



Lota Arauco
El CFT de la UdeC

Normas Gráficas

Centro de Formación Técnica Lota Arauco

Corporación Educacional UdeC

Actualización 2025



Universidad
de Concepción



CFT Acreditado
NIVEL AVANZADO
✓ Gestión Institucional
✓ Docencia de Pregrado
✓ Vinculación con el Medio
HASTA JULIO 2027

Logotipo Y Colores corporativo

Normas Gráficas CFTLA
Actualización 2025



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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 2025



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Versión principal
Full color

Versión secundaria
A un color



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Logotipo

Sobre fondo

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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

Normas Gráficas CFTLA
Actualización 2025



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



Titulo Invitación Formal

Subtitulo Invitación Formal

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Confirmar asistencia a:
correo@cftla.cl



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CNA-Chile

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Gestión Institucional
Docencia de Pregrado
Vinculación con el Medio
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Formato invitación formal

Aplicaciones

Documentos Institucionales



Tarjeta de presentación 5x9 cm

Aplicaciones

Documentos Institucionales

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Firmas correo electrónico