



0 FUNCIÓ I US DEL MANUAL

El símbol.

Representa "C" de Congressos. Les franges concèntriques representen les graderies des del punt de vista de l'espectador.

També poden suggerir gràficament "expansió".

El color escollit és el taronja, un to càlid i amb notable impacte visual.

El logotip.

La tipografia escollida és la Myriad. És de fàcil lectura, va en negre, i en caixa alta i baixa.

El logotip pot usar-se en les tres versions que proposam per facilitar la seva aplicació en tots els suports possibles.

1

LA MARCA CORPORATIVA PRINCIPAL
EL LOGOTIP (POSITIU COLOR)



Palau de Congressos
Palma de Mallorca



1 LA MARCA CORPORATIVA SECUNDÀRIA EL LOGOTIP (POSITIU COLOR)



Palau de
Congressos
Palma de Mallorca



23 mm

1

LA MARCA CORPORATIVA PRINCIPAL
EL LOGOTIP (NEGATIU COLOR)



Palau de Congressos
Palma de Mallorca



Palau de Congressos
Palma de Mallorca

1 LA MARCA CORPORATIVA PRINCIPAL EL LOGOTIP (NEGATIU COLOR)



Palau de Congressos
Palma de Mallorca



1

LA MARCA CORPORATIVA PRINCIPAL
EL LOGOTIP (POSITIU B/N)



Palau de Congressos
Palma de Mallorca



Palau de Congressos
Palma de Mallorca

1 LA MARCA CORPORATIVA PRINCIPAL EL LOGOTIP (NEGATIU B/N)



Palau de Congressos
Palma de Mallorca



Palau de Congressos
Palma de Mallorca

1 LA MARCA CORPORATIVA PRINCIPAL EL LOGOTIP (POSITIU COLOR)



Palau de Congressos Palma de Mallorca



1 LA MARCA CORPORATIVA SECUNDÀRIA EL LOGOTIP (NEGATIU COLOR)



1 LA MARCA CORPORATIVA SECUNDÀRIA EL LOGOTIP (NEGATIU COLOR)



Palau de
Congressos
Palma de Mallorca



Palau de
Congressos
Palma de Mallorca

1

LA MARCA CORPORATIVA SECUNDÀRIA
EL LOGOTIP (POSITIU B/N)



Palau de
Congressos
Palma de Mallorca



Palau de
Congressos
Palma de Mallorca

1 LA MARCA CORPORATIVA SECUNDÀRIA EL LOGOTIP (NEGATIU B/N)



Palau de
Congressos
Palma de Mallorca



Palau de
Congressos
Palma de Mallorca

1 LA MARCA CORPORATIVA SECUNDÀRIA EL LOGOTIP (POSITIU B/N)



Palau de
Congressos
Palma de Mallorca



Palau de
Congressos
Palma de Mallorca

1 LA MARCA CORPORATIVA PRINCIPAL EL LOGOTIP (CONSTRUCCIÓ)

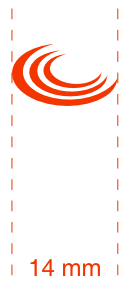


1 LA MARCA CORPORATIVA PRINCIPAL EL LOGOTIP (CONSTRUCCIÓ)



Palau de Congressos

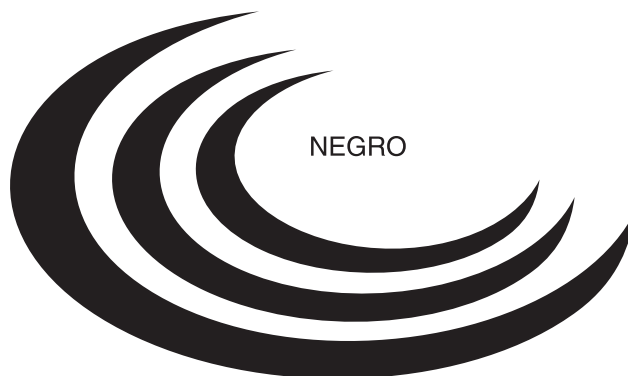
1 LA MARCA CORPORATIVA SÍMBOL



2 ELS COLORS PRINCIPAL + COMPLEMENTARIS



CMYK: 0/51/87/0
RGB: 243/53/0



CMYK: 0/0/0/100
RGB: 0/0/0

3 LA TIPOGRAFIA LOGOTIP I TEXTES GENERALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,:;'"-*%/!/?@)

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,:;'"-*%/!/?@)

Myriad Pro Condensed Negrita

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,:;'"-*%/!/?@)

Myriad Pro Black Condensed Negreta

3 LA TIPOGRAFIA LOGOTIP I TEXTES GENERALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,;'"-*%/!/?@)

Myriad Web Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,;'"-*%/!/?@)

Myriad Web Pro Cursiva

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,;'"-*%/!/?@)

Myriad Web Pro Negreta

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,;'"-*%/!/?@)

Myriad Web Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,;'"-*%/!/?@)

Myriad Web Pro Condensed Cursiva

3 LA TIPOGRAFIA LOGOTIP I TEXTES GENERALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,:;'"-*%/!/?@)

Myriad Condensed Normal

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,:;'"-*%/!/?@)*

Myriad Condensed Cursiva

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,:;'"-*%/!/?@)**

Myriad Condensed Negreta

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&1234567890.,:;'"-*%/!/?@)***

Myriad Condensed Negreta Cursiva

4 LA PAPERERIA

PAPER DE CARTA (297 x 210 mm / DIN A-4)



**McClintock, a Latin professor
at Hampden-Sydney College
in Virginia, looked.**

Lorem Ipsum,
is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using real words which would make the text unreadable. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia

McClintock, a Latin professor

*Hampden-Sydney College in
Virginia, looked.*

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy .



Palau de Congressos
Palma de Mallorca

Nota de Premsa

13/13/08

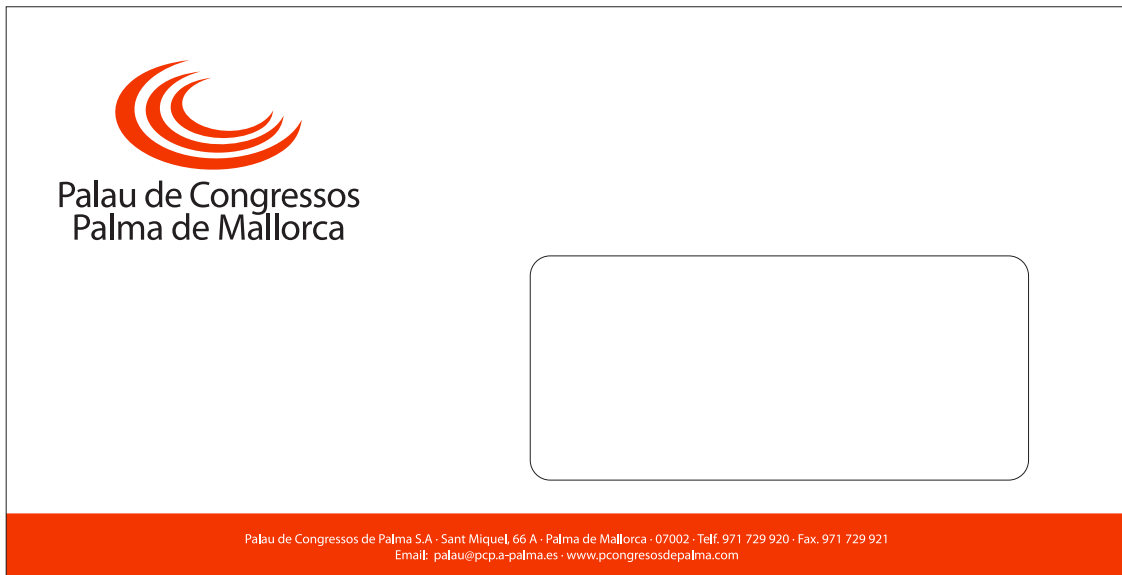
Lorem Ipsum, is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia

4 LA PAPERERIA SOBRE AMERICÀ (225 x 115 mm)



4 LA PAPERERIA

SOBRE (210 x 148 mm / DIN A-5)



Palau de Congressos
Palma de Mallorca

Palau de Congressos de Palma S.A. - Sant Miquel, 66 A - Palma de Mallorca - 07002 - Telf: 971 729 920 - Fax: 971 729 921
Email: palau@pcp.a-palma.es - www.pcongresosdepalma.com

4 LA PAPERERIA SOBRE (230 x 325 mm)



Palau de Congressos
Palma de Mallorca

4 LA PAPERERIA

TARGETES PERSONALS (91 x 52 mm)

Cara



Dors



4 LA PAPERERIA TARGETES PERSONALS (91 x 52 mm)



Palau de Congressos
Palma de Mallorca

**Palau de Congressos
de Palma de Mallorca**

Sant Miquel, 66 A
Palma de Mallorca · 07002
Telf. 971 729 920 · Fax. 971 729 921
Email: palau@pcp.a-palma.es
www.pcongresosdepalma.com



Palau de Congressos
Palma de Mallorca

Gabinet de premsa

Sant Miquel, 66 A
Palma de Mallorca · 07002
Telf. 971 729 920 · Fax. 971 729 921
Email: palau@pcp.a-palma.es
www.pcongresosdepalma.com



Palau de Congressos
Palma de Mallorca

Francisco Mangado
Arquitecte

Sant Miquel, 66 A
Palma de Mallorca · 07002
Telf. 971 729 920 · Fax. 971 729 921
Email: palau@pcp.a-palma.es
www.pcongresosdepalma.com

4 LA PAPERERIA

PAPER DE FAX (297 x 210 mm / DIN A-4)



Palau de Congressos
Palma de Mallorca

Sant Miquel, 66 A
Palma de Mallorca - 07002
Telf. 971 729 920 · Fax. 971 729 921
Email: palau@pcp.a-palma.es
www.pcongresosdepalma.com

TELEFAX

PER:
COMPANYIA:
DE:
FAX:
PÀGINES:
ASSUMpte:

4 LA PAPERERIA

SALUDA (210 x 148 mm / DIN A-5)



Palau de Congressos
Palma de Mallorca

Palau de Congressos de Palma S.A. - Sant Miquel, 66 A - Palma de Mallorca - 07002 - Telf: 971 729 920 - Fax: 971 729 921
Email: palau@pcp.a-palma.es - www.pcongresosdepalma.com

4 LA PAPERERIA

CARPETA EXTERIOR (474,5 x 420,5 mm)



4 LA PAPERERIA

CARPETA INTERIOR (474,5 x 420,5 mm)



4 LA PAPERERIA ETIQUETES CD I DISQUET



4 LA PAPERERIA

LLIBRETA / BLOC NOTES (210 x 148 mm / DIN A -5)

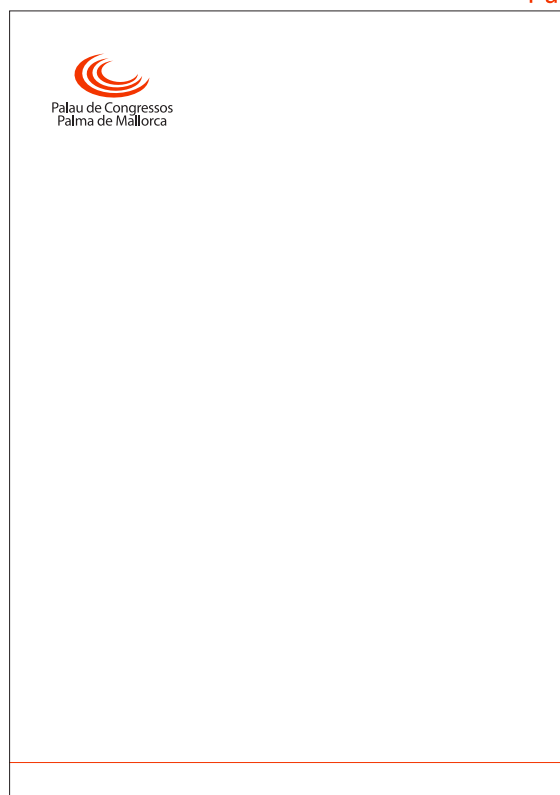
Portada



Contra

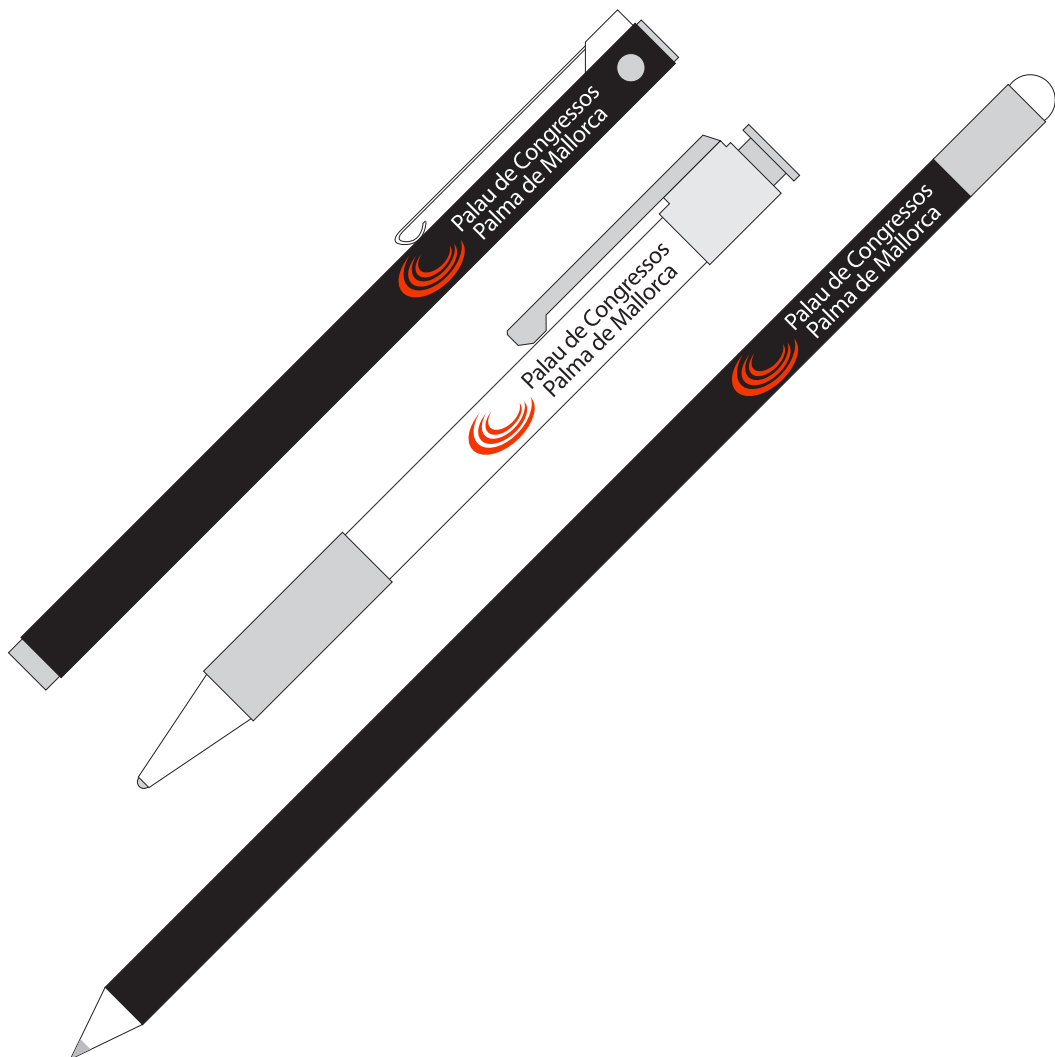
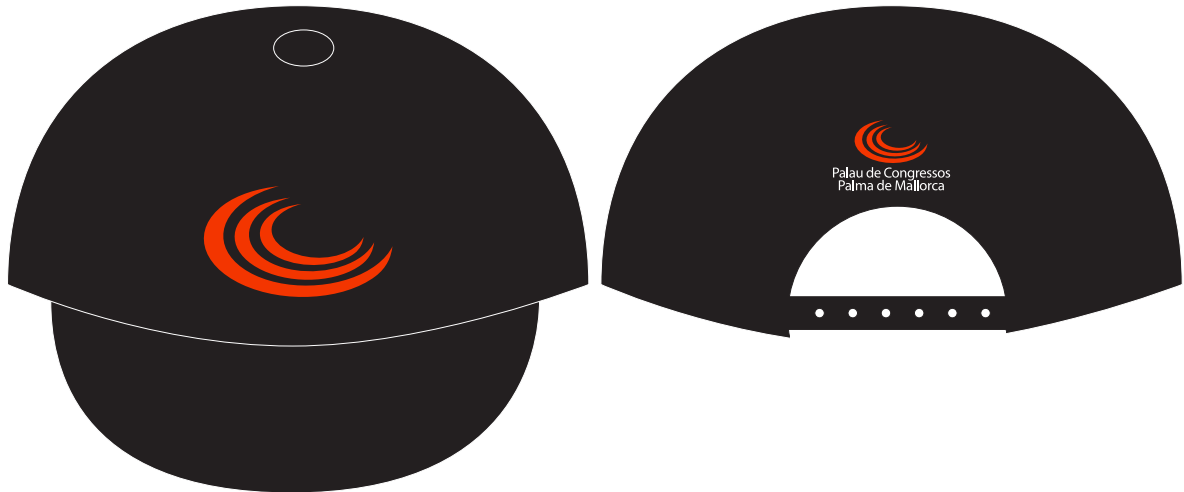


Full



5 MERCHANDISING

GORRA, BOLÍGRAF, ROTULADOR, LLAPIS



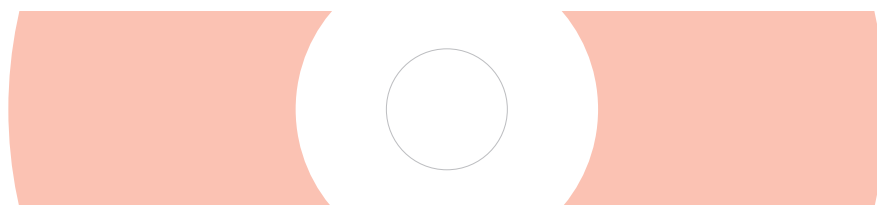
6 ELS COLORS REPRODUCCIÓ DEL COLOR

PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC
NEGRO	NEGRO	NEGRO	NEGRO	NEGRO	NEGRO	NEGRO	NEGRO
PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC	PANTONE Orange 021 CVC
NEGRO	NEGRO	NEGRO	NEGRO	NEGRO	NEGRO	NEGRO	NEGRO
CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0
CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100
CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0	CMYK 0/51/87/0
CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100	CMYK 0/0/0/100

7 MANUAL D' IDENTITAT CORPORATIVA FORMATS DIGITALS



Palau de Congressos
Palma de Mallorca



Manual d'Identitat Corporativa