



CORPORATE IDENTITY MANUAL

VERSION 2.0

IDENTITY SYSTEM GUIDELINES

EFPconsultores.com

INTRODUCTION

Consistent presentation of the FGV identity is the key to brand recognition, building trust and confidence over time. In this manual, we define the key elements of the brand identity system, from the brand mark and brand architecture to typography and secondary graphics. These elements will help us build the brand through various applications, outlining how it is to be used within creative expression..

ATTENTION

All items that show the FGV Logo must get the clearance from Group Strategic Communications Department before production. This is to ensure that the designs produced are aligned to our Corporate Identity (CI).

Our identity reflects EFP's direction and represents dynamism, momentum, change and progress on our journey to success.

The Identity System

1.0

IDENTITY SYSTEM GUIDELINES

Logo



This logotype is the central element in EFP 's visual communications system. Through consistent and repetitive use as a signature device and design element in all of EFP's visual communications, the logotype becomes a visual shorthand which identifies the company and symbolically embodies its activities , achievements and goals.

COMPOSITION

EFP

Font AudiType
Horizontal scale : 180%
Vertical scale: 100%



4 Ovals

CONSULTORES

Font SF Movie Poster
Horizontal scale : 130%
Vertical scale: 100%

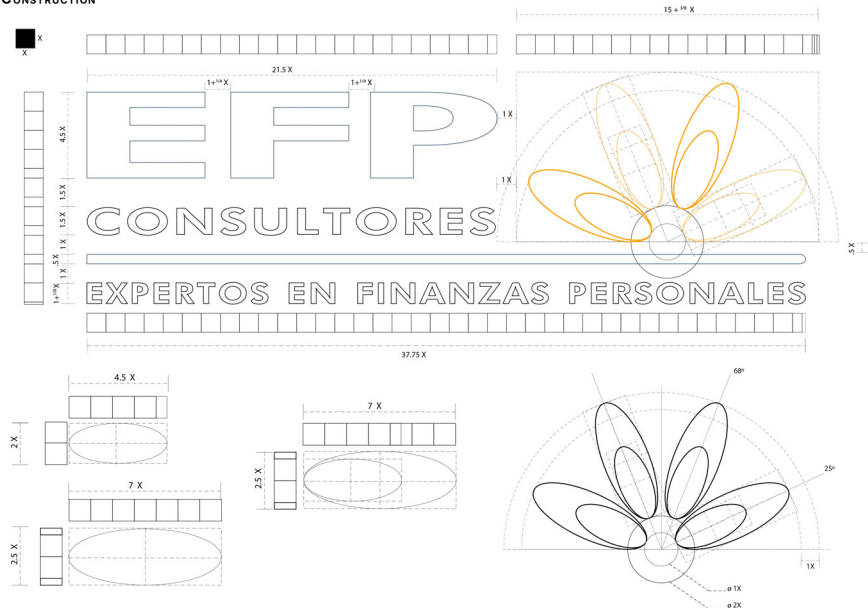
The path of commitment

EXPERTOS EN FINANZAS PERSONALES

Font SF Movie Poster
Horizontal scale : 130%
Vertical scale: 100%

In the logotype, the letters EFP are the acronym for (Expertos en Finanzas Personales) are equally place and reflect the strength of the company. The ovals are the symbols of growth. Below the EFP letters is the word consulting that mean what are the services provided by the company. The lower stroke represents the path of commitment. To close up the logotype the full words of the acronym EFP = Expertos en finanzas personales.

CONSTRUCTION



PROTECTED SPACE & VITAL SPACE



Protected space = 3x from the perimeter of the Isologo.

Vital space = 2x from the perimeter of the Isologo.
Non other graphic or text element can be placed inside this perimeter

MINIMUM SIZE



When needed a different resolutions and sizes for different types of displays. Apps, web applications or multimedia presentations.

FILE IDENTIFIER

EFP_LOGO [ORIG. VERSION]

EXAMPLE: EFP_LOGO_LEFT_R_POS.EPS

EFP_LOGO...SMALL [SMALL VERSION]

**EXAMPLE: TNS_LOGO_R_POS_SMALL.EP-
STNS_LOGO_R_POS_SMALL.EPS**

COLOR - GREY - BLACK AND WHITE

COLOR



GREY



BLACK AND WHITE



COLOR PALETTE

	Orange	Blue grey	Green	Cool Grey
Secondary	O1	BG1	Gr1	CG1
	O2	BG2	Gr2	CG2
	O3	BG3	Gr3	CG3
	O4	BG4	Gr4	CG4
Primary	O	BG	Gr	CG
Secondary	O5	BG5	Gr5	CG5
	O6	BG6	Gr6	CG6
	O7	BG7	Gr7	CG7
	O8	BG8	Gr8	CG8
Supportive	B	W	G	

The EFP color palette consists of a primary, secondary and supportive color palette. The secondary palette consists of the entire range of tints that originate from the primary colors. The lighter tints were created by screening the primary colors, and the darker tints were created by adding black to the primary colors. The tints specified in the secondary palette are samples of this range of tints.

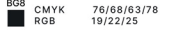
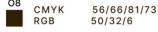
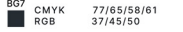
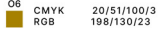
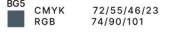
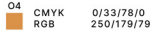
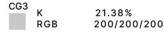
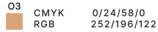
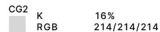
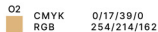
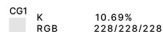
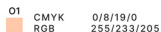
The consistent use of these colors will create recognition and strengthen the identity. The EFP logos must always use the primary and supportive color palette.

COLOR PALETTE CONT'D

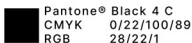
Primary color palette



Secondary color palette



Supportive color palette



The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

GREY SCALE



10 % Background darkness



20 % Background darkness



30 % Background darkness



40 % Background darkness



50 % Background darkness



60 % Background darkness



70 % Background darkness



80 % Background darkness



90 % Background darkness



100 % Background darkness

There will be applications where the EFP Brand has to appear in black and white. The examples shown here demonstrate the use of the Brand Signature on light and dark backgrounds. This is a reference for establishing the relative values for light and dark backgrounds. This is particularly important when considering reproduction in newspapers or other monochromatic applications with only one colour.

FILE IDENTIFIER

EFP_LOGO [ORIG. VERSION]

EXAMPLE: **EFP_LOGO_LEFT_R_POS.EPS**

EFP_LOGO...SMALL [SMALL VERSION]

EXAMPLE: **TNS_LOGO_R_POS_SMALL.EPS**
STNS_LOGO_R_POS_SMALL.EPS

UNACCEPTABLE USAGE



Do NOT change colours



Do NOT reposition or resize the elements



Do NOT distort



Do NOT place the logo at an angle



Do NOT place the logo on a busy background



Do NOT place the logo on a colour without sufficient contrast



Do NOT reposition or resize the elements

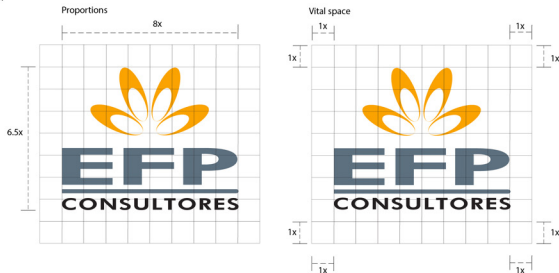


Do NOT reposition or resize the elements

The EFP Brand Signature should be treated with 'visual respect'. Every effort should be made to ensure that each element of the Brand Signature fulfills its original intent. It is strongly recommended that any reproduction of the Brand Signature uses the digital master files provided. No elements in the signature may be altered in any way. No borders, unofficial type or graphic elements should be added to the Brand Signature. These examples illustrate unacceptable usage of the Brand Signature..



LOCK-UP 1



The grid acts as a guide to portray how the second version of our logo lock-up should be positioned whenever it is presented. Take note of the spacing needed to ensure there is ample room surrounding it. This style of logo lock-up should be used mainly for corporate communications such as billboards, press ads, buntings, posters or leaflets. It can be used on design materials only if the EFP logo is legible. The logo lock-up is restricted to one template per campaign.

FILE IDENTIFIER

EFP_LOGO [ORIG. VERSION]

EXAMPLE: EFP_LOGO_LEFT_R_POS.EPS

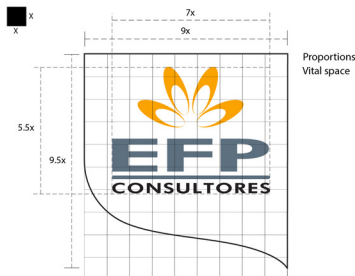
EFP_LOGO,...SMALL [SMALL VERSION]

EXAMPLE: TNS_LOGO_R_POS_SMALL.EP-
STNS_LOGO_R_POS_SMALL.EPS

LOCK-UP 2 VARIATIONS



LOCK-UP 1



The grid acts as a guide to portray how the second version of our logo lock-up should be positioned whenever it is presented. Take note of the spacing needed to ensure there is ample room surrounding it. This style of logo lock-up should be used mainly for corporate communications such as billboards, press ads, bunting, posters or leaflets. It can be used on design materials only if the EFP logo is legible. The logo lock-up is restricted to one template per campaign.

FILE IDENTIFIER

EFP_LOGO [ORIG. VERSION]

EXAMPLE: EFP_LOGO_LEFT_R_POS.EPS

EFP_LOGO...SMALL [SMALL VERSION]

**EXAMPLE: TNS_LOGO_R_POS_SMALL.EP-
STNS_LOGO_R_POS_SMALL.EPS**

LOCK-UP 2 VARIATIONS



Full color
Dark background



Full color
Clear background



Monochromatic
Dark background



Monochromatic
Clear background



Full color
Dark background



Full color
Clear background

In cases where the EFP logo lock-up requires a different variation, the following options can be considered. It can be done in full colour or in reversed full colour. It can also be done in positive black or reversed white. Make sure there is sufficient contrast between the elements and the background.

FILE IDENTIFIER

EFP_LOGO [ORIG. VERSION]

EXAMPLE: EFP_LOGO_LEFT_R_POS.EPS

EFP_LOGO...SMALL [SMALL VERSION]

**EXAMPLE: TNS_LOGO_R_POS_SMALL.EP-
STNS_LOGO_R_POS_SMALL.EPS**

Typography ensures consistent representation of FGV's Brand Identity. It is an important distinguishing element of the brand.

Typography

2.0

IDENTITY SYSTEM GUIDELINES

PRIMARY TYPEFACE

Avenir

A b c

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Avenir Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

The AVENIR family has been chosen as the corporate typeface for all EFP corporate communications such as outdoor posters, leaflets and other forms of corporate communications. Inspired by the clarity of the classic sans serif typefaces and the contemporary openness of characters, Frutiger makes an ideal typeface for the brand. The type family refers to the different weights and styles that make up the entire typeface. The different weights may be employed at a designer's discretion to suit the requirements of the specific application

The EFP typography consists of two typefaces: **Avenir** and **Helvetica**. Both typefaces come in a variety of weights and offer flexibility of use. Commitment to these typefaces will create a consistent and strong identity.

SECONDARY TYPEFACE

A bc

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Helvetica Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 =/*-+±<>!¿?@#\$\$%^&()[];:.,£€{ }

The HELVETICA Family has been chosen as the secondary typeface for web and internal communications because it compliments the primary EFP typeface, Frutiger. The Helvetica family should be used across all internal communications and documents such as email, letters, memos, reports, and PowerPoint presentations.

The EFP typography consists of two typefaces: **Avenir** and **Helvetica**. Both typefaces come in a variety of weights and offer flexibility of use. Commitment to these typefaces will create a consistent and strong identity.

As part of the Brand Identity, it is vital that all promotional and marketing collaterals clearly present a consistent look through proper usage of all the design elements and templates.

Advertising & Promotions Material 3.0

IDENTITY SYSTEM GUIDELINES

ADVERTISEMENTS GRID - TEMPLATE 1

Calculation $\left(\frac{X}{18}\right) \times 3 = 3 \text{ Column}$



Use this version when the main emphasis is on the information or content. A simple logo lock-up will help amplify the message and make it stand out more..

ADVERTISEMENTS GRID - TEMPLATE 2

Calculation $\left(\frac{X}{18}\right) \times 3 = 3 \text{ Column}$



Use this version when the main emphasis is on the information or content. A simple logo lock-up will help amplify the message and make it stand out more..

ADVERTISEMENTS SAMPLE - TEMPLATE 1-2



EFP CONSULTORES

ASESORIA EN FINANZAS PERSONALES

Nuestra asesoría genera que nuestros clientes tomen las riendas de sus Finanzas. Con nuestro acompañamiento las familias emprenden un camino de conocimiento y aprendizaje para que la toma de decisiones los lleve a cumplir sus objetivos y en general con su plan de vida.

www.efpconsultores.com

Tel.: + 52 1 482 2323 contacto@efpconsultores.com Cta 7 No 127-89 Ck. 1908 Edificio 128 Centro Empresarial



EFP CONSULTORES

ASESORIA EN FINANZAS PERSONALES

www.efpconsultores.com

Tel.: + 52 1 482 2323 contacto@efpconsultores.com Cta 7 No 127-89 Ck. 1908 Edificio 128 Centro Empresarial

ADVERTISEMENTS GRID - TEMPLATE 3

Calculation $\left(\frac{X}{18}\right) \times 3 = 3 \text{ Column}$

X

4 Column

**Ads
Headline Here**

0.5 Col

0.5 Col

1 Col

1 Col

18 Columns

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus
 tempor fermentum, enim integer ad vestibulum volutpat. Nisi rhoncus
 turpis est, vel elit, congue viisi enim nunc ultricies sit, mag netus non
 dui aliquet, sagittis felis sodales, at. Sociis mauns in integer, a dolor
 netus non dui aliquet, sagittis felis sodales, libero cras. Faucibus at.

EFP
 CONSULTORES
 EXPERTOS EN FINANZAS PERSONALES

www.efpconsultores.com
 Tel.: + 57 1 482 2525 contacto@efpconsultores.com Cte 7 No 127-48 Of. 1008 Edificio 128 Centro Empresarial

ADVERTISEMENTS GRID - TEMPLATE 4

Calculation $\left(\frac{X}{18}\right) \times 3 = 3 \text{ Column}$



ADVERTISEMENTS GRID - TEMPLATE 4



**Ads
Headline Here**

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor fermentum, enim integer ad vestibulum volutpat. Nisi rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, mag netus non dui aliquet, sagittis felis sodales, at. Sociis mauris in integer, a dolor netus non dui aliquet, sagittis felis sodales, libero cras. Faucibus at.

EFP
CONSULTORES
EXPERTOS EN FINANZAS PERSONALES

www.efpconsultores.com

Tel.: + 51 1 482 2525 contacto@efpconsultores.com C/ra 7 No 127-48 OX 1088 Edificio 128 Centro Empresarial



**Ads
Headline Here**

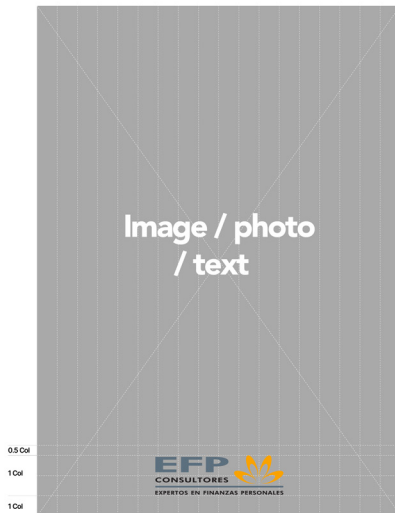
Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor fermentum, enim integer ad vestibulum volutpat. Nislittis felis sodales, at. Socer, a dolor netus non dui aliquet, sagittis felis sodales, libero cras. Faucibus at.

EFP
CONSULTORES

www.efpconsultores.com

ADVERTISEMENT GRID - EXCLUSIVE TEMPLATE

Calculation $\left(\frac{x}{18}\right) \times 3 = 3 \text{ Column}$





ANNUAL
INVESTORS
MEETING

DECEMBER 28TH 2025

09:00AM
05:00PM

123 False Street, City,
Country
www.efpconsultores.com

//JOIN US VIA AN ONLINE MEETING!

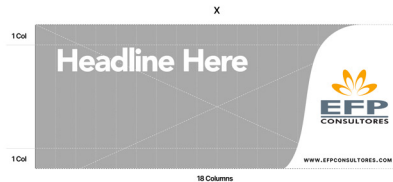
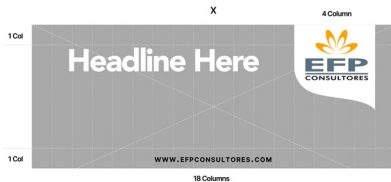
mail@freepik.com mail@freepik.com
+000 123 456 789 +000 123 456 789



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BANNER GRID

Calculation $\left(\frac{X}{18}\right) \times 3 = 3 \text{ Column}$



BANNER GRID SAMPLES

X



18 Columns

X



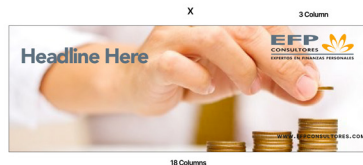
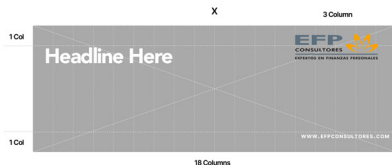
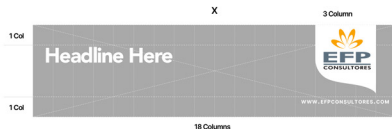
18 Columns

X



18 Columns

BILLBOARD (HORIZONTAL) GRID AND SAMPLE



RECOMMENDED SIZE:

215 CM / 85' (W) x 50CM / 20' (H)

OR

330CM / 130' (W) x 100CM 40' (H)

The mandatory elements are the website address must be below EFP logo and the logo placing should be on the right top.

BILLBOARD (VERTICAL) GRID AND SAMPLE



RECOMMENDED SIZE:

50 CM / 20' (W) x 75 CM / 30' (H)

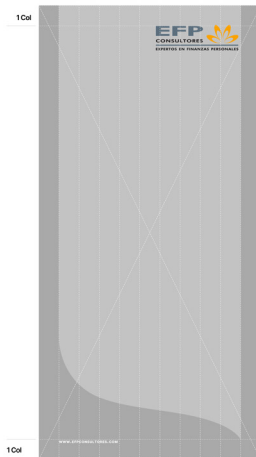
OR

100CM / 40' (W) x 200CM / 80' (H))



The mandatory elements are the website address must be below EFP logo and the logo placing should be on the right top.

BILLBOARD (VERTICAL) GRID AND SAMPLE

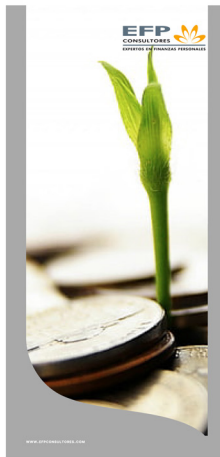


RECOMMENDED SIZE:

50 CM / 20' (W) X 75 CM / 30' (H)

OR

100CM /40' (W) X 200CM /80' (H))

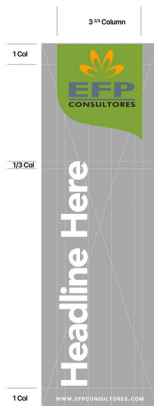


The mandatory elements are the website address must be below EFP logo and the logo placing should be on the right top.

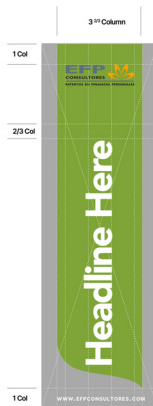
EFP BUNTING GRID



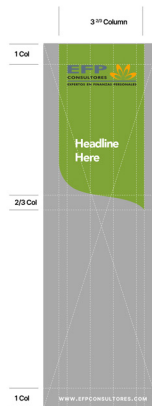
5 Column



5 Column



5 Column



5 Column

Calculation $\left(\frac{x}{5}\right) \times 3.4 = 3^{RD} \text{ Column}$

EFP BUNTING GRID SAMPLE



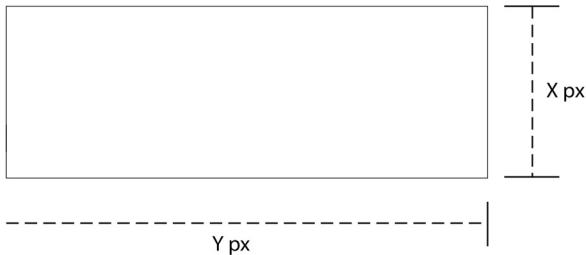
As part of the Brand Identity, it is vital that all promotional and marketing collaterals clearly present a consistent look through proper usage of all the design elements and templates.

Digital Applications

4.0

IDENTITY SYSTEM GUIDELINES

LOGO RESOLUTIONS



Retina displays: 2560px X 1440px

HD display: 1920px X 1080px

4K: 3840px X 2160px

Multimedia: 1280px X 720

email: 180px X 60px

FILE IDENTIFIER

EFP_LOGO [ORIG. VERSION]

EXAMPLE: EFP_LOGO_LEFT_R_POS.EPS

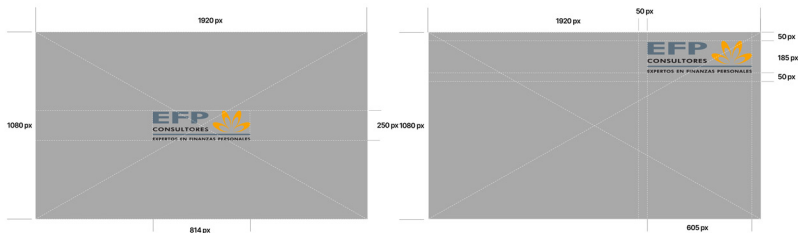
EFP_LOGO...SMALL [SMALL VERSION]

**EXAMPLE: TNS_LOGO_R_POS_SMALL.EP-
STNS_LOGO_R_POS_SMALL.EPS**

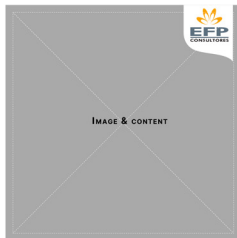
DISPLAYS AND SCREENS

DESKTOP WALLPAPER

HD display: 1920px X 1080px



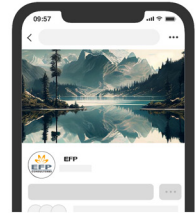
INSTAGRAM POSTING



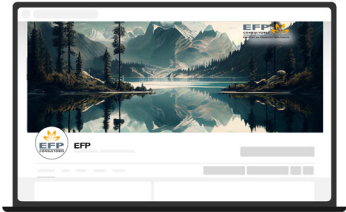
Illustrated is an example of instagram posting. The EFP logo should be on the top right.

FACEBOOK

COVER IMAGE



EXAMPLE: COVER IMAGE
IN THE FACEBOOK APP.

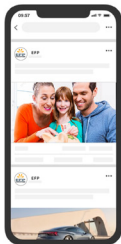
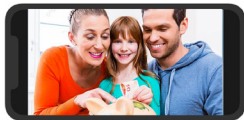
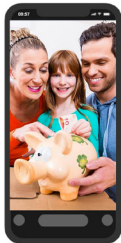


COVER IMAGE IN THE FACEBOOK DESKTOP VIEW.

The cover image always uses the full dimensions and contains little text, so that it is displayed in an optimal way on all devices and screen sizes. So that important image information is not covered up, the platform's cropping procedure needs to be considered when it comes to the placement of the cover image.

FACEBOOK

POSTS



SPECIAL FEATURES OF THE PLATFORM



Main image
2048×1149 px, 72 dpi

Further images
2048×2048 px, 72 dpi

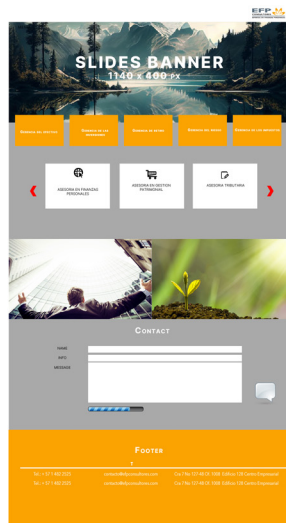
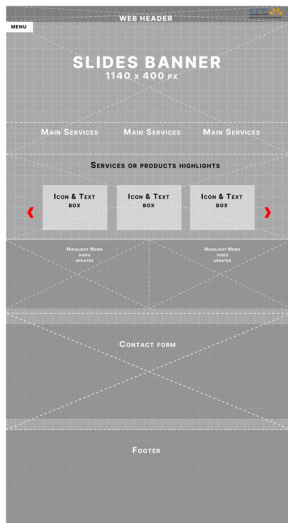
Gallery post

For a gallery post in the Facebook app, either an individual image (1) or a gallery of 3 to 4 images (2) is shown.

For all images, the same rules in relation to size formats and resolution apply (72 dpi).

It is recommended to maintain a file size of < 3 MB (for each image)..

WEBSITE LAYOUT



KEYNOTES TEMPLATES



Detailed guide for FGV PowerPoint template is available separately. Illustrations here are for reference only.

KEYNOTES TEMPLATES



EMAIL SIGN-OFF

- A Employee Name**
Helvetica Bold Size 10.5pt
- B Designation** Helvetica Regular Size 9pt
- C Company logo**
- D Company Name** Helvetica Bold Size 9pt
- F Address** Helvetica Regular Size 9pt
- G Contact & Email** Helvetica Bold
- H Website** Helvetica Bold Size 9pt
- I Sign off P.R.I.D.E.** Helvetica Bold Size 9pt
- J Caution message** Helvetica RegularSize 4pt

A Kind regards,

B Jane Doe
Human Resource Division

C 
EFP CONSULTORES
EXPERTOS EN FINANZAS PERSONALES

D EFP CONSULTORES

F Cra 7 No 127-48 Of. 1008 Edificio 128 Centro Empresarial

G Tel.: + 57 1 482 2525 | contacto@efpconsultores.com

H efpconsultores.com

I Partnership - Respect - Integrity - Dynamism - Enthusiasm

J LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DIAM NUNCUPAT NIBH EUISMOD TRINCOUNT UT
LACRRET DOLORC MAGNA ALGUM ERAT VOLUTPAT, UT WIS ENIM AD MINIM VERNAM, QUIS
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DIAM NUNCUPAT NIBH EUISMOD TRINCOUNT UT
LACRRET DOLORC MAGNA ALGUM ERAT VOLUTPAT, UT WIS ENIM AD MINIM VERNAM, QUIS
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DIAM NUNCUPAT NIBH EUISMOD TRINCOUNT UT
LACRRET DOLORC MAGNA ALGUM ERAT VOLUTPAT, UT WIS ENIM AD MINIM VERNAM, QUIS
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DIAM NUNCUPAT NIBH EUISMOD TRINCOUNT UT
LACRRET DOLORC MAGNA ALGUM ERAT VOLUTPAT, UT WIS ENIM AD MINIM VERNAM, QUIS

An email signature is a virtual business card automatically added at the bottom of your outgoing email. The signature has your name and relevant business contact details. Please do not include coloured text, very large or complicated fonts, departmental logos, images, clip art or personal quotes. The electronic version of the email sign-off and its installation instructions are available separately..

This section is in regards to stationery. The general rule is to use the Helvetica typeface for all Romanised languages. Staff member names and company names are presented in bold.

Stationery Applications

5.0

IDENTITY SYSTEM GUIDELINES

BUSINESS CARD

SIZE 90mm (W) x 55mm (H)

MATERIAL SPECIFICATIONS Super White, 250gsm

All measurements are in millimetres.

FRONT

Logo on center of card.
Colors pantone 431C, 1375C, Neutral Black C

Name Avenir Black
Size 14pt
Tag color Pantone 1375C

BACK

Logo on left of card.
Colors pantone 431C, 1375C, Neutral Black C

Name Avenir Black
Size 14pt

Title Helvetica Bold
Size 7pt

Certifications Helvetica Regular
Size 7pt

Company Address Helvetica Regular
Size 7pt

Mobile, phone, skype & Email Helvetica Regular
Size 7pt

Website Helvetica Regular
Size 7pt



LETTERHEAD

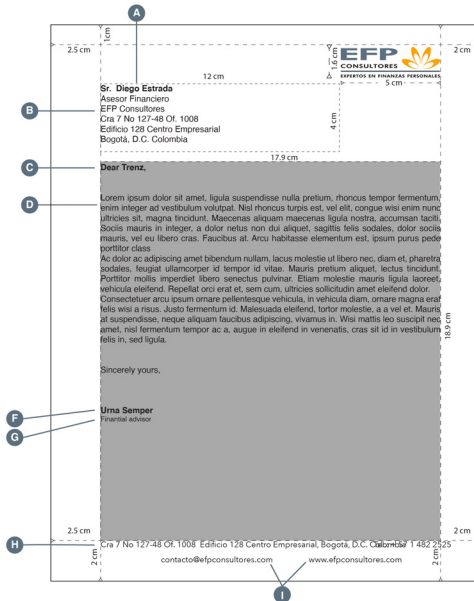
- A Recipient's Name** Helvetica Bold
Size 12
- B Address** Helvetica Regular
Size 12pt Leading 14.4pt Tracking 5
- C Salutation** Helvetica Bold
- D Content/Message** Helvetica Regular
Size 12pt Leading 14.4pt Tracking 0
- F Sender's Name** Helvetica Bold
Size 12 pt Leading 14.4pt Tracking 10
- G Details** Helvetica Regular Size 10pt
- H Contact information** Helvetica Regular
Size 10pt
- I Email & Website** Helvetica Regular
Size 10pt Leading 10pt

SIZE 210mm (W) x 297mm (H)

MATERIAL SPECIFICATIONS Simili paper, 120gsm

All measurements are in millimetres.

The tinted area is reserved for the content bounding box. All communications should respect the measurements provided in order to follow the designed grid for the stationery.



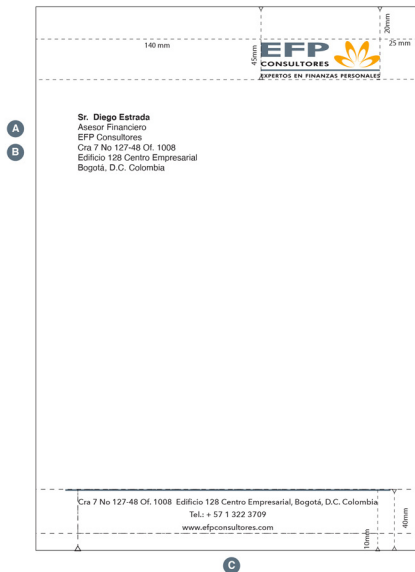
ENVELOPE C4

- A Recipient's Name** Helvetica Bold
Size 12
- B Address** Helvetica Regular
Size 12pt Leading 14.4pt Tracking 5
- C Contact information & Website** Helvetica
Regular
Size 10pt Leading 10pt

SIZE 240mm (W) x 340 mm (H)

MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.



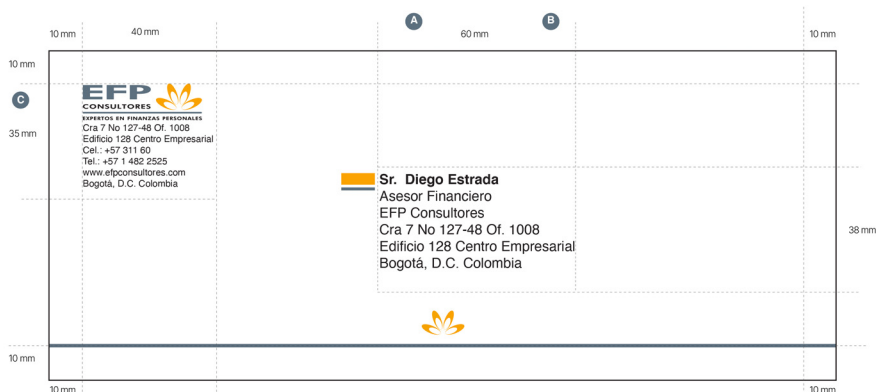
ENVELOPE DL

- A Recipient's Name** Helvetica Bold
Size 12
- B Address** Helvetica Regular
Size 12pt Leading 14.4pt Tracking 5
- C Contact information & Website** Helvetica
Regular
Size 8pt Leading 10pt

SIZE 220mm (W) x 110mm (H)

TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.



RECEIPT

- A Document Type** Helvetica Bold
Size 12
- B Details** Helvetica Regular
Size 12pt Leading 14.4pt Tracking 5
- C Descriptors** Helvetica Regular
Size 10 Leading 14.4pt Tracking 5
- D Contact information** Helvetica Regular
Size 10pt
- F Email & Website** Helvetica Regular
Size 10pt Leading 10pt

SIZE 210mm (W) x 297mm (H)

TEXT COLOUR 90% Pantone Black

MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

The receipt form is a rectangular document with a dashed border. It includes the following elements and dimensions:

- Header:** The word "Receipt" is at the top left. The EFP CONSULTORES logo is at the top right, with the tagline "EXPERTOS EN FINANZAS PERSONALES". Dimensions: 10mm from top, 25mm from left, 12mm from right, and 10mm from bottom.
- Form Fields:**
 - Name:** Includes fields for "Company name", "Address", "City, Zip Code", and "Telephone".
 - Invoice No.:** A field for the invoice number.
 - Date:** A field for the date, labeled "Date: / /".
 - Fees Table:** A table with two columns: "Fees" and "Amount".
 - Total Amount:** A field for the total amount.
 - Signature:** A rectangular box for a signature.
- Dimensions:** The overall width is 210mm and the height is 297mm. The form area is 179mm wide and 189mm high. Margins are 2.5mm on the left and bottom, and 2mm on the right.
- Labels A-F:**
 - A:** Points to the "Receipt" header.
 - B:** Points to the "Name" section.
 - C:** Points to the "Fees" table.
 - D:** Points to the contact information at the bottom.
 - F:** Points to the email and website information at the bottom.

Footer text: Cra 7 No 127-48 Of. 1008 Edificio 128 Centro Empresarial, Bogotá, D.C. Colombia. C.R. 14822525. contacto@efpconsultores.com www.efpconsultores.com