20/09 VALENCIA WORLD PAELLA DAY

CORPORATE IDENTITY MANUAL

TOC:

1 *Visual identity:*

2 *Usage guidelines:*

Justification

The World Paella Day redesign arose from the need to strengthen its visual identity, aligning it with a more global, institutional, and authentic approach, without losing its traditional essence.

With this redesign, we modernized the brand while maintaining its connection to Valencia and its cultural symbolism.

Visual identity:
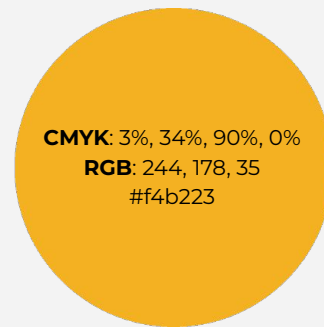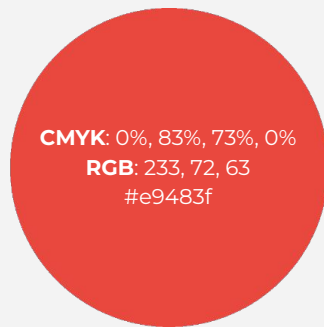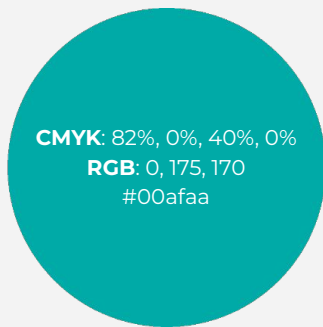
2.1 *Typography:*

A B C D E F G H I J Q L M N
Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 / = + – . ,

This geometric sans serif typeface stands out for its visual strength, cleanliness, and high legibility. Its thick lines and streamlined shapes make it ideal for modern and versatile logos.

Justification:

- **Clarity**: Excellent readability in all formats.
- **Solid character**: It conveys confidence, relevance and professionalism.
- **Clean geometry**: Reinforces a coherent and modern identity.
- **Perfect** for a restyling that seeks renewal without losing solidity.

2.2 *Colors:*

CMYK: 0% 0% 0% 100%
RGB: 0, 0, 0
#d35c23

CMYK: 82%, 0%, 40%, 0%
RGB: 0, 175, 170
#00afaa

CMYK: 0%, 83%, 73%, 0%
RGB: 233, 72, 63
#e9483f

CMYK: 3%, 34%, 90%, 0%
RGB: 244, 178, 35
#f4b223

This palette combines strength, freshness and dynamism through four flat and vibrant colors:

- **Black**: Provides solidity, elegance and contrast.
- **Turquoise**: It conveys freshness, innovation and closeness.
- **Coral red**: Adds energy, warmth and attention.
- **Mustard yellow**: Evokes optimism, creativity and vitality.

Overall, it balances seriousness and vitality, ideal for a modern, versatile brand with personality.

2.3 *Versions:*

Main version
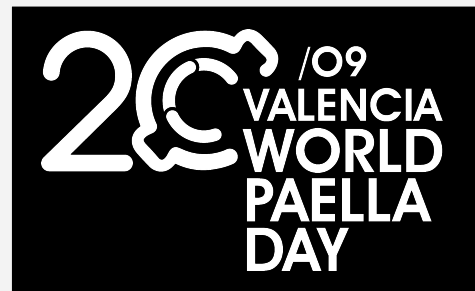

Secondary version with country

Vertical version

Symbol

20/09
VALENCIA
WORLD PAELLA DAY

20/09
VALENCIA
WORLD
PAELLA
DAY

20/09
VALENCIA
WORLD PAELLA DAY

20/09
VALENCIA
WORLD
PAELLA
DAY

20/09
VALENCIA
WORLD PAELLA DAY

20/09
VALENCIA
WORLD
PAELLA
DAY

2.3 *Safe area:*

3x

13x

5x

8x

2.4 *Reduction test:*

50 mm

35 mm

25 mm

20 mm

2

Usage guidelines:

3.1 Allowed Versions
• Major Version
• Minor Versions
• Black and White Versions

3.2 Incorrect Applications
• Incorrect Color Application
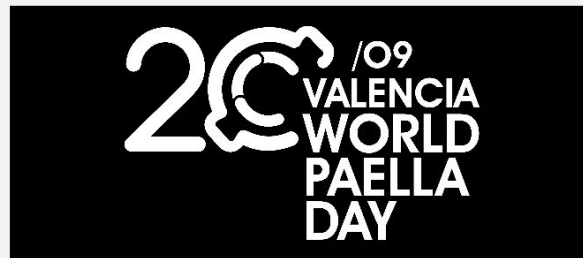• Deformation Application
• Incorrect Spacing Application

20/09
VALENCIA
WORLD PAELLA DAY

MAIN VERSION

MAIN VERTICAL VERSION

BLACK AND WHITE VERSION

3.2 *Incorrect applications:*