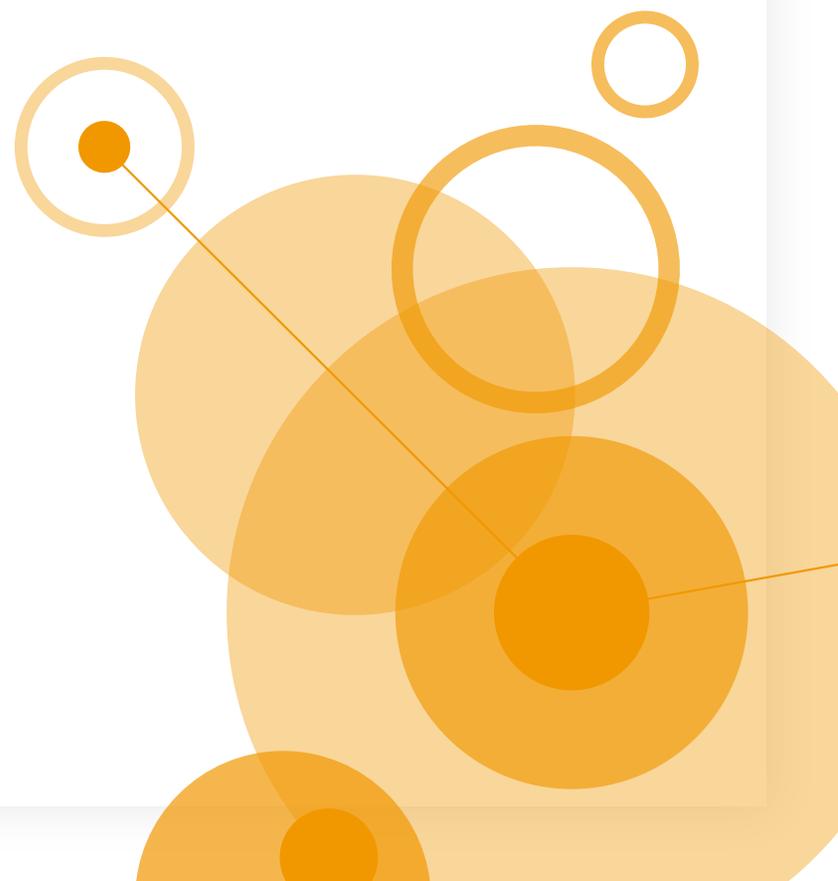


---

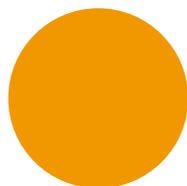
Guía de estilos 2018



**SMARTCITY**  
**EXPO LATAM CONGRESS**

**SMARTCITY**  
**EXPO LATAM CONGRESS**

**2-4 JULIO 2019**  
**PUEBLA, MÉXICO**  
**CENTRO EXPOSITOR**



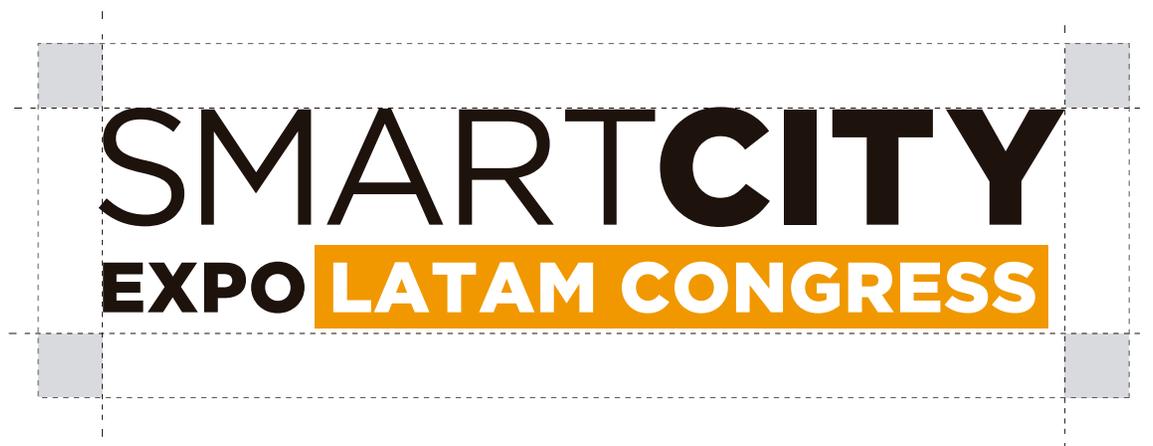
C: 0      R: 243  
M: 50     G: 146  
Y: 100    B: 0  
K: 0

**PANTONE 20-8 C**

**SMARTCITY**  
**EXPO LATAM CONGRESS**

Tamaño mínimo para impresión: 35 mm

Tamaño mínimo para elementos digitales: 110px



**SMARTCITY**  
EXPO **LATAM CONGRESS**

**SMARTCITY**  
EXPO **LATAM CONGRESS**

App



Redes sociales



**SMARTCITY** EXPO  
LATAM CONGRESS

The logo is displayed in an incorrect format. The word 'SMARTCITY' is in a large, bold, black sans-serif font. To its right, the word 'EXPO' is in a smaller, bold, black sans-serif font. Below 'EXPO', the words 'LATAM CONGRESS' are written in a bold, black sans-serif font, enclosed within a solid orange rectangular box. A thin red diagonal line crosses the entire logo from the bottom-left to the top-right.

EXPO LATAM CONGRESS  
**SMARTCITY**

The logo is displayed in an incorrect format. The words 'EXPO LATAM CONGRESS' are in a bold, black sans-serif font, enclosed within a solid orange rectangular box. Below this box, the word 'SMARTCITY' is written in a large, bold, black sans-serif font. A thin red diagonal line crosses the entire logo from the bottom-left to the top-right.

## Tipografía Institucional

---

### **Gotham**

abcdefghijklmnopqrstuvwxyz 1234567890

**abcdefghijklmnopqrstuvwxyz 1234567890**

## Tipografía Auxiliar

---

### **Montserrat**

abcdefghijklmnopqrstuvwxyz 1234567890

**abcdefghijklmnopqrstuvwxyz 1234567890**