



Manual de uso

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**Cochoferes**

**Siempre  
adelante**



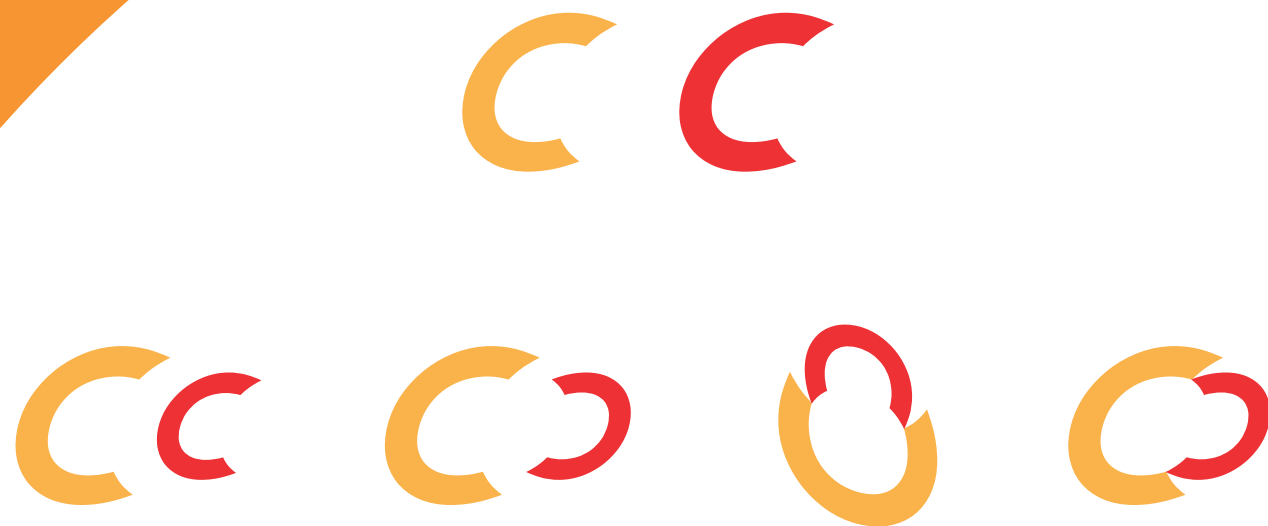
Nuestra empresa debe ser:

**Amigable**  
**Responsable**  
**Segura**

# **Cooperativa + Choferes**

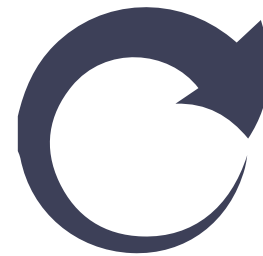
Dos valores esenciales





de la Unión de los valores  
se empieza a contruir la imagen

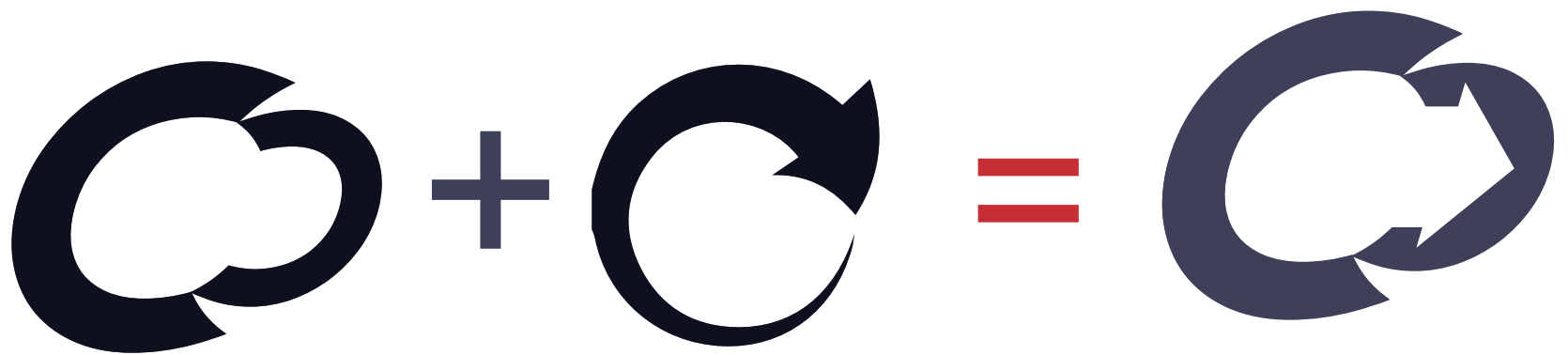
**Dinamica**

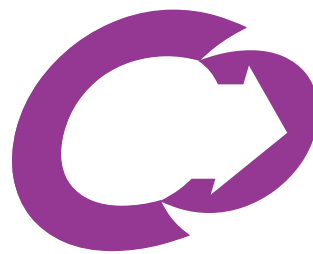


Nuestra empresa siempre  
debe buscar ser dinamica

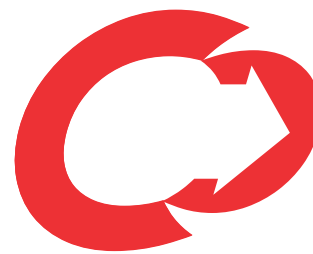


## Construcción de imagen

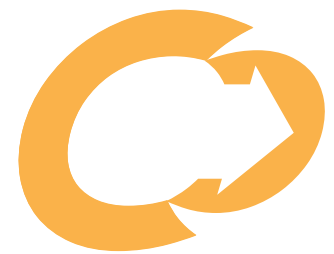




**Buses**



**Camperos**

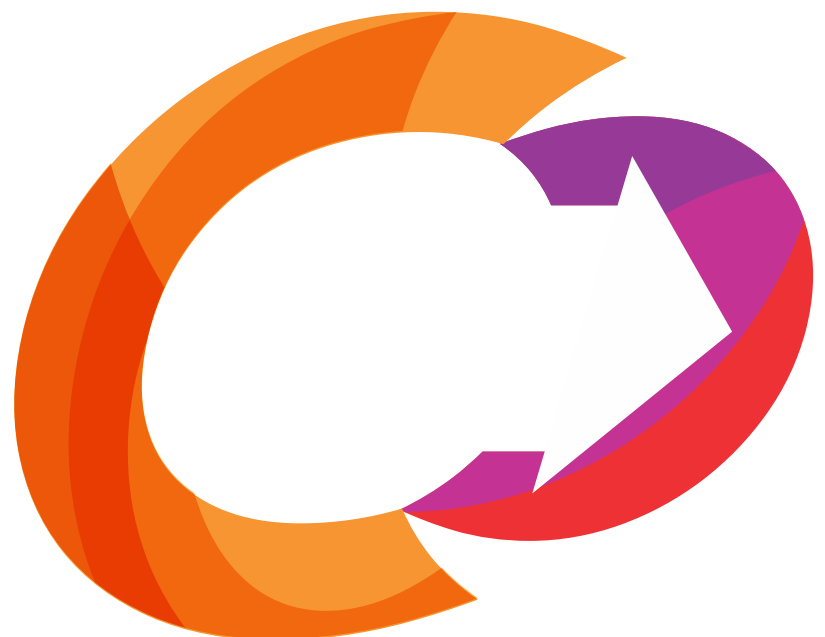


**Taxis**

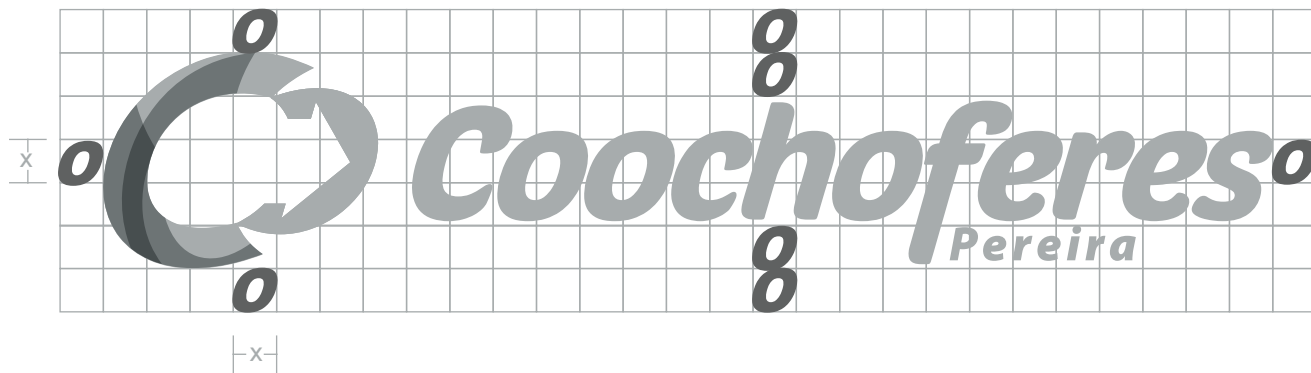
Los colores nacen de las 3 líneas de transporte que maneja la compañía







# Planomecanico





**Coochoferes**  
Pereira



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



C: 75 R: 101  
M: 99 G: 37  
Y: 2 B: 129  
K: 0



C: 0 R: 249  
M: 35 G: 178  
Y: 85 B: 51  
K: 0



C: 33 R: 180  
M: 93 G: 49  
Y: 50 B: 89  
K: 0



C: 0 R: 227  
M: 100 G: 6  
Y: 100 B: 19  
K: 0

## Tipografías

### **Poetsen One**

Coochoferes y Numeración

abcdefghijklmnñopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

### **Myriad Pro Regular**

Pereira

abcdefghijklmnñopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

### **Myriad Pro Black Italic**

Textos: Servicio público, Operador nacional

abcdefghijklmnñopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

## Usos Incorrectos



Aplicación sobre fondos  
de color y blanco negro



## Aplicación Papelería





**Buses**






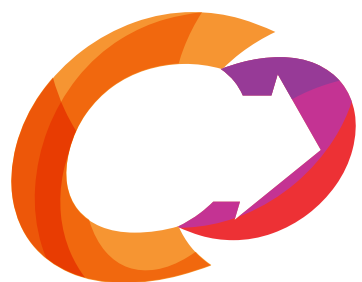




# Usos parabuses

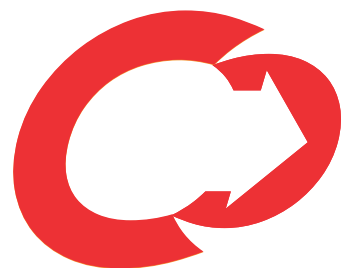


	C: 0 M: 50 Y: 100 K: 0	R: 243 G: 146 B: 0
	C: 0 M: 35 Y: 85 K: 0	R: 249 G: 178 B: 51
	C: 0 M: 100 Y: 100 K: 0	R: 227 G: 6 B: 19



***Coochoferes***  
***Pereira***

Laterales



***Coochoferes***  
***Pereira***

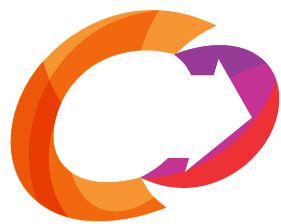
Vidrios

The background features several overlapping, curved bands in various shades of orange and yellow. A large, white, semi-circular shape is positioned in the lower half of the frame, containing the word "Taxis".

**Taxis**







***Coochoferes***  
Pereira

**076**

**Servicio Público**





**Jeeps**



*Servicio Público*

 **Coochoferes**  
Pereira

WILLYS

*Servicio Público*

**076**

**AAA.234**  
PEREIRA

Coochoferes



**Coochoferes**  
Pereira

**Servicio Público**

**076**

