

II. Identificador gráfico institucional versión vertical



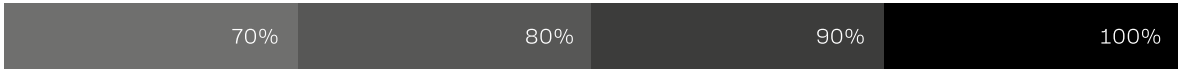
Paleta cromática institucional

COLOR



|                        |                        |                        |
|------------------------|------------------------|------------------------|
| AZUL                   | VERDE                  | BLANCO                 |
| <b>PANTONE</b> 2145    | <b>PANTONE</b> 368     | <b>CMYK</b> 0/0/0/0    |
| <b>CMYK</b> 100/71/0/2 | <b>CMYK</b> 54/0/100/0 | <b>RGB</b> 255/255/255 |
| <b>RGB</b> 0/78/170    | <b>RGB</b> 120/191/38  | <b>HEX</b> #FFFFFF     |
| <b>HEX</b> #004EAA     | <b>HEX</b> #78BF26     |                        |

ESCALA DE GRISES



|                        |                      |                      |                       |
|------------------------|----------------------|----------------------|-----------------------|
| NEGRO                  | NEGRO                | NEGRO                | NEGRO                 |
| <b>CMYK</b> 0/0/0/70   | <b>CMYK</b> 0/0/0/80 | <b>CMYK</b> 0/0/0/90 | <b>CMYK</b> 0/0/0/100 |
| <b>RGB</b> 112/111/111 | <b>RGB</b> 87/87/86  | <b>RGB</b> 60/60/59  | <b>RGB</b> 0/0/0      |
| <b>HEX</b> #706F6F     | <b>HEX</b> #575756   | <b>HEX</b> #3C3C3B   | <b>HEX</b> #000000    |

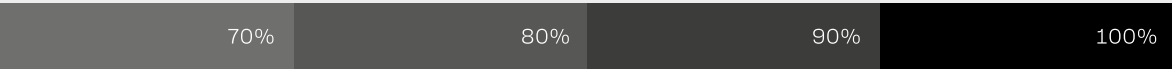


MONOCROMO NEGRO



NEGRO  
**CMYK** 0/0/0/100  
**RGB** 0/0/0  
**HEX** #000000

ESCALA DE GRISES



|                        |                      |                      |                       |
|------------------------|----------------------|----------------------|-----------------------|
| NEGRO                  | NEGRO                | NEGRO                | NEGRO                 |
| <b>CMYK</b> 0/0/0/70   | <b>CMYK</b> 0/0/0/80 | <b>CMYK</b> 0/0/0/90 | <b>CMYK</b> 0/0/0/100 |
| <b>RGB</b> 112/111/111 | <b>RGB</b> 87/87/86  | <b>RGB</b> 60/60/59  | <b>RGB</b> 0/0/0      |
| <b>HEX</b> #706F6F     | <b>HEX</b> #575756   | <b>HEX</b> #3C3C3B   | <b>HEX</b> #000000    |



MONOCROMO BLANCO



BLANCO  
**CMYK** 0/0/0/0  
**RGB** 255/255/255  
**HEX** #FFFFFF