

OBS Business
School

Brand Book



Índice →

- Sección 1** La escuela
- Sección 2** Logotipo corporativo
- Sección 3** Colores corporativos
- Sección 4** Tipografías

OBS Business School nace en 2006 con la intención de impulsar a las personas en su carrera profesional, facilitando una formación integral 100% online dentro del marco de la globalización y la competitividad.

OBS Business
School



Sección 2

Logotipo corporativo

→ Usos del logo

Logotipo OBS Business School:

- Cuando nos referimos a OBS Business School como institución.
- Cuando se trata de un evento, patrocinio o sponsorship que es transversal a dos o más escuelas.
- Cuando nos referimos a un departamento o área que da servicio a dos o más escuelas.

The logo consists of the letters "OBS" in a large, bold, white sans-serif font, followed by the words "Business School" in a smaller, white sans-serif font, all contained within a solid black rectangular background.

Si el logotipo de OBS Business School:

**NO ha sido utilizado con anterioridad
en el documento o web**

Haremos uso del logotipo de OBS Business School
para acompañar al naming de la escuela.

The logo features "OBS Business School" in white on a black background. To the right, separated by a vertical line, is the text "School of Business Administration & Leadership" in a smaller white font.

**SI ha sido utilizado con anterioridad
en el documento o web**

Haremos uso independiente del naming de la escuela.

The text "School of Business Administration & Leadership" is displayed in white on a solid black rectangular background.

1 Logotipo principal

→ Estructura

OBS Business
School

1

Logotipo

→ Composición

⊙ Siempre horizontal

OBS Business
School

→ Relación con el fondo

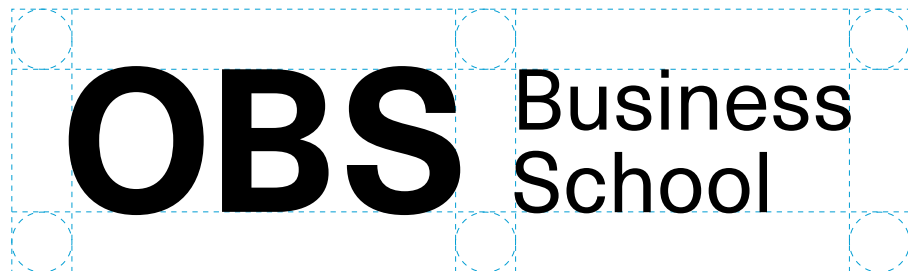
⊙ Logo sobre fondo oscuro

OBS Business
School

⊙ Logo sobre fondo claro

OBS Business
School

→ **Construcción del logo**



→ **Relación con el espacio y margen de seguridad**



→ **Aplicaciones incorrectas**



No realizar uso de trazo



No respetar los espacios



No respetar la escala

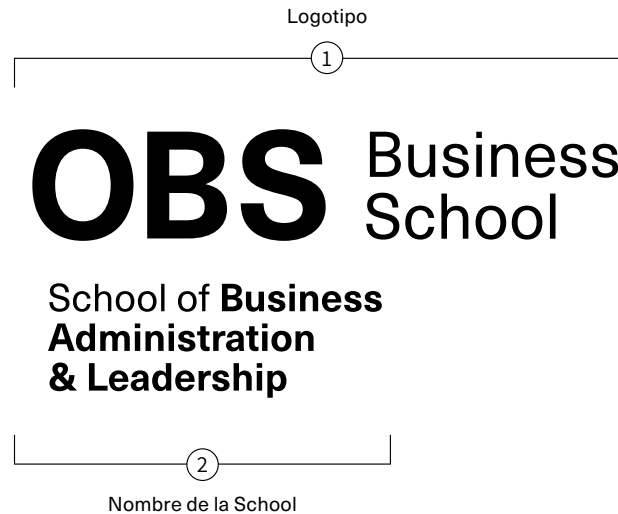
2 Logotipo principal + Schools

→ Estructura

⊙ Horizontal



⊙ Vertical





School of Business Administration & Leadership

School of Business Administration & Leadership

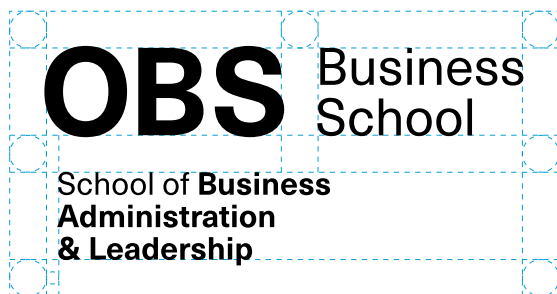
OBS Business School + School

→ Construcción

⊙ Horizontal



⊙ Vertical



→ Relación con el espacio y margen de seguridad

⊙ Horizontal



⊙ Vertical



School of Business Administration & Leadership

School individual

→ **Construcción**



→ **Relación con el espacio y margen de seguridad**

A diagram showing the logo with a dashed blue rectangular border around it, illustrating the margin of safety. The text "School of Business Administration & Leadership" is centered within this border.

School of **Business**
Administration
& **Leadership**

School of Business Administration & Leadership

→ Aplicación del color

⊙ Individual

School of **Business
Administration
& Leadership**

School of **Business
Administration
& Leadership**

School of **Business
Administration
& Leadership**

⊙ Horizontal

OBS Business School | School of **Business
Administration
& Leadership**

OBS Business School | School of **Business
Administration
& Leadership**

OBS Business School | School of **Business
Administration
& Leadership**

⊙ Vertical

OBS Business School
School of **Business
Administration
& Leadership**

OBS Business School
School of **Business
Administration
& Leadership**

OBS Business School
School of **Business
Administration
& Leadership**



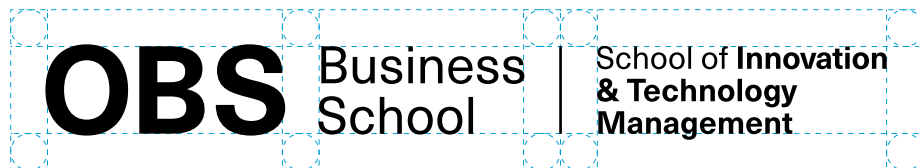
**School of Innovation
& Technology
Management**

School of Innovation & Technology Management

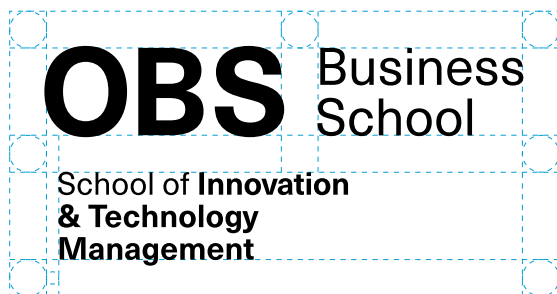
OBS Business School + School

→ Construcción

⊙ Horizontal



⊙ Vertical

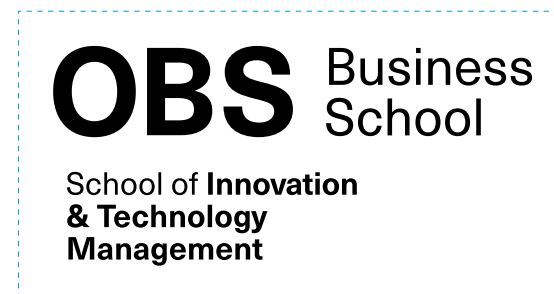


→ Relación con el espacio y margen de seguridad

⊙ Horizontal



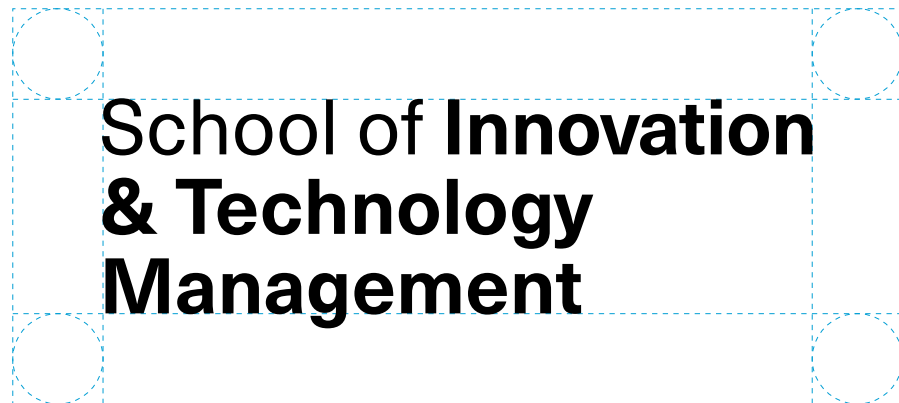
⊙ Vertical



School of Innovation & Technology Management

School individual

→ **Construcción**



→ **Relación con el espacio y margen de seguridad**



School of Innovation & Technology Management

→ Aplicación del color

⦿ Individual

School of **Innovation
& Technology
Management**

School of **Innovation
& Technology
Management**

School of **Innovation
& Technology
Management**

⦿ Horizontal

OBS Business School | School of **Innovation
& Technology
Management**

OBS Business School | School of **Innovation
& Technology
Management**

OBS Business School | School of **Innovation
& Technology
Management**

⦿ Vertical

OBS Business School
School of **Innovation
& Technology
Management**

OBS Business School
School of **Innovation
& Technology
Management**

OBS Business School
School of **Innovation
& Technology
Management**

School of Health Management

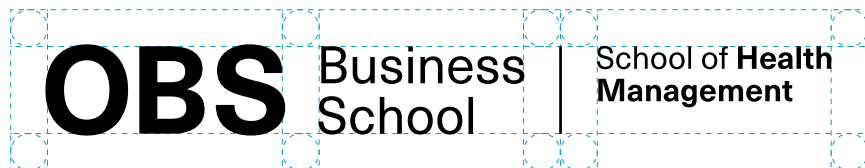


School of Health Management

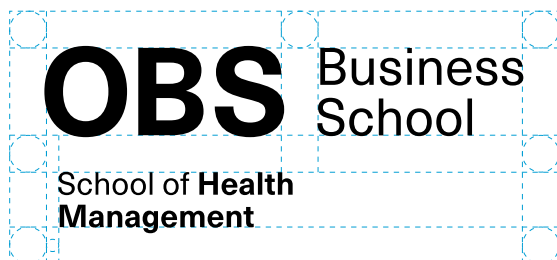
OBS Business School + School

→ Construcción

⊙ Horizontal



⊙ Vertical



→ Relación con el espacio y margen de seguridad

⊙ Horizontal



⊙ Vertical



School of Health Management

School individual

→ **Construcción**



→ **Relación con el espacio
y margen de seguridad**



School of Health Management

→ Aplicación del color

⌂ Individual



⌂ Horizontal



⌂ Vertical



OBS Business School

**School of Business
Administration
& Leadership**

**School of Innovation
& Technology
Management**

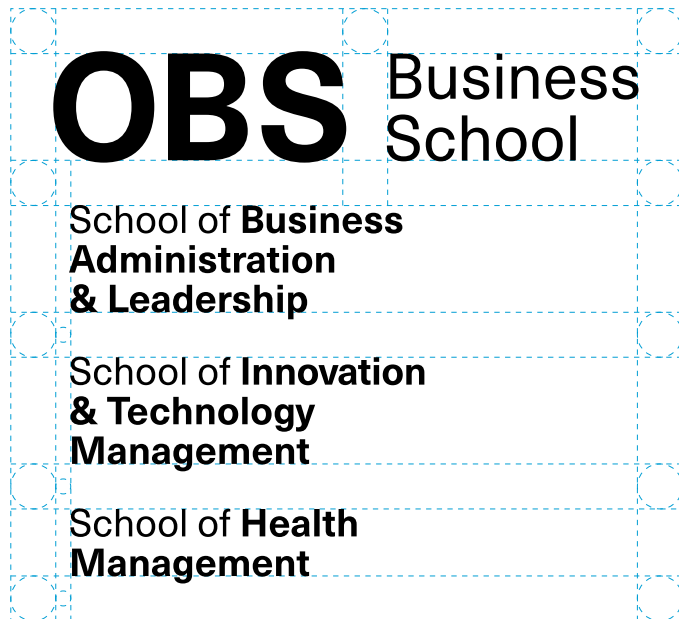
**School of Health
Management**



OBS Business School + Todas las schools

→ **Construcción**

⊙ Vertical



→ **Relación con el espacio y margen de seguridad**

⊙ Vertical



→ **Aplicación del color**



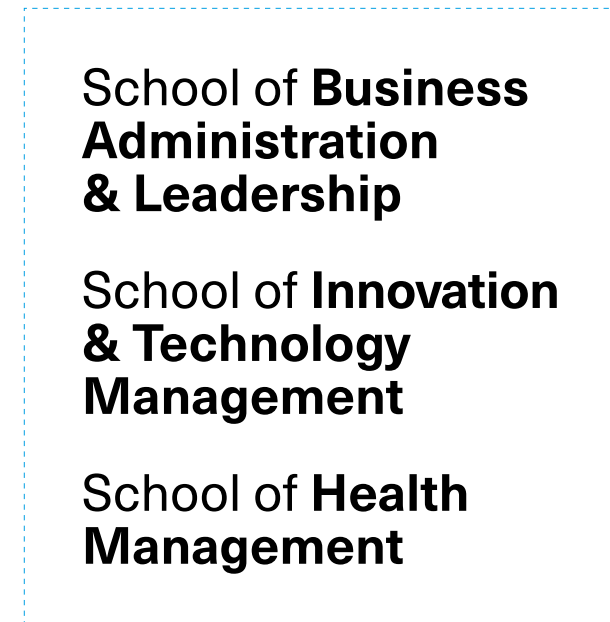
Todas las Schools

⊙ Vertical

→ **Construcción**



→ **Relación con el espacio y margen de seguridad**



→ **Aplicación del color**

School of **Business
Administration
& Leadership**

School of **Innovation
& Technology
Management**

School of **Health
Management**

School of **Business
Administration
& Leadership**

School of **Innovation
& Technology
Management**

School of **Health
Management**

Todas las Schools

⊙ Horizontal

→ **Construcción**



→ **Relación con el espacio y margen de seguridad**



→ **Aplicación del color**

School of **Business
Administration
& Leadership** | School of **Innovation
& Technology
Management** | School of **Health
Management**

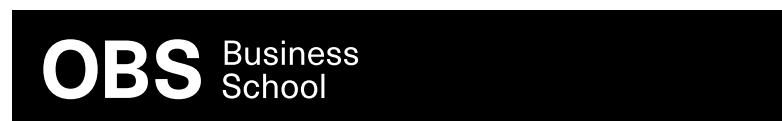
School of **Business
Administration
& Leadership** | School of **Innovation
& Technology
Management** | School of **Health
Management**

Sección 3

Colores corporativos

→ Colores principales

⊙ Logotipo y materiales comunes a las tres schools



Tonos

Códigos de color

CMYK : C000 M000 Y000 K100 RGB : R000 G000 B000
Pantone : Black Web : #000000

⊙ Schools



Tonos

Códigos de color

CMYK : C088 M054 Y001 K000 RGB : R019 G106 B178
Pantone : 3015C Web : #136ab2



Tonos

Códigos de color

CMYK : C066 M000 Y039 K000 RGB : R079 G186 B173
Pantone : 3258C Web : #4fbaad



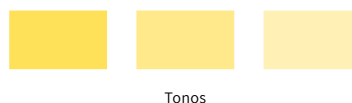
Tonos

Códigos de color

CMYK : C050 M000 Y000 K010 RGB : R122 G193 B227
Pantone : 297C Web : #7ac1e3

→ Colores secundarios

⊙ CTA



Códigos de color

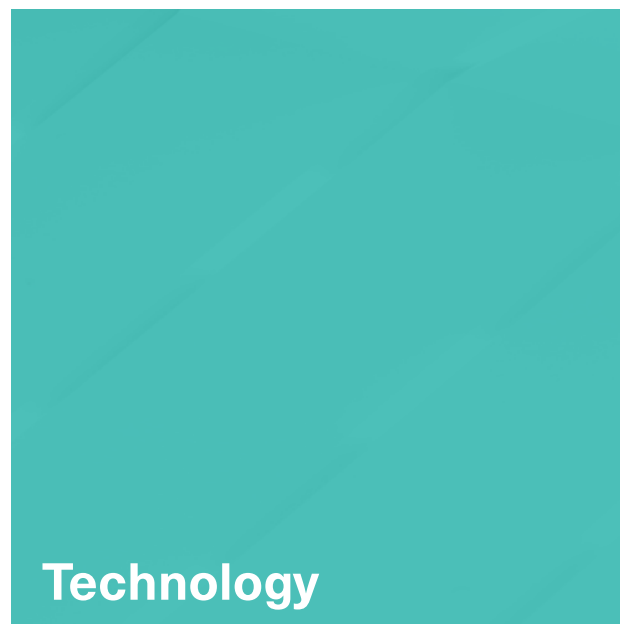
CMYK : C002 M011 Y092 K000 RGB : R255 G219 B000
Pantone : 108 C Web : #ffdb00

→ Texturas Schools

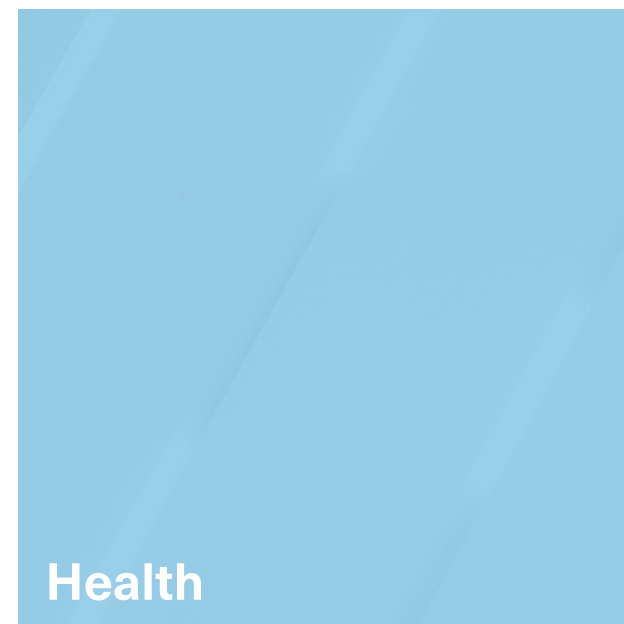
⊙ Bussines



⊙ Technology



⊙ Health



Sección 4

Tipografías

→ **Tipografía principal**

Neue Haas Unica Pro

⊙ Desempeña un papel protagonista dentro de la marca. Es la tipografía empleada para confeccionar el logotipo principal y de las schools. También es utilizada para redactar los titulares principales de los diferentes materiales de la marca.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z	

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z	

0 1 2 3 4 5 6 7 8 9 0	Números
------------------------------	---------

! “ § \$ % & / () = ? ` ; : ¡ “ ¶ ¢ [] { } ≠ ¿ ‘	Carácteres Especiales
« Σ € ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç	

→ **Tipografía secundaria**

Assistant

⌚ Tipografía utilizada para cuerpos de texto, enunciados y titulares secundarios.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	Bold
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	Regular
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	

0	1	2	3	4	5	6	7	8	9	0	Números
---	---	---	---	---	---	---	---	---	---	---	---------

!	“	§	§	%	&	/	()	=	?	`	;	:	¡	“	¶	¢	[]		{	}	≠	¿	‘	Carácteres Especiales	
«	Σ	€	®	†	Ω	”	/	ø	π	•	±	‘	æ	œ	@	Δ	°	ª	©	f	ð	,	å	¥	≈	ç	

Extra Light

Light

Regular

Semi Bold

Bold

Extra Bold

Otros Pesos

OBS Business School

School of **Business
Administration
& Leadership**

School of **Innovation
& Technology
Management**

School of **Health
Management**

