand awareness.

The main reason branding is so important to a business is because it is how a company gets recognition and becomes known to their consumers. The logo is the most important element of branding, especially where this factor is concerned, because it is essentially the face of the company. This is why a professional logo design should be powerful and easily memorable, making an impression on a person at first glance. Printed promotional products are a way of getting their message across.

**RESTRICTED AREA**

In order to maintain a clean and effective graphic identity a minimum area around other elements or textures must be respected.

The size of this area is equivalent to a quarter of the total height of the imagotype, as it is shown in the illustration.

Under any circumstances can this measure be modified.

## MINIMUM REDUCTION

Here, different reductions of the imagotype are shown until reaching the minimum allowable reduction. This in order to ensure readability in logo printing.



2 cm

The logotype cannot be reduced to sizes smaller than 2 cm since the elements that make up the image could lose readability.



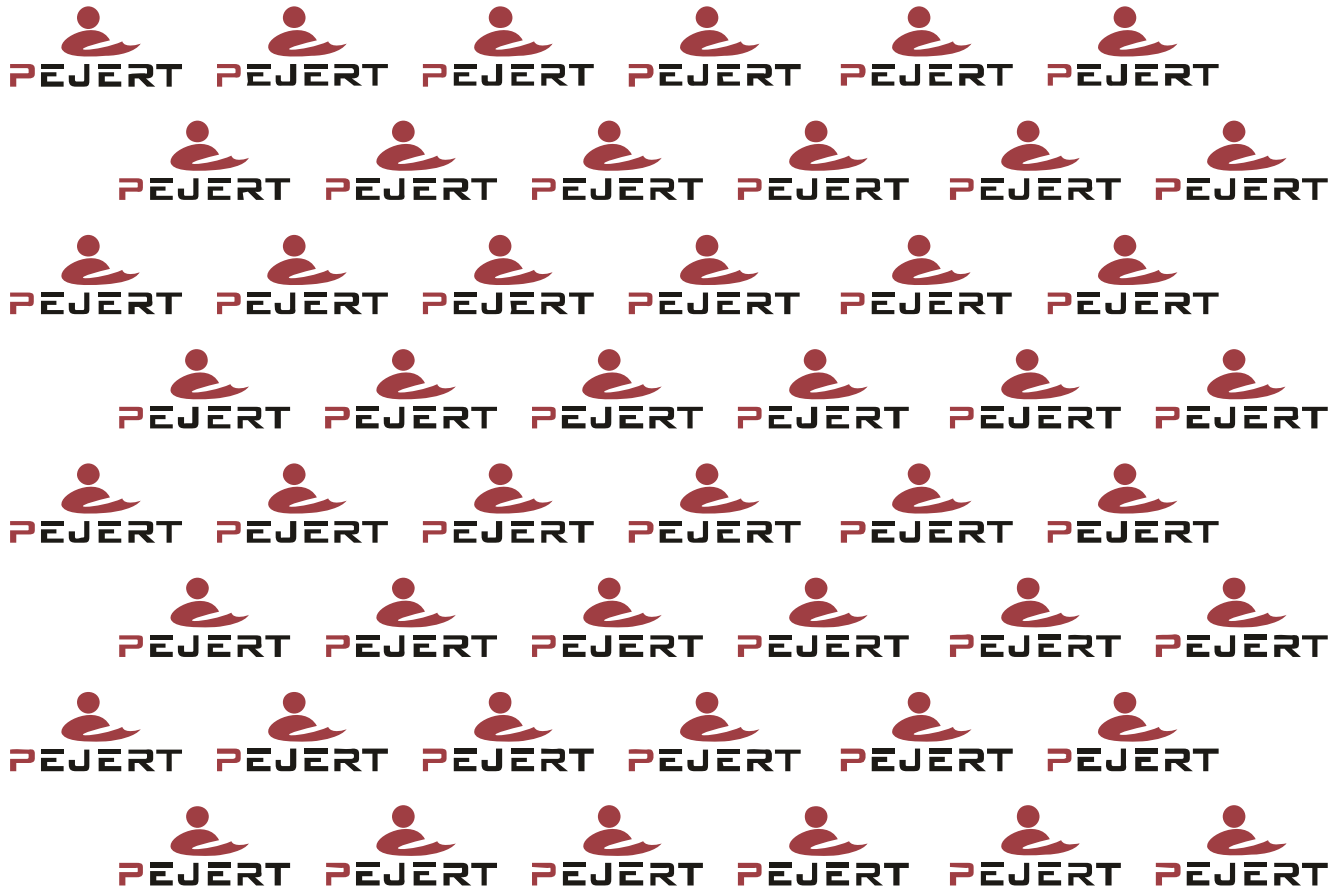
4 cm

The logotype as a commercial size cannot be reduced to sizes smaller than 4 cm since the elements that make up the image could lose readability.



The measure given in this manual refers to the width of the imagotype. The imagotype should be reduced in such a way that the height measurement is chained to the width so that there is no deformation of any kind.

## REPETITION



The corporate image of PEJERT must be repeated in this way. Fulfilling the format presented here. The image can be repeated as many times as necessary in width and length depending on the extension of the format to be used.

Repetition is only done with the imagotype (pictorial mark) without any legend.

CORRECT USE





# PRIMARY TIPOGRAPHY

Typography is a key element in creating the personality of an institution and improves the unity of communication. The Bank Gothic font family has been chosen as the primary source.

This font has two versions: Bank Gothic Md BT and Bank Gothic Lt BT

## BANK GOTHIC MD BT

### CAPITAL LETTERS

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

### SMALL CAPS

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

### NUMBERS

1 2 3 4 5 6 7 8 9

## BANK GOTHIC LT BT

### CAPITAL LETTERS

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

### SMALL CAPS

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

### NUMBERS

1 2 3 4 5 6 7 8 9

## SECONDARY TIPOGRAPHY

The Arial font family has been chosen as a complementary font.

This font has four versions: Arial, Arial Black, Arial narrow and Arial Rounded MT Bold

Make sure you have the corresponding license for this typeface before using it.

Arial

MAYUSCULAS

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

MINUSCULAS

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

NUMEROS

1 2 3 4 5 6 7 8 9

**Arial Black**

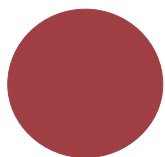
Arial Narrow

**Arial Rounded MT Bold**

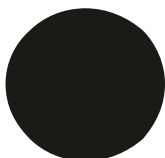
PANTONE COLOR



**P** **PEJERT**

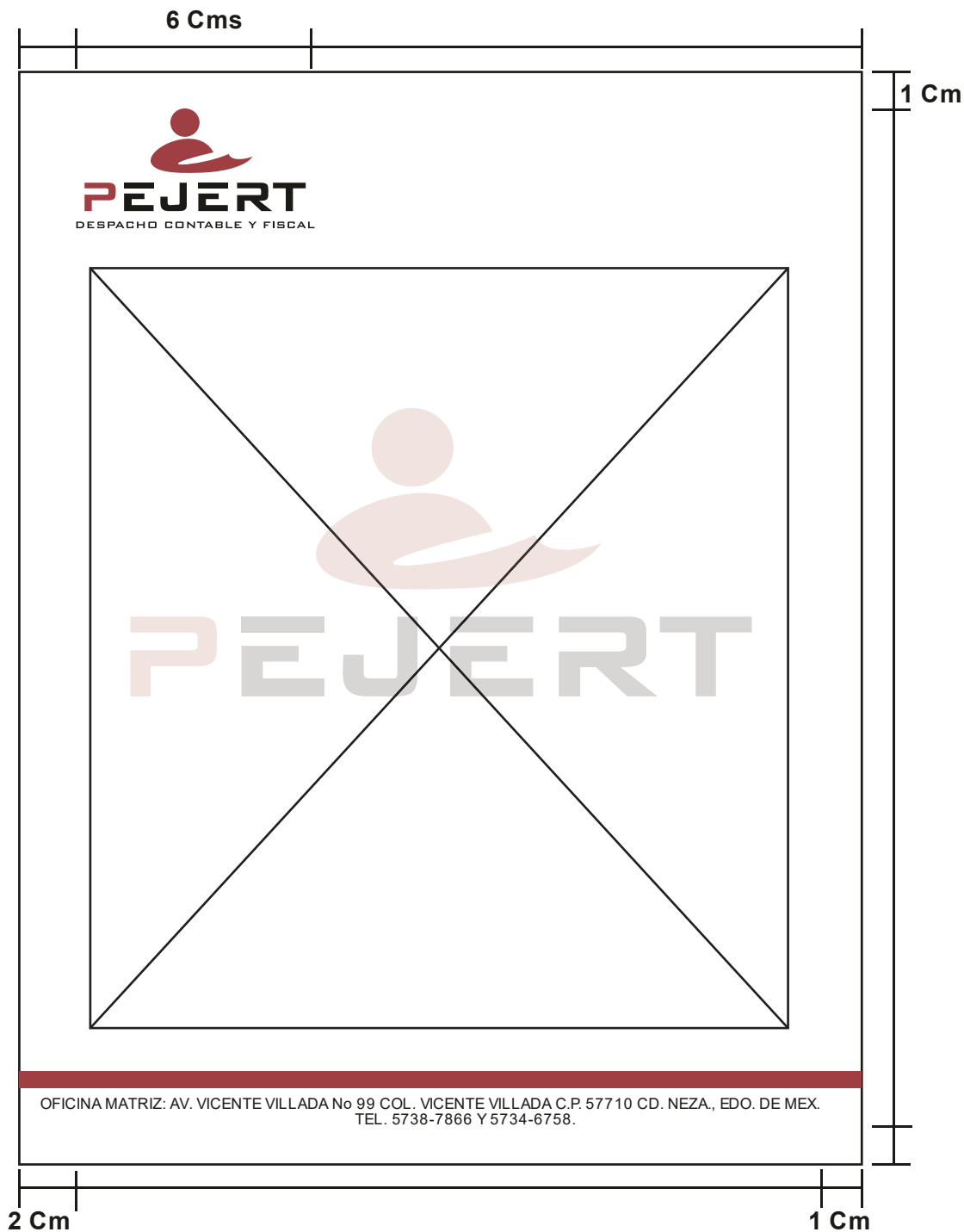


PANTONE 704 C



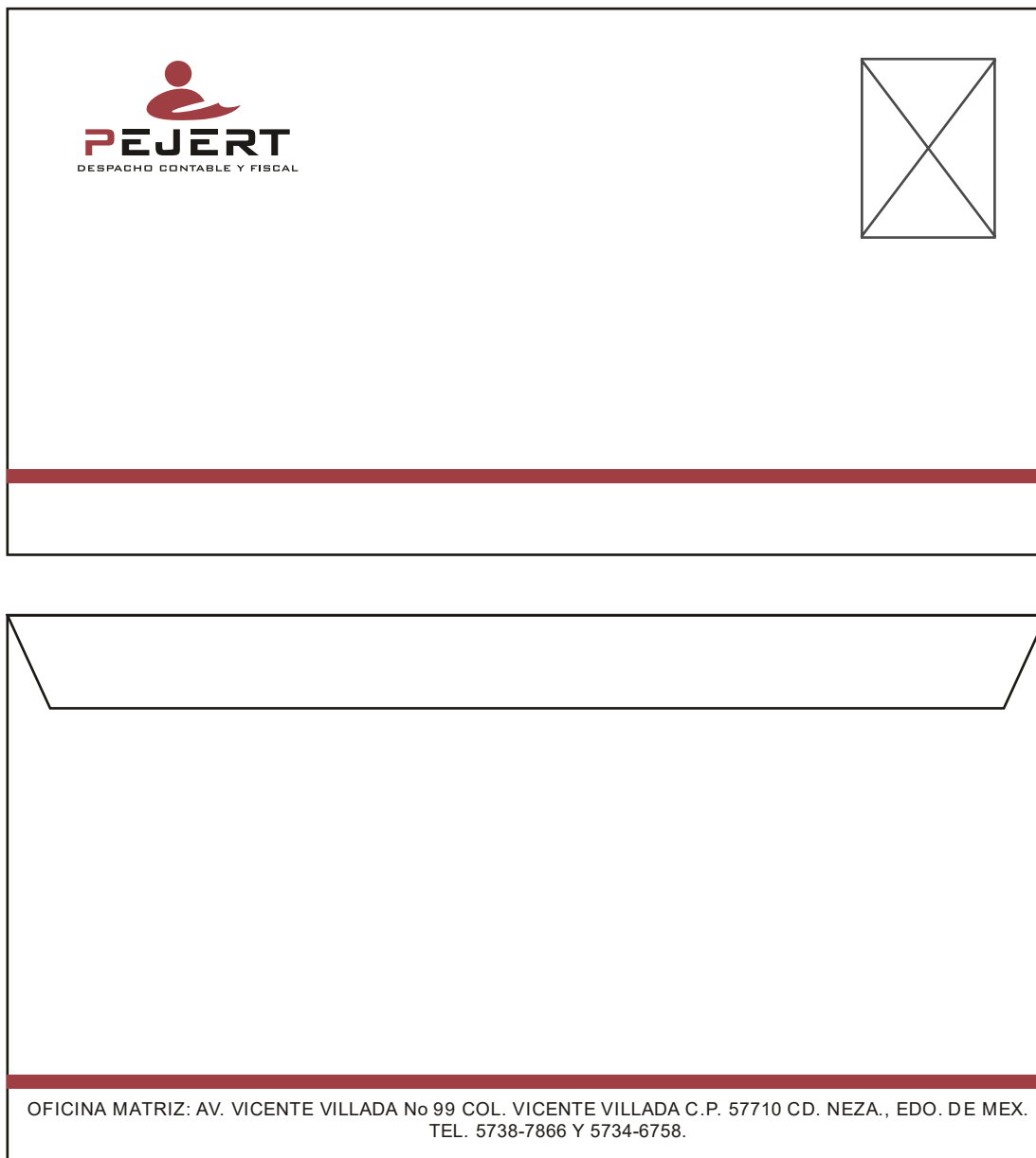
PANTONE Process Black C

# LETTERHEAD WITH SAMPLE BOX



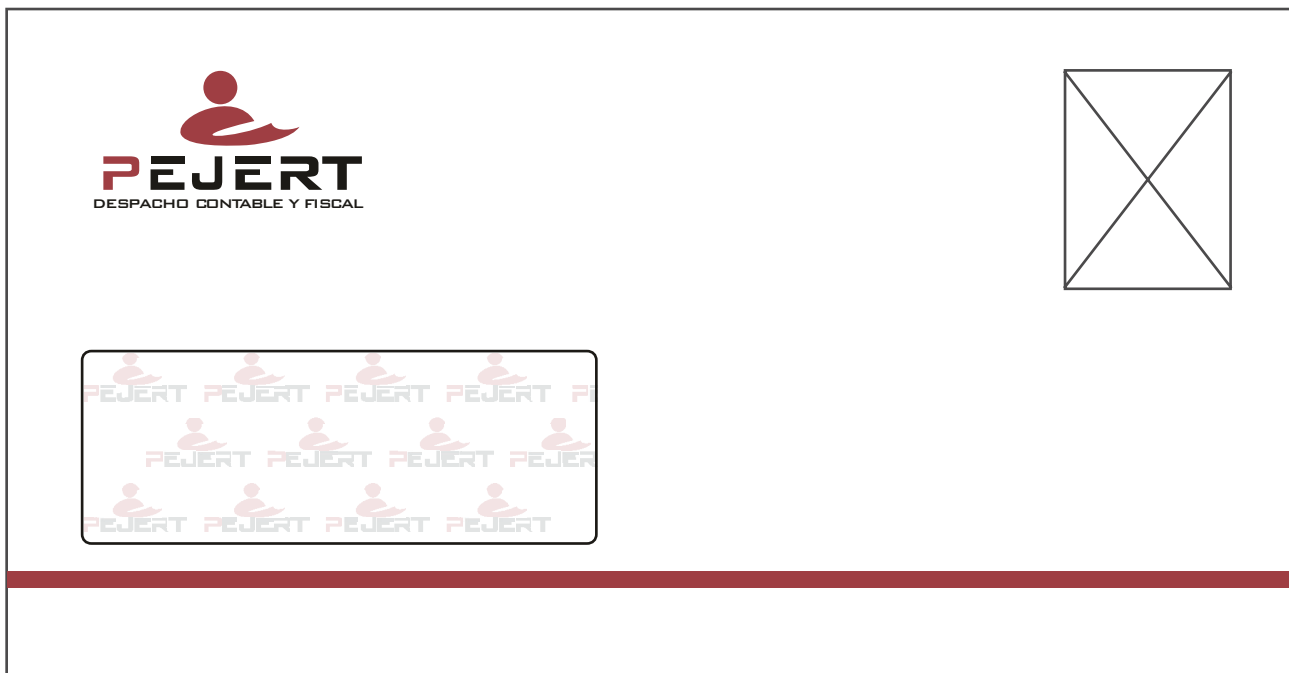
21.59 x 27.94 cm

## ENVELOPE



The imago type will remain in the upper left and the office's address will always be in the back of the envelope below the color line. The actual size of an ordinary envelope is: 20 x 10.5 cm.

## WINDOW ENVELOPE



The envelope with a window has a background inside with the repetition of the logo at a 10% intensity of the color.

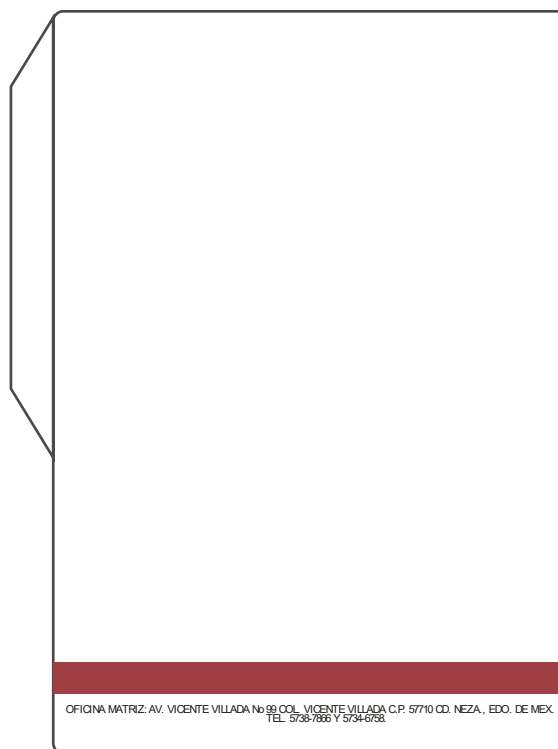
The back of the envelope will contain the same elements as the ordinary envelope. The actual size of the envelope is: 20 x 10.5 cm.

**FOLDER**



The image will be placed in the center of the folder (in any of its authorized versions) with the colored line at the bottom.

The address of the office will be placed below the color line on the back.

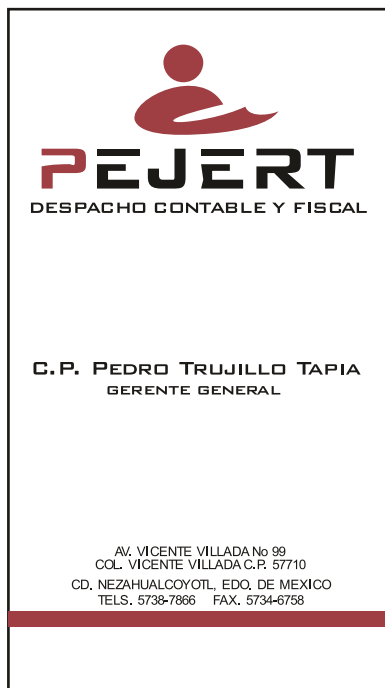


The actual size of the folder is:  
22.2 x 29.6 cm.

**BUSINESS CARD**

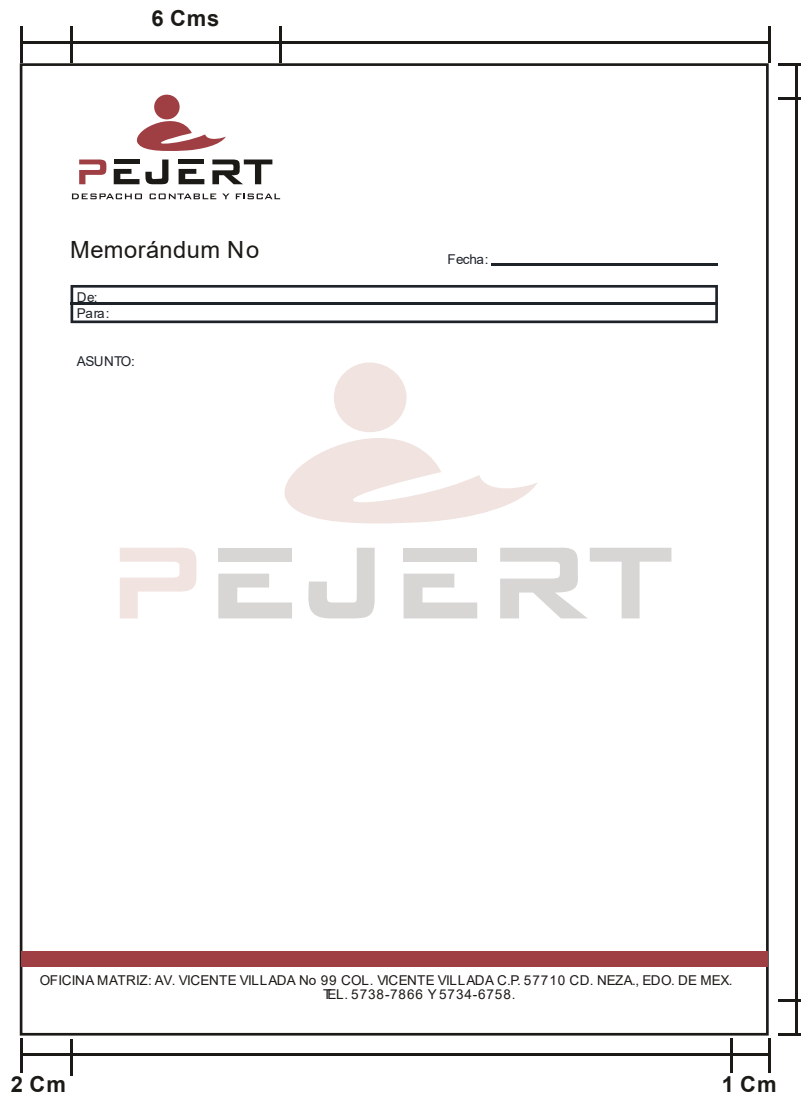
The business cards shown here are real size, which is: 5 x 9 cm.

There are two options for the business card: horizontal and vertical.






MEMORANDUMS



The imagotype will be placed in the upper left of the memorandum with the watermark in the middle of the document.

The actual size of the memorandum is: 21.59 x 27.94 cm.

BILL



**PEJERT**  
DESPACHO CONTABLE Y FISCAL

CD, NEZA., EDO. DE MEX.A:

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FACTURA

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**PEJERT, S.C. R.F.C. TRU001129B86**

OFICINA MATRIZ: AV. VICENTE VILLADA No 99 COL. VICENTE VILLADA C.P. 57710  
CD. NEZA., EDO. DE MEX. TEL. 5738-7866 Y 5734-6758.

LA REPRODUCCIÓN NO AUTORIZADA DE ESTE COMPROBANTE CONSTITUYE UN DELITO EN LOS TÉRMINOS DE LAS DISPOSICIONES FISCALES

NOMBRE: \_\_\_\_\_

DIRECCION: \_\_\_\_\_

R. F. C. CLIENTE: \_\_\_\_\_

CONCEPTO	IMPORTE
<p>IMPORTE CON LETRA</p>	

SUB-TOTAL \$	
I.V.A. \$	
<b>TOTAL \$</b>	

The imago type is placed in the upper left of the bill. The horizontal version of the logo is used. The actual size of the document is: 17.7x 21.5 cm.