



Corporate Identity Guide



Logo explanation

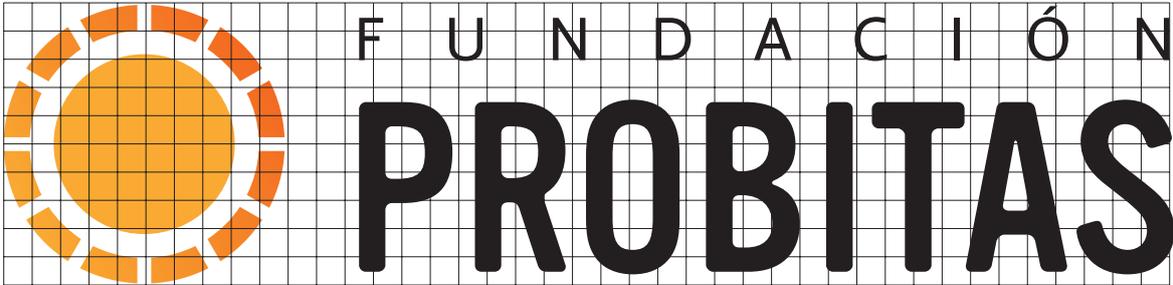
The logo of Fundación Probitas is designed to reflect the organization's philosophy and mission. It consists of a graphic element, the "sun," and a typographic block, "Fundación Probitas."

The graphic element represents the sun, a symbol of life, well-being, and warmth. It also symbolizes a community with a common center, which Fundación Probitas occupies. The "sun rays" represent the people supported by the foundation to improve their future opportunities. In this way, the wide variety of projects is represented. The colors are bright and warm, and the gradient, which makes each fragment unique, aims to convey the message that although we may have different nuances, we all belong to the same circle.

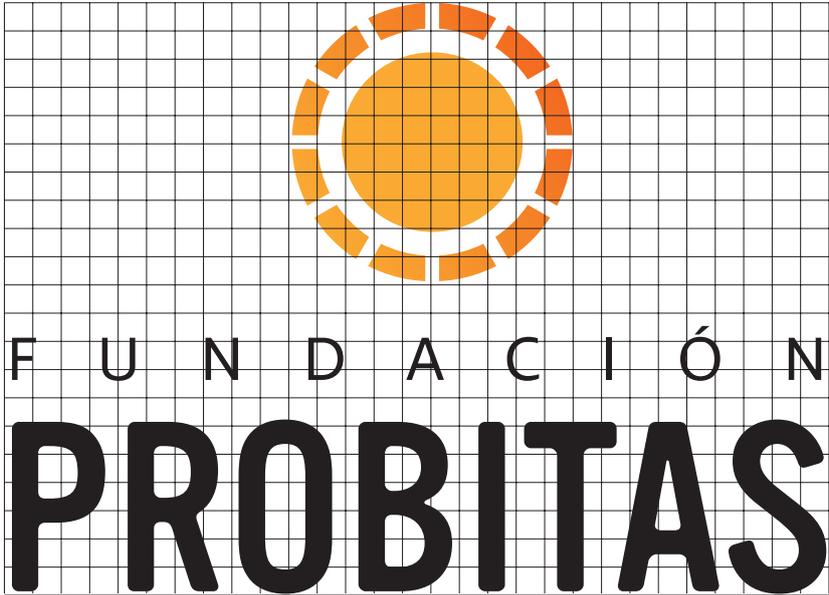
In the typographic block, the word "Probitas" stands out. It has greater weight and provides solidity while also conveying warmth due to its rounded edges. "Fundación," more understated, occupies the top portion, covering "Probitas" and acting as an umbrella.

The logo
Structure

Horizontal Version (Primary)



Vertical Version (Secondary)



The logo

Reserved Space

The Fundación Probitas logo will always be protected by a surrounding square, allowing it to breathe and isolating it from other graphic elements.

The proportion of this square will be 1x, where "x" is understood as the height of the "P." This space must be maintained by any other element.



Minimum size

Establishing minimum sizes to ensure the correct legibility of the Fundación Probitas logo in both versions:



15 mm



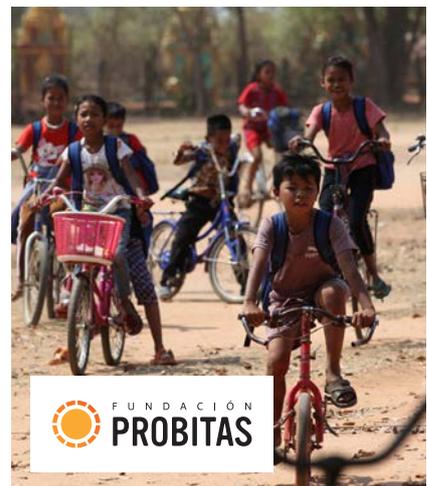
15 mm

The logo

Permitted applications

The Fundación Probitas logo can be applied:

- In full color on a white background
- In full color with the typographic block in negative on a dark background
- In negative on dark backgrounds or colors similar to that of the sun
- Directly on photographic backgrounds, as long as it does not affect proper readability; otherwise, it should be applied over a white element.



Non-permitted applications

- In color with the text block in black on a dark photograph
- In negative applied directly on a light photograph
- Deformations and rotations of the logo



Color Code

Use of Colors

Primary Color



PANTONE 137
CMYK: 0 / 38 / 90 / 0
RGB: 248 / 172 / 35
WEB: #F8AC23

Secondary Colors



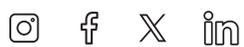
PANTONE Process Black
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
WEB: #82358B



PANTONE Cool Gray 11
CMYK: 0 / 0 / 0 / 85
RGB: 78 / 80 / 84
WEB: #4e5054



PANTONE 137
PANTONE 158
CMYK: 0 / 38 / 90 / 0
0 / 73 / 100 / 0
RGB: 248 / 172 / 35
235 / 95 / 10
WEB: #F8AC23
#EB5F0A



www.fundacionprobitas.org • probitas@fundacionprobitas.org • C/ Jesús i Maria, 6 • 08022 Barcelona