

Marca

Textil Santanderina

2021



Textil
Santanderina
Since 1923

Marca
Proporciones



Marca
Color

Pantone 288 C
CMYK 100 79 0 37
RGB 0 45 114
HEX/HTML 002D72

* 55% del color
corporativo



Textil
Santanderina
Since 1923 *

Marca
Versión en negativo

* 42% de opacidad



**Textil
Santanderina**
Since 1923 *

Marca

Tipografía corporativa

Se actualiza la marca **Textil Santanderina** utilizando la tipografía corporativa.

La tipografía corporativa que acompaña a todas las marcas de Santanderina es la **Helvetica Neue LT Std**. Para titulares o cuerpos de texto grandes se utilizan de forma general los pesos superiores, **75 Bold**. Para los textos de lectura se utilizan los pesos **65 Medium**, **55 Roman** y en ocasiones el **45 Light**. La variedad/combinación de pesos permite destacar conceptos y a la vez enriquece la lectura y el grafismo.

Weaving a better planet

Helvetica Neue LT Std 75 Bold

We are committed to developing a new ecosystem, where we want to build a sustainable textile world that is environmentally friendly and socially egalitarian, through innovation and by establishing stable relationships, based on traceability and ethics.

Helvetica Neue LT Std 65 Medium

Organic cotton is grown from non-genetically modified plants (non-GMO) and does not use non-natural synthetic agricultural chemicals such as fertilizers or pesticides or herbicides. It does not damage the soil. It uses less water than conventional cotton. It is a fully traceable process through the chain-of-custody method. We are committed to developing a new ecosystem, where we want to build a sustainable textile world that is environmentally friendly and socially egalitarian, through innovation and by establishing stable relationships, based on traceability and ethics.

Helvetica Neue LT Std 55 Roman

Recycled cotton fabrics are made from waste fabrics and garments, so it reduces the use of virgin cotton crop and therefore the consumption of water, CO₂ emissions and other impacts derived from cotton farming. The amount of energy, water and chemical products are much less than if virgin cotton had been used.

Helvetica Neue LT Std 45 Light

Para cualquier consulta, duda o aclaración sobre este documento corporativo de la marca de Textil Santanderina contactar con:

Estudi +3
estudi@estudimestres.com

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