



Lota Arauco
El CFT de la UdeC

Normas Gráficas

Centro de Formación Técnica Lota Arauco

Corporación Educacional UdeC

Actualización 2023



4 Años
CFT Acreditado
HASTA JULIO 2027
Gestión Institucional
Docencia de Pregrado
Vinculación con el Medio

Logotipo Y Colores corporativo

Normas Gráficas CFTLA
Actualización 2023



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Pantone: 654C
C:81 M:44 Y:1 K:56
R:31 G:61 B:110
#1F3D6E



Pantone: 7462C
C:90 M:32 Y:0 K:42
R:34 G:85 B:136
#225588



Pantone: 1375C
C:0 M:46 Y:94 K:1
R:245 G:159 B:25
#F59F19



Pantone: 425C
C:5 M:2 Y:0 K:60
R:118 G:119 B:122
#76777A

Logotipo

Versiones de color

Normas Gráficas CFTLA
Actualización 2023



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Versión principal
Full color

Versión secundaria
A un color



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Logotipo

Sobre fondo

Normas Gráficas CFTLA
Actualización 2023



Tipografía

Sitio web, gráficas y todo documento publicitario:

- ✓ **Familia Mont:** ABCD abcd, 1234
- ✓ **Familia Poppins:** ABCD abcd, 1234
- ✓ **Familia Heebo:** ABCD abcd, 1234
- ✓ **Familia Cocon:** ABCD abcd, 1234

Documentos institucionales:

- ✓ **Familia Calibri:** ABCD abcd, 1234
- ✓ **Familia Arial:** ABCD abcd, 1234

Aplicaciones

Documentos Institucionales



Lota Arauco,
El CFT de la UdeC

Lota Arauco, el CFT de la UdeC

Titulo de Ejemplo

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

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Nombre Apellido Apellido
Cargo CFT Lota Arauco



Hoja institucional




Logo institución

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Nombre Apellido Apellido
Cargo CFT Lota Arauco



Nombre Apellido Apellido
Cargo Institución

Formato convenio

Aplicaciones

Documentos Institucionales

 **Lota Arauco**
El CFT de la UdeC

Titulo Invitación Formal

Subtitulo Invitación Formal

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Confirmar asistencia a:
correo@cftla.cl

 **Universidad de Concepción**  **4 AÑOS CFT ACREDITADO**
HASTA JULIO 2023
GESTIÓN INSTITUCIONAL Y DOCENCIA DE PREGRADO

Formato invitación formal

Aplicaciones

Documentos Institucionales



Tarjeta de presentación 5x9 cm

Aplicaciones

Documentos Institucionales

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Firmas correo electrónico