

# FUNDACIÓ SORIGUÉ

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**IDENTITY GUIDELINES**

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SEPTEMBER 2016

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NATURAL

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Typography  
ARS maquette

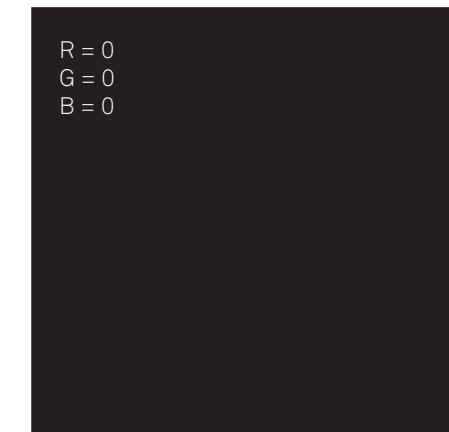
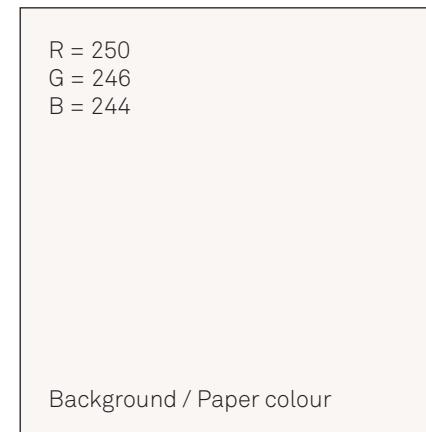
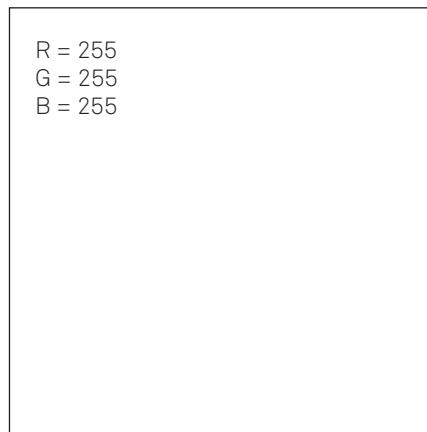
# ARS Maquette Medium

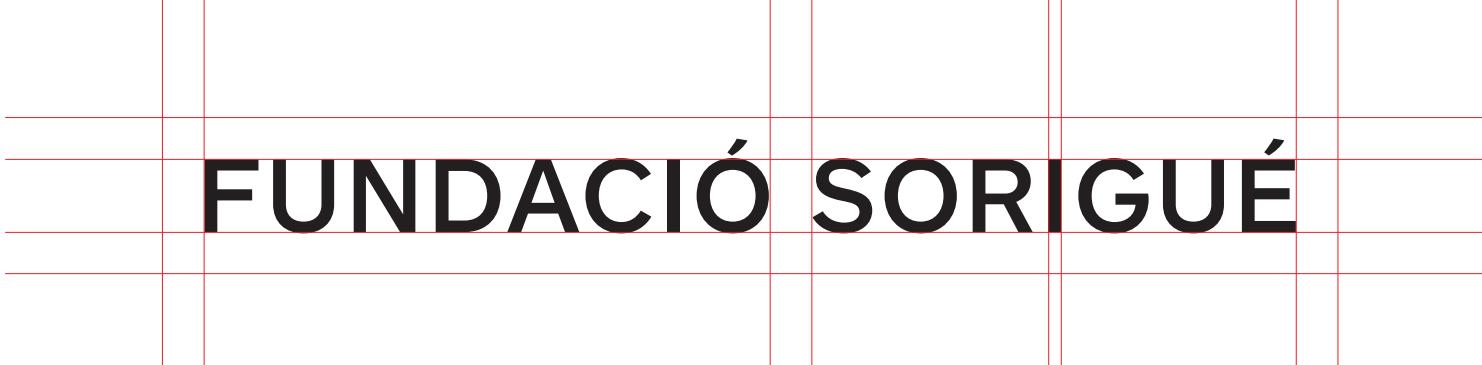
## ABCDEfghijkl 0123456789

En 1985 Julio Sorigué y Josefina Blasco deciden constituir la Fundació Sorigué, con el fin de garantizar la vocación de retorno a la sociedad del grupo empresarial Sorigué.

Desde 1992 gestiona un centro de día que da servicio a más de medio centenar de jóvenes con discapacidad intelectual. A la vez, realiza actividades de carácter asistencial colaborando con diversos proyectos sociales de instituciones públicas y privadas.

Chromatism





**FUNDACIÓ SORIGUÉ**

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IDENTITY  
GUIDELINES

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1. CONSTRUCTION

# FUNDACIÓ SORIGUÉ

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IDENTITY  
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1. CONSTRUCTION

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2. VERSIONS & REDUCTIONS

# FUNDACIÓ SORIGUÉ

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Max. reduction 3cm

FUNDACIÓ SORIGUÉ

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FUNDACIÓ  
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Max reduction 3cm



**Portrait option**

Use this in narrow columns

**Reference measurement**

x height of the cell

**Maximum type proportion 1:2**

The size difference between the logo and other information should never be less than 50%. The logo can grow.

**Minimum distance 3x**

The logo has a security space above and below. It works as an accordion, can be extended where necessary but never lose 3x.

**Thick stroke separators**

Take the thickness of the horizontal typography heavier.

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1. CONSTRUCTION

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2. VERSIONS & REDUCTIONS

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3. SYSTEM

# FUNDACIÓ SORIGUÉ

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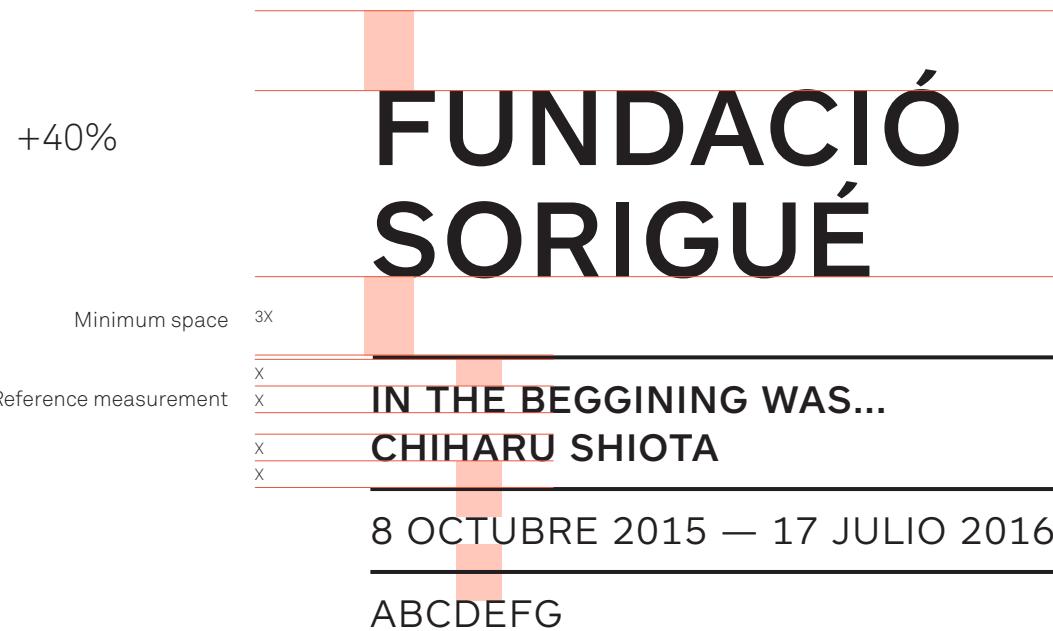
IN THE BEGINNING WAS...  
CHIHARU SHIOTA

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8 OCTUBRE 2015 — 17 JULIO 2016

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ABCDEFG



FUNDACIÓ SORIGUÉ

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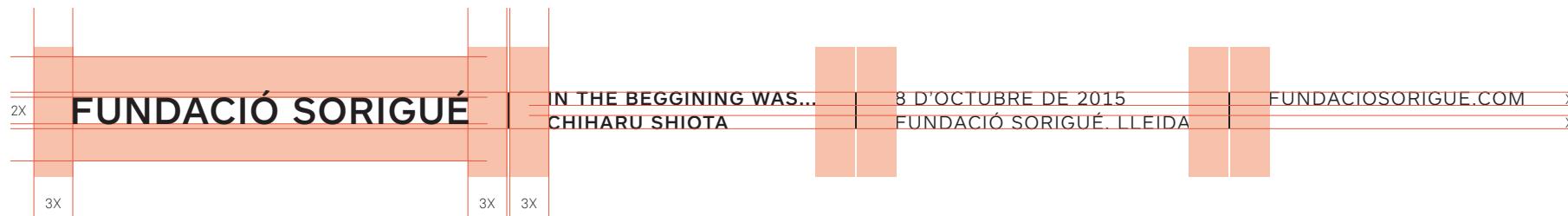
1. CONSTRUCTION

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2. VERSIONS & REDUCTIONS

---

3. SYSTEM



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**Landscape option**  
Use in narrow rows

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**Reference measurement**  
Height x text

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**Typography maximum ratio 1:2**  
The size difference between the logo and other information should never be less than 50%. The logo can grow.

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**Minimum distance 3x**  
The logo has a safe at the sides. The horizontal space, it works like an accordion, can be extended where necessary but never lose 3x.

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**Thick steaks separators**  
Take the thickness of the thickest vertical typography.

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1. CONSTRUCTION

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3. SYSTEM

**FUNDACIÓ SORIGUÉ**

IN THE BEGGINING WAS...  
CHIHARU SHIOTA

8 DE OCTUBRE DE 2015  
FUNDACIÓ SORIGUÉ. LLEIDA

FUNDACIOSORIGUE.COM

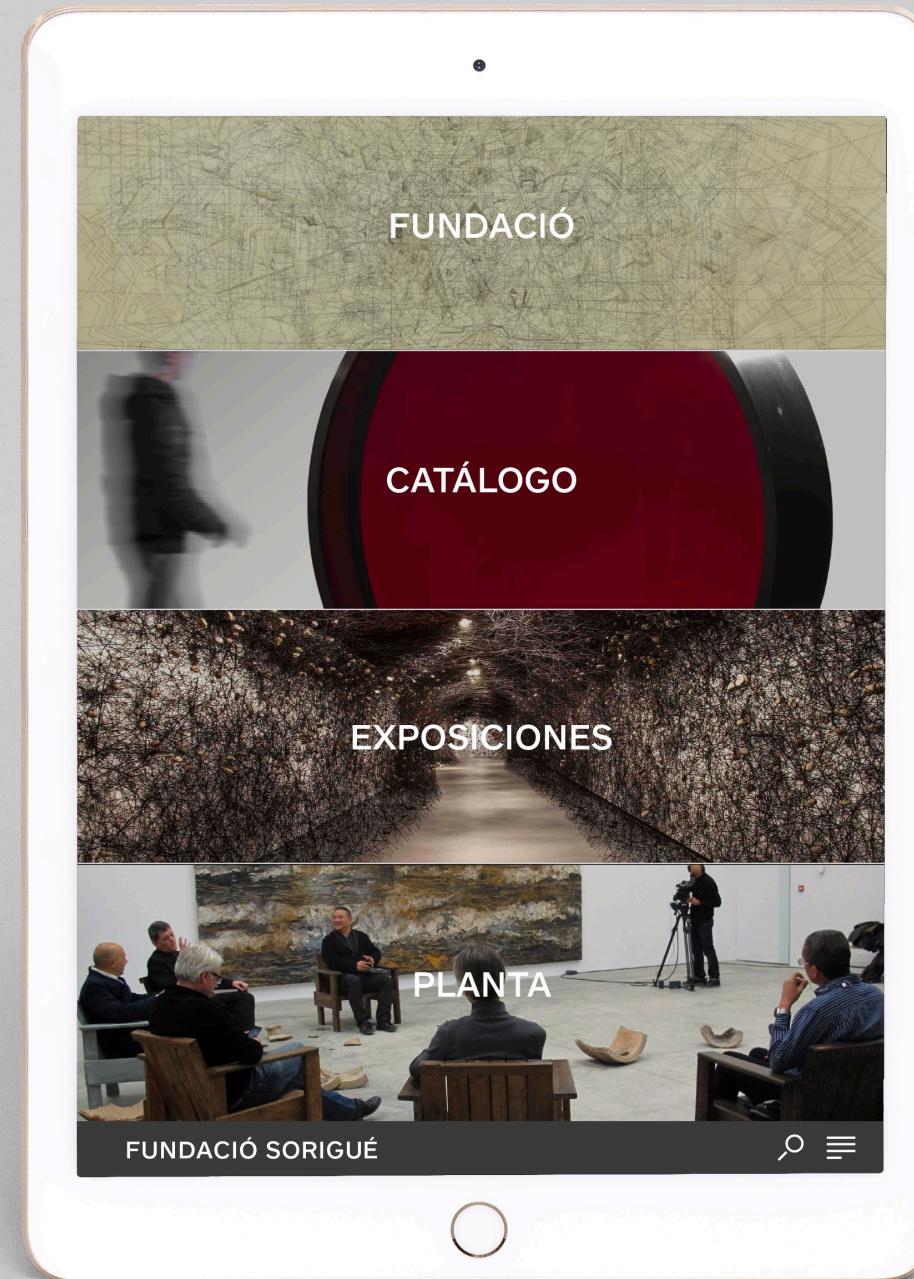


Vertical card  
(Image Collection)



When the Foundation has its own identity and a system is much more recognizable to the user. This allows us to segment the speech into two layers:

1. Corporate: the system derived from the new logo to communicate more information.
2. Emotional: the logo and image of the exhibition itself gets stronger and is separated from the institutional discourse, and can be more expressive.



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