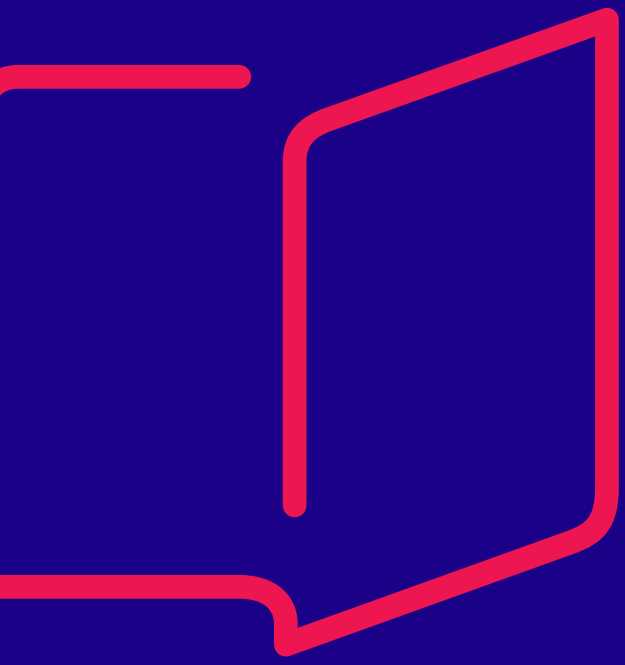
External Communication Territory

Version 01 – May 2016



Our External Communication guide is **ready** to **take-off**

Remember, before using this guide:

Guided to **inspire you**

Last but not least, take pleasure in your reading. This External Communication Territory is not meant to be boring or uninteresting – it was entirely put together thinking about its readers.
May this guide be your source of inspiration when representing LATAM. **Enjoy!**

MENU

1 LOREM IPSUM
2 VLOREM IPSUM
3 VILOREM IPSUM
Introduction
3.1 Brand Logo
3.1.1 Lorem Ipsum
3.1.2 Lorem Ipsum
3.1.3 Lorem Ipsum
3.1.4 Lorem Ipsum
3.1.5 Lorem Ipsum
3.1.6 Lorem Ipsum
3.1.7 Lorem Ipsum
3.1.8 Lorem Ipsum
3.1.9 Lorem Ipsum
3.1.10 Lorem Ipsum
3.2 Lorem Ipsum
3.3 Lorem Ipsum
3.4 Lorem Ipsum
3.5 Lorem Ipsum
3.6 Lorem Ipsum
3.7 Lorem Ipsum

Master Brand

1.1 Our Brand Definition Model
1.2 Tone of Voice
1.2 Visual Universe
1.2.1 Our Horizontal Logo
1.2.2 Our Vertical Logo
1.2.3 Our Colours
1.2.4 Our Typography
1.2.5 Our Images
1.2.6 Identity Elements
1.3 Graphic Elements
1.3 Blank Spaces

Graphic Styles for External Communication

Introduction
2.1 Grid
2.1.1 How to Make
2.1.2 Place the **one**world Logo
2.1.3 Making Compositions
2.1.4 Institutional vs. Retail
2.2 Text
2.2.1 Text Area
2.2.2 Headings and Subheadings
2.2.3 Sizes and Proportions
2.2.4 Leading
2.2.5 Pricing
2.3 Box
2.3.1 Our Box
2.3.2 Box Options
2.3.3 Logo box
2.3.4 Flying box
2.3.5 Footer box
2.3.6 Full box
2.4 Digital
2.4.1 Website
2.4.2 Website - Main Banner
2.4.3 Web ads
2.4.4 Web ads - **one**world logo
2.4.5 Social Media
2.5 Co-Branding
2.5.1 Co-Branding
2.5.2 Co-Branding - Web ads
2.6 Extreme Formats
2.6.1 Extreme Formats and Exceptions
2.7 We do not

UNDER CONSTRUCTION

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

Our Brand Definition Model

Internal Perspective

Vision

Be among the three best airline companies in the world

Heritage | Cultural assets

- Achievement and determination culture
- Involvement, hands on
- Passion: it's not only business it's personal
- Overcoming obstacles & challenges history
- Familiarity with the business
- Committed with the product

Principles

Passion for:
safety | customer | team | excellence

Brand Positioning

LATAM is the leading airline in Latin America, made by people genuinely committed to be in charge of it's customers by providing a fast, easy and enjoyable experience, allowing them to reach their goals and dreams

Personality

Caring
Straightforward
Passionate
Elegant

Target & Drivers

Target definition

Romeo is motivated to take action and achieve. Following their Latin heritage, they value human relationships to create trust and collaboration. They value efficiency and simplicity and are organized to get better results.

Drivers

- Make my life easier in a smart & relevant way
- In charge of my own journey
- Trustful
- They know me and connect with how important my goals & dreams are

Brand Vision

To take dreams and people always further

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

Tone of Voice

Because we are

Caring

Straightforward

Passionate

Elegant

Our tone of voice is

Friendly

Precise

Inspiring

Confident

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

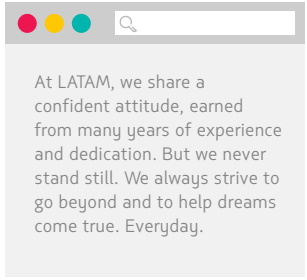
2.1.1 The LATAM way of writing

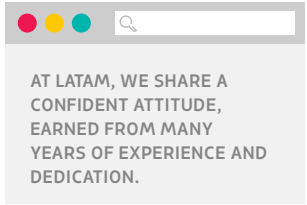
Our name comes from the acronym for Latin America, and acronyms are usually written in capital letters. This is why we must always write LATAM in all caps. Also, it is one more way to emphasise our brand's name in communication materials.

✓ We do

LATAM

Examples

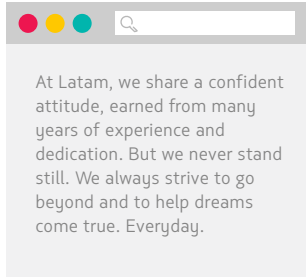


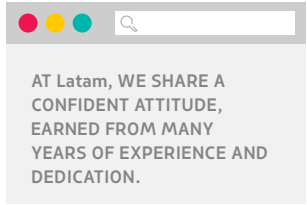


✗ We do not

Latam

Examples





⚠ Exception

latam.com

The only case we can write LATAM in lowercase is when we refer to website.

Example

MENU

1 LOREM IPSUM
2 VLOREM IPSUM
3 VILOREM IPSUM
Introduction
3.1 Brand Logo
3.1.1 Lorem Ipsum
3.1.2 Lorem Ipsum
3.1.3 Lorem Ipsum
3.1.4 Lorem Ipsum
3.1.5 Lorem Ipsum
3.1.6 Lorem Ipsum
3.1.7 Lorem Ipsum
3.1.8 Lorem Ipsum
3.1.9 Lorem Ipsum
3.1.10 Lorem Ipsum
3.2 Lorem Ipsum
3.3 Lorem Ipsum
3.4 Lorem Ipsum
3.5 Lorem Ipsum
3.6 Lorem Ipsum
3.7 Lorem Ipsum

Everything that involves our **visual universe**

LATAM's visual identity is an essential part of expressing our way of being. And most of all, a vital piece to getting through who we are.

Our visual identity is responsible for our brand's consistency. It embraces our personality and purpose, and translates them into elements visible to everyone. They include logo, colours, typography, icons, photographs, illustrations, and other graphic elements that, together, compose exactly how our audiences see us.

For more details on the elements of the visual identity, see the Master Brand Territory.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.1.15 Our Horizontal Logo

For promotional materials always use LATAM logo with the description “airlines”.

Negative Version – Preferential

Positive Version

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.1.16 Greyscale and Monochromatic Symbol (Restricted Use)

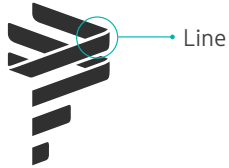
Use the greyscale version only on greyscale prints. For light-coloured backgrounds, use the positive version, and for the negative version, use the negative one. Always pay attention to the contrast between the logo and background.
The monochromatic version should be applied on single-coloured materials.

Greyscale

Monochromatic

Monochromatic Version Minimum Size

Important note:
When applying this logo version, respect the minimum and maximum size.
This guarantees the lines' visibility.



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.1.17 Structure, Exclusion Zone and Maximum Reduction

The exclusion zone guarantees the integrity of the logo and is measured by the dimensions of the letter “T”. The maximum reduction is defined by the logo’s width and its purpose is to make sure the logo is always legible.

Structure

Exclusion Zone

Preferential

Restricted use – Digital and Signage

Maximum Reduction

Printed Materials 20 mm

Digital Materials 57 px

Important note:
Do not, under any circumstances, reproduce the logo any smaller than the specified sizes.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.1.19 Our Vertical Logo (Restricted Use)

For promotional materials always use LATAM logo with the description “airlines”. This is our logo’s vertical version. Its use is restricted, so apply it exclusively on materials that cannot receive the horizontal version.

Negative Version – Preferential

Positive Version

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

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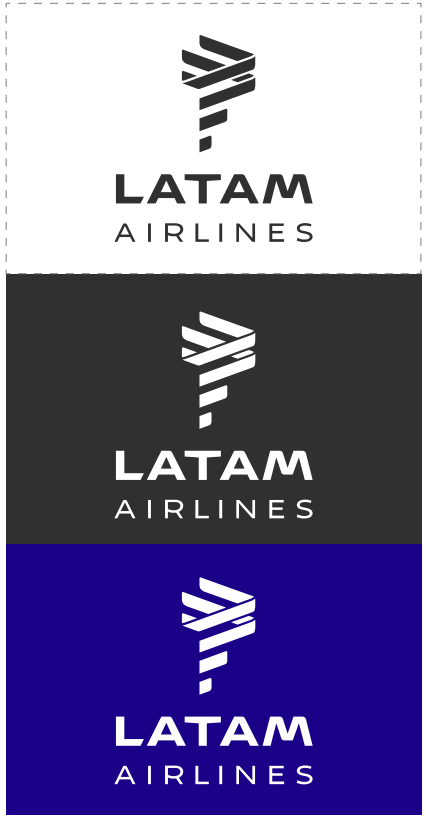
The monochromatic version should be applied on single-coloured materials.

Greyscale

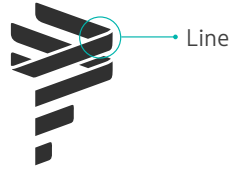
Monochromatic



Monochromatic Version Minimum Size

32 mm

Important note:
When applying this logo version, respect the minimum and maximum size.
This guarantees the lines' visibility.



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

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3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

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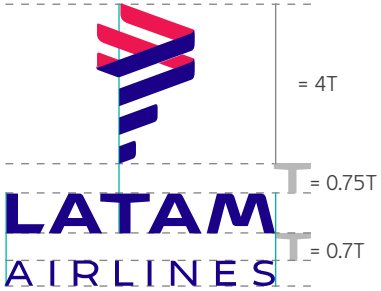
The exclusion zone guarantees the integrity of the logo and is measured by the dimensions of the letter “T”. The maximum reduction is defined by the logo’s width and its purpose is to make sure the logo is always legible.

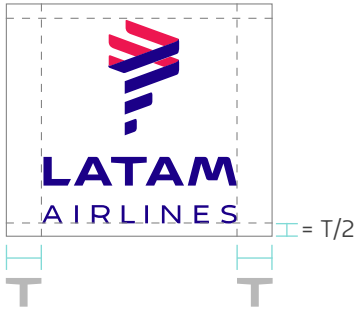
Structure



Exclusion Zone

Preferential

Restricted use – Digital and Signage



Maximum Reduction

Printed Materials	12 mm
Digital Materials	34 px

Important note:
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1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.2 Lorem Ipsum

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3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.1.21 Usage with **one**world **logo**

When applying **one**world's and LATAM Airlines' logos together, respect minimum distance between them and height proportions. **one**world logo is preferably applied on the left side of LATAM Airlines' logo. The o**ne**world logo should be present on all external communication materials of LATAM Airlines.

Minimum Distance – Vertical Version: 2Ts

Respect a minimum distance, measured by our letter "T"

Logos Proportions in Communication and Corporate Materials – Vertical Version

oneworld logo is centered by the height of LATAM Airlines logotype

Important note:
oneworld logo cannot be applied with less than 8 mm wide for print and 35 px for digital materials. If there is any further questions, please check out the **one**world's guide.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

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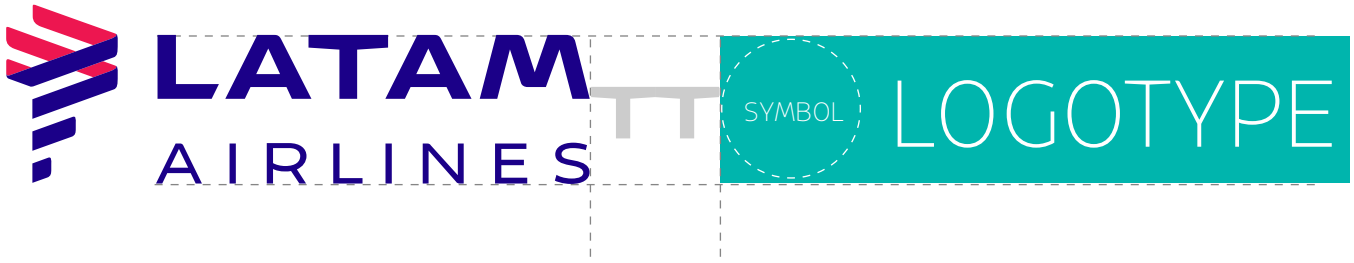
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.1.21 Usage with other logos

When applying different logos and LATAM's logo together, respect a minimum distance, measured by our letter "T". Also, do not forget its height proportions.



Example

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.2 Lorem Ipsum

3.3 Lorem Ipsum

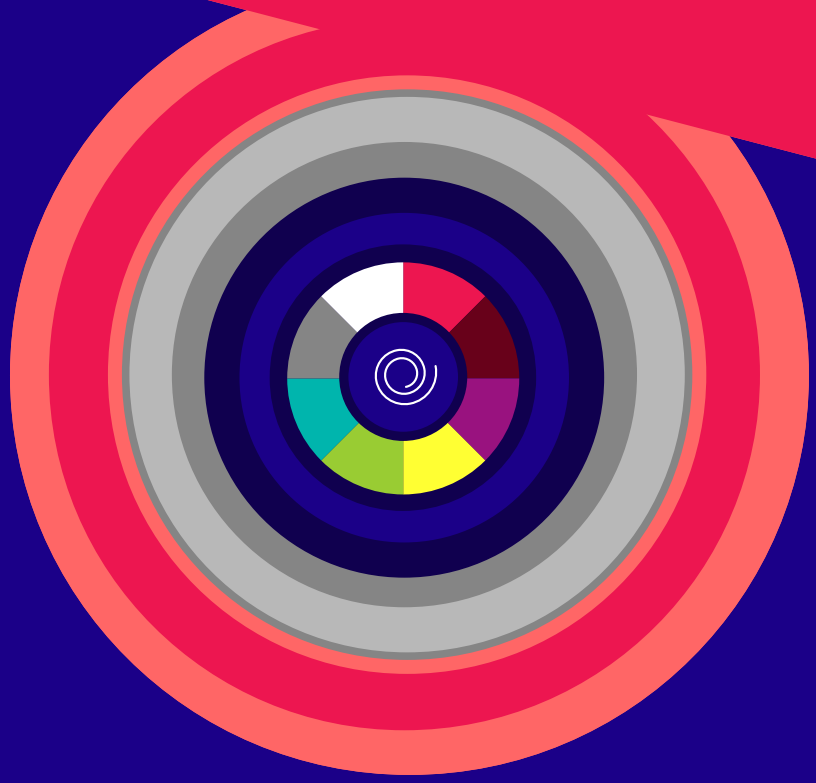
3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.2 Our Colours



We found the colours of Latin America **And we named them**

Our palette is an extension of our Latin American soul and expression. The colours and tones chosen to compose it represent the lively, diverse, rich and multi-coloured continent we come from. It is our proposal of the LATAM we want the world to see: exquisite and full of contrast, without the stereotypes and predictable clichés.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

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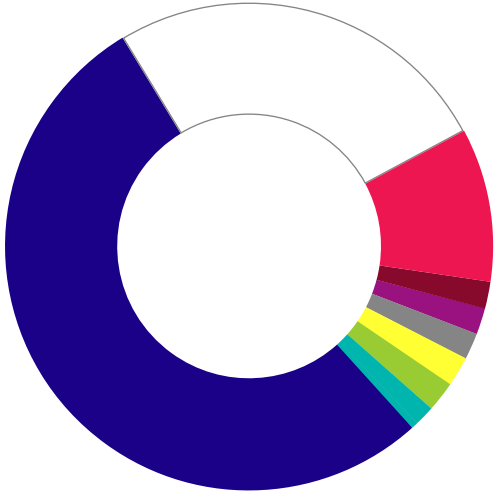
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.2.1 Corporate Colours

These are our visual universe's main colours. Always use the correct colour code for each application, to ensure colour fidelity.



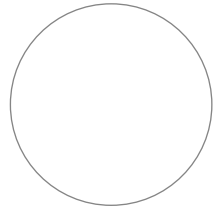
Colour Proportion
Follow these colour proportions when creating for LATAM. Indigo, Coral and white are predominant. All the other colours are just a touch.

Our Indigo
Always use more Indigo than other colours in applications

Pantone Reflex Blue C
C 100 M 90 Y 0 K 0
R 27 G 0 B 136
HEX # 1B0088

Our Coral
Use less Coral than Indigo in applications

Pantone 192 C
C 0 M 90 Y 50 K 0
R 237 G 22 B 80
HEX #ED1650



White
The use of white guarantees the elegance of the brand

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.2.2 Complementary Colours

Our identity also has a secondary colour palette. It works as a support, to highlight specific information and make our identity more lively and warm. Just like Latin America.

Indigos

Lime Greens

Yellows

Corals

Turquoises

Burgundies

*These are our brand's main colours

Purples

Grays

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.2.2 Complementary Colours (Print – Pantone®/CMYK)

These are the codes for Pantone® and CMYK when printing materials.

Indigos

2728 C	Reflex Blue C	281 C
C 90	C 100	C 100
M 70	M 90	M 85
Y 0	Y 0	Y 5
K 0	K 0	K 35

Corals

178 C	192 C	1955 C
C 0	C 0	C 10
M 65	M 90	M 100
Y 35	Y 50	Y 55
K 0	K 0	K 40

*These are our brand's main colours

Lime Greens

372 C	376 C	364 C
C 15	C 55	C 70
M 0	M 0	M 5
Y 40	Y 100	Y 100
K 0	K 0	K 45

Turquoises

3248 C	326 C	7720 C
C 45	C 85	C 90
M 0	M 0	M 0
Y 25	Y 40	Y 45
K 0	K 0	K 60

Purples

251 C	254 C	2612 C
C 15	C 50	C 65
M 40	M 95	M 100
Y 0	Y 0	Y 0
K 0	K 0	K 5

Yellows

100 C	3945 C	129 C
C 0	C 5	C 0
M 0	M 0	M 10
Y 55	Y 90	Y 80
K 0	K 0	K 0

Burgundies

199 C	201 C	7421 C
C 0	C 5	C 20
M 100	M 100	M 100
Y 70	Y 70	Y 45
K 0	K 30	K 65

Grays

Cool Gray 1 C	Cool Gray 4 C	Cool Gray 7 C	Cool Gray 9 C	Cool Gray 11 C
C 0	C 0	C 0	C 0	C 0
M 0	M 0	M 0	M 0	M 0
Y 0	Y 0	Y 0	Y 0	Y 0
K 15	K 30	K 45	K 60	K 75

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.2.2 Complementary Colours (Digital – RGB/Hexadecimal)

These are the codes for RGB and Hexadecimal in digital devices.

Indigos

R 45 G 52 B 206	R 35 G 22 B 166	R 27 G 0 B 136	R 21 G 0 B 103	R 16 G 0 B 79
#2D34CE	#2316A6	#1B0088	#150067	#10004F

Corals

R 255 G 102 B 102	R 245 G 56 B 89	R 237 G 22 B 80	R 179 G 15 B 59	R 135 G 10 B 44
#FF6666	#F53859	#ED1650	#B30F3B	#870A2C

*These are our brand's main colours

Lime Greens

R 204 G 230 B 153	R 175 G 215 B 95	R 153 G 204 B 51	R 118 G 157 B 40	R 92 G 122 B 31
#CCE699	#AFD75F	#99CC33	#769D28	#5C7A1F

Yellows

R 255 G 255 B 170	R 255 G 255 B 119	R 255 G 255 B 51	R 255 G 224 B 22	R 255 G 200 B 0
#FFFFAA	#FFFF77	#FFFF33	#FFE016	#FFC800

Turquoises

R 28 G 255 B 245	R 0 G 215 B 205	R 0 G 181 B 173	R 0 G 141 B 135	R 0 G 102 B 97
#1CFFF5	#00D7CD	#00B5AD	#008D87	#006661

Burgundies

R 188 G 2 B 47	R 140 G 1 B 35	R 104 G 1 B 26	R 90 G 1 B 23	R 72 G 1 B 20
#BC022F	#8C0123	#68011A	#5A0117	#480114

Purples

R 210 G 55 B 187	R 186 G 25 B 161	R 153 G 18 B 127	R 128 G 15 B 113	R 110 G 13 B 103
#D237BB	#BA19A1	#99127F	#800F71	#6E0D67

Grays

R 184 G 184 B 184	R 171 G 171 B 171	R 146 G 146 B 146	R 133 G 133 B 133	R 92 G 92 B 92	R 76 G 76 B 76	R 48 G 48 B 48
#B8B8B8	#ABABAB	#929292	#858585	#5C5C5C	#4C4C4C	#303030

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.3.2 Our Typography - LATAM Sans

This is LATAM's font foundry. It has 11 weights, from extra light to black, making it a very versatile family. It can be also used in different languages and diacritics, without losing its legibility.

Extra Light + italic

for elegant and discrete titles

ABCDEFghijklm1234!@#

Light + *italic*

for elegant and discrete subtitles

ABCDEFghijklm1234!@#

Regular + italic

for longer texts

ABCDEFghijklm1234!@#

Bold + *italic*

for elegant and discrete titles

ABCDEFghijklm1234!@#

Black + *italic*

for more prominent titles

ABCDEFghijklm1234!@#

EXTENDED

for sub brands system
and descriptives

ABCDEFghijklm1234!@#

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

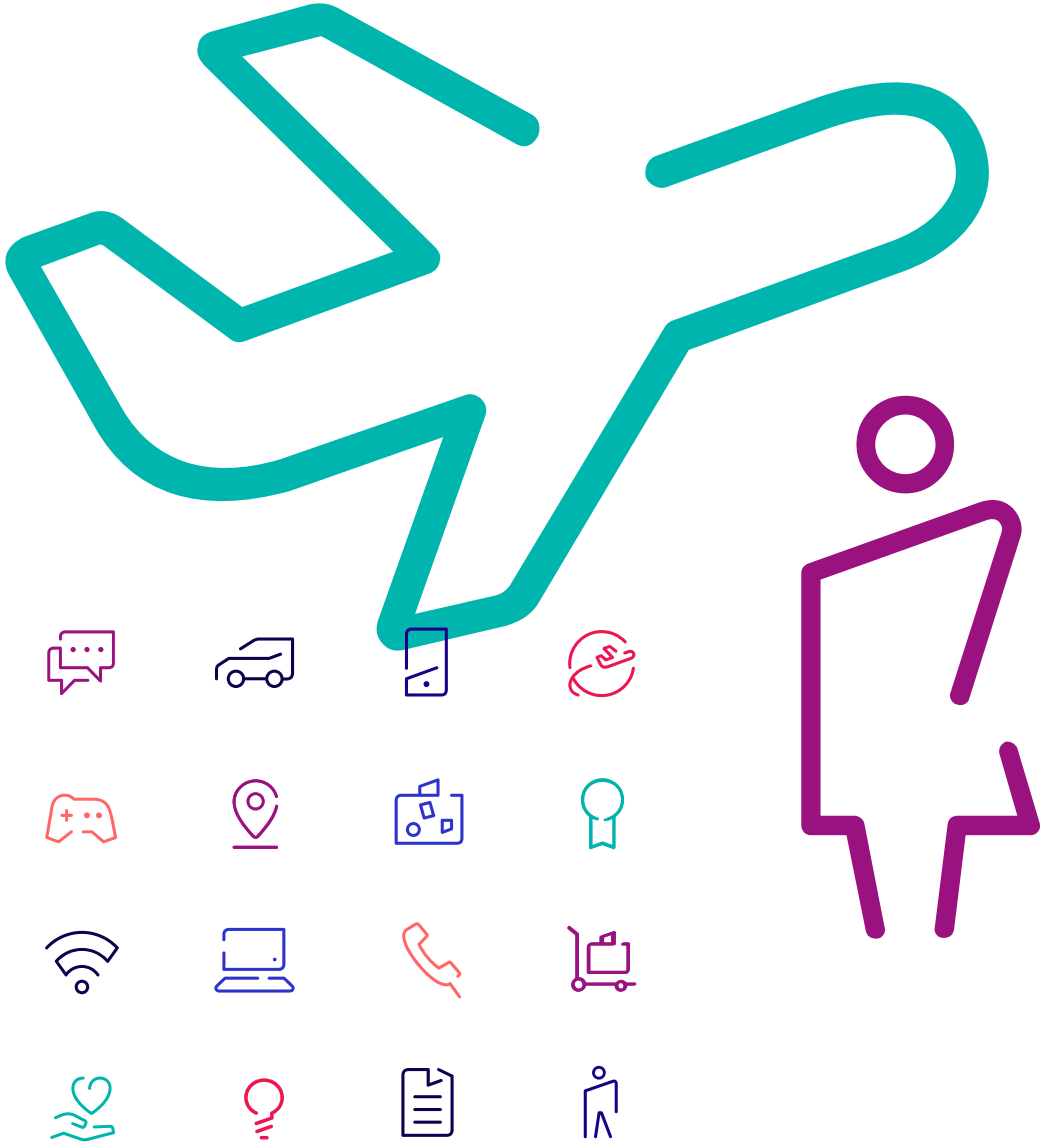
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.4 Icons

It’s iconic



Icons help to ease fast communication. But that doesn’t mean we put any less of our personality into our expression. This is why all of LATAM’s icons are based on our logo’s characteristic ascendant angle. Besides that, the round-ended lines and empty shapes guarantee a legible, elegant collection, with a delicate human touch.

This is how LATAM gives universal images and symbols a special meaning and a great deal of personality.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.4 Icon Thickness

Our icons were developed as a font format in order to make the usage easier in different softwares. We have 3 different thickness to optimize the visualibility in every application.

	light	regular	**bold**
Print	Works better on small applications with bright background.	Works better on the most of the applications.	Works better on big applications with dark background.
Digital	Works better on small applications with dark background.	Works better on the most of the applications.	Works better on big applications with bright background.

Important note:
Each icon has a code to access the graphic representation. Consult the Icons Index.

1 LOREM IPSUM
2 VLOREM IPSUM
3 VILOREM IPSUM
Introduction
3.1 Brand Logo
3.1.1 Lorem Ipsum
3.1.2 Lorem Ipsum
3.1.3 Lorem Ipsum
3.1.4 Lorem Ipsum
3.1.5 Lorem Ipsum
3.1.6 Lorem Ipsum
3.1.7 Lorem Ipsum
3.1.8 Lorem Ipsum
3.1.9 Lorem Ipsum
3.1.10 Lorem Ipsum
3.2 Lorem Ipsum
3.3 Lorem Ipsum
3.4 Lorem Ipsum
3.5 Lorem Ipsum
3.6 Lorem Ipsum
3.7 Lorem Ipsum

3.4.2 Icon Set

We designed an exclusive set of over 400 icons for the brand, based on the LATAM logo's characteristic ascendant angle. Round-ended lines and empty shapes guarantee a legible, elegant collection, keeping a delicate human touch – a combination of the best of LATAM's origins.

Important note:
This is an overview about our icon set.
If there are further questions, please check the full version of the icon guide.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.6.3 Our Images

Here are some examples of our photographic style. For more details check the Master Brand Territory.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.1 Identity Elements

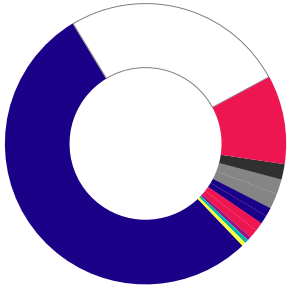
Before starting new compostitions, let's look back at the identity elements we saw in this territory. If you have any questions concerning on how to apply them, go back a few chapters for a quick reminder and follow their guidelines precisely.

Main Elements

The main elements must be present in all materials.

Logo

Colours



Typography

Secondary Elements

The secondary elements are necessary when you need to communicate extra information.

Icons

Our Box and Coloured Footer

Photography

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.1 Graphic Elements

These are a few of the main graphic elements that compose our identity.

Supporting Elements

Supporting elements help to organise and to keep our compositions balanced.

Angled Lines

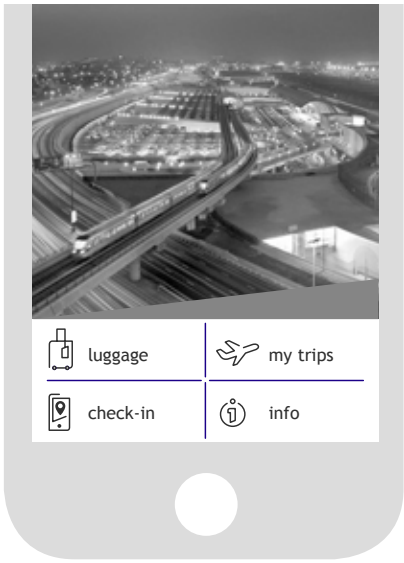
The line follows the logo's angle and works as a support to connect images with our identity.

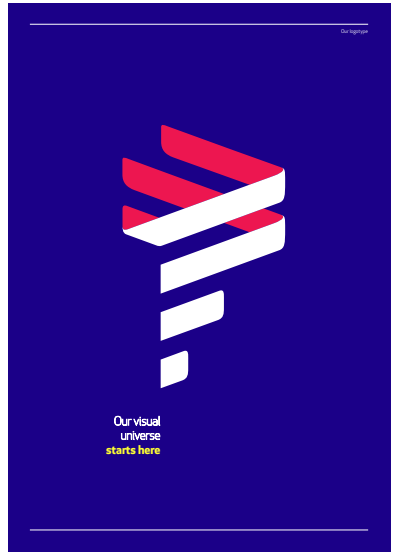
Organizational Lines

These lines help to better organize information. They remember our icon set, since they have a blank space between them.

Supporting Lines

The organizing horizontal lines help the layout's grid, to create a better balanced composition.





1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

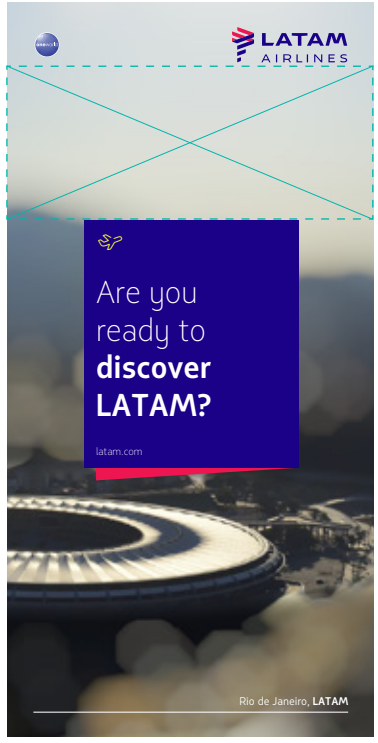
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.1 Blank Spaces

When making new materials, always keep blank areas in order to guarantee elegance and balance in all materials.



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

Graphic Styles for **External Communication**

Grid

How to Make
Place the **one**world Logo
Making Compositions
Institutional vs. Retail

Text

Text Area
Headings and Subheadings
Sizes and Proportions
Leading
Pricing
Tagline

Box

Our Box
Box Options
Logo box
Flying box
Footer box
Full box

Digital

Website
Website - Main Banner
Web ads
Web ads - **one**world logo
Social Media

Co-Branding

Co-Branding
Co-Branding - Web ads

Extreme Formats

Extreme Formats and Exceptions

UNDER CONSTRUCTION

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

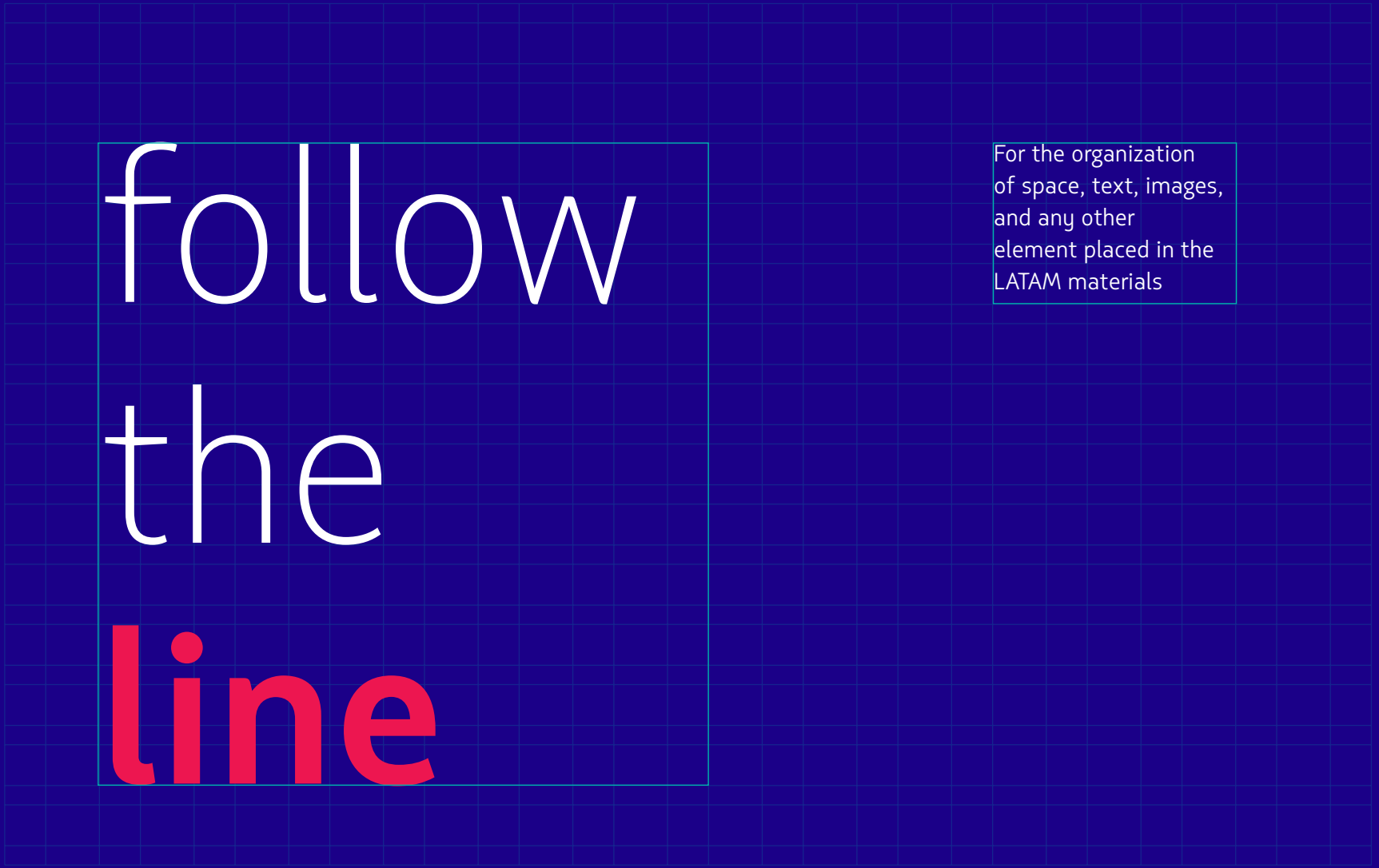
3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Grid



For the organization of space, text, images, and any other element placed in the LATAM materials

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

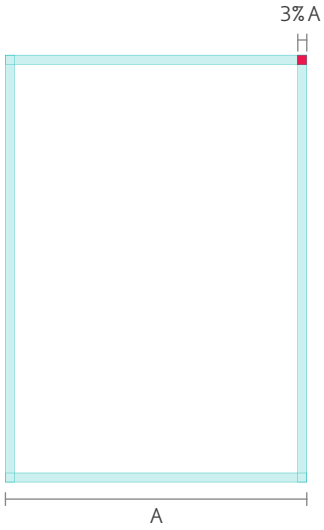
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 How to make

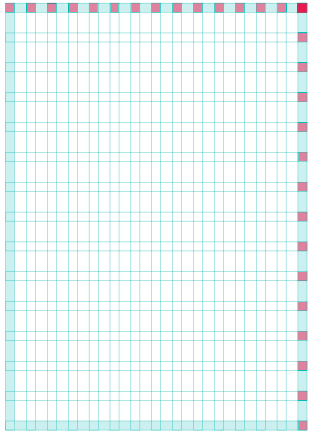
In order to create communication materials, a grid system was developed. This guarantees a brand consistency in all materials. To build the grid, follow the steps below:

1



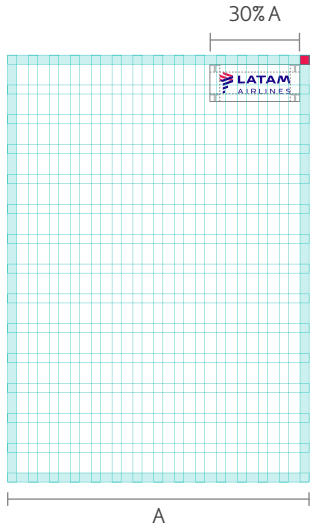
Find the “3%”
Reduce to 3% the smaller side of your media, in this case, represented by the letter “A”.

2



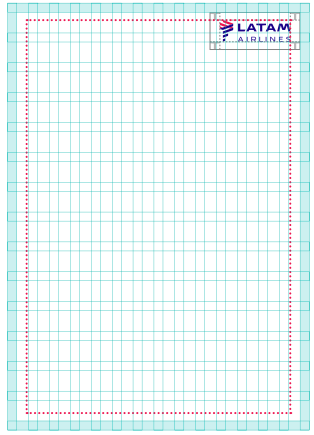
Draw the grid
Use the 3% to create the columns. There are 15 in total, both ways.

3



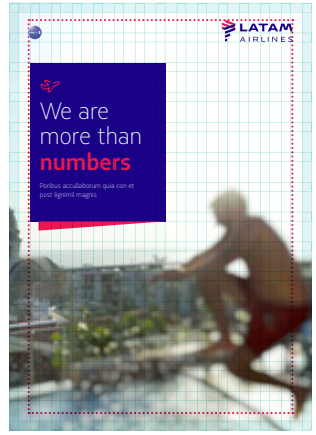
Place the logo
The logo is always placed on the layout’s top-right corner. It is 30% of the smaller side (including exclusion zone).

4



Draw the margin
The margin is given by the logo’s edge.

5



Complete your layout
Everything else on the layout is related to the grid or to the logo.

Application logo

The logo is preferably applied in its negative version, because we always want to highlight our brand’s indigo.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

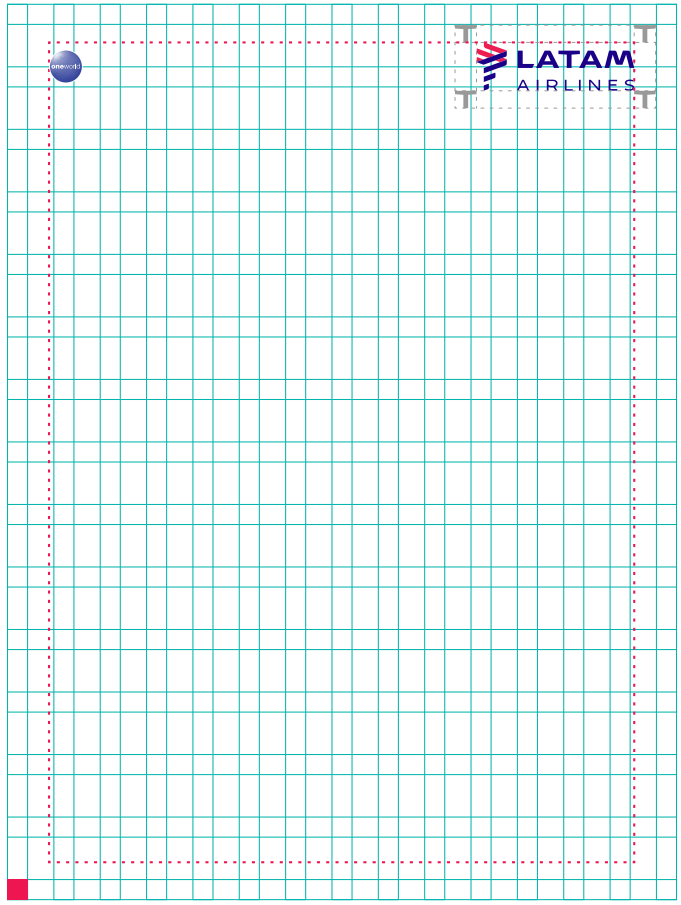
3.7 Lorem Ipsum

3.9.2 Place the oneworld logo

oneworld logo

oneworld logo is centered by the height of LATAM logo

The **one**world logo is always 70% of LATAM symbol height.



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

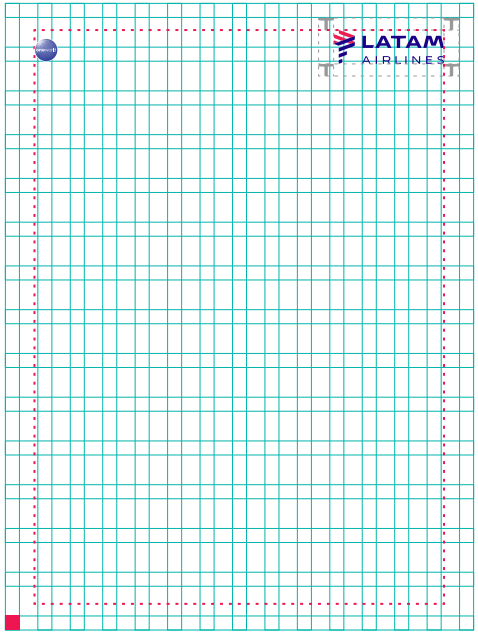
3.5 Lorem Ipsum

3.6 Lorem Ipsum

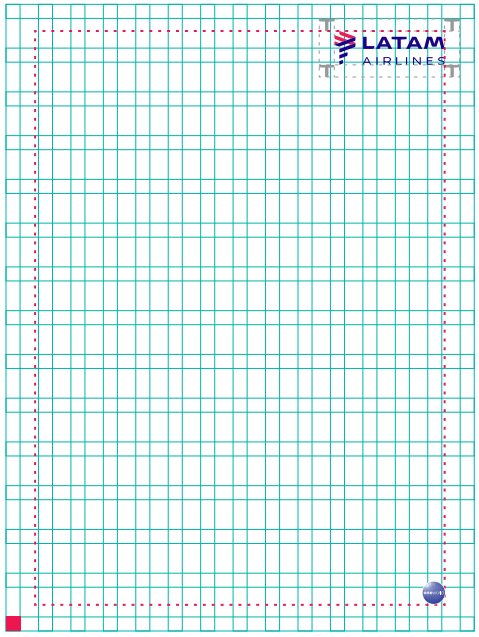
3.7 Lorem Ipsum

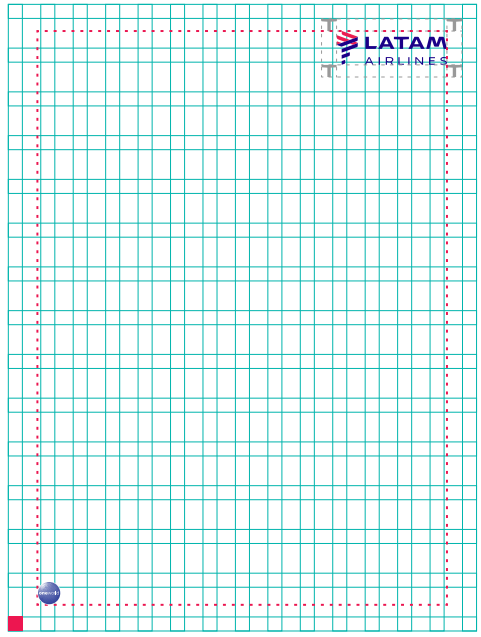
3.9.2 Place the **one**world logo

These are the ways to apply **one**world logo.



On this use, **one**world logo should be centered to LATAM logo.





You can also apply on the bottom right corner, but this use is restricted.

Preferential

Restrict

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

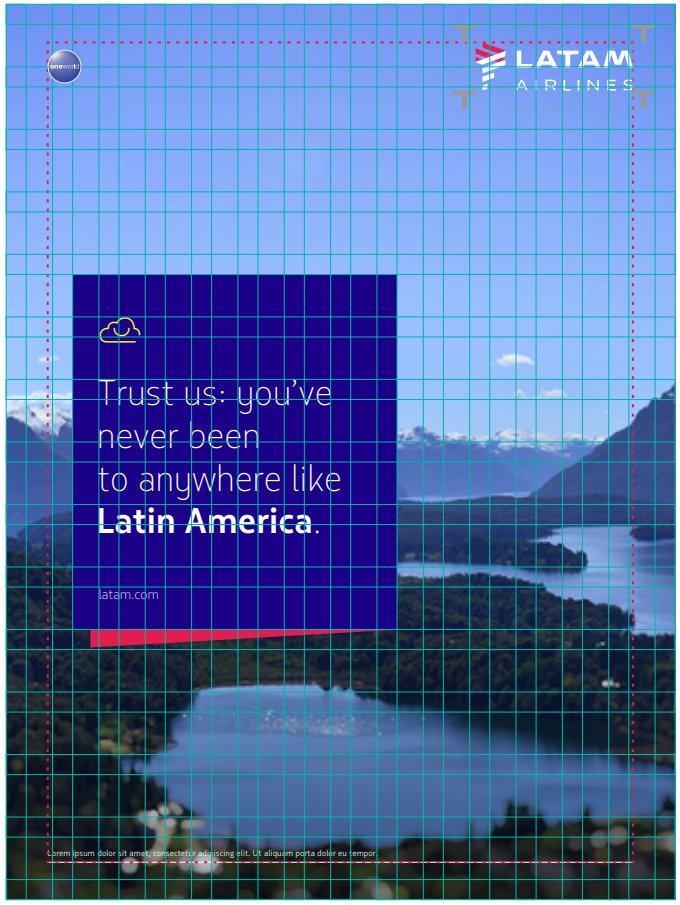
3.5 Lorem Ipsum

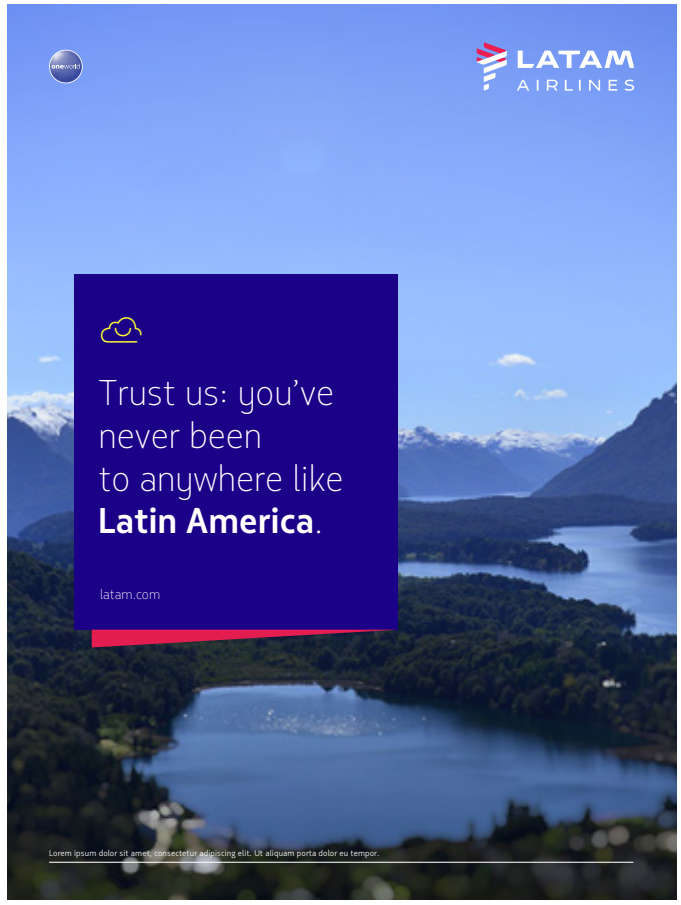
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Making Compositions

Everything else on the layout is related to the grid or to the logo.





MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

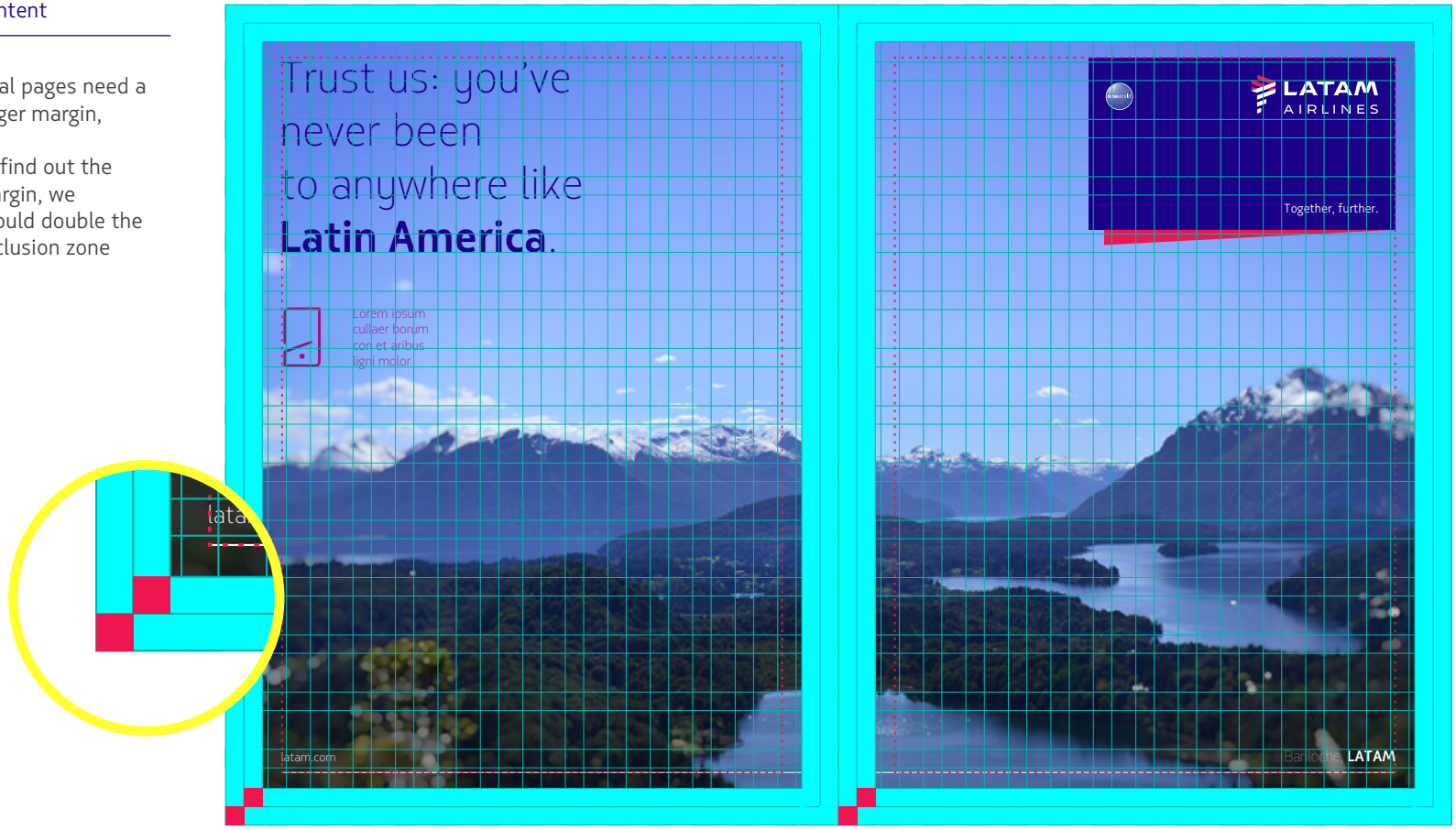
3.9.2 Making Compositions

The double page is a composition with two single pages.
Do not create as if it were a unique media.

Content

Dual pages need a larger margin,

To find out the margin, we should double the exclusion zone



1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

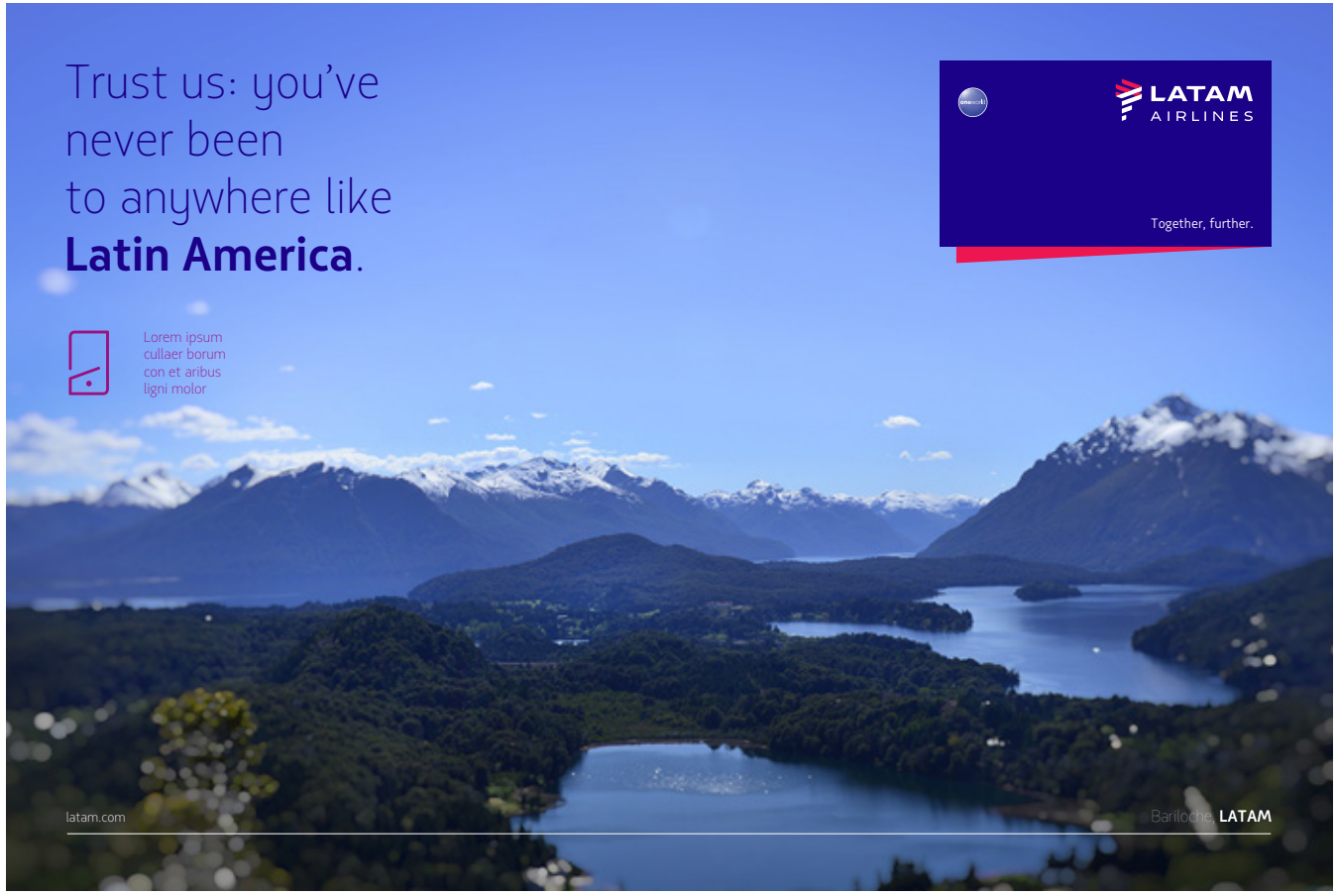
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Making Compositions

And this would be the final result



1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

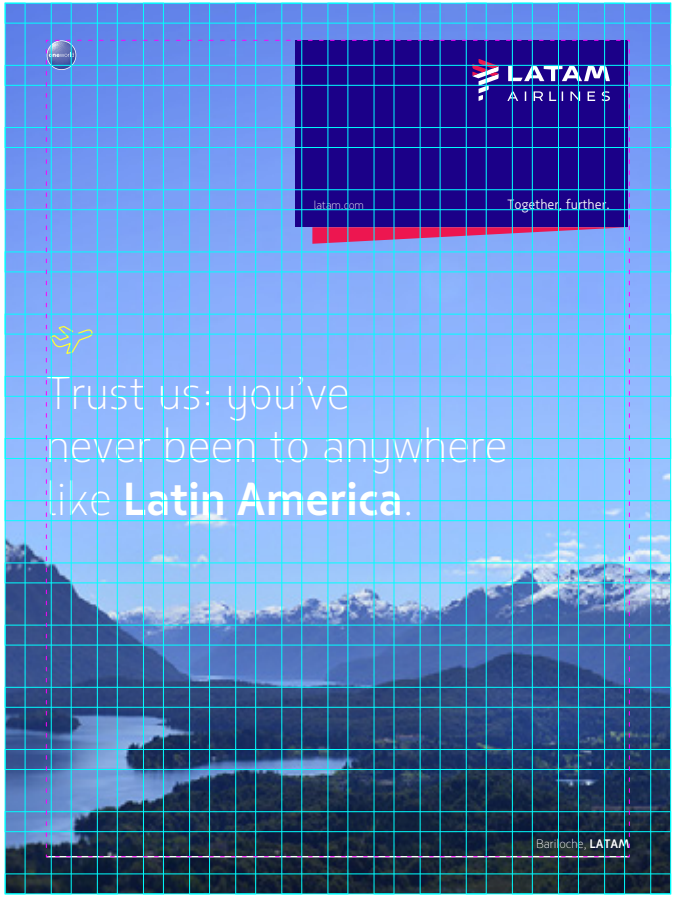
3.5 Lorem Ipsum

3.6 Lorem Ipsum

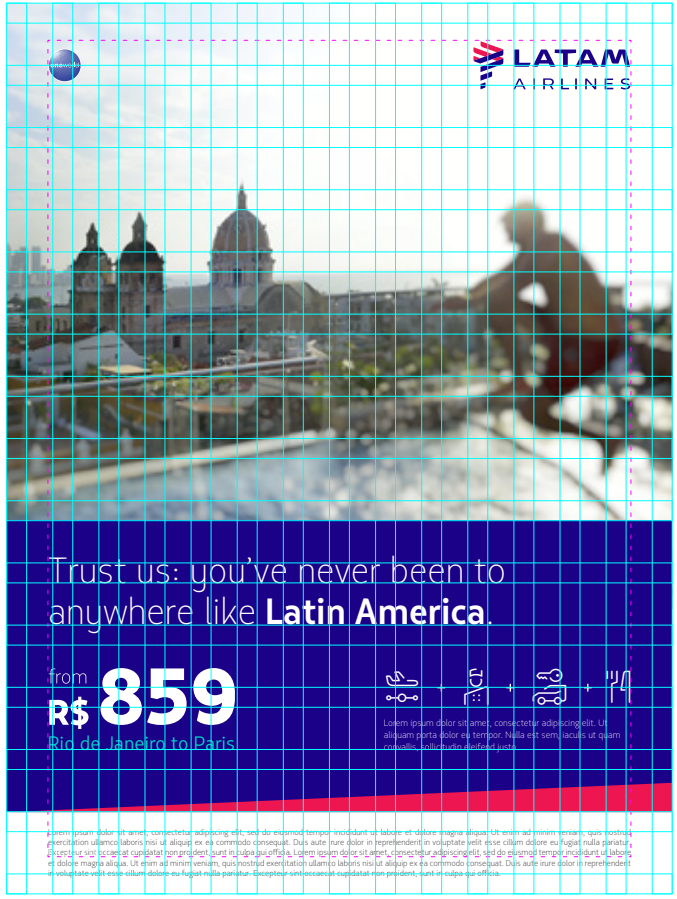
3.7 Lorem Ipsum

3.9.2 Institutional vs. Retail

The system created can work for both situations



It can be elegant and inspiring



Practical and useful for retail and advertising on a daily basis

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

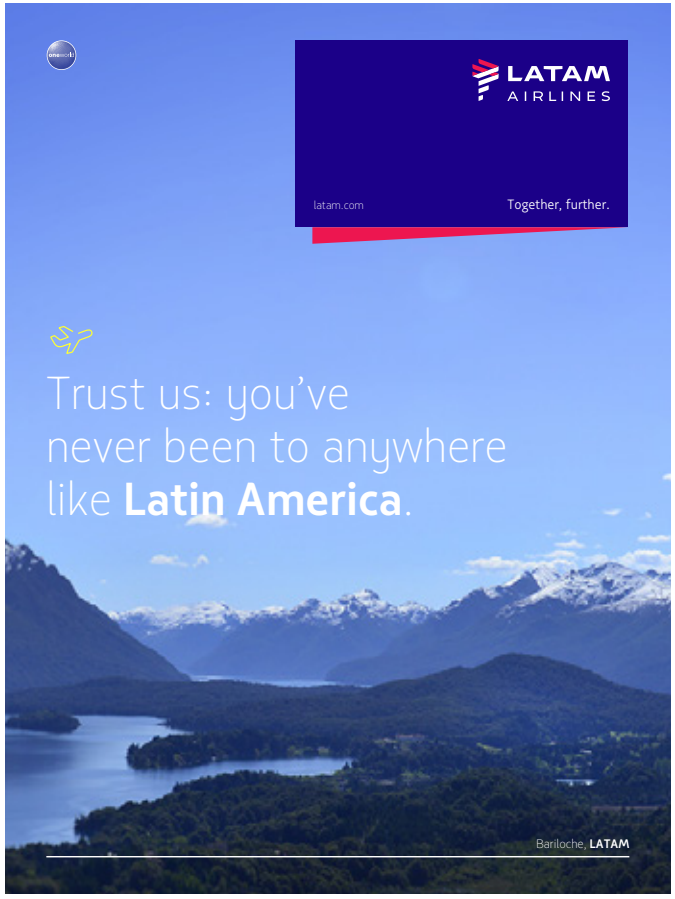
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Institutional vs. Retail

The system created can work for both situations



It can be elegant and inspiring

Practical and useful for retail and advertising on a daily basis

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Text

The following pages explain what the correct ways to apply the text contents. Standards give readability and hierarchy of information.

Applying the **text** content

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

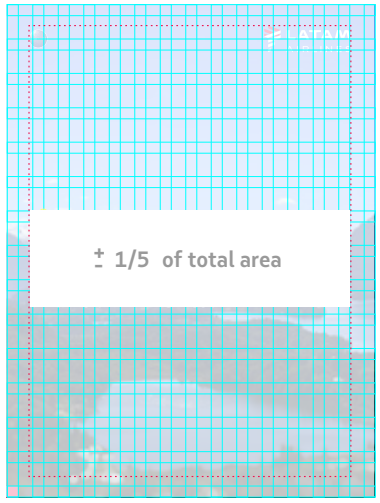
3.7 Lorem Ipsum

3.9.2 Text Area

Where should keep blank areas, in order to assure the elegance and balance in all materials. To help keep this rule, our texts have an area boundary that may take, here are the rules for each type of ad.

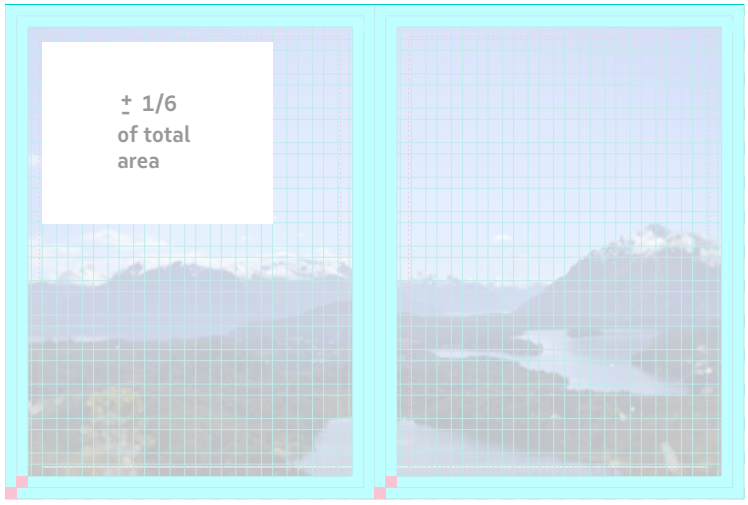
When you want to highlight a single message

The approximate sizes are:
• **maximum size** is + or - 1/5 of its total area



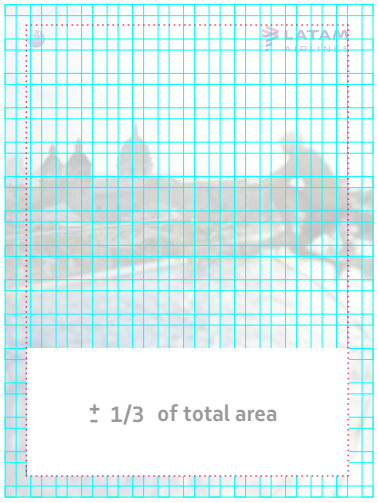
When you want to highlight a single message

The approximate sizes are:
• **maximum size** is + or - 1/6 of its total area



For a bigger quantity of information

The approximate sizes are:
• **maximum size** is + or - 1/3 of its total area



Important note:
this option should use the text inside the Footer box

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

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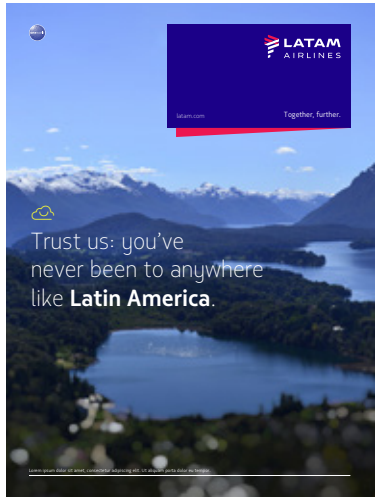
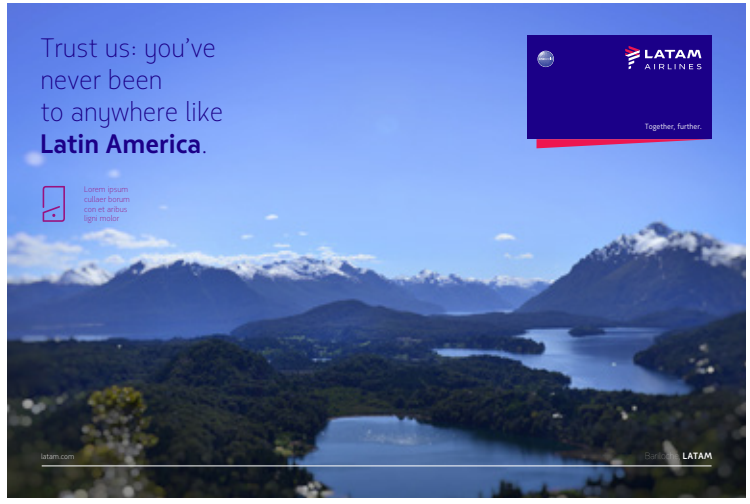


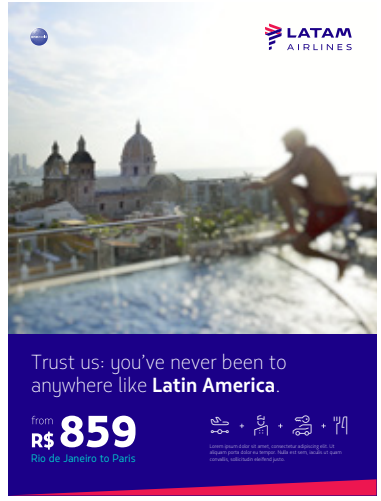
When you want to highlight a single message

The approximate sizes are:
• **maximum size** is + or - 1/6 of its total area



For a bigger quantity of information

The approximate sizes are:
• **maximum size** is + or - 1/3 of its total area



Preferential

Restrict

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Headings and Subheadings

These are some rules on how to keep the text of standard ads.

Title
LATAM Sans | Light and Bold

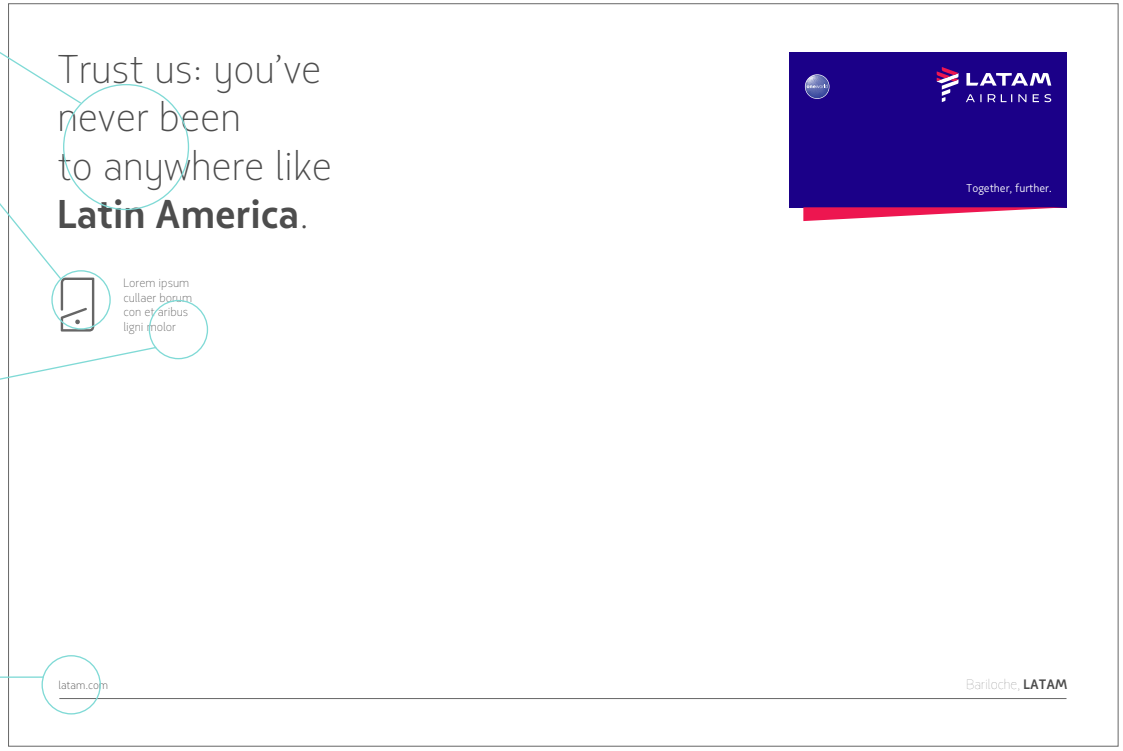
Icons
LATAM Icons

Text Descriptions
LATAM Sans | Regular, Light and Bold

Examples of **Text Descriptions**
- *Subtitles*
- *Description of target*
- *Service description*

Additional Information
LATAM Sans | Light and Bold

Examples of **Additional information**:
- *Legal Text*
- *Captions*
- *Footer text*



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

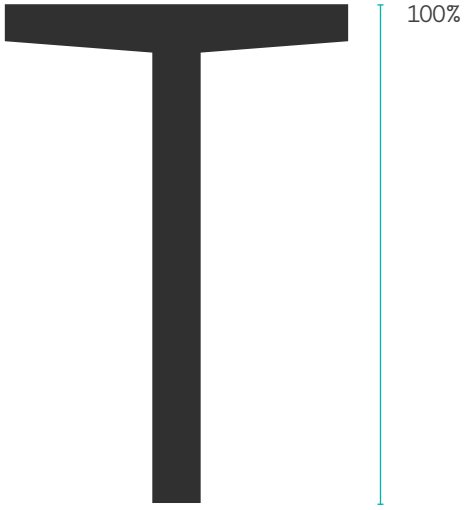
3.6 Lorem Ipsum

3.7 Lorem Ipsum

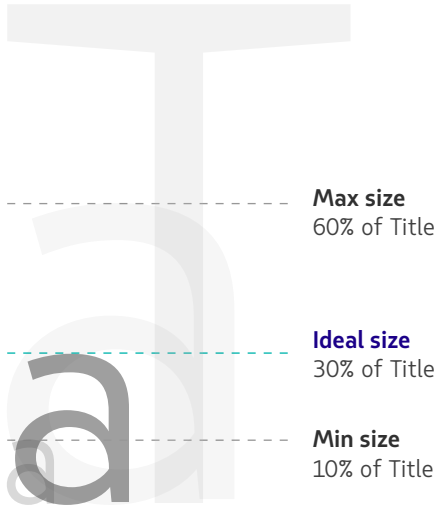
3.9.2 Sizes and Proportions

We should follow the proposals shown below for each type of text, to ensure the information hierarchy in the layout.

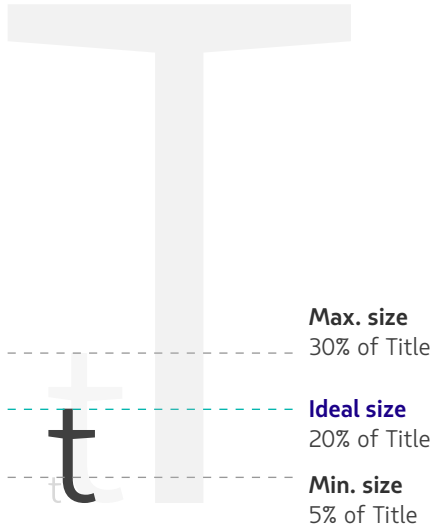
Title



Text Descriptions



Additional Information



Important note:
The size ratio is based on the height of the source title

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Leading

These are some rules on how to keep the text of standard ads.

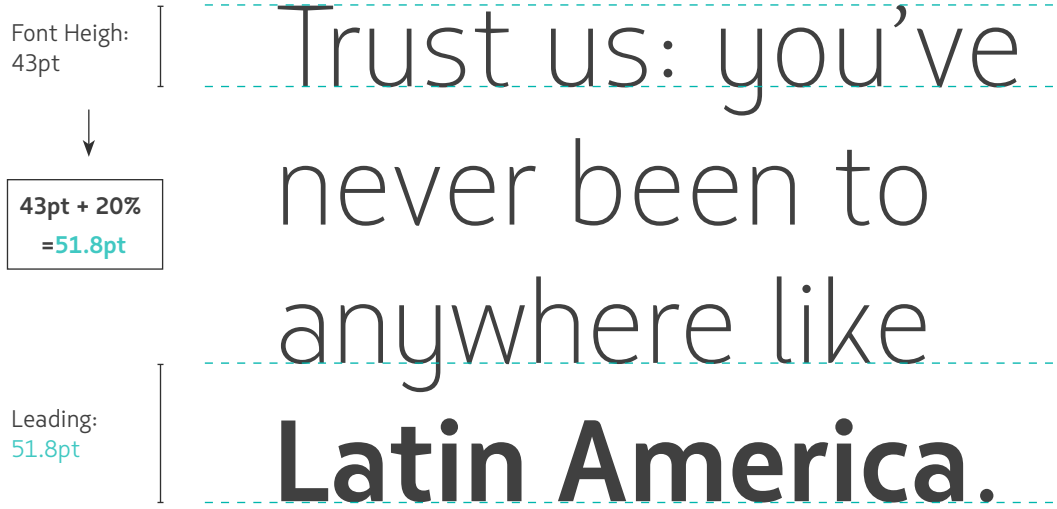
Equation

To find out the height of the row should be made to the following equation:

For Titles
Font Heigh + 20% = Leading

Text Descriptions and Additional Information
Font Heigh + 30% = Leading

Example (Title)



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Leading

We should follow the proposals shown below for each type of text, to ensure the information hierarchy in the layout.

Title	Text Descriptions	Additional Information
Example	Example	Example
Trust us: you've never been to anywhere like **Latin America**.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sed neque lorem. In facilisis lacus et mauris congue fringilla. Fusce euismod vehicula metus, sed condimentum neque imperdiet ac.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sed neque lorem. In facilisis lacus et mauris congue fringilla. Fusce euismod vehicula metus, sed condimentum neque imperdiet ac.

Important note:
The size ratio is based on the height of the source title

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

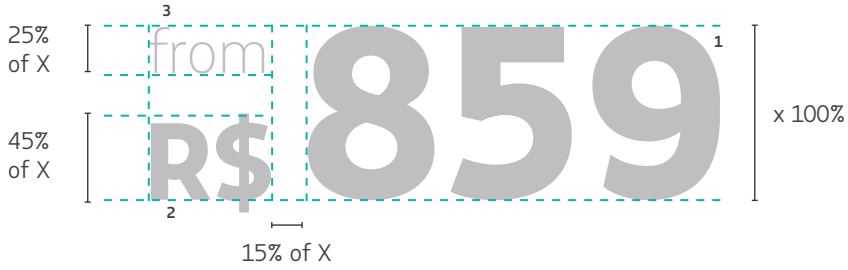
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Pricing

Here is how the prices of products / services and tariffs are built. We will also see what other elements might follow them. The general recommendation is that these prices wherever possible be highlighted in the ad.

Construction

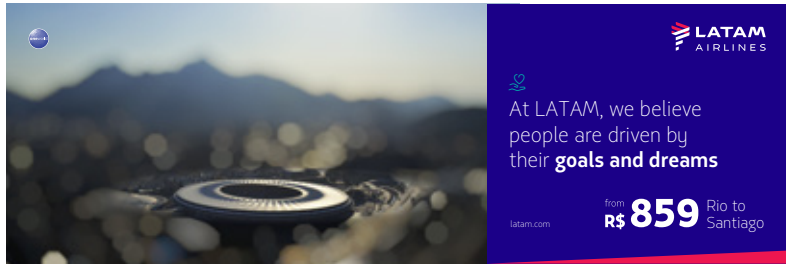


from US$ 859 from € 859

1. Price
LATAM Sans Black (100%)

2. R$/US$/descriptor
LATAM Sans Black (45% de 1)
line the bottom

3. From
LATAM Sans Light (25% de 1)
line the top



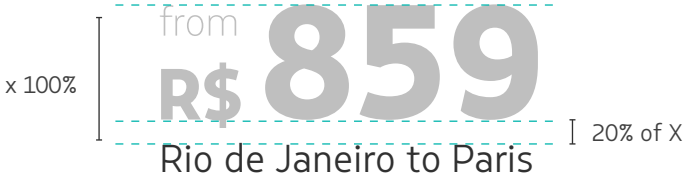
Important note:
the price of always being between 20% and 80% higher than the title text.

1 LOREM IPSUM
2 VLOREM IPSUM
3 VILOREM IPSUM
Introduction
3.1 Brand Logo
3.1.1 Lorem Ipsum
3.1.2 Lorem Ipsum
3.1.3 Lorem Ipsum
3.1.4 Lorem Ipsum
3.1.5 Lorem Ipsum
3.1.6 Lorem Ipsum
3.1.7 Lorem Ipsum
3.1.8 Lorem Ipsum
3.1.9 Lorem Ipsum
3.1.10 Lorem Ipsum
3.2 Lorem Ipsum
3.3 Lorem Ipsum
3.4 Lorem Ipsum
3.5 Lorem Ipsum
3.6 Lorem Ipsum
3.7 Lorem Ipsum

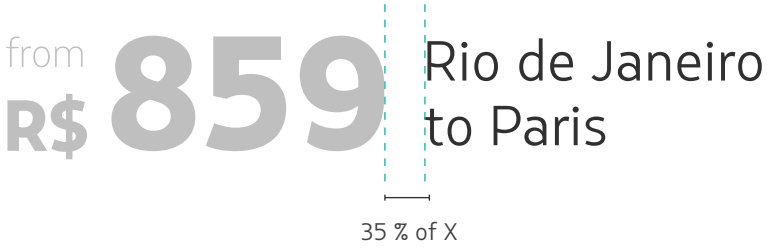
3.9.2 Pricing

Here's how to apply the product name with the price, we application formats for different situations.

Product Name - Vertical application



Product Name - Horizontal application



Product Name - Featured Application

Rio de Janeiro
to Paris

from
R$ 859

Important note:
This application uses as a reference grid to determine distance between price and product name.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

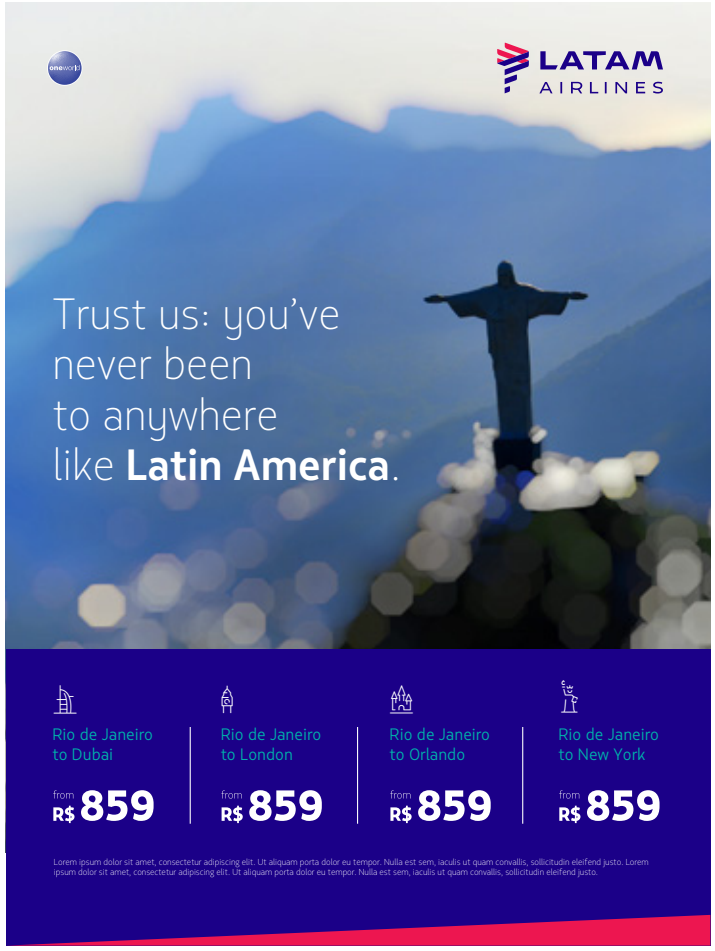
3.9.2 Pricing

Here's how to compose an ad with more than one price. To the composition, always respect the limit of text application area.

Prices on Footer box

Prices on Flyingbox

Important note:
This option should only be used with up to 2 prices



1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

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3.2 Lorem Ipsum

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3.4 Lorem Ipsum

3.5 Lorem Ipsum

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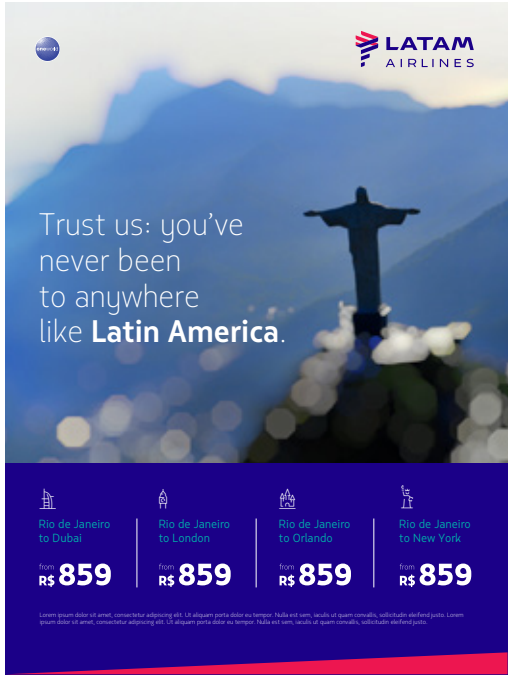
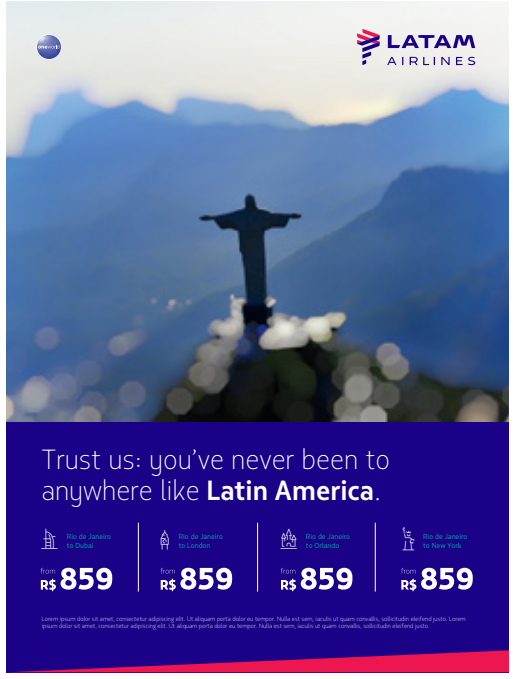
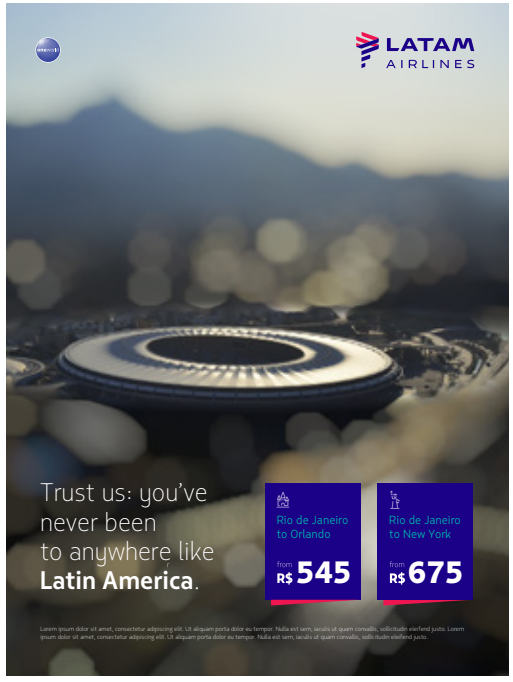
Here's how to compose an ad with more than one price. To the composition, always respect the limit of text application area.







Preferential

Restrict

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Tagline

Here's how to apply the tagline in communication materials.

Construction

The typography used in the tagline is **LATAM Sans | Regular**

Exclusion Zone

We need to be attentive to the alignment between tagline and LATAM logo.

In this case, the font size is flexible to build the tagline in different languages:

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Tagline

Here's how to apply the tagline in communication materials.

English

LATAM AIRLINES

Together, further.

Spanish

LATAM AIRLINES

Juntos, más lejos.

Portuguese

LATAM AIRLINES

Juntos, mais longe.

Important note:
The font sizes are determined by the amount of characters that have the tagline

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

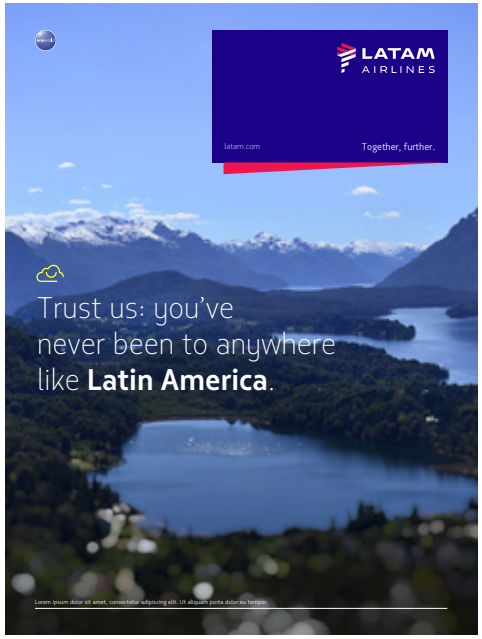
3.5 Lorem Ipsum

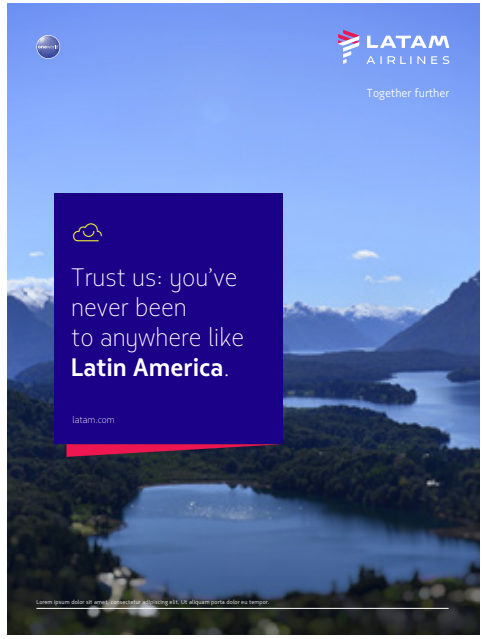
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Tagline

Here's how to apply the tagline in communication materials.





Preferential

Restrict

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

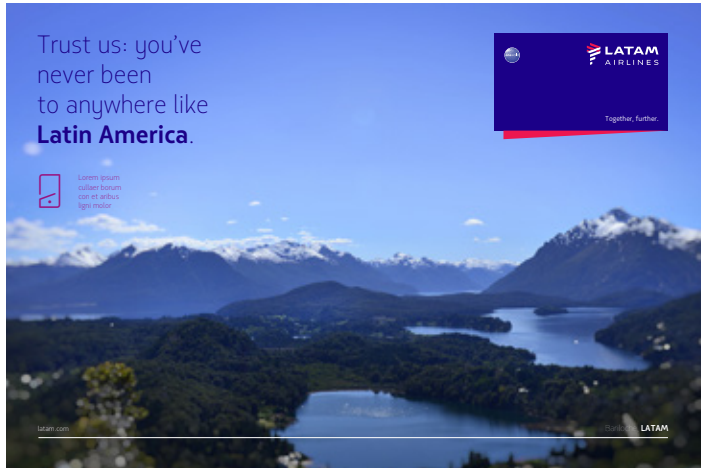
3.5 Lorem Ipsum

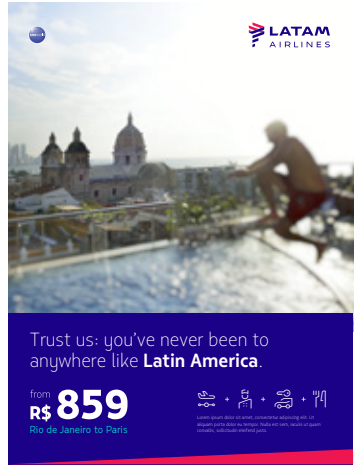
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Let's recap

As we have seen in previous chapters, we must follow some text application rules. Follow this step by step for a better result when applying texts in the ads.





1 → 2 → 3 → 4

Identify content

Identify the title and other handouts identify the title and other handouts

Text area

Stay tuned to the text area of limits on layout

Sizes and Proportions

Stay tuned for proportions settings and hierarchies of texts

Leading

To ensure the elegance and good visualization of the text, observe the definition of leading.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Box

Our box preserves main messages and brings our corporate colours at the right balance. It is the graphic representation of the concept: elegant outside, warm inside. Use it whenever you communicate with external audiences.

Think inside the box

One of our spokesmen

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

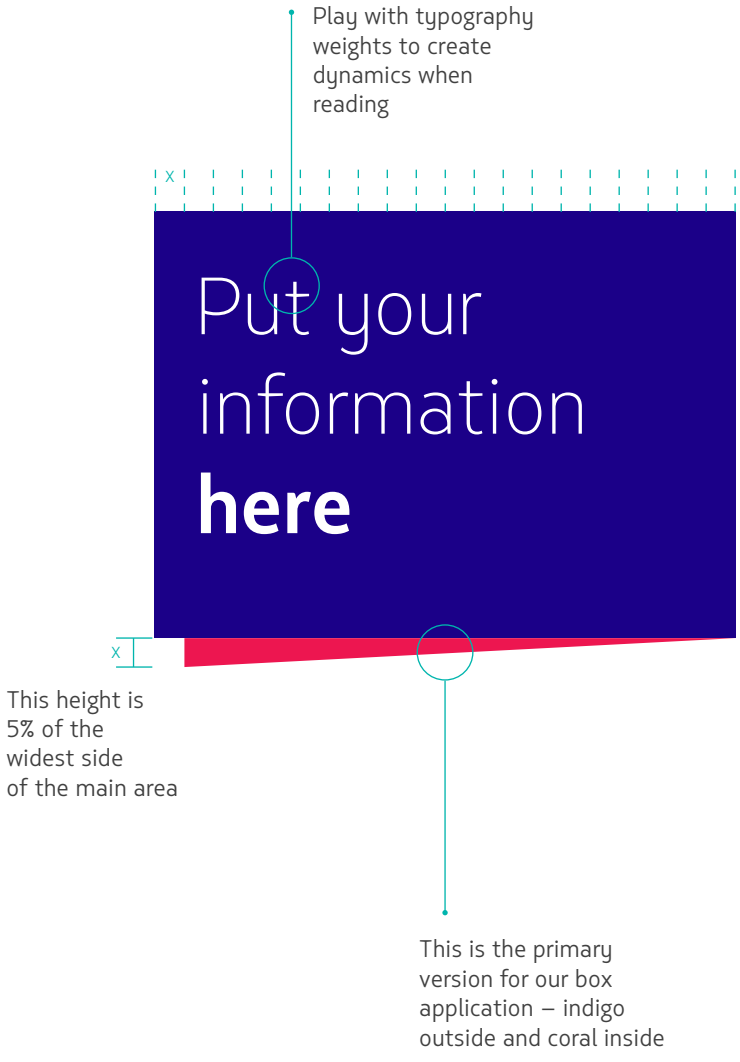
3.5 Lorem Ipsum

3.6 Lorem Ipsum

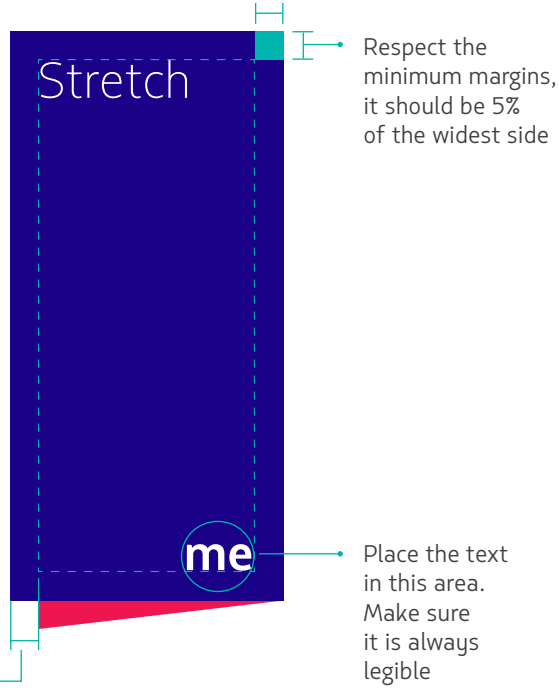
3.7 Lorem Ipsum

3.5.1 Our Box

Our box protects information when we have a busy background. Its primary version uses the LATAM logo's colours, but they may vary according to the background.



This angle must always be ascending; a reminder of the logo's symbol



Important note:
Remember: less is more! Don't overcrowd the boxes with information. Always leave blank spaces for more elegant layouts.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

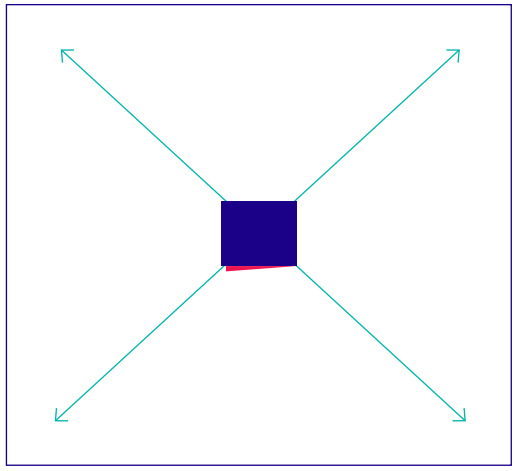
3.5 Lorem Ipsum

3.6 Lorem Ipsum

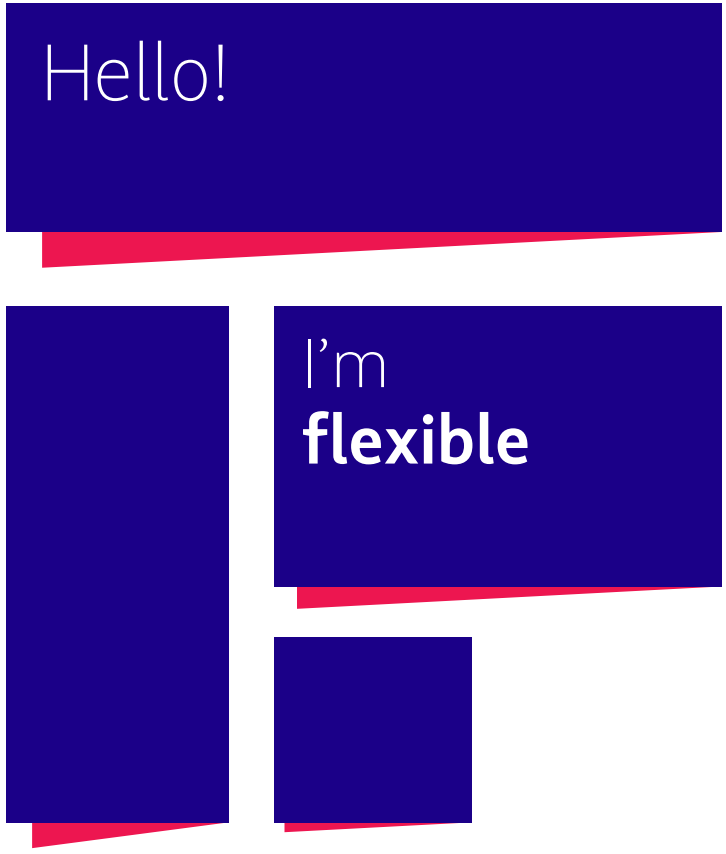
3.7 Lorem Ipsum

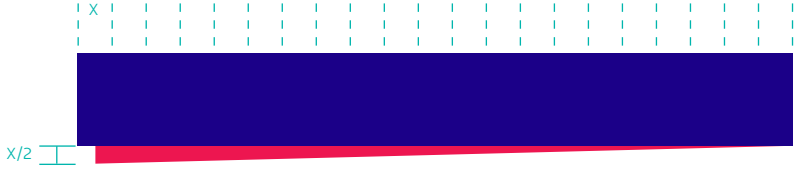
3.5.1 Our Box

To build our box, follow these instructions.



Our box is very flexible, and it can be adapted according to the application





Important note:
In extremely wide designs, use X/2 to define the main distance of the tilted area.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

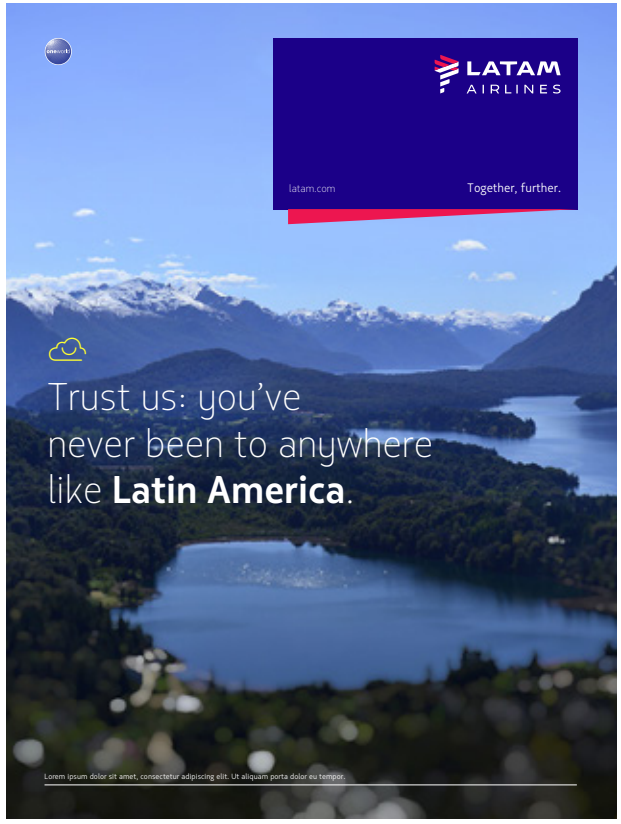
3.7 Lorem Ipsum

3.5.1 Our Box

Which one should I use?

It depends on the **message**

Focus on t
he message



Focus on
brand

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

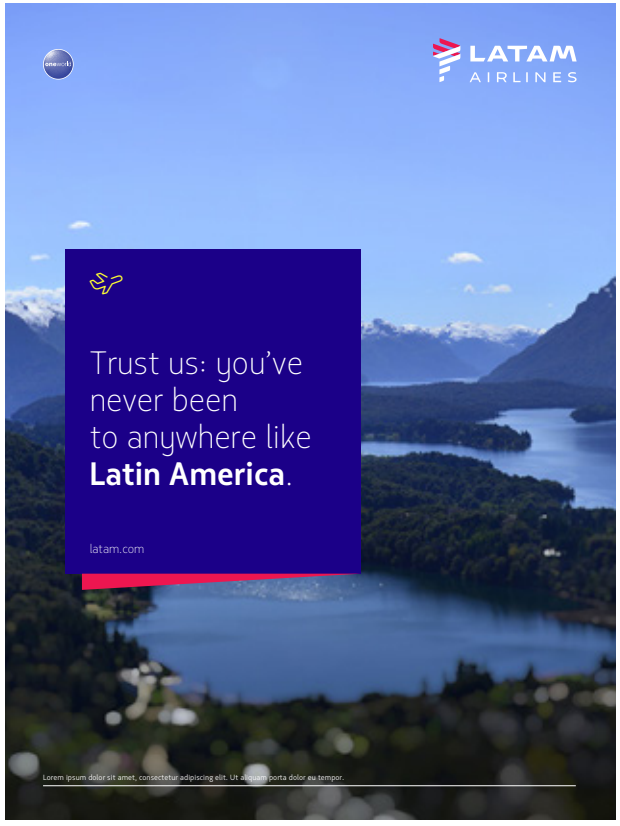
3.6 Lorem Ipsum

3.7 Lorem Ipsum

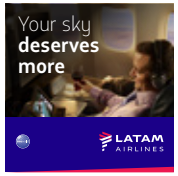
3.5.1 Our Box

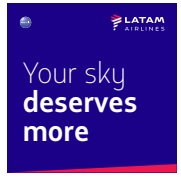
Which one should I use?

It depends on the **media size**



Standard formats





Smaller formats

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

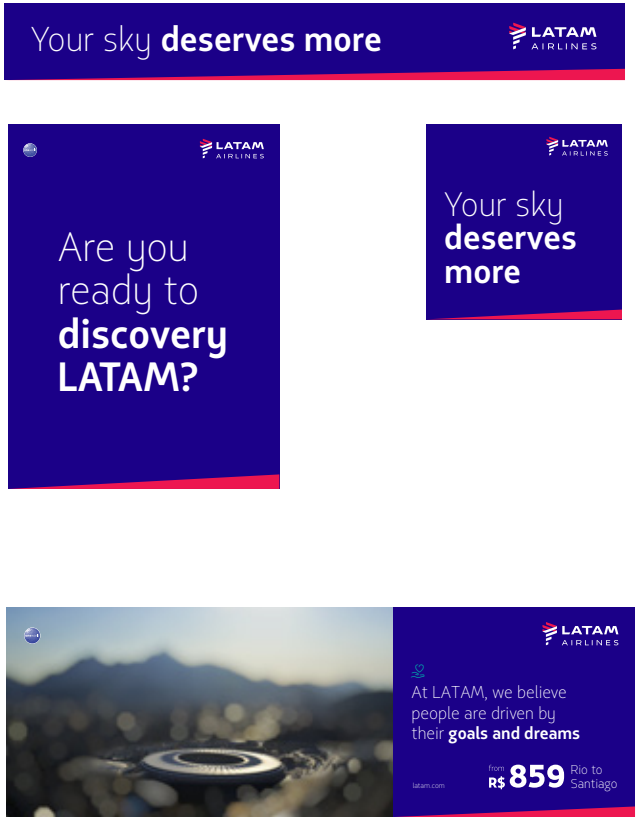
3.7 Lorem Ipsum

3.5.1 Our Box

Which one should I use?

It depends on the **amount of information or picture**

More information



Focus on information

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

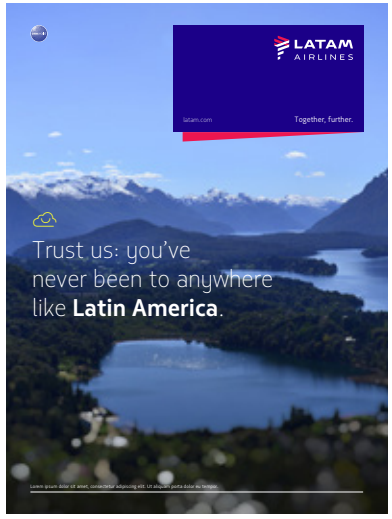
3.6 Lorem Ipsum

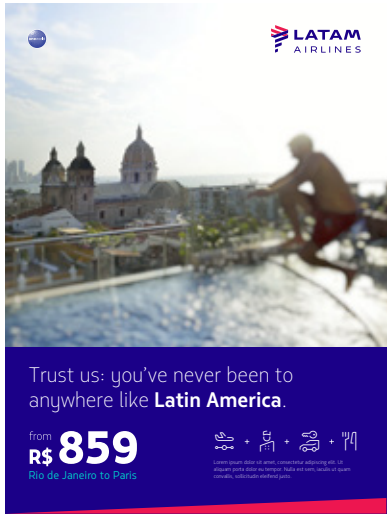
3.7 Lorem Ipsum

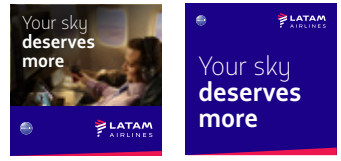
3.5.1 Our Box

Which one should I use?

but we have a use hierarchy







Preferential

Restrict

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

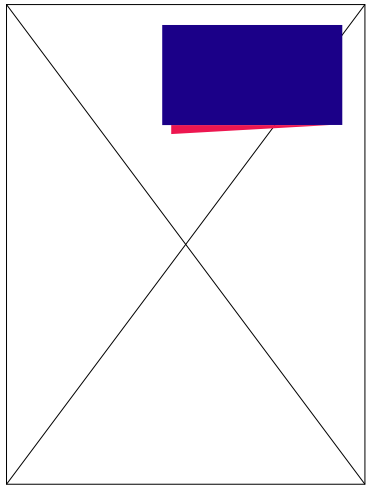
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

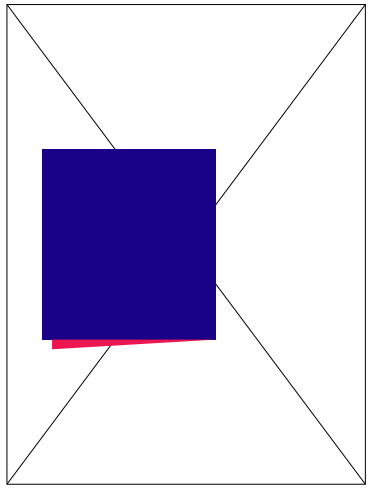
3.9.2 Box Options

These are our options boxes, each is used for different situations, see below:



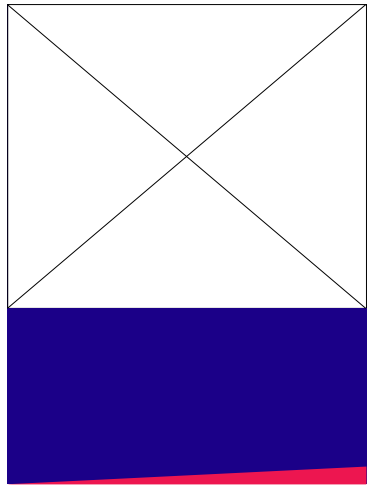
Logo box

When the message is focusing on brand



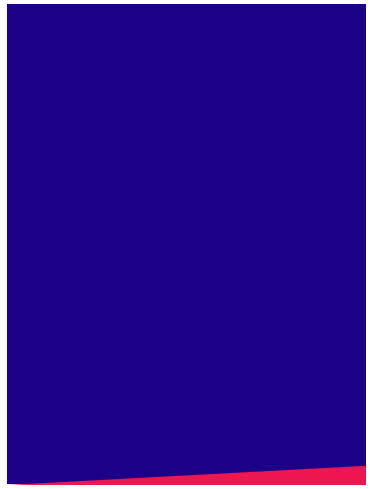
Flying box

When you want to highlight a single message



Footer box

For a bigger quantity of information



Full box

For limited formats or an option where no picture or illustration is used

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

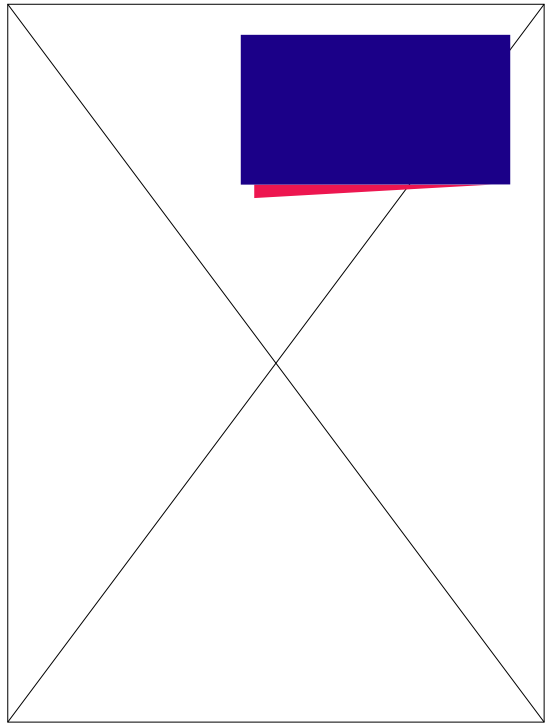
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Logo box

Logo box

When the message is focusing on brand



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

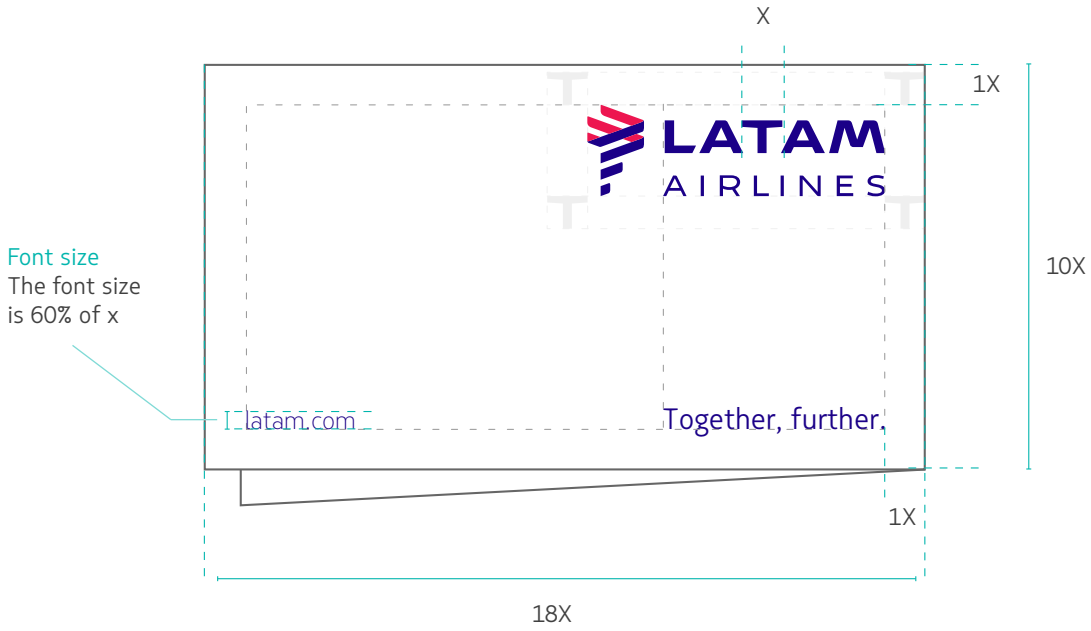
3.9.2 Logo box

This is Logo box, it should be used whenever the ad message has focused on brand (institutional ad). it contains some institutional elements such as tagline, website and logo.

Content

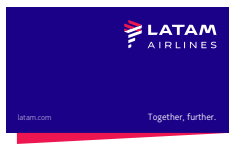
Preferred version

Construction



Content limit

The logo box should not be more than 3 elements



with the website

with the **one**world

we do not use **one**world and website together

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

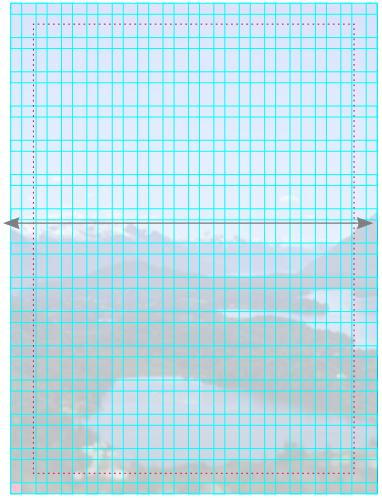
3.9.2 Logo box

The logo box, unlike other boxes, has certain size and position. Its structure should not be changed.

Size and placement

• **size** The box should have just 50% of the smaller area.

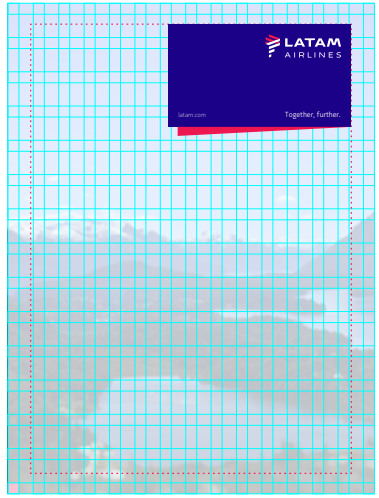
• **placement** It should be positioned in the upper right corner



Determine the grid and margin. Find the lowest side of the ad

Now, set 50% of this side

Place the Logo box on this area



Now, place your Logo box in the upper right corner, aligned to the margin

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

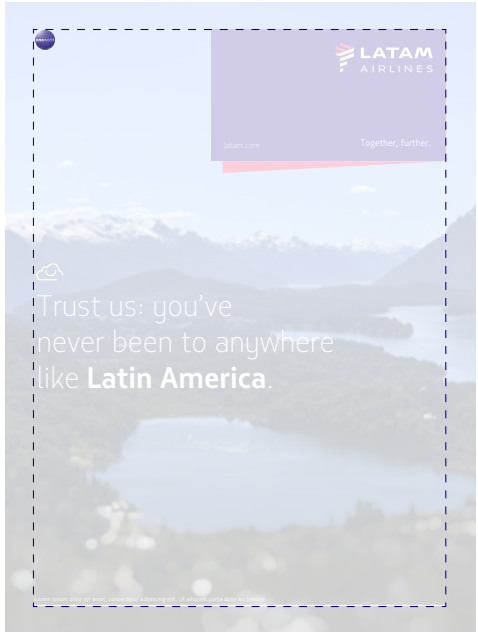
3.6 Lorem Ipsum

3.7 Lorem Ipsum

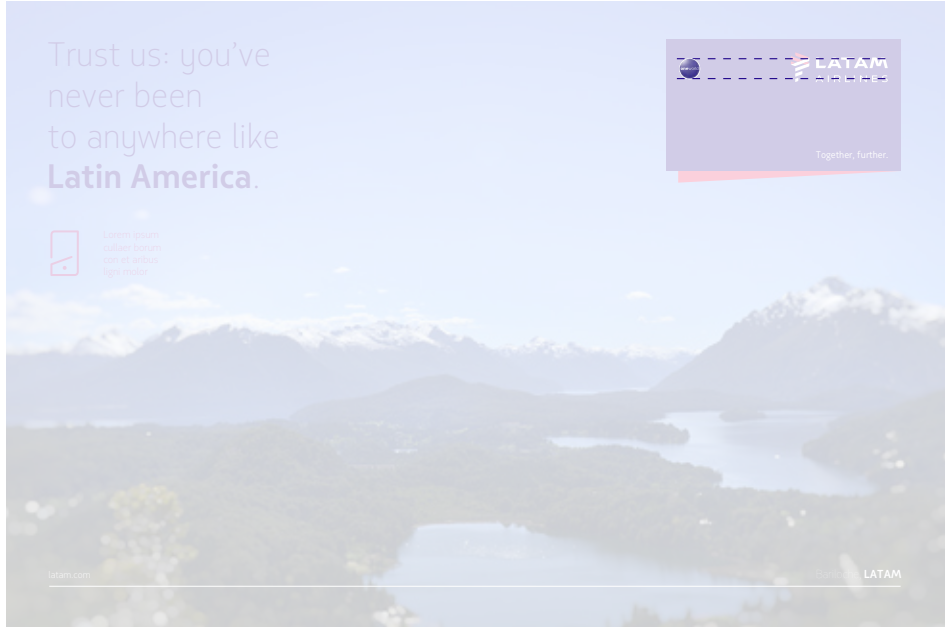
3.9.2 Logo box - Placing the **one**world logo

These are some of the ways you can place **one**world logo. Always preferably the application out of the Logo box.

When the **one**world logo is applied outside the Logo box, it is aligned with the top box, along the margin



When it is necessary to apply the logo **one**world inside the Logo box, it will be aligned in the center of the logo LATAM



Restrict

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

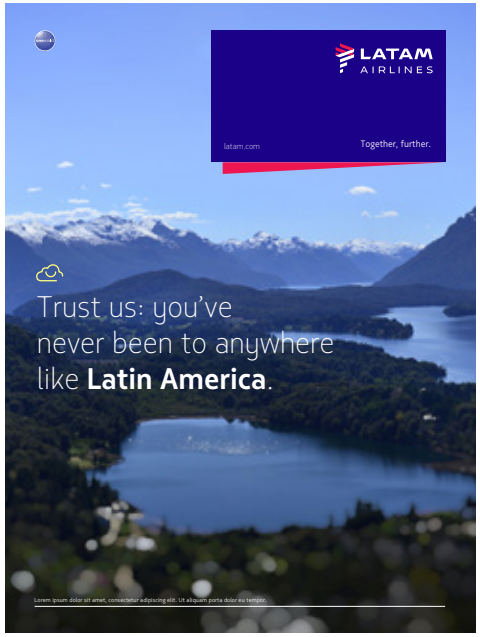
3.6 Lorem Ipsum

3.7 Lorem Ipsum

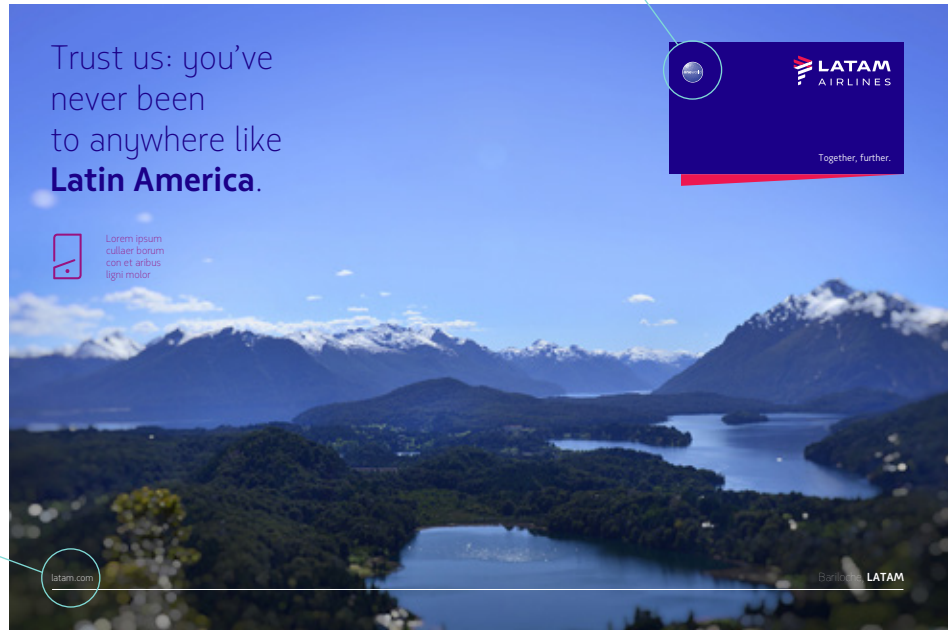
3.9.2 Logo box - Placing the **one**world logo

These are some of the ways you can place **one**world logo. Always preferably the application out of the Logo box.

When we apply **one**world logo in the Logo box, the website address is required to stay out of Logo box.



When you have some text on the top left corner, you may apply the **one**world in the Logo box



Preferential

Restrict

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

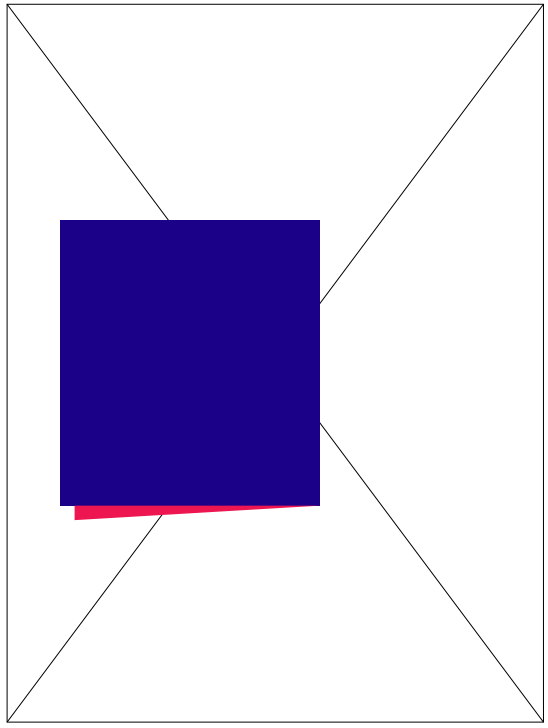
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Flying box

Flying box

When you want to highlight
a single message



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

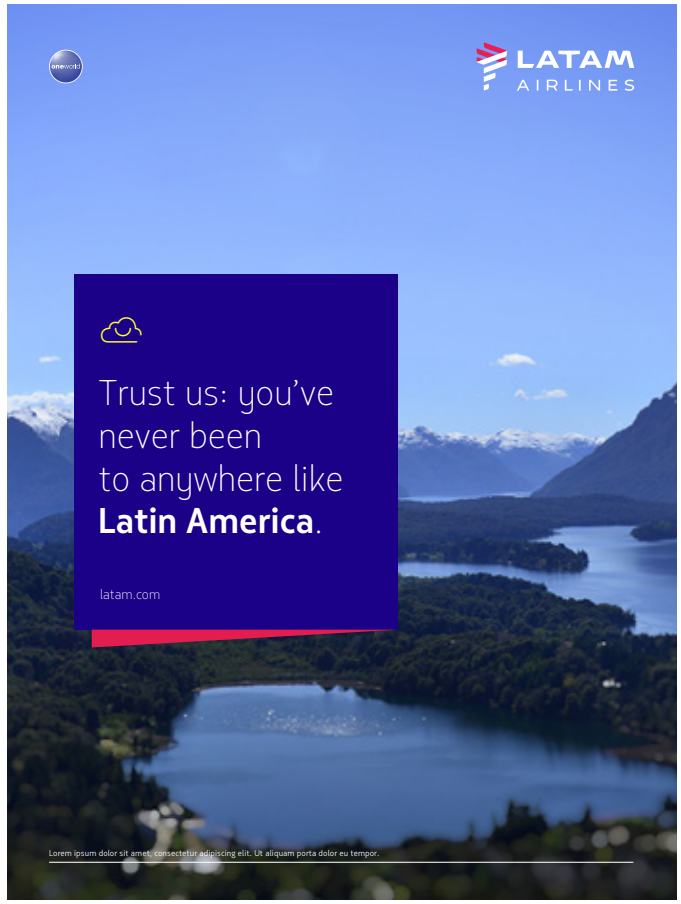
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Flying box

Here are some **rules** for our Flying box



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

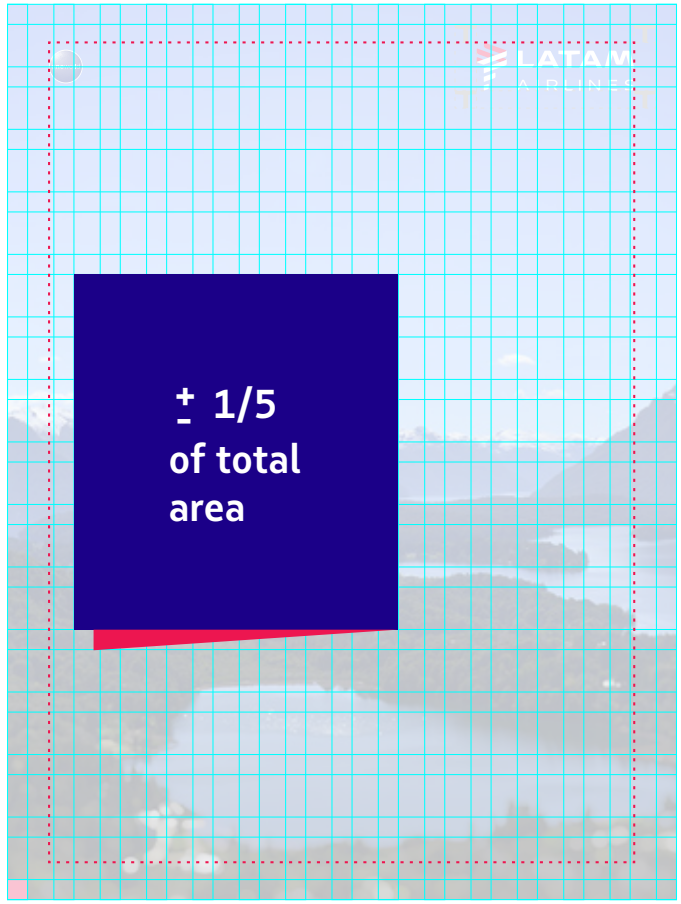
3.9.2 Flying box

Here are some **rules** for our Flying box

Sizes

The approximate sizes are:

• **maximum size** is + or - 1/5 of its total area



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Flying box

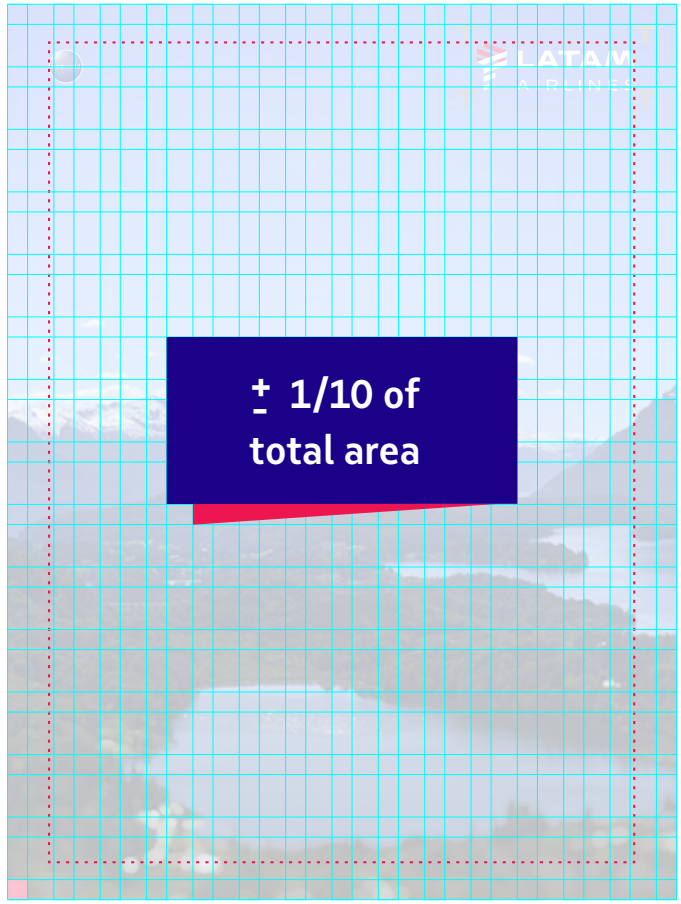
Here are some **rules** for our Flying box

Sizes

The approximate sizes are:

- **maximum size** is + or - 1/5 of its total area

- **minimum size** is + or - 1/10 of its total area



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

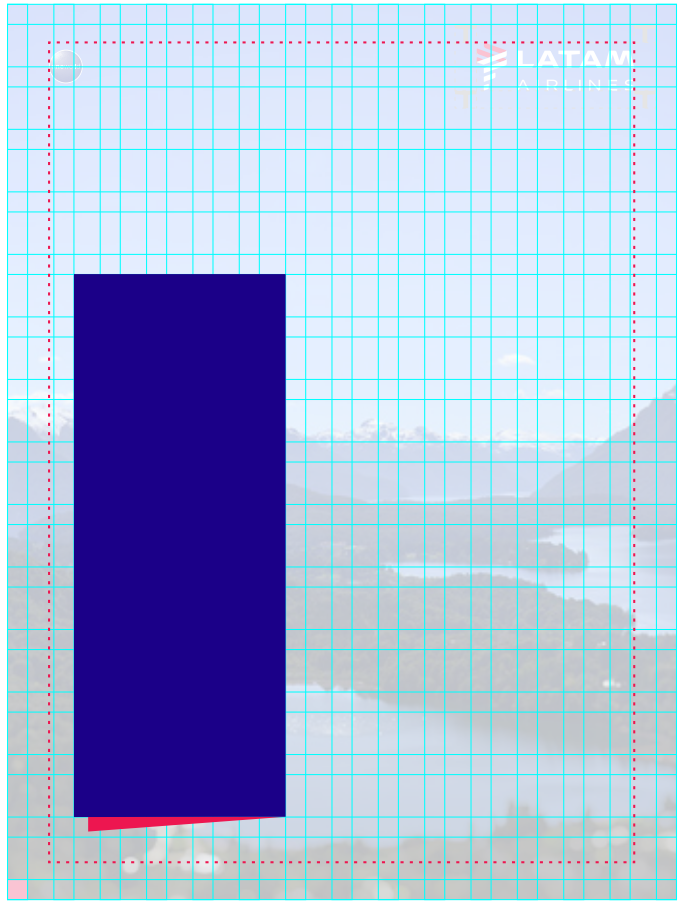
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Flying box

Here are some **rules** for our Flying box

In any **format**



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

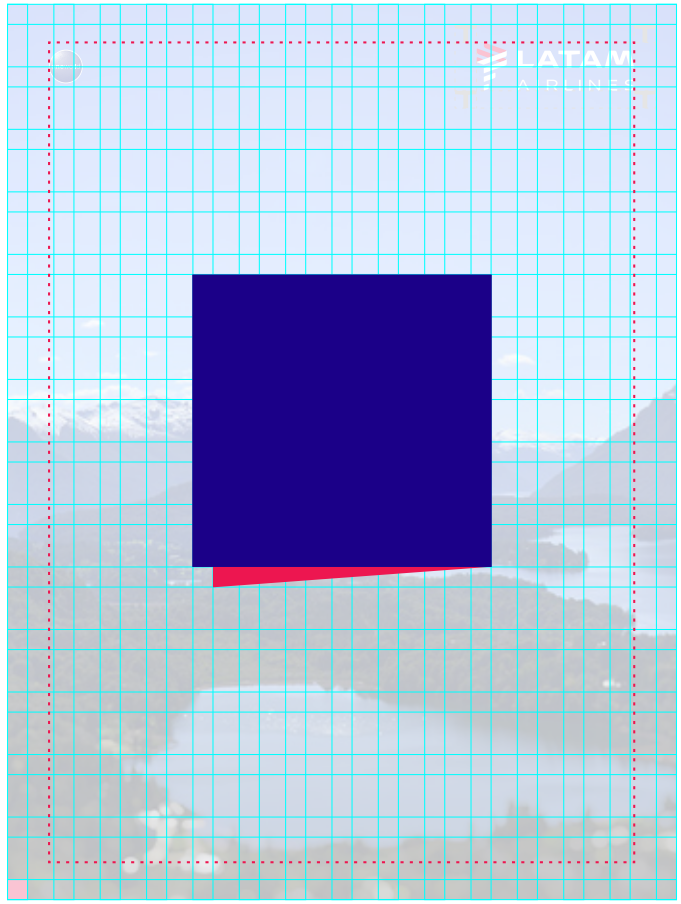
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Flying box

Here are some **rules** for our Flying box

In any **position**



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

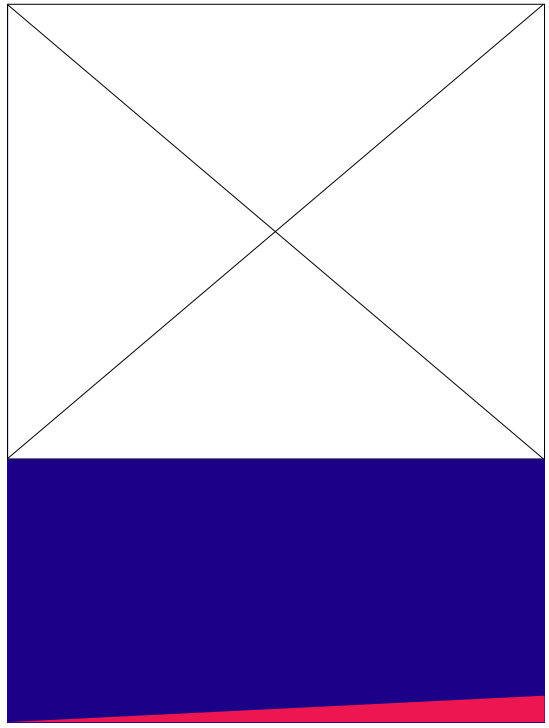
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Footer box

Footer box

For a bigger quantity
of information



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

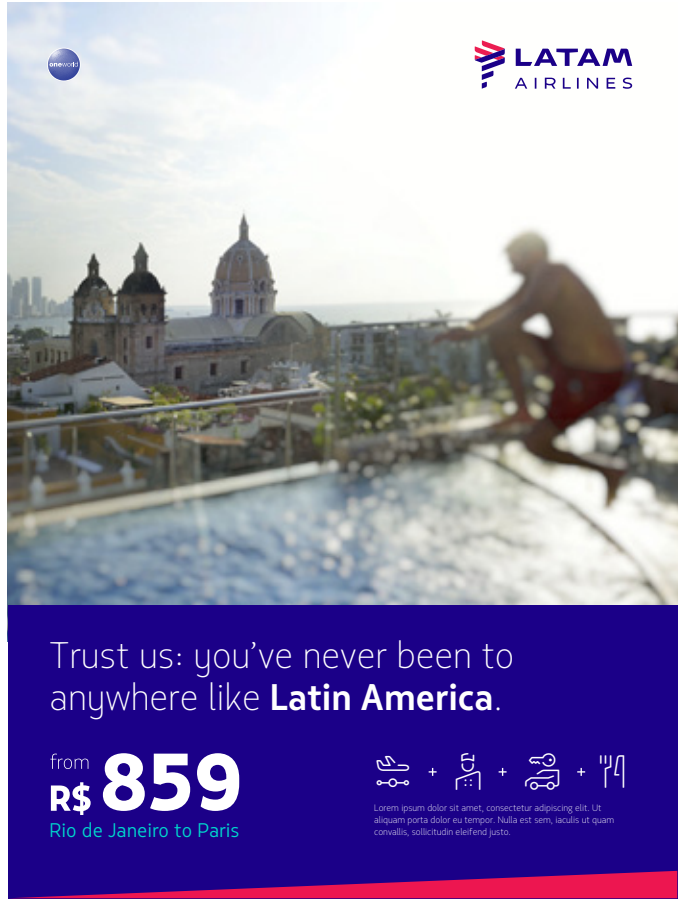
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Footer box

Here are some **rules** for our Footer box

In some situations the box can use a **bigger part of the media**



1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Footer box

Here are some **rules** for our Footer box

The system works when legal copy is applied as well, it doesn't matter how big it is.

Proportion

The Footer box should not exceed 2/5 of the total area of media

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Footer box

Here are some **rules** for our Footer box

Useful for extreme sizes such as a **billboard**

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

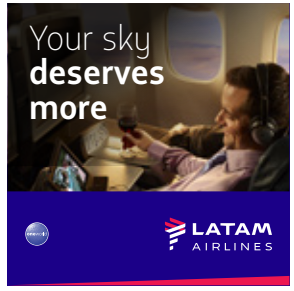
3.6 Lorem Ipsum

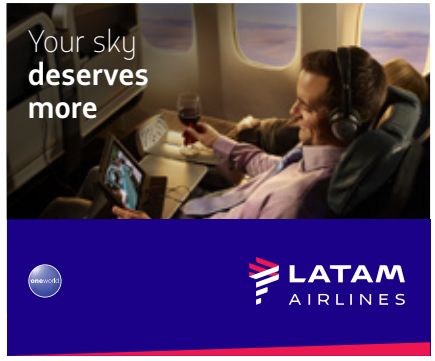
3.7 Lorem Ipsum

3.9.2 Footer box

Here are some **rules** for our Footer box

The Footer box is useful for smaller areas, like Web ads





MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

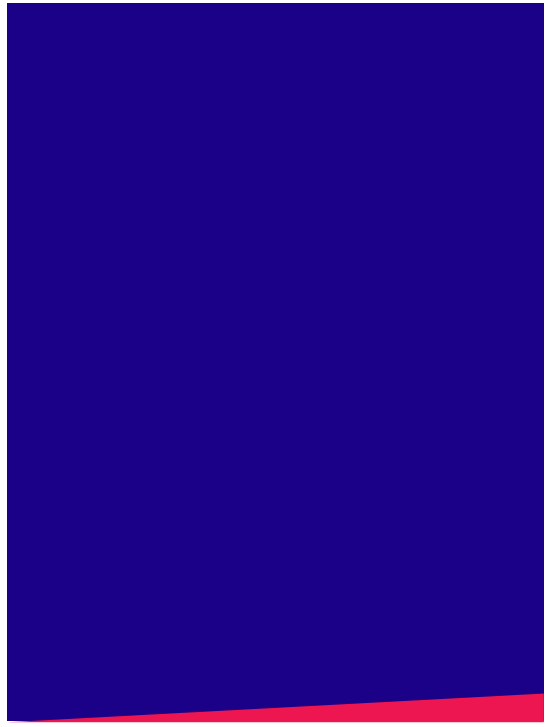
3.7 Lorem Ipsum

3.9.2 Full box

Here are some **rules** for our Full box

Full box

For smaller formats or
an option where no picture or
illustration is used



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

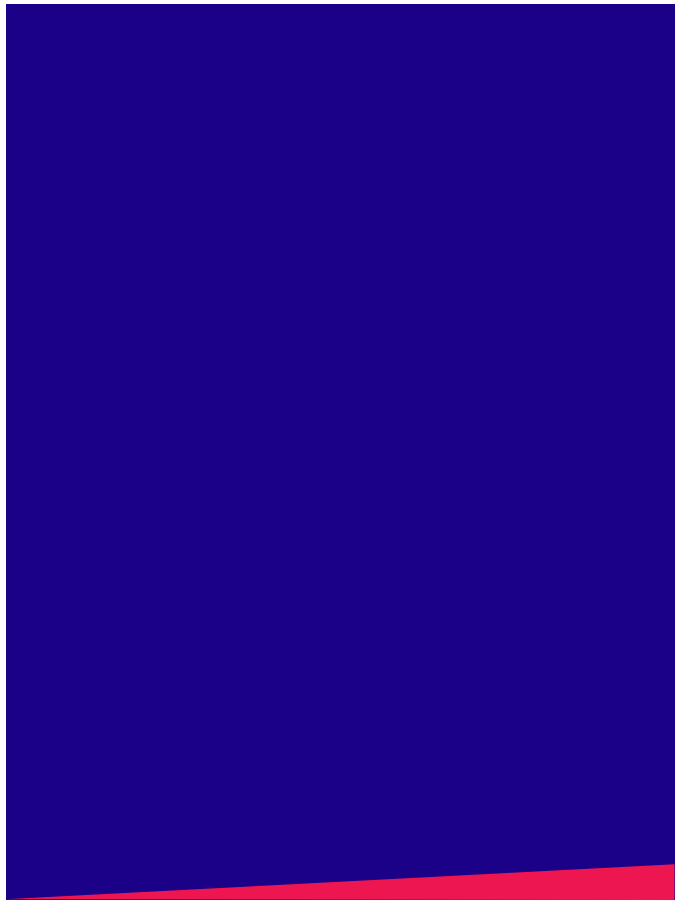
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Full box

Here are some **rules** for our Full box

In some situations, the box is the media itself



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Full box

Here are some **rules** for our Full box

For options such as “all type”...

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

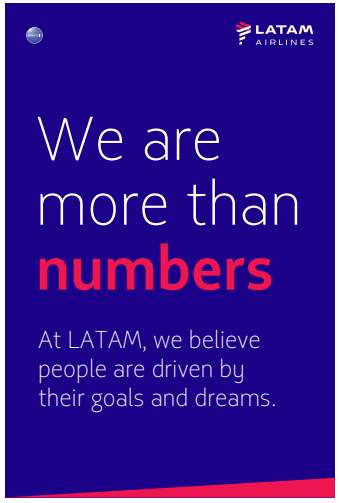
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Full box

Here are some **rules** for our Full box

...or small formats such as envelopes, flyers or folders when no illustration or photography is used.



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Full box

Here are some **rules** for our Full box

Also useful for digital ads

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

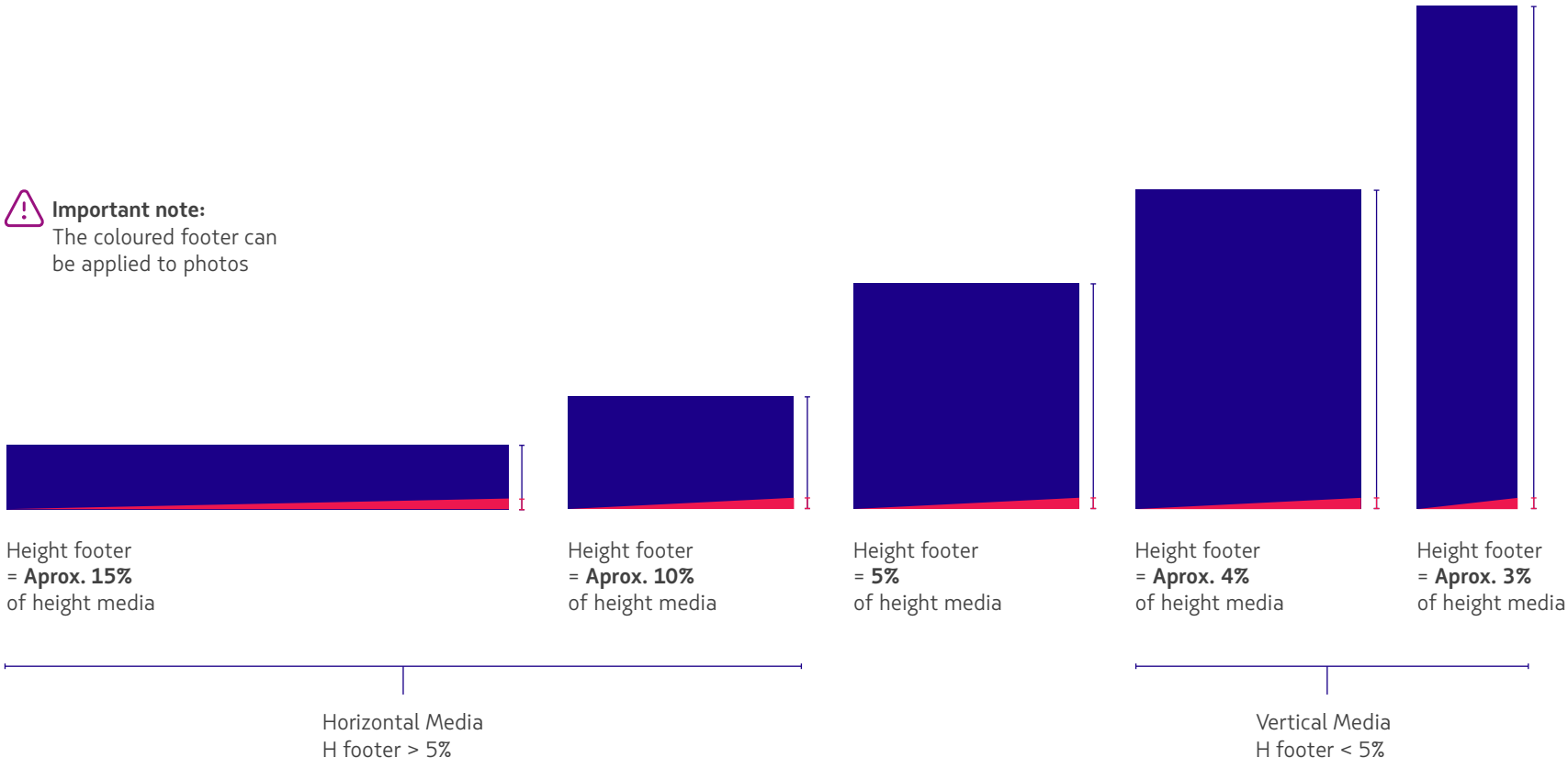
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.5.8 Coloured Footer Construction

Here is a chart about how our coloured footer works.
The height of the footer is calculated by the height of the media, this calculation can vary depending on the proportions.

As the piece's height increases, the percentage height of the footer decreases.



MENU

1 LOREM IPSUM
2 VLOREM IPSUM
3 VILOREM IPSUM
Introduction
3.1 Brand Logo
3.1.1 Lorem Ipsum
3.1.2 Lorem Ipsum
3.1.3 Lorem Ipsum
3.1.4 Lorem Ipsum
3.1.5 Lorem Ipsum
3.1.6 Lorem Ipsum
3.1.7 Lorem Ipsum
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3.1.9 Lorem Ipsum
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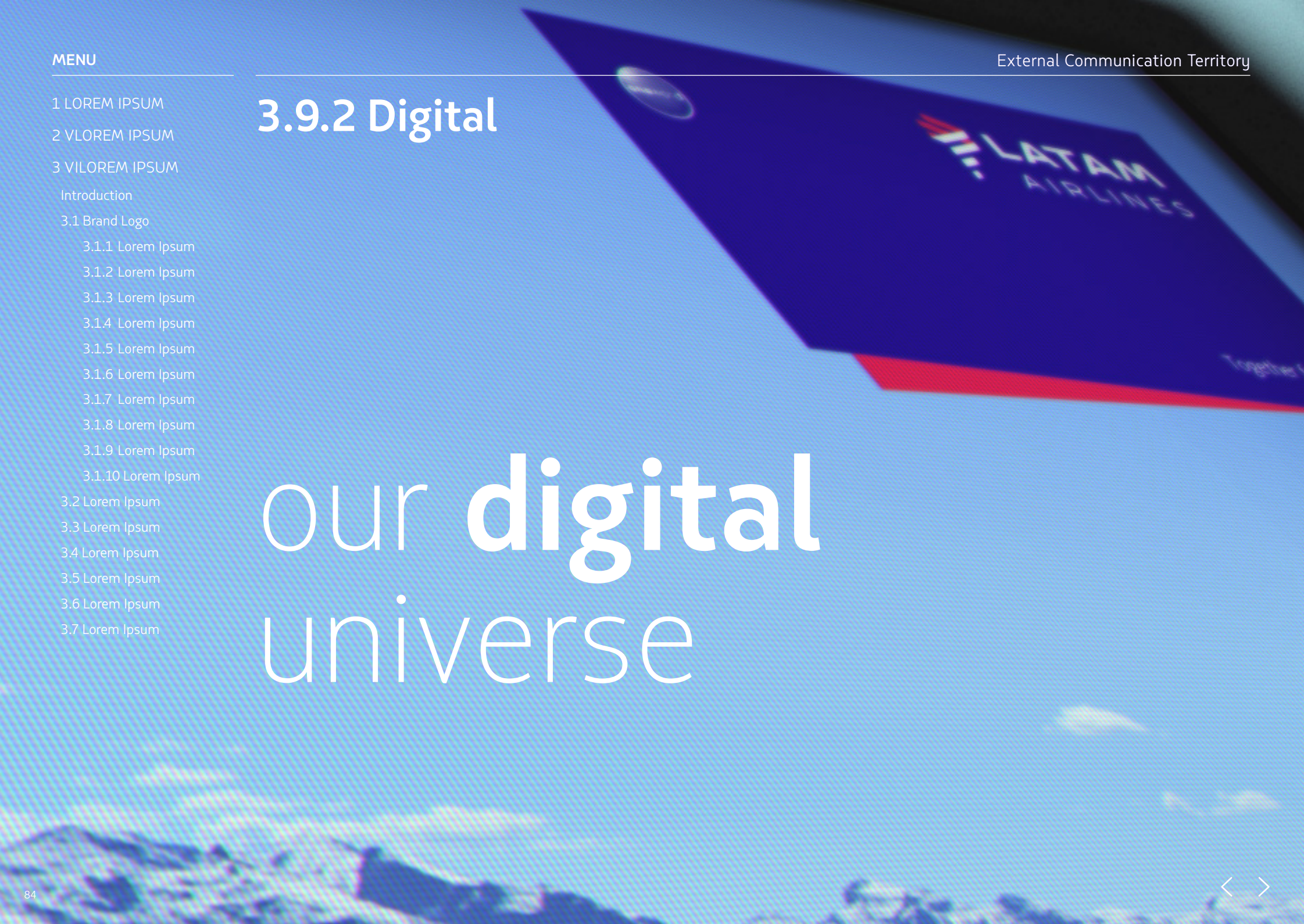
3.7 Lorem Ipsum

3.9.2 Digital



our **digital** universe

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Website

For LATAM's website and app, the logo is placed on the top-left corner.

Important note:
This is the only exception where the logo can be used on the top left

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

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3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

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MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

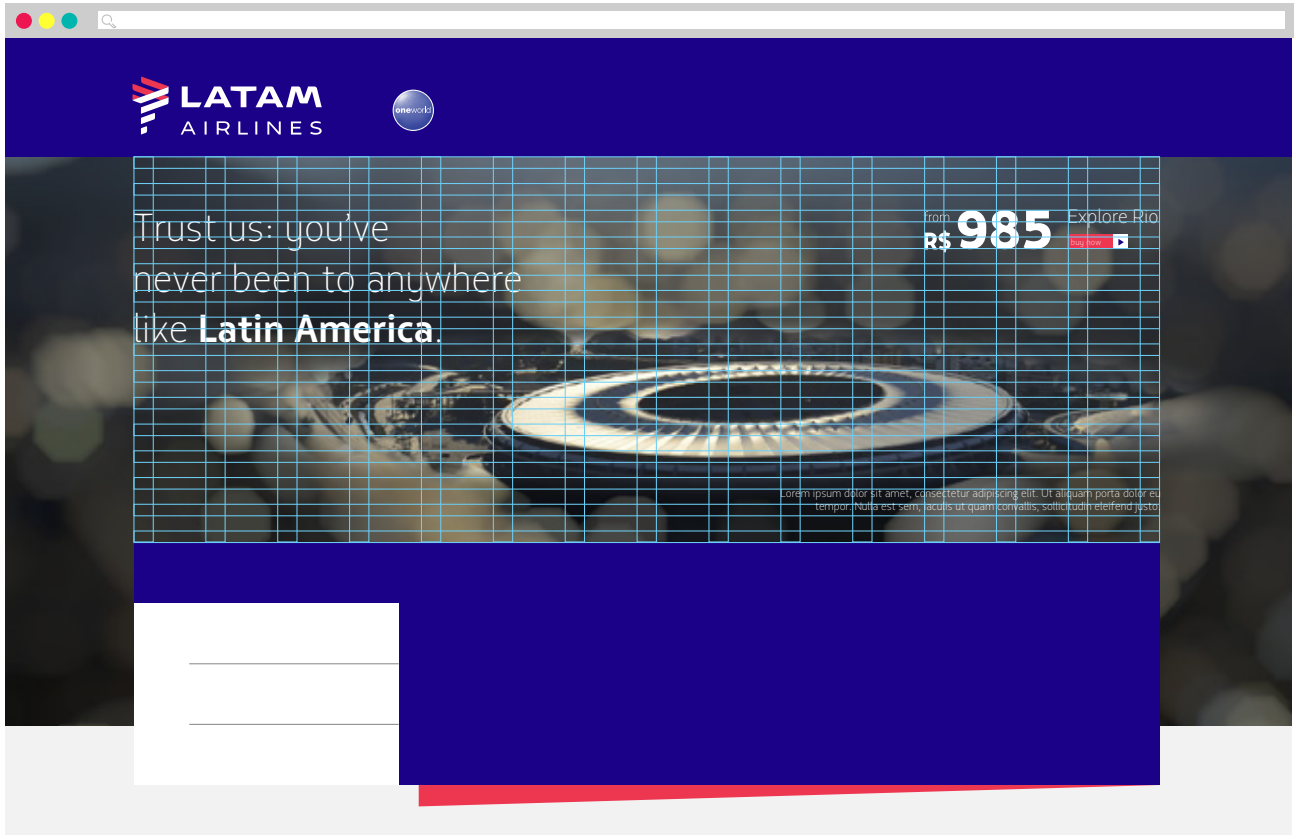
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Website - Main Banner

To compose the main site banner should follow the grid, but the grid is made within the site of the body.

Grid



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.1.9 Lorem Ipsum

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3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Website - Main Banner

To ensure the highlight of the photo must follow a boundary area to put the content in banner.

Proportion of text

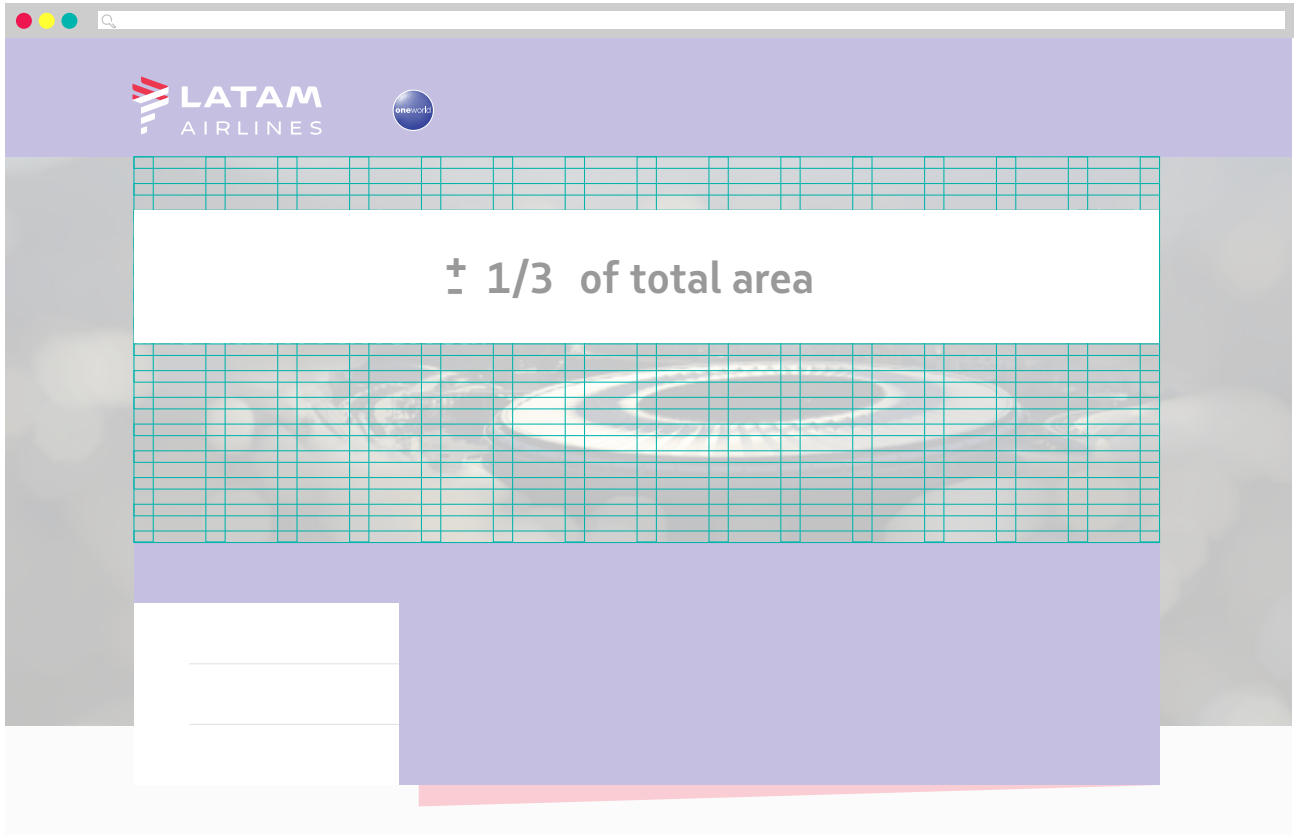
The approximate sizes are:

• **maximum size** is + or - 1/3 of its total area

Text position

All banner content must be positioned at the top.

With exception of the additional text that can be used in the banner footer.



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Website - Main Banner

We recommend not to change the positioning of the main banner content.

Featured
Examples:
- *Titles*
- *Logo Campaign*

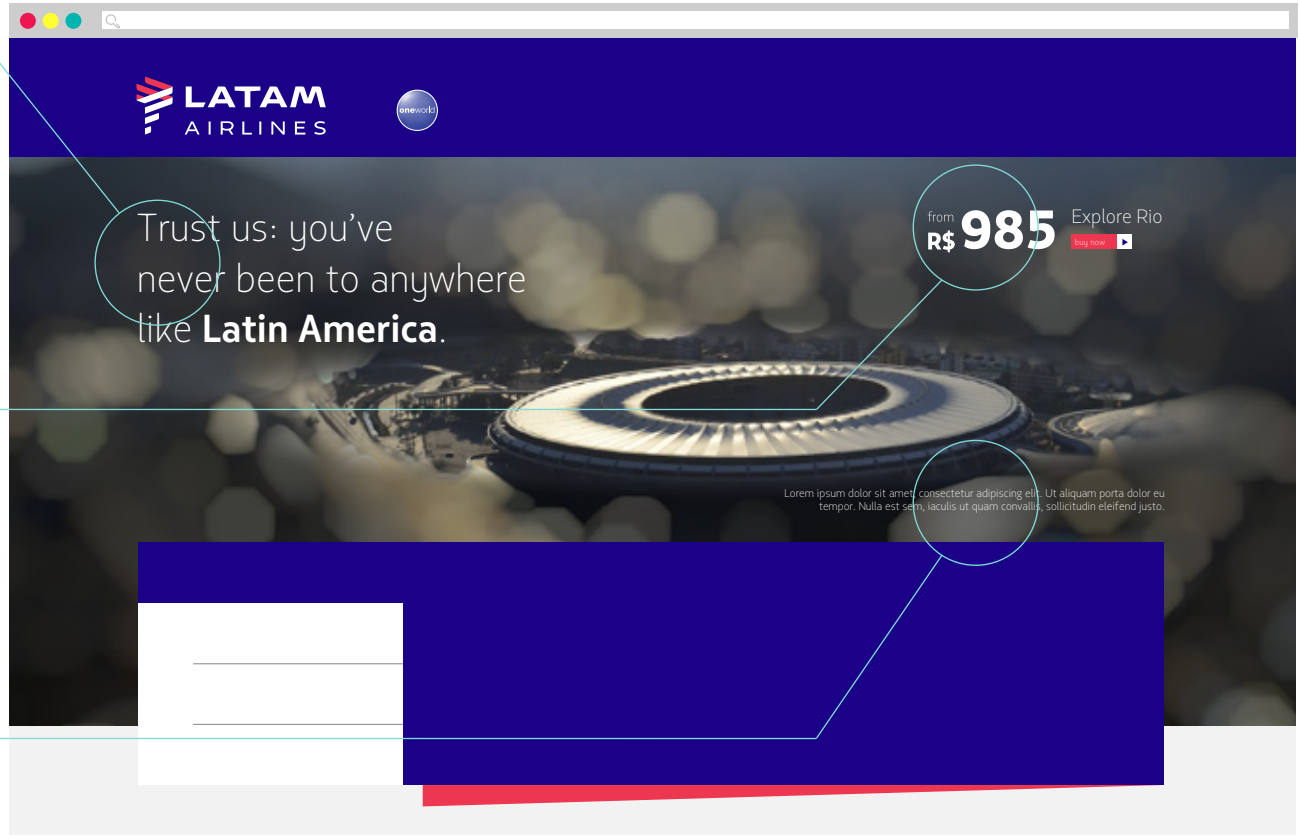
The feature should always be on the left side of the banner

Descriptive
Examples:
- *Text descriptive*
- *Pricing*

Descriptive should be on the right side of the banner

Additional content
Examples:
- *Legal Text*
- *Captions*

Descriptive should be on the right side of the banner



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.4 Lorem Ipsum

3.5 Lorem Ipsum

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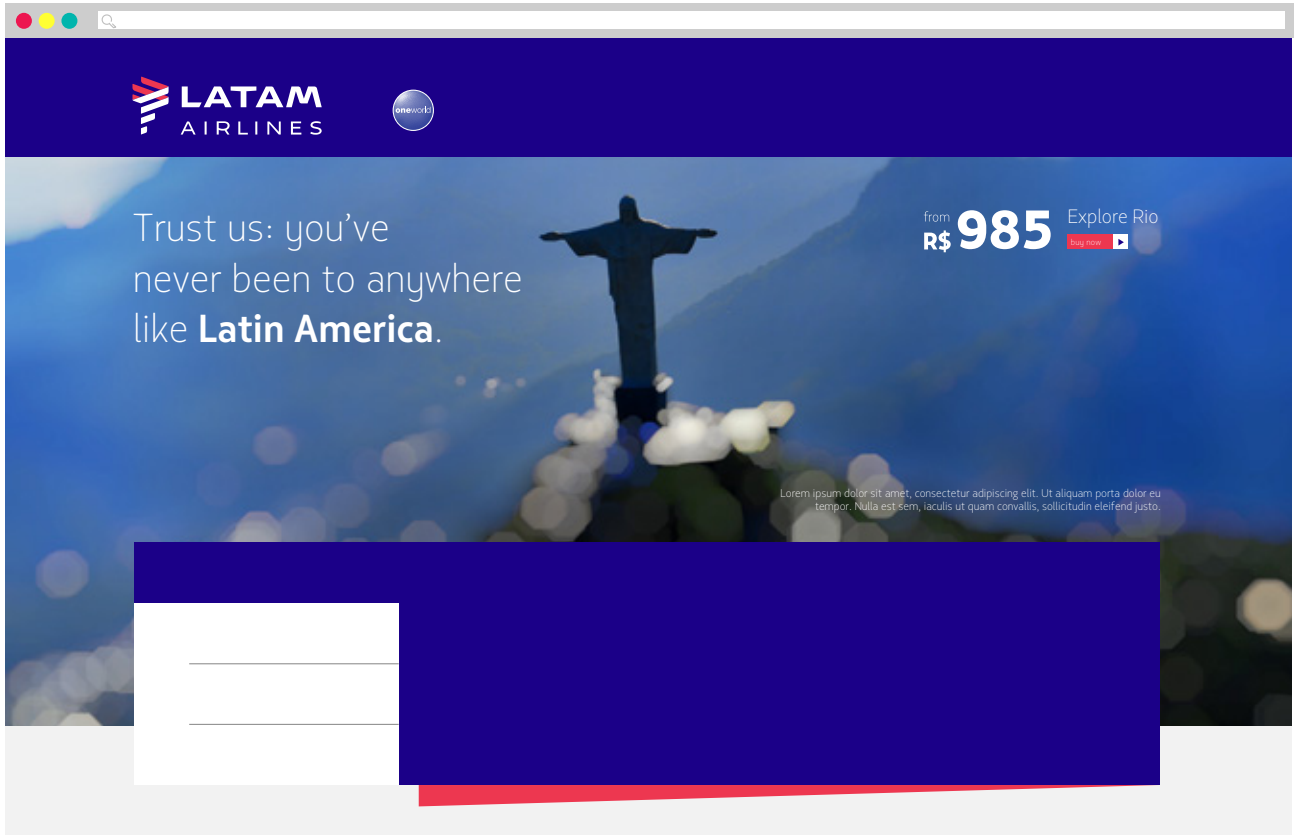
3.7 Lorem Ipsum

3.9.2 Website - Main Banner

Here are some main banner examples. We must always highlight the image and prioritize readability.



1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

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3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

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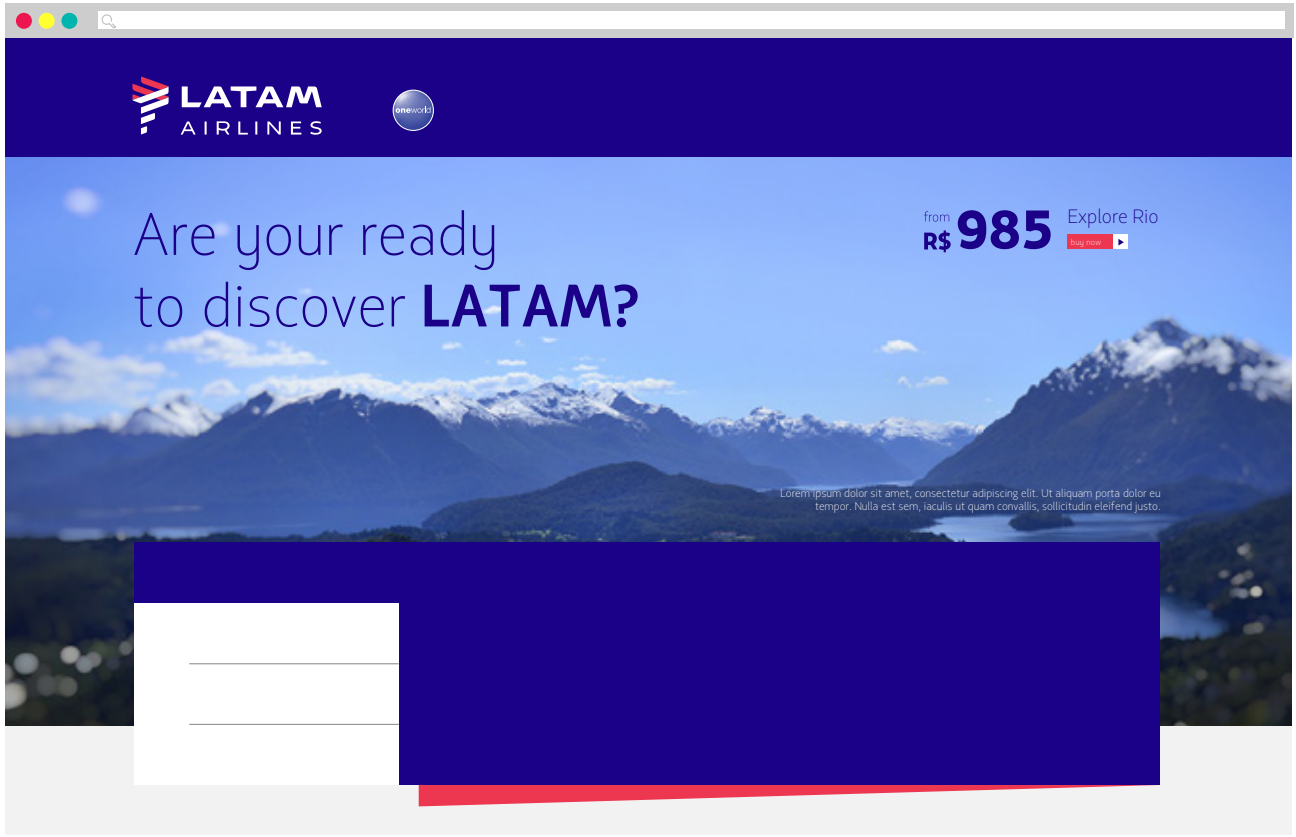


MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Websites of the LATAM Group

When building sites of the LATAM Group (sites that are not latam.com), we incorporate elements of identity, see below the rules for construction.

Standard Header

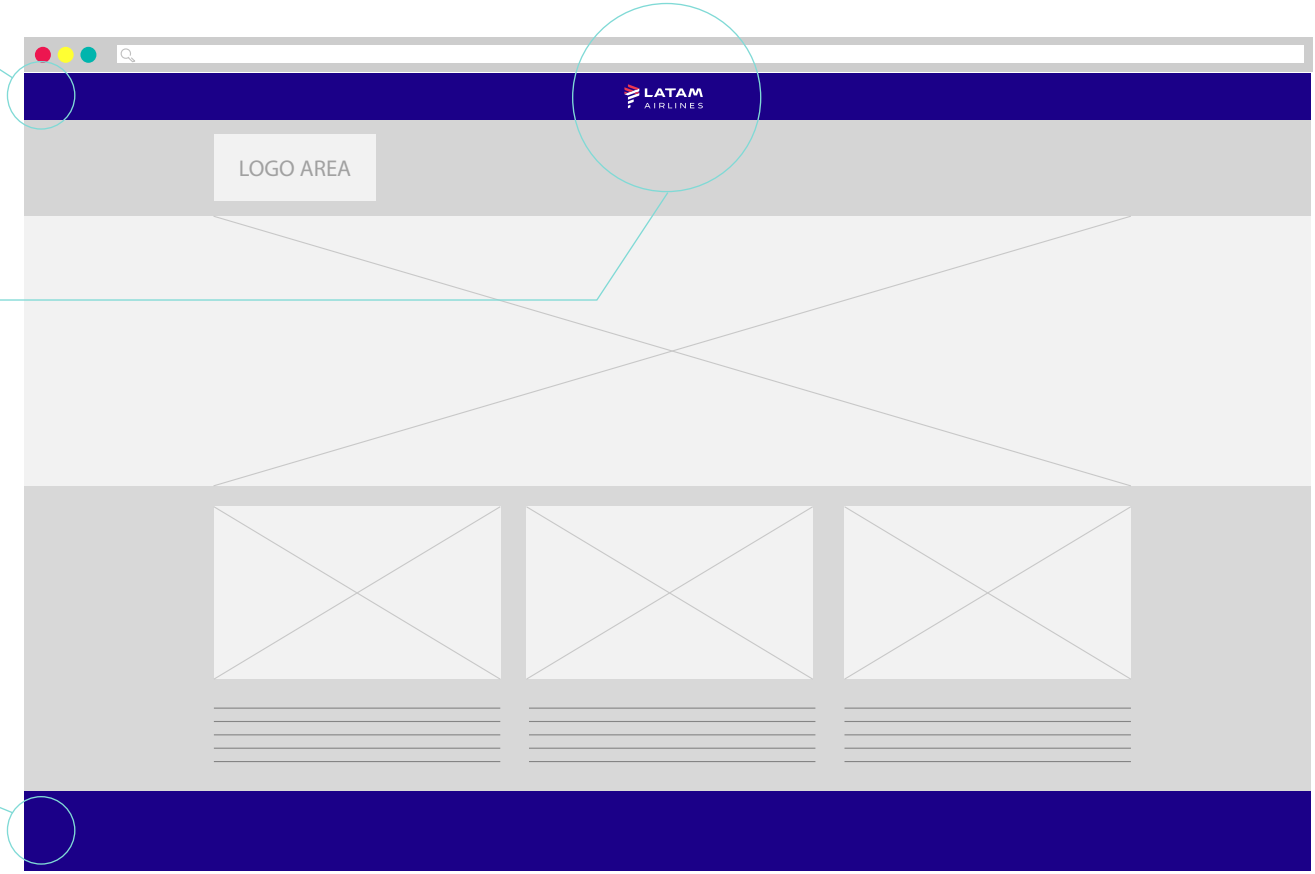
All sites must contain the standard header, the main indication that the site belongs to the LATAM group

Logo position

The logo must be applied horizontally centered

Footer

the footer should contain the main links site latam.com



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

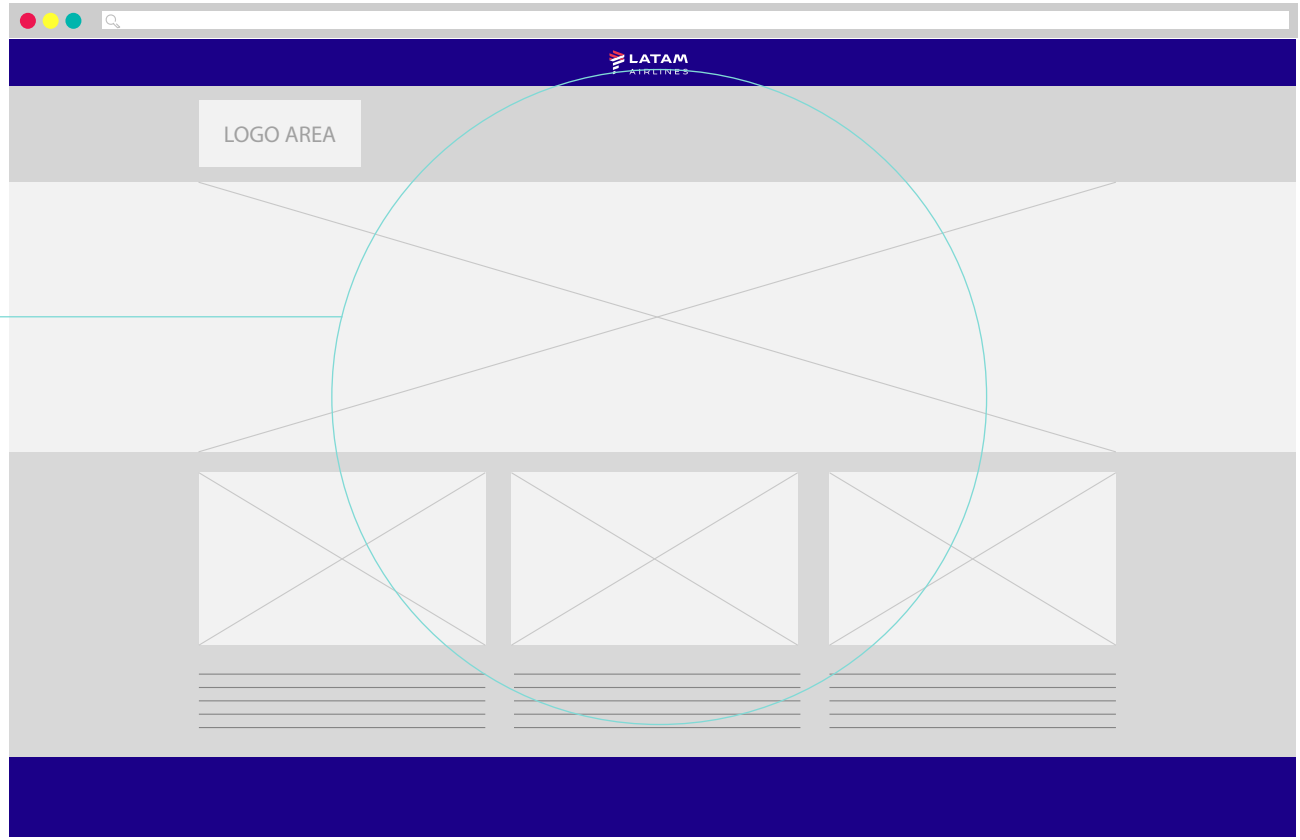
3.7 Lorem Ipsum

3.9.2 Websites of the LATAM Group

When building sites of the LATAM Group (sites that are not latam.com), we incorporate elements of identity, see below the rules for construction.

Indigo

The presence of LATAM indigo on the site layout is important to consolidate the identity.



1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

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3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

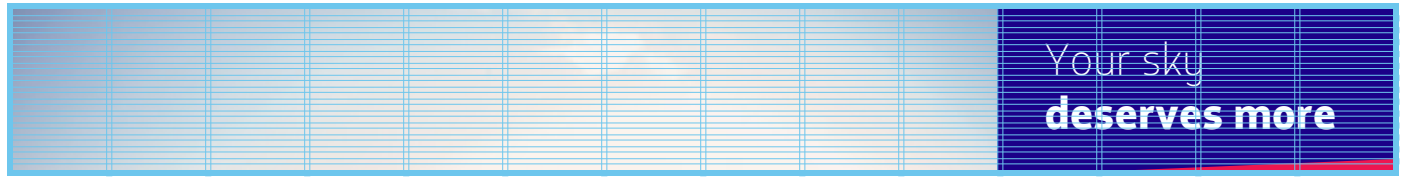
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Web ads

The system works for digital, keeping the main elements



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.6 Lorem Ipsum

3.7 Lorem Ipsum

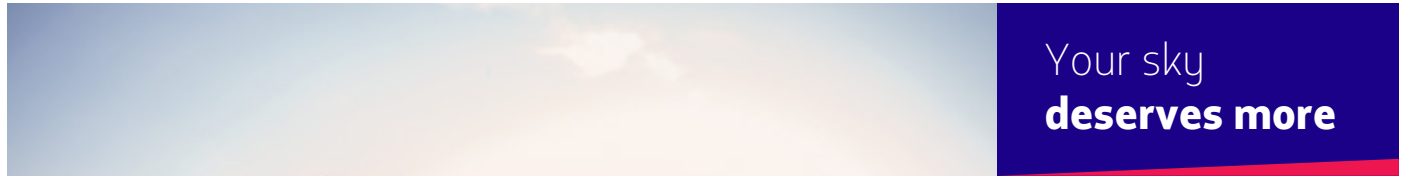
3.9.2 Web ads

The system works for digital, keeping the main elements

Dynamic Ads

For dynamic ads use the sequence:

1 - Text inspiring



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Web ads

The system works for digital, keeping the main elements

Dynamic Ads

For dynamic ads use the sequence:

1 - Text inspiring
2 - Pricing

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Web ads

The system works for digital, keeping the main elements

Dynamic Ads

For dynamic ads use the sequence:

1 - Text inspiring
2 - Pricing
3 - LATAM Logo

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

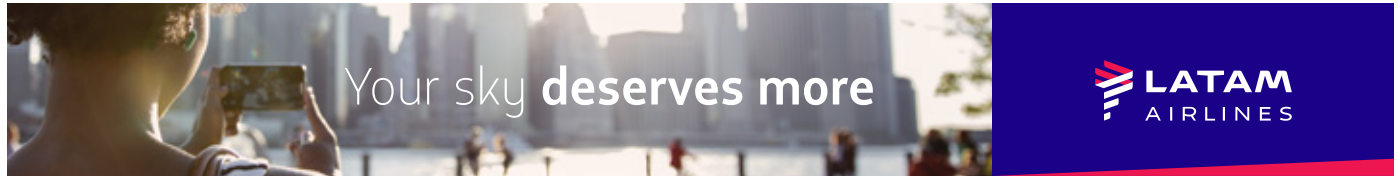
3.7 Lorem Ipsum

3.9.2 Web ads

Static web ads can also be produced with our system.

Static Ads

For static ads must use the grid to ensure the balance and distribution of elements in the layout



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.5.8 Web ads - Applying logo

These are some rules on how to apply the LATAM logo on web ads using Full box and Footer box

For digital materials the rules change according to the situation.

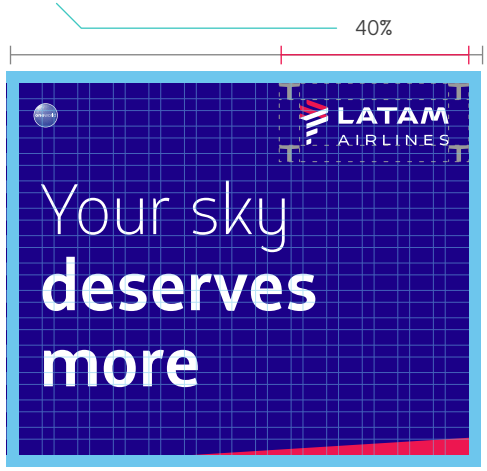
LATAM logo + **one**world
+ Information

Important note:
The rules of proportion the logo shown here also apply to the Footer box

Standard

When the width is equal to or greater than the height 2x

The logo is placed on the top-right corner. It is 40% of the width (including exclusion zone).



Extreme vertical

When the height is greater than the width 2.5x

The logo is placed on the top-right corner. It is 50% of the width including exclusion zone).

Extreme horizontal

When the width is 3x and 12x greater than the height

For the margin does not become small in this format, add another “T” in the sum of the area of the logo

The logo is placed vertically centered, **(excluding the coloured footer)**. It is 65% of the height, (including exclusion zone).

To center the logo must exclude the coloured footer

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

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LATAM logo + **one**world + Information

Important note:
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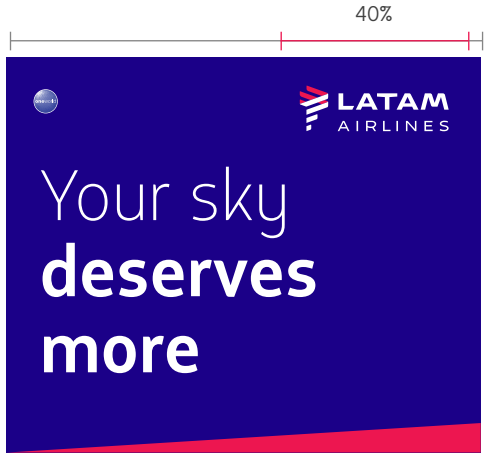
Standard

When the width is equal to or greater than the height 2x



Extreme vertical

When the height is greater than the width 2.5x

Extreme horizontal

When the width is 3x and 12x greater than the height

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

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3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.5.8 Web ads - Applying logo

These are some rules on how to apply the LATAM logo on web ads using Full box and Footer box

For digital materials the rules change according to the situation.

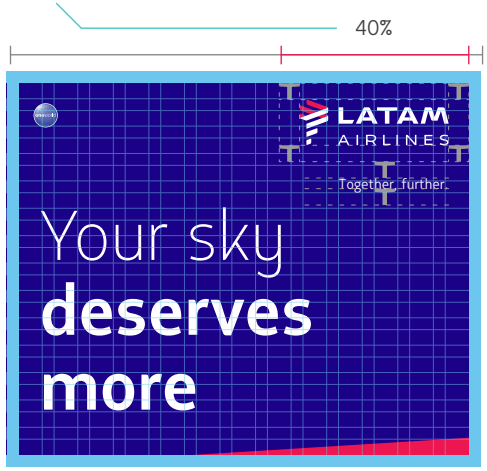
LATAM logo + **one**world
+ Information + Tagline

Important note:
The rules of proportion the logo shown here also apply to the Footer box

Standard

When the width is equal to or greater than the height 2x

The logo is placed on the top-right corner. It is 40% of the width (including exclusion zone).



Extreme vertical

When the height is greater than the width 2.5x

The logo is placed on the top-right corner. It is 50% of the width including exclusion zone).

Extreme horizontal

When the width is 3x and 12x greater than the height

For the margin does not become small in this format, add another “T” in the sum of the area of the logo

The logo is placed vertically centered. It is 55% of the height, (including exclusion zone).

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.5.8 Web ads - Applying logo

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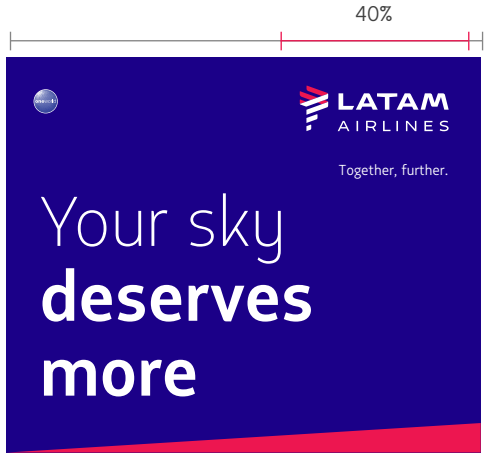
For digital materials the rules change according to the situation.

LATAM logo + **one**world
+ Information + Tagline

Important note:
The rules of proportion the logo shown here also apply to the Footer box

Standard

When the width is equal to or greater than the height 2x



Extreme vertical

When the height is greater than the width 2.5x

Extreme horizontal

When the width is 3x and 12x greater than the height

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

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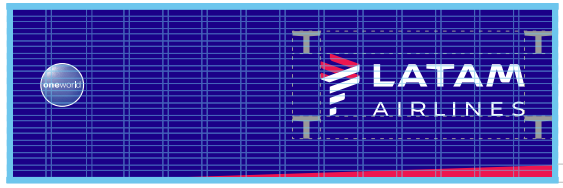
LATAM logo + **one**world

Important note:
The rules of proportion the logo shown here also apply to the Footer box

Horizontal



The logo is placed vertically centered **(excluding the coloured footer)**.
It is 60% of the height (including exclusion zone).

To center the logo must exclude the coloured footer

Vertical

The logo is placed on the top-right corner. It is 80% of the width (including exclusion zone).

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.5.8 Web ads - Applying logo

These are some rules on how to apply the LATAM logo on web ads using Full box and Footer box

For digital materials the rules change according to the situation.

LATAM logo + **one**world

Important note:
The rules of proportion the logo shown here also apply to the Footer box

Horizontal

Vertical

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.5.8 Web ads - Applying logo

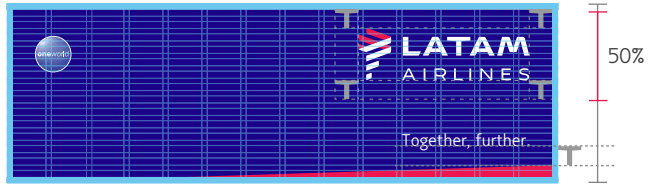
These are some rules on how to apply the LATAM logo on web ads using Full box and Footer box

For digital materials the rules change according to the situation.

LATAM logo + **one**world + Tagline

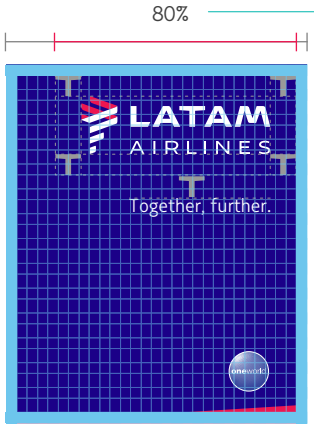
Important note:
The rules of proportion the logo shown here also apply to the Footer box

Horizontal



The logo is placed on the top right. It is 50% of the height (including exclusion zone).

Vertical



The logo is placed on the top-right corner. It is 80% of the width (including exclusion zone).

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.5.8 Web ads - Applying logo

These are some rules on how to apply the LATAM logo on web ads using Full box and Footer box

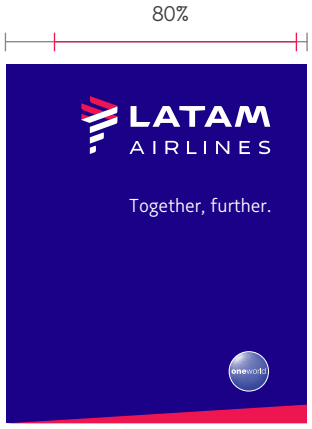
For digital materials the rules change according to the situation.

LATAM logo + **one**world + Tagline

Important note:
The rules of proportion the logo shown here also apply to the Footer box

Horizontal

Vertical



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.5.8 Web ads - Applying logo

These are some rules on how to apply the LATAM logo on web ads using Full box and Footer box

For digital materials the rules change according to the situation.

LATAM logo + **one**world + Tagline

Important note:
The rules of proportion the logo shown here also apply to the Footer box

Vertical

When the vertical ads contain photo, the logo of oneworld can be applied outside the Footer box

Extreme vertical

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.5.8 Web ads - Applying logo

These are some rules on how to apply the LATAM logo on web ads using Full box and Footer box

For digital materials the rules change according to the situation.

LATAM logo only

Important note:
The rules of proportion the logo shown here also apply to the Footer box

Horizontal

The logo is placed in the center of the media. It is 60% of the height (including exclusion zone).

Vertical

The logo is placed in the center of the media. It is 80% of the width (including exclusion zone).

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.5.8 Web ads - Applying logo

These are some rules on how to apply the LATAM logo on web ads using Full box and Footer box

For digital materials the rules change according to the situation.

LATAM logo only

Important note:
The rules of proportion the logo shown here also apply to the Footer box

Horizontal

Vertical

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

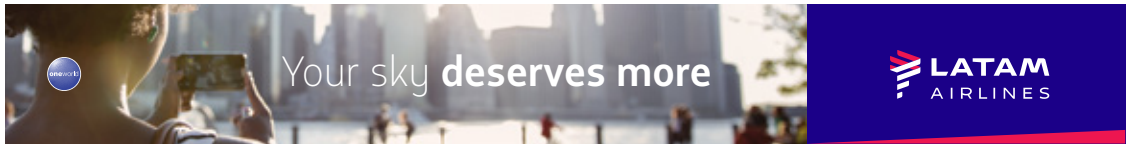
3.7 Lorem Ipsum

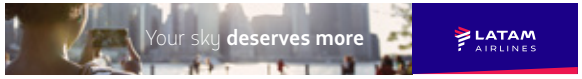
3.9.2 Web ads - **one**world logo

Do not use the logo of **one**world in very small web ads

Horizontal ads

Not use just **one**world logo in horizontal ads if the width is less than 220px





220px

Vertical ads

Not use just logo in vertical ads if the height is less than 100px

100px

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

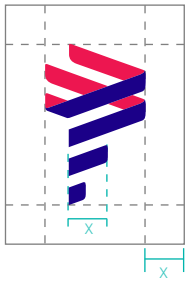
3.5 Lorem Ipsum

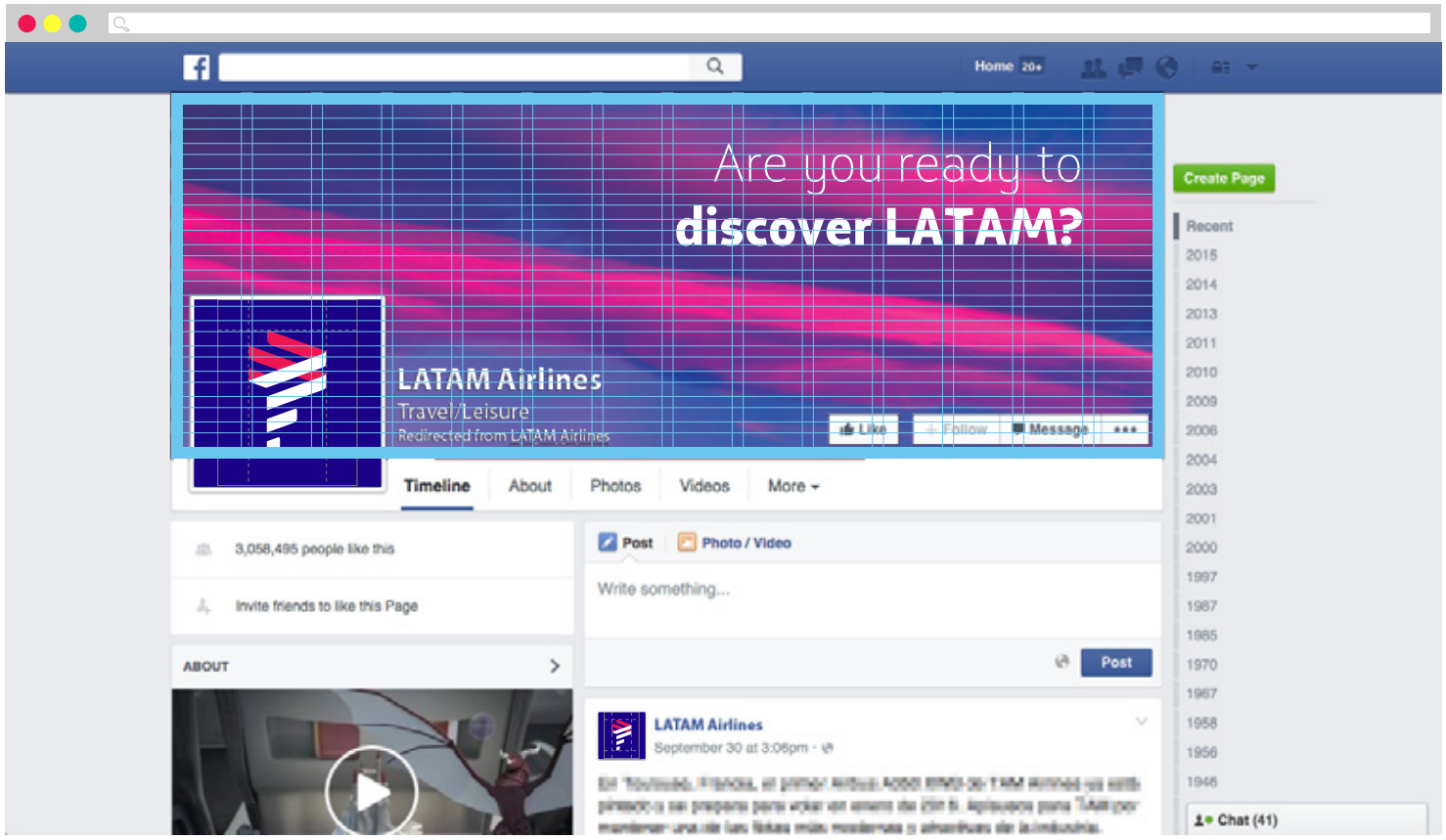
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Social Media

It's possible to use the restricted version when only the symbol is applied





MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.1.10 Lorem Ipsum

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3.3 Lorem Ipsum

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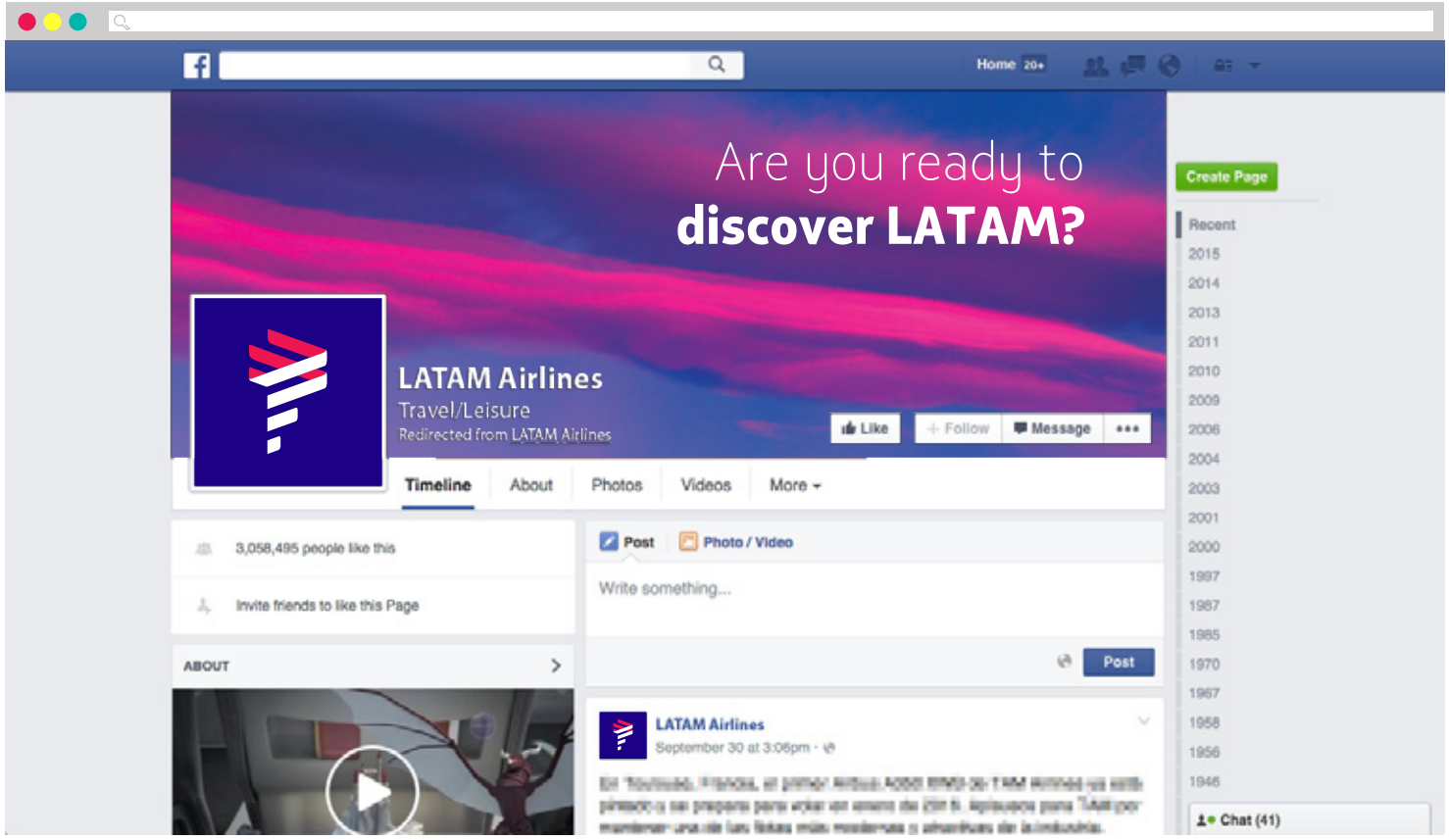
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Social Media

It's easy to be adapted to any platform



1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

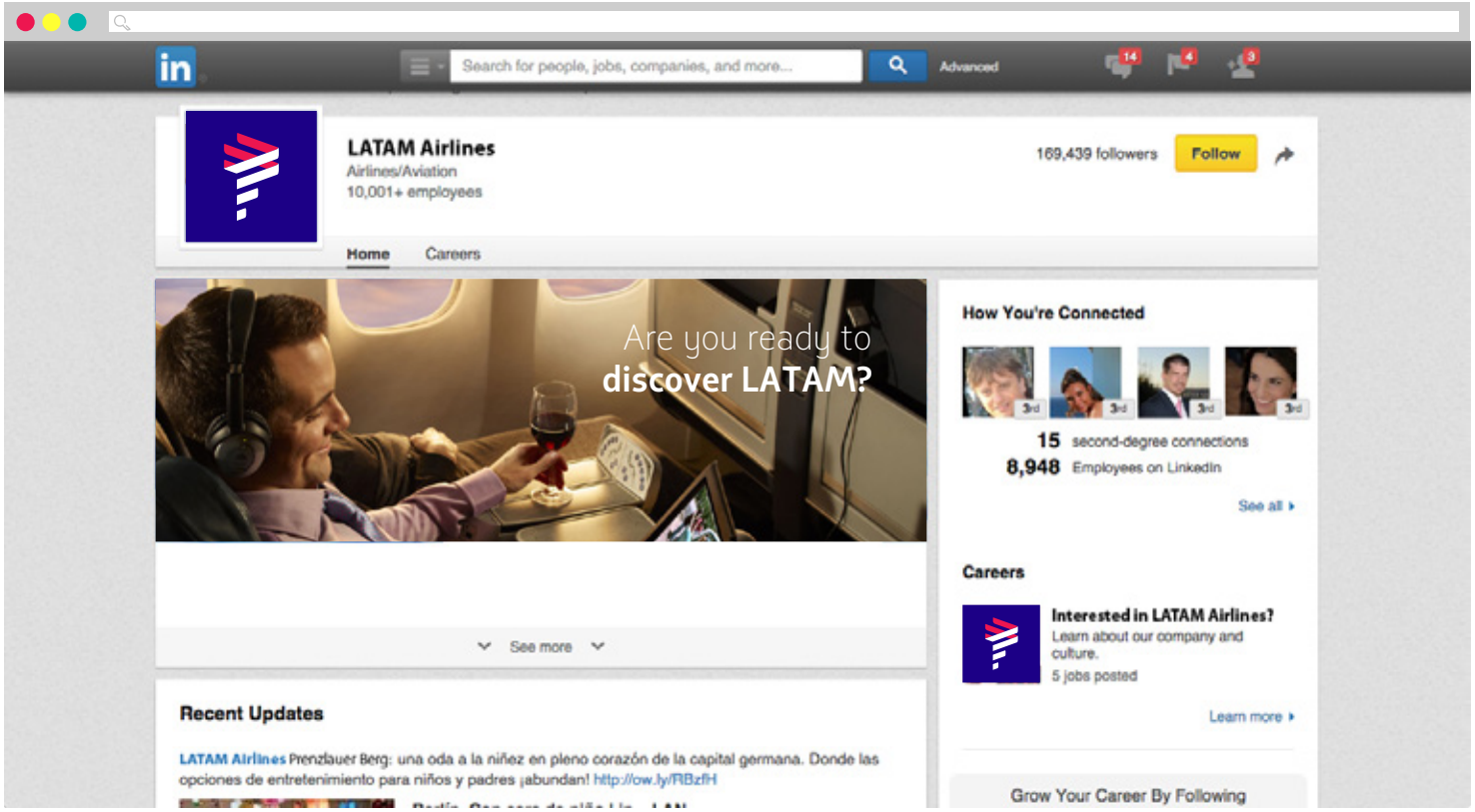
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Social Media

It's easy to be adapted to any platform



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Social Media

It's easy to be adapted to any platform

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

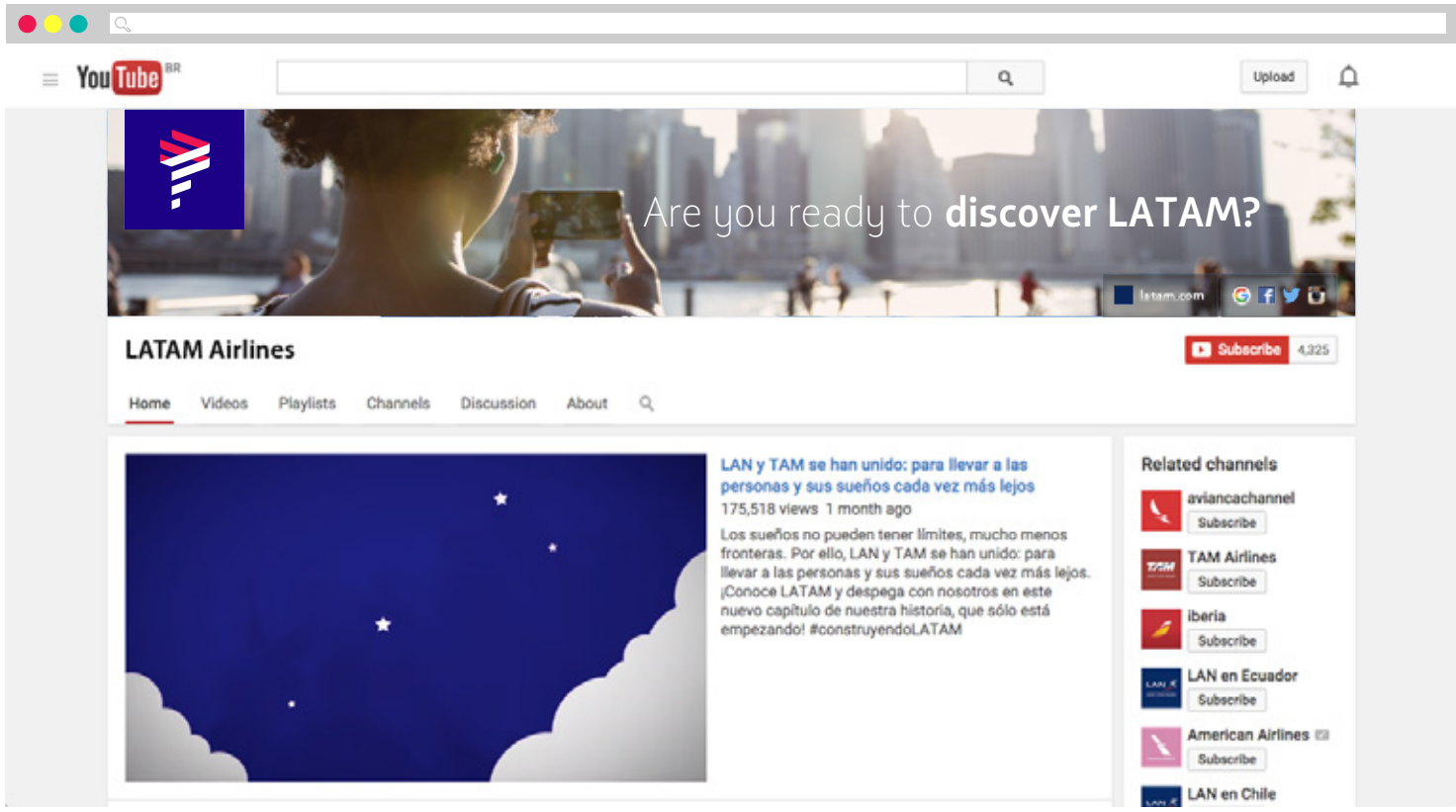
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Social Media

It's easy to be adapted to any platform



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.1.10 Lorem Ipsum

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3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Co-branding

Association between two or more companies

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

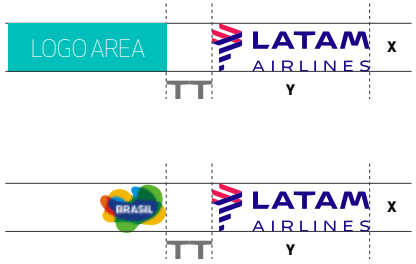
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Co-branding

Even when a co-branding is produced, it's possible to perceive our brand equities such as our box, typography, icons and photographies.



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Co-branding

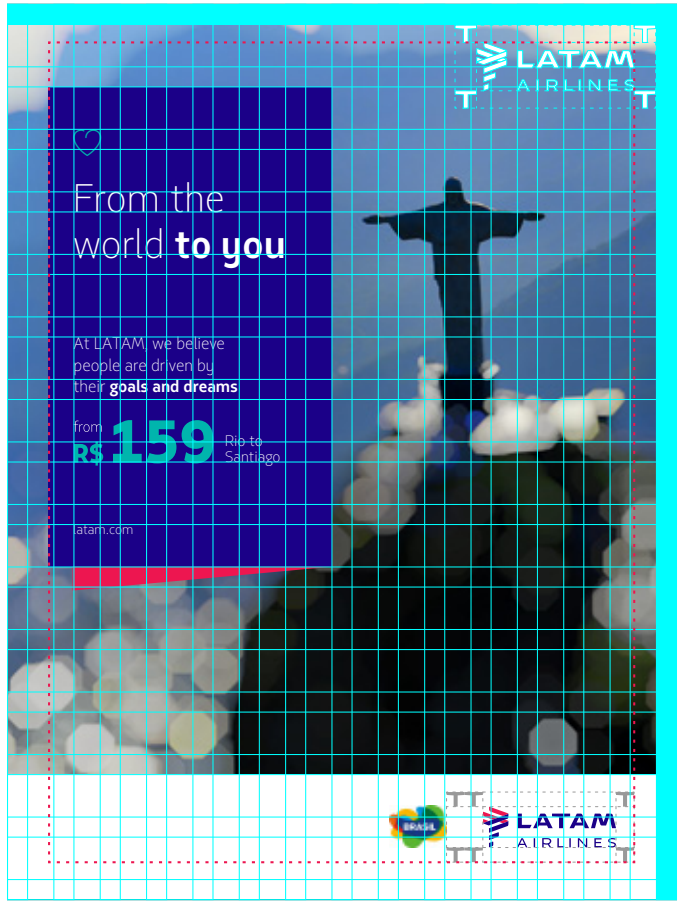
The margin is positioned as if the logo were on top.

Logo

In this case, place the logo only to find the margin area of the piece.

oneworld logo

it is not necessary to apply the **one**world logo in co-branding materials



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Co-branding

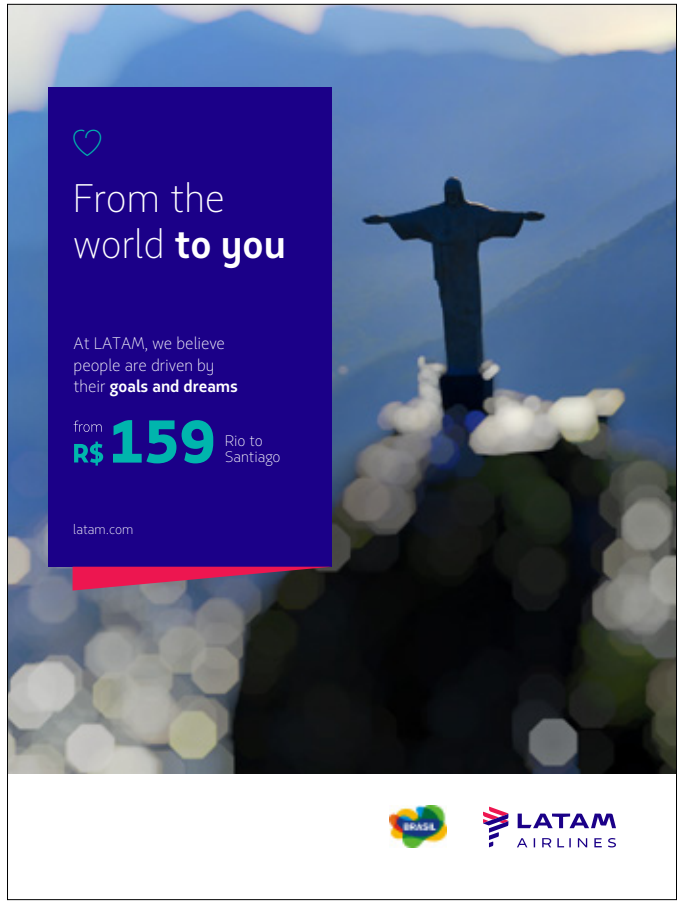
Logo

In this case, place the logo only to find the margin area of the piece.

oneworld logo

it is not necessary to apply the **one**world logo in co-branding materials

This should be the final result.



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Co-branding

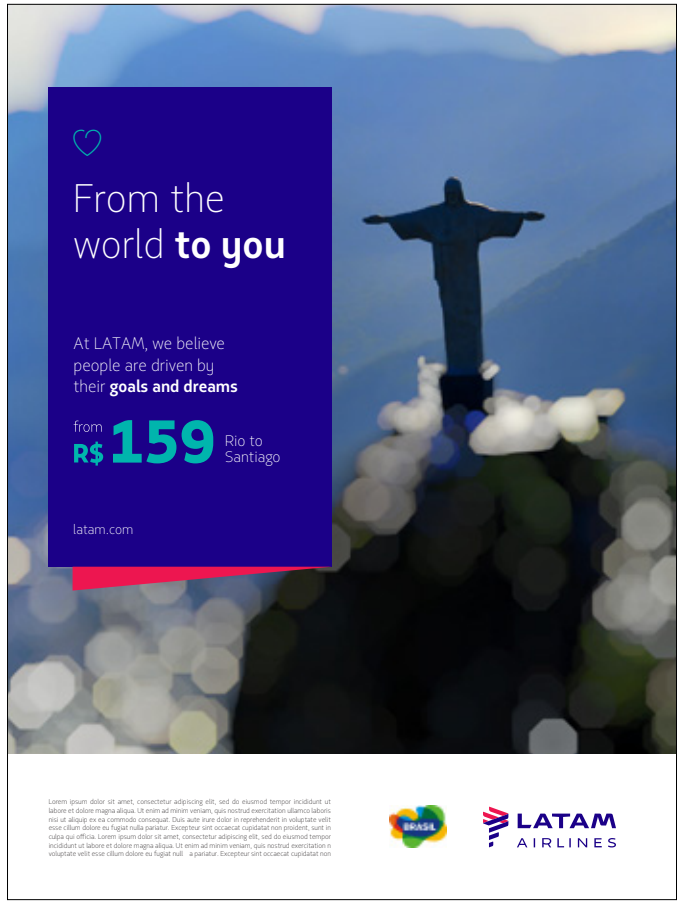
The system works when legal copy is applied as well, it doesn't matter how big it is.

Logo

In this case, place the logo only to find the margin area of the piece.

oneworld logo

it is not necessary to apply the **one**world logo in co-branding materials



1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Co-branding

The rules are applied also for digital media

Important note:
The use of the white box is restricted, and is allowed in this case.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

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3.3 Lorem Ipsum

3.4 Lorem Ipsum

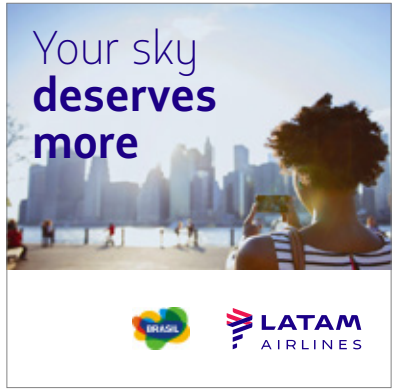
3.5 Lorem Ipsum

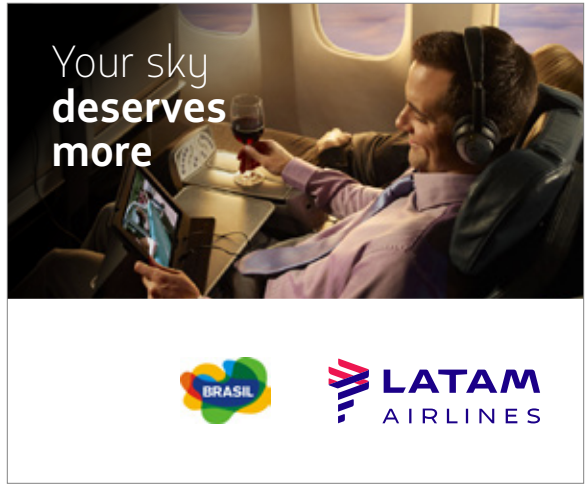
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Co-branding - Web Ads

The rules are applied also for digital media





Important note:
The use of the white box is restricted, and is allowed in this case.

MENU

1 LOREM IPSUM
2 VLOREM IPSUM
3 VILOREM IPSUM
Introduction
3.1 Brand Logo
3.1.1 Lorem Ipsum
3.1.2 Lorem Ipsum
3.1.3 Lorem Ipsum
3.1.4 Lorem Ipsum
3.1.5 Lorem Ipsum
3.1.6 Lorem Ipsum
3.1.7 Lorem Ipsum
3.1.8 Lorem Ipsum
3.1.9 Lorem Ipsum
3.1.10 Lorem Ipsum
3.2 Lorem Ipsum
3.3 Lorem Ipsum
3.4 Lorem Ipsum
3.5 Lorem Ipsum
3.6 Lorem Ipsum
3.7 Lorem Ipsum

3.9.2 Extreme Formats

Rules for **Outdoor** Media

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

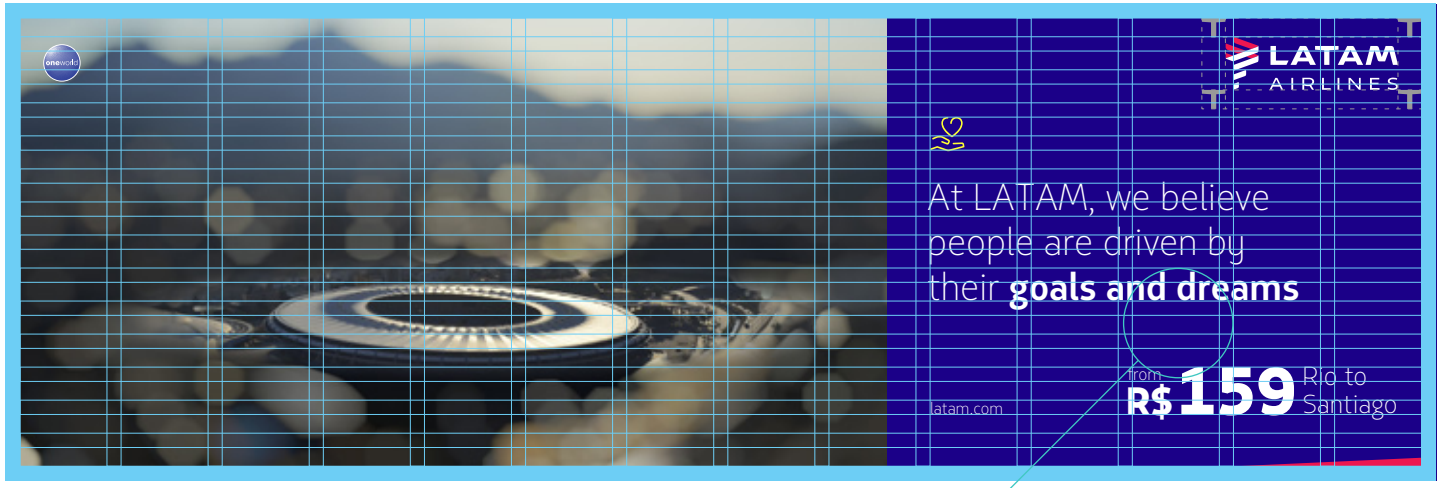
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Extreme Formats and Exceptions

When we use the Full box on Billboards, we should use his rules to set the size of the logo, see example:

Follow the Full box rules for placing the logo



It is not necessary to use another grid to diagram the contents within the Full box, use the main

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

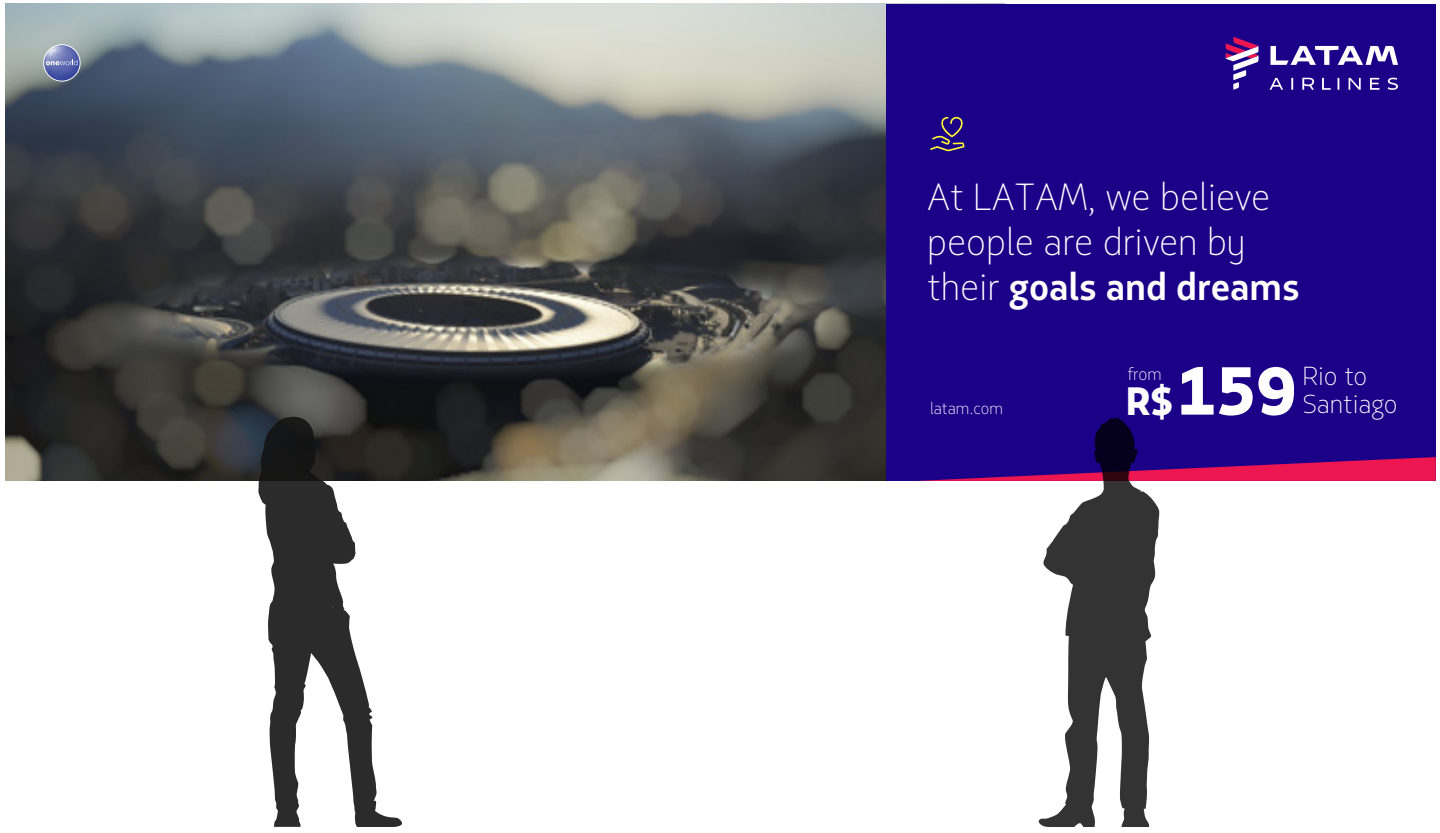
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Extreme Formats and Exceptions

When we use the Full box on Billboards, we should use his rules to set the size of the logo, see example:



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

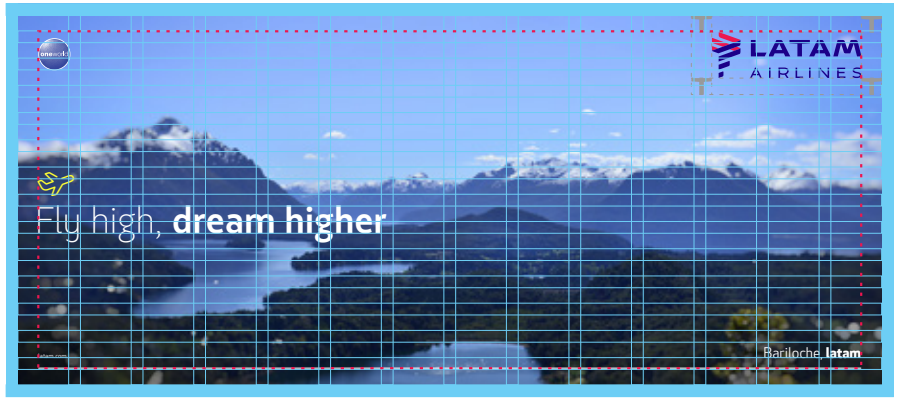
3.7 Lorem Ipsum

3.9.2 Extreme Formats and Exceptions

When we use the Logo box and LATAM logo only, the rules are different

Horizontal Media

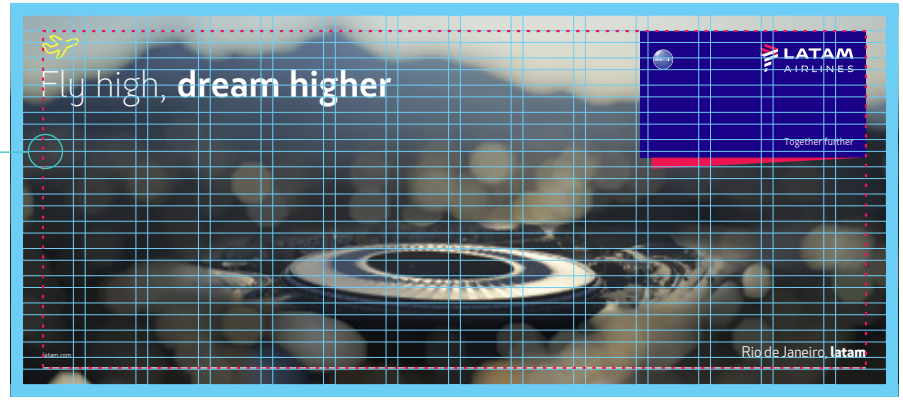
Example with LATAM logo



20%

The logo is placed on the top-right corner. It is 20% of the height, (including exclusion zone).

Example with Logo box



35%

The Logo box is placed on the top-right corner. It is 35% of the height, (including exclusion zone).

Important note:
Before applying the Logo box, we must apply the LATAM logo with 20% of the height to find the margin.

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

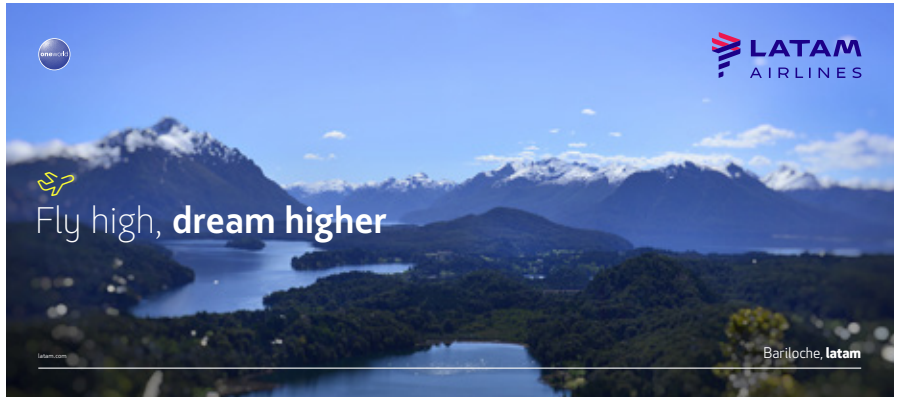
3.7 Lorem Ipsum

3.9.2 Extreme Formats and Exceptions

When we use the Logo box and LATAM logo only, the rules are different

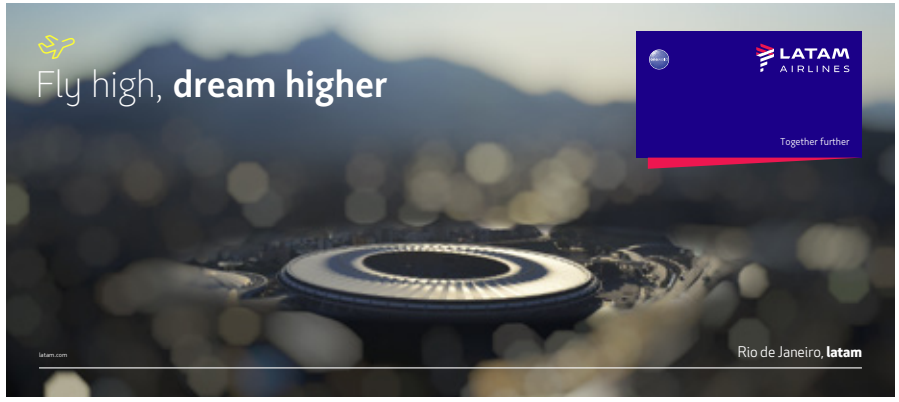
Horizontal Media

Example with LATAM logo



20%

Example with Logo box



35%

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

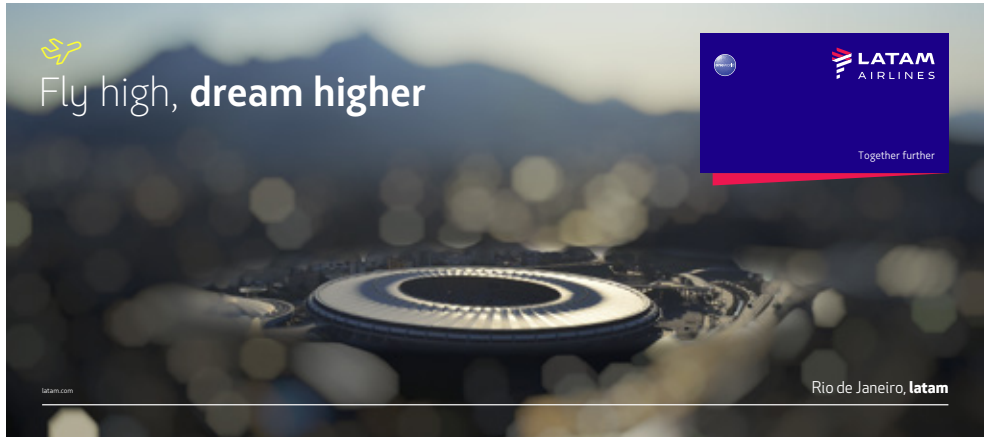
3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Extreme Formats and Exceptions

When we use the Logo box and LATAM logo only, the rules are different



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

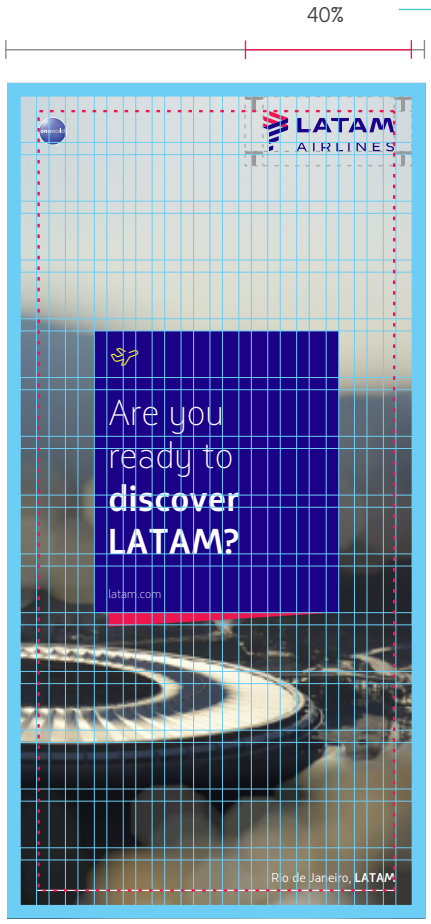
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Extreme Formats and Exceptions

The example of a bus stop has its own logo size exception.

Vertical Media



The logo is placed on the top-right corner. It is 40% of the width, (including exclusion zone).

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

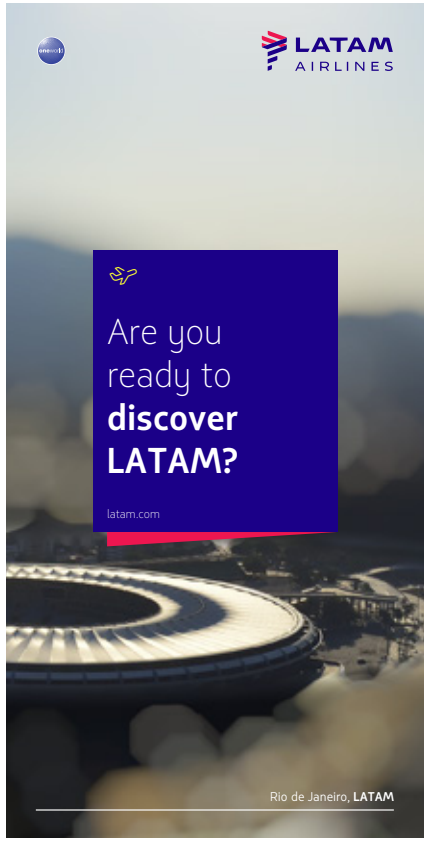
3.6 Lorem Ipsum

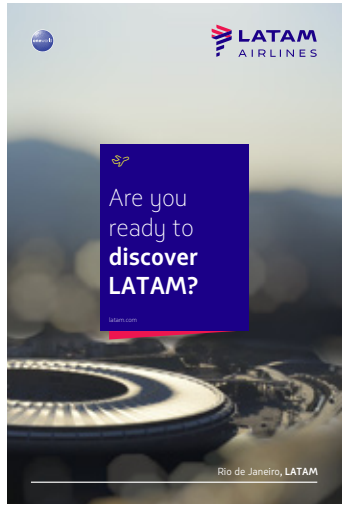
3.7 Lorem Ipsum

3.9.2 Extreme Formats and Exceptions

The example of a bus stop has its own logo size exception

Vertical Media





MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

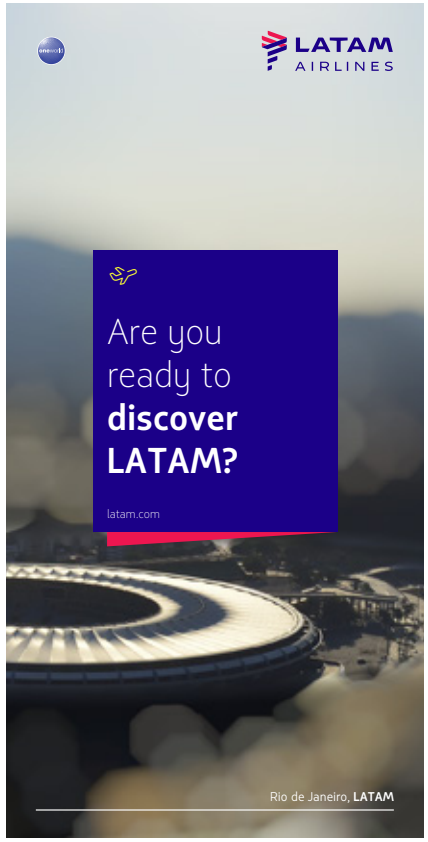
3.6 Lorem Ipsum

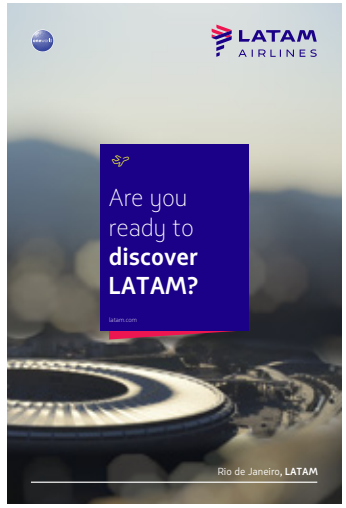
3.7 Lorem Ipsum

3.9.2 Extreme Formats and Exceptions

The example of a bus stop has its own logo size exception

Vertical Media





MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Extreme Formats and Exceptions

There is also a rule to determine the distance between the copy and the horizontal line.

Vertical Media

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

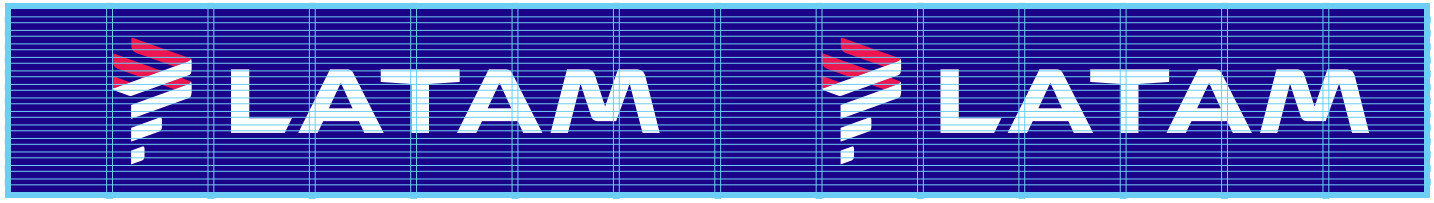
3.6 Lorem Ipsum

3.7 Lorem Ipsum

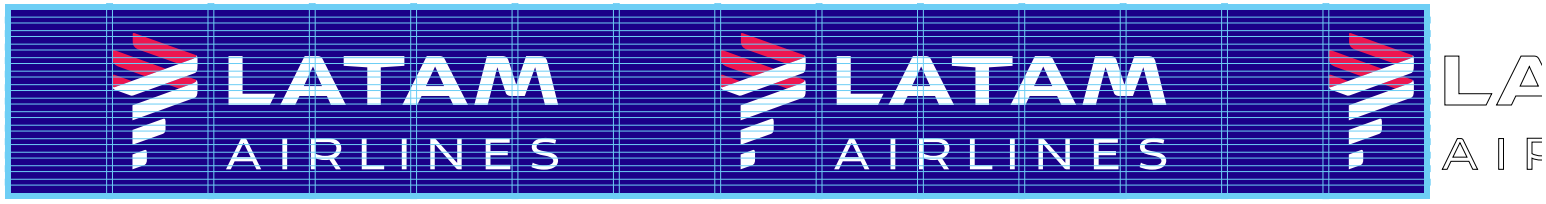
3.9.2 Extreme Formats and Exceptions

For sports communication, we use a reduced protection area, to gain more impact.

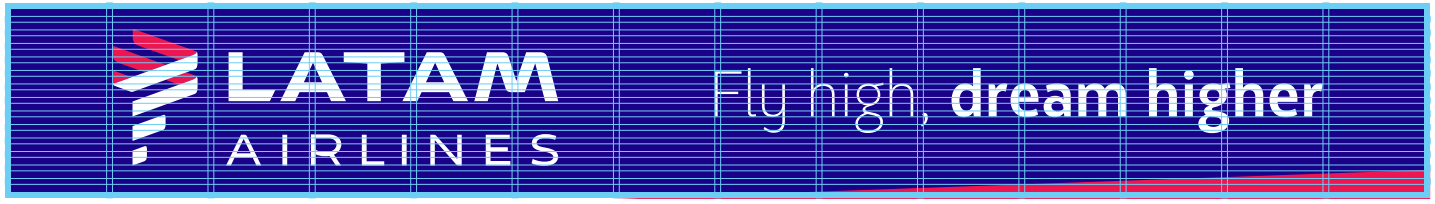
e.g. Football Stadium



e.g. Voleyball Arena



e.g. Tennis Arena



The logo is 70% of the smaller side (including safe area).

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

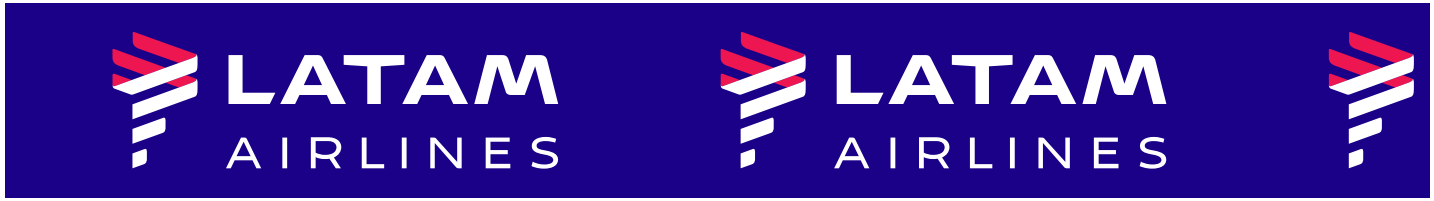
3.7 Lorem Ipsum

3.9.2 Extreme Formats and Exceptions

For sports communication, we use a reduced protection area, to gain more impact.

e.g. Football Stadium

e.g. Voleyball Arena



e.g. Tennis Arena

The logo is 70% of the smaller side (including safe area).

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Brand transition

Changing to **LATAM**

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Brand transition

These rules are for the period mark of transition when you have the need to mention that LAN and TAM is now LATAM. This is an example of how to apply the transition to a single page

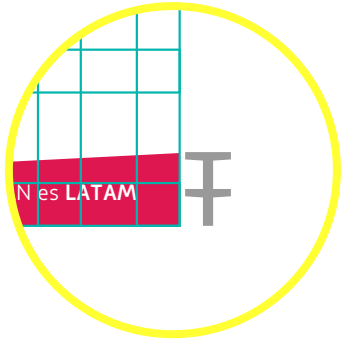
How to apply

We use a coral footer to place text. As a reference ratio we use the “T” height of LATAM logo.

Idioma

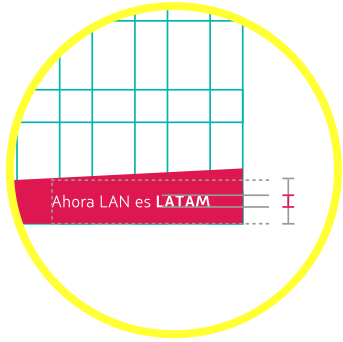
ESP: **Ahora LAN es LATAM**
PT: **TAM agora é LATAM**
ING: **LAN is now LATAM**

Footer height



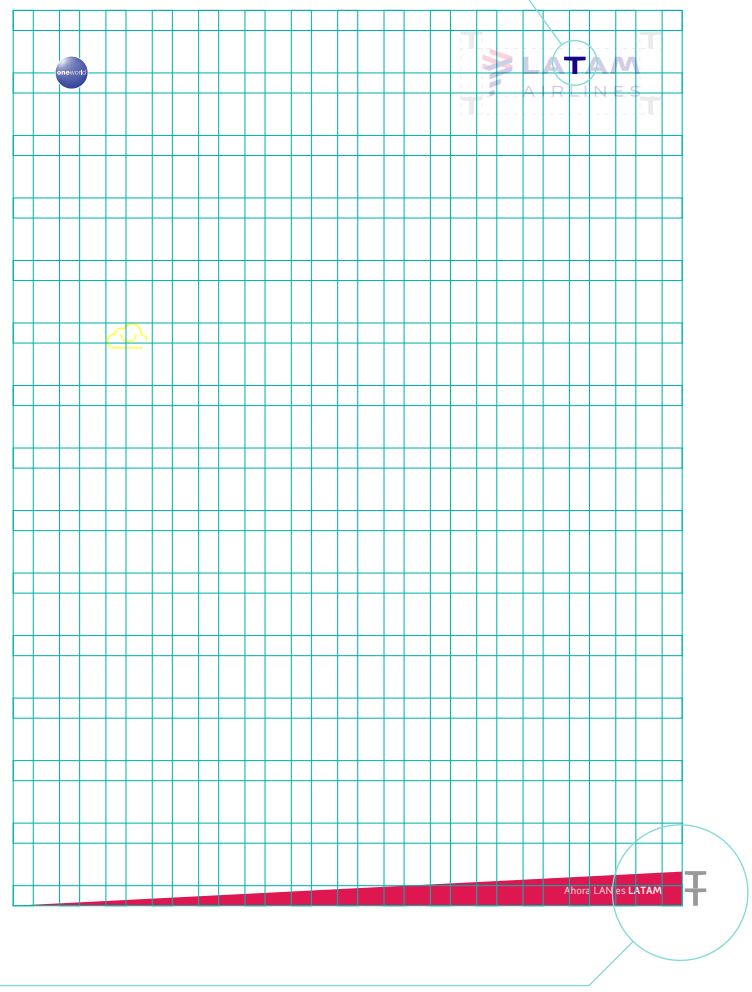
use Tx2 to find out the height of the footer

Alignment



The text should be 50% of the height of the “T” and be centered horizontally in the footer

Use the “T” height as a proportion of reference



1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

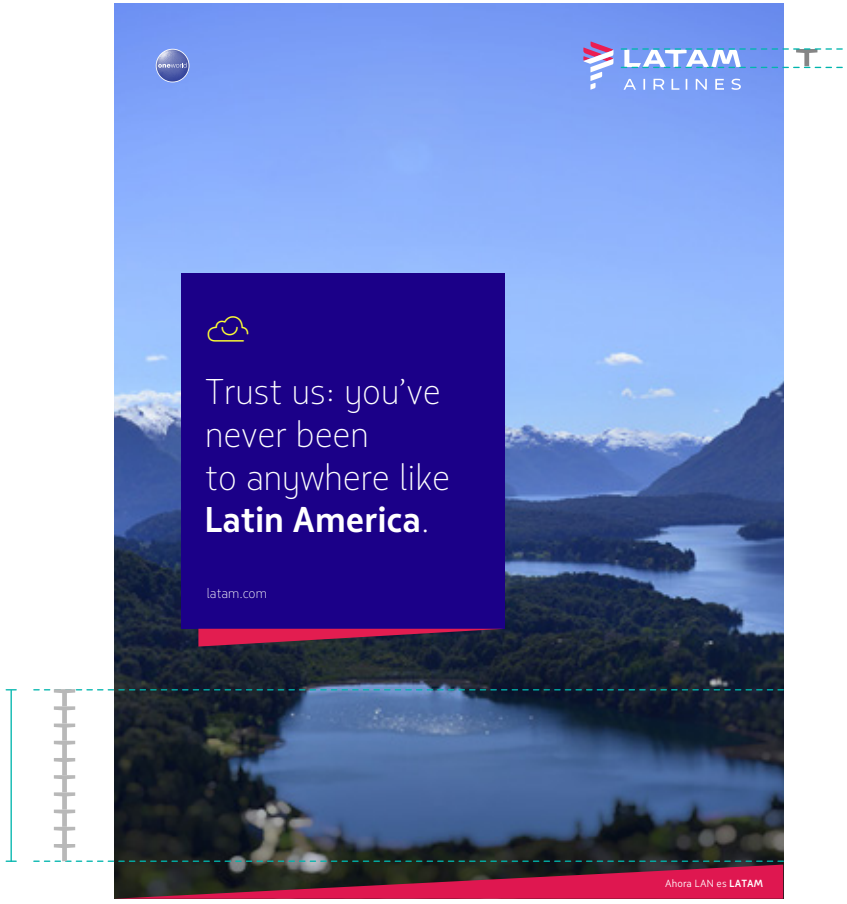
3.7 Lorem Ipsum

3.9.2 Brand transition

These rules are for the period mark of transition when you have the need to mention that LAN and TAM is now LATAM. This is an example of how to apply the transition to a single page

Position of the flying box

We must take care that the flying box does not get near the footer.
The minimum distance between them is 10x the height of the “T”



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Brand transition

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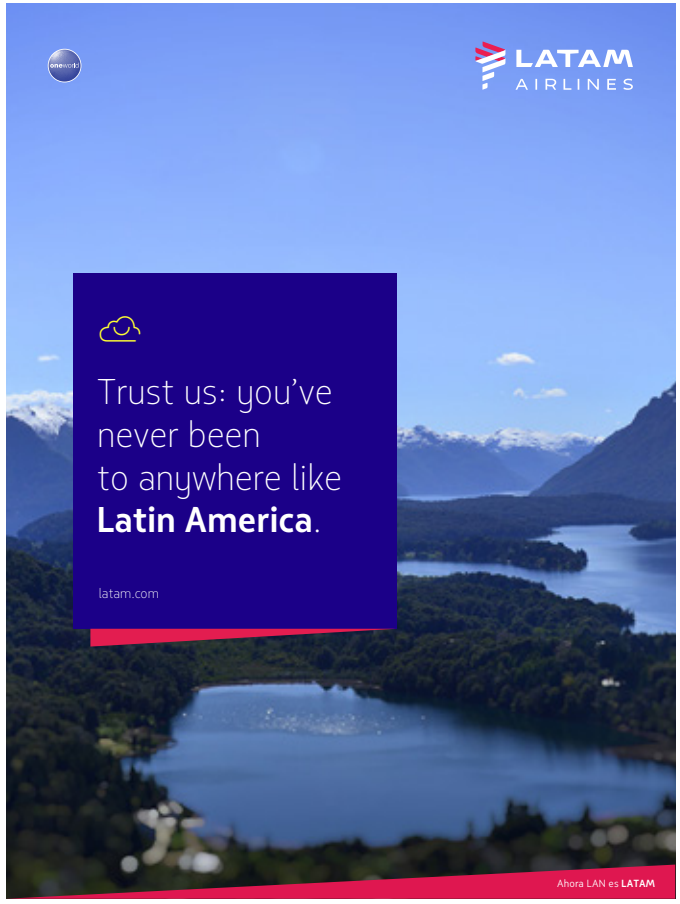

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Brand transition

These rules are for the period mark of transition when you have the need to mention that LAN and TAM is now LATAM. This is an example of how to apply the transition to a double page

MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.2 Brand transition

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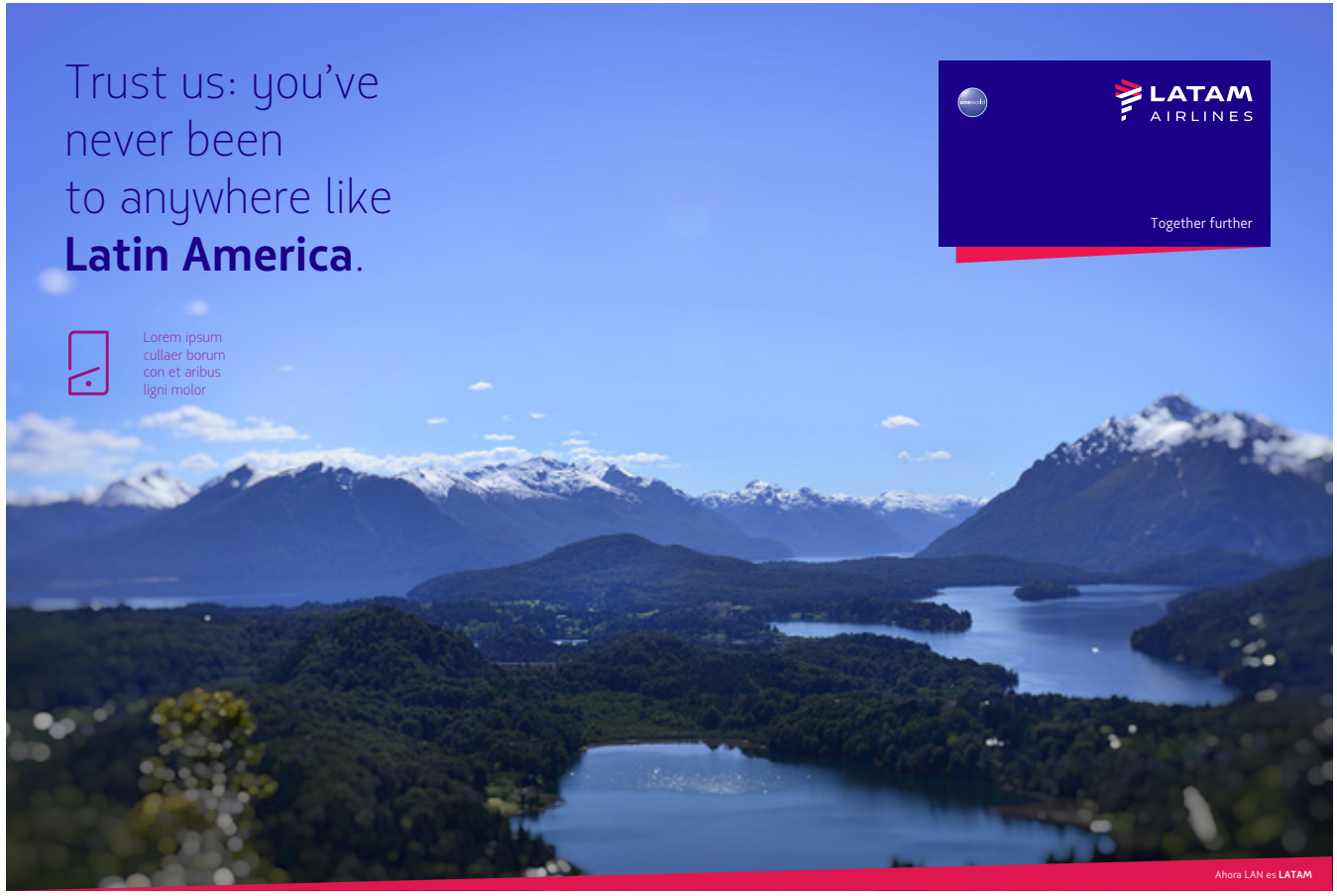


MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

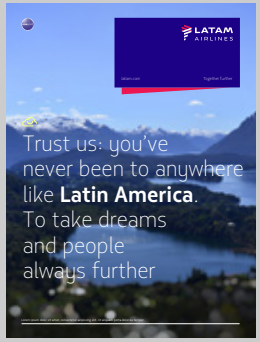
3.6 Lorem Ipsum

3.7 Lorem Ipsum

3.9.4 We do not

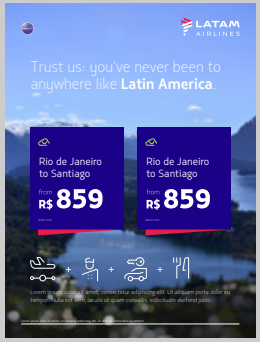
These are examples of how not to use our graphic elements.

Always respect the text boundary area



Respect the proportions between the contents

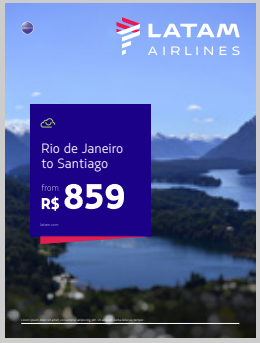
Be attentive to our blank areas



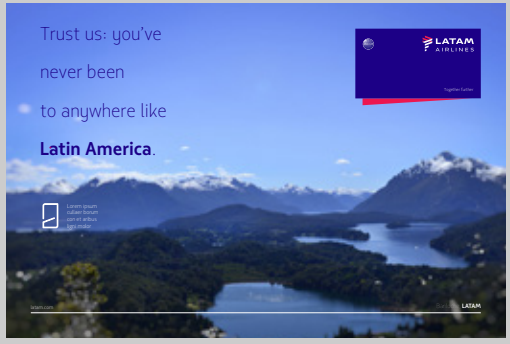
Always respect the margin area

Be attentive to our box's size

Be attentive to the logo's size



Be attentive to leading



MENU

1 LOREM IPSUM

2 VLOREM IPSUM

3 VILOREM IPSUM

Introduction

3.1 Brand Logo

3.1.1 Lorem Ipsum

3.1.2 Lorem Ipsum

3.1.3 Lorem Ipsum

3.1.4 Lorem Ipsum

3.1.5 Lorem Ipsum

3.1.6 Lorem Ipsum

3.1.7 Lorem Ipsum

3.1.8 Lorem Ipsum

3.1.9 Lorem Ipsum

3.1.10 Lorem Ipsum

3.2 Lorem Ipsum

3.3 Lorem Ipsum

3.4 Lorem Ipsum

3.5 Lorem Ipsum

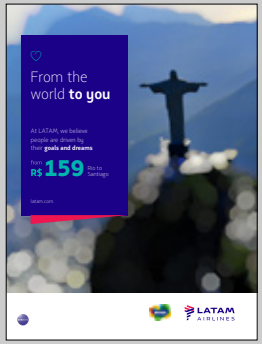
3.6 Lorem Ipsum

3.7 Lorem Ipsum

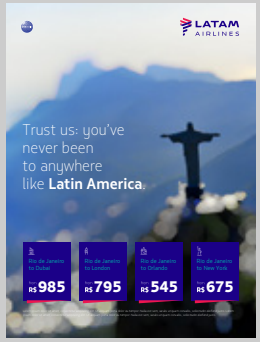
3.9.4 We do not

These are examples of how not to use our graphic elements.

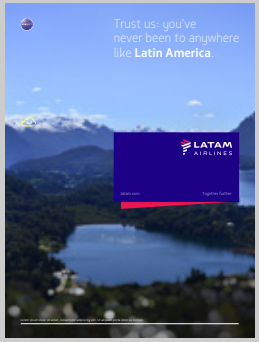
We do not apply **one**world logo in co-branding



We do not apply more than 2 boxes price



We do not change the position of the Logo box



Thank you