



paraguay

BRAND IDENTITY GUIDE



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we are—
adventurous warriors,
kinetic spirits &
risk seekers



LOGO LOCKUP

Paraguay's diversity is illustrated in the geometric toucan and complimented with a strong wordmark. Both of these come together to create a unique combination mark for the rich land of Paraguay.

MINIMUM SIZE

To ensure that the flavor of Paraguay doesn't ever disappear, the combination mark and wordmark require a minimum width of 1" from left to right. The logo mark requires a minimum height of 0.75".

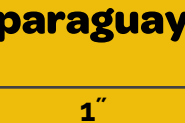
combination mark



logo



wordmark

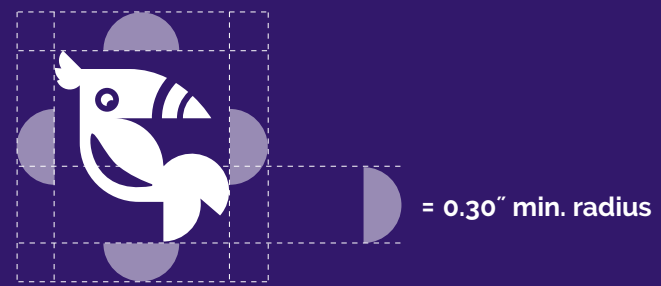




1



2



3



CLEAR SPACE

To ensure that no design elements are competing with Paraguay's brand the following are guidelines for the minimum clear space:

- 1 **Combination Mark**—the height of a lowercase “p” set to Omnes Bold, has been established to create the most appropriate clear space.
- 2 **Logo Mark**—has a clear space established by half a circle that makes up the tail of the toucan within the logo mark.
- 3 **Wordmark**—the height of a lowercase “g” set to Omnes Bold, has been established to create the clear space.

COLOR PALETTE

Paraguay’s brand is energetic and bright. The primary and secondary colors derive from the majestic sunrises over the Panara River—amarillo and rojo (yellow and red).



AMARILLO

PMS	375
CMYK	0, 21, 100, 7
RGB	138, 198, 64
HEX	EEBB09

ROJO

PMS	1797
CMYK	0, 100, 96, 4
RGB	138, 198, 64
HEX	E21A25

TERTIARY COLORS

Along with these colors, the tertiary color palette aims to show the abundant and unique nature that is found in Paraguay—violeta that represents the Guaraní heritage that’s still present in modern day Paraguay, lima represents the abundant amazon, turquesa shows the vast rivers and negro from the tribal markings found in Paraguay.



NEGRO

PMS	447
CMYK	76, 67, 64, 79
RGB	20, 23, 25
HEX	131719



VIOLETA

PMS	2745
CMYK	90, 100, 0, 34
RGB	50, 24, 107
HEX	32176A



LIMA

PMS	1797
CMYK	63, 0, 100, 0
RGB	104, 189, 69
HEX	68BC45



TURQUESA

PMS	3285
CMYK	80, 10, 45, 0
RGB	0, 167, 157
HEX	00A79D



LOGO VIOLATIONS

Paraguay's brand aims to maintain an energetic and bright spirit. The following design decisions should always be avoided with respect to the logo mark:

- 1 Toucan logo mark should never be rotated.
- 2 The shape within toucan's eye should not be removed.
- 3 The shape within the toucan's eye should not create different shapes.
- 4 The toucan mark should not be reflected or point to the left.



- 5 Paraguay's wordmark should never be stacked.
- 6 Do not remove any shapes from the toucan's beak.
- 7 Toucan's feather should not include any line items that interfere with the curved feather.
- 8 Don't colorize the logo with colors outside of the color palette shown on page 10.



TYPOGRAPHY USE

Paraguay's typography relies on its friendly approach. The use of Raleway as the primary font allows Paraguay's brand to convey a friendly and inviting mood yet bold and adventurous.

RALEWAY ≡ ≡ ≡

A B C D E F G H I J K

L M N Ñ O P Q R S

á b c d é f g h í j k l m n

ñ ó p q r s t ü v w x y z

1 2 3 4 5 6 7 8 9 0

á b c d é f g h í j k l m n

ñ ó p q r s t ü v w x y z

1 2 3 4 5 6 7 8 9 0



¡descubre!

Cataratas de Iguazú



SECONDARY TYPE

To compliment the fun and bold energy of Raleway, the secondary font—Playfair Display—adds a humanistic touch which is nestled within the roots of Paraguay's heritage.

playfair display ::≡≡≡

Éé

ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0

á b c d e f g h i j k l m n
ñ ó p q r s t ü v w x y z
1 2 3 4 5 6 7 8 9 0

VISUAL THEME

Paraguay is a place where action, motion and movement live. These have been represented in multiple visual themes, which include:

- 1 **Las Olas**—or “the waves,” represent the silky and warm rivers found throughout Paraguay.

APPLICATION

When utilizing the wave pattern, you can:

- apply the pattern at any angle.
- let the pattern bleed into edges when color used for waves is the same as the background color (as shown here).

1



VISUAL THEME

- 2 *Tribu guaraní*—or "Guarani Tribe"—derives from the authentic Guarani symbols and represents the unity of this indigenous tribe in Paraguay. The lines represent the long history of the tribe, while the dot patterns show the unity of the tribe and the tooth symbol encompasses the courage of the Guarani people.

APPLICATION

When applying the tribe pattern you can:

- apply the pattern at 90°, 45°, 25° or 10° angles only.
- colorize using the approved brand palette (see pg. 10).



IDENTITY APPLICATION

The visual identity of Paraguay can be applied to transportation vehicles and boats. Ensure that the colors used in the pattern match the brand and have great contrast with the background or material.



WEB+MOBILE APPLICATION



ENVIRONMENT APPLICATION

To compliment the fun and bold energy of Paraguay, the environment should remain open, clear and utilize nature as a basis of its design. Along with these decisions the environment can include items such as pillows with the custom visual identity, picture frames and lamps that utilize *Las Olas* pattern.



paraguay

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