

passeau^[23]

00. CONCEPTE

KEY CONCEPT

Passeu

La identitat visual de Passeu es basa en el concepte d'una porta d'entrada que s'obre, emfatitzant la idea de la benvinguda i el pas a noves oportunitats.

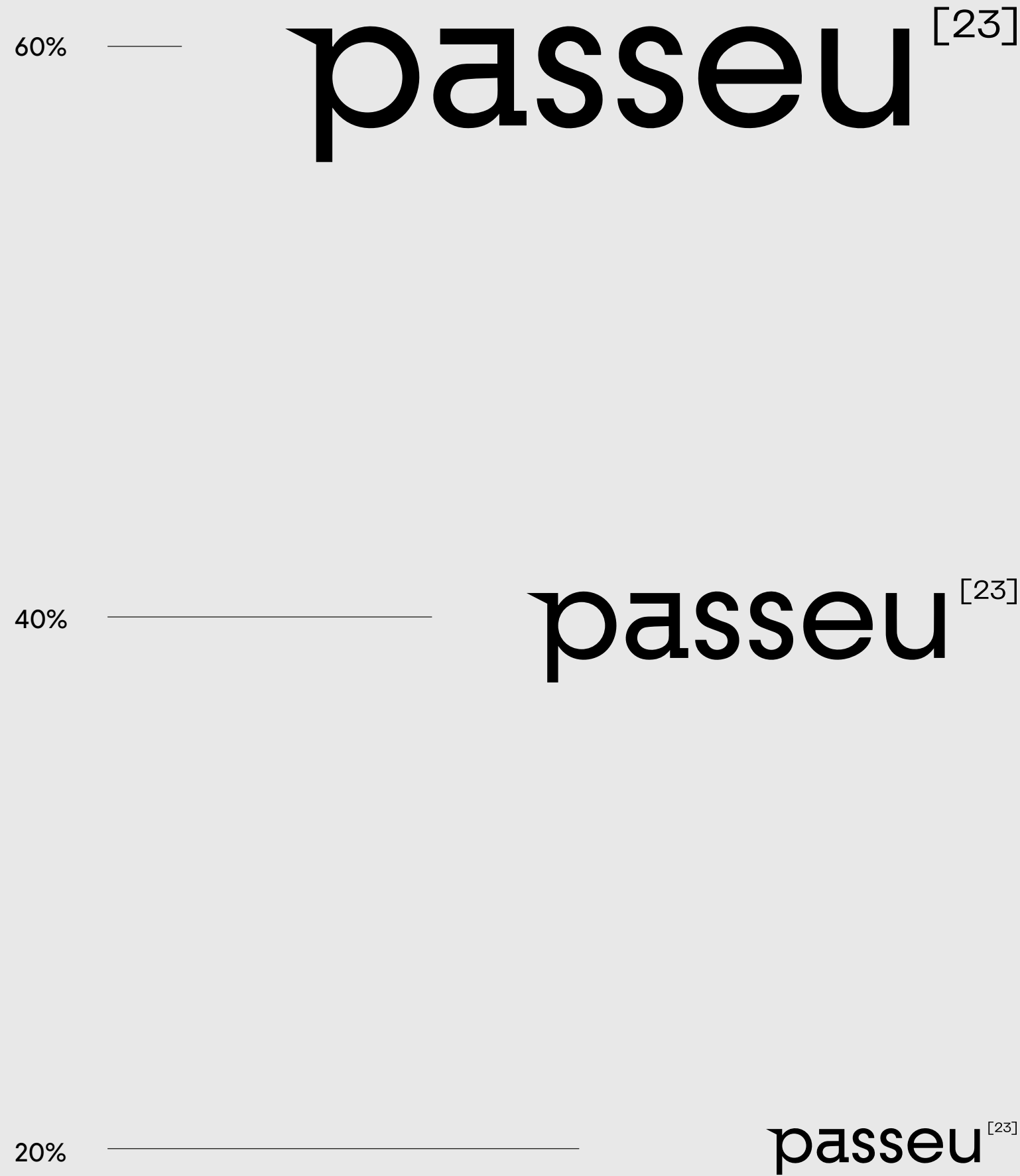
LOOK & FEEL

Dinamisme

El Look & Feel es caracteritza per la utilització del símbol fonamental, però també pel desenvolupament d'un sistema compost per línies fluides i formes dinàmiques que suggereixen moviment i transició cap al futur. S'utilitzen elements del llenguatge digital amb la intenció de reflectir el dinamisme de l'època actual, sense perdre de vista el caràcter institucional de l'esdeveniment. La paleta de colors respon a la necessitat de marca i intenta transmetre hospitalitat i proximitat, mentre que els recursos gràfics contemporanis asseguruen una identitat visual innovadora i rellevant.

01. LOGO

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Positive

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Negative

02. FONT

Entries (H1)
Fractul Regular

Lorem ipsum dolor sit amet

Headlines (H2)
Fractul Regular

Catalonia,
your home for
business and
technology

Body text highlights (H3)
DM Sans

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nam pharetra quis enim eget
pellentesque. Praesent ut ipsum at massa.

Bodytext (H4)
Dm Sans

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam
pharetra quis enim eget pellentesque. Praesent ut ipsum at
massa pellentesque posuere ac ut tortor.

Nullam blandit odio eget sollicitudin aliquet. Aliquam
placerat ullamcorper mi non pretium. Suspendisse
pellentesque eros in ipsum cursus, sed feugiat ante
condimentum.

Bodytext Italic (H5)
DM Sans

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam
pharetra quis enim eget pellentesque. Praesent ut ipsum at massa
pellentesque posuere ac ut tortor.*

03. COLOR

RGB: 0, 0, 0
CMYK: 0, 0, 0, 0
HEX#: 000000

RGB: 244,245,246
CMYK: 6, 4, 4, 0
HEX#: f4f5f6

RGB: 210, 58, 44
CMYK: 9, 96, 92, 0
HEX#: d23a2c

RGB: 57, 128, 140
CMYK: 87, 38, 45, 0
HEX#: 39808c

formes d'utilització



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Activitats
Speakers
Media
Contacte

[TNC]
15.11.2023



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[01]

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Dear Nicholas Stanford,

[what] Passeu 23 is an exceptional event that embodies the spirit of international investment in Catalonia. It serves as a heartfelt expression of gratitude towards the companies and individuals who have made significant investments in our region, contributing to its economic growth and development.

[When] We are delighted to extend a formal invitation to you and your esteemed organization to join us at the prestigious "Passeu 23" event, scheduled to take place in the beautiful city of Barcelona, on November 15th, 2023.

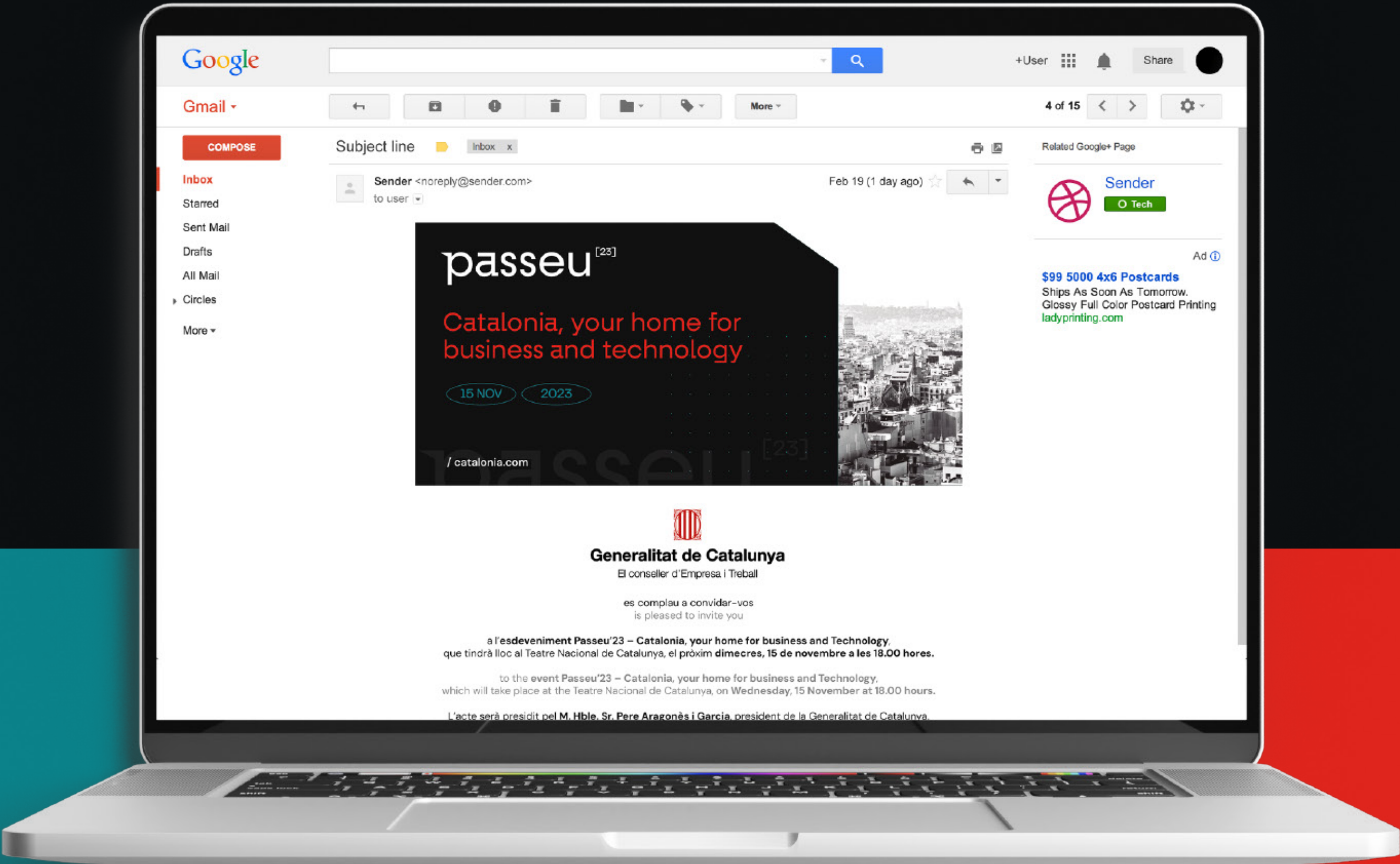
[Why] Your company's commitment to Catalonia has not gone unnoticed, and we believe that your presence at this event will be a testament to the enduring partnership between our community and your organization.

Best regards,

[TNC]
15.11.2023
[TI]
15.

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de Catalunya

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Conferences Networking Connection



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[TNC]
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20Hs.



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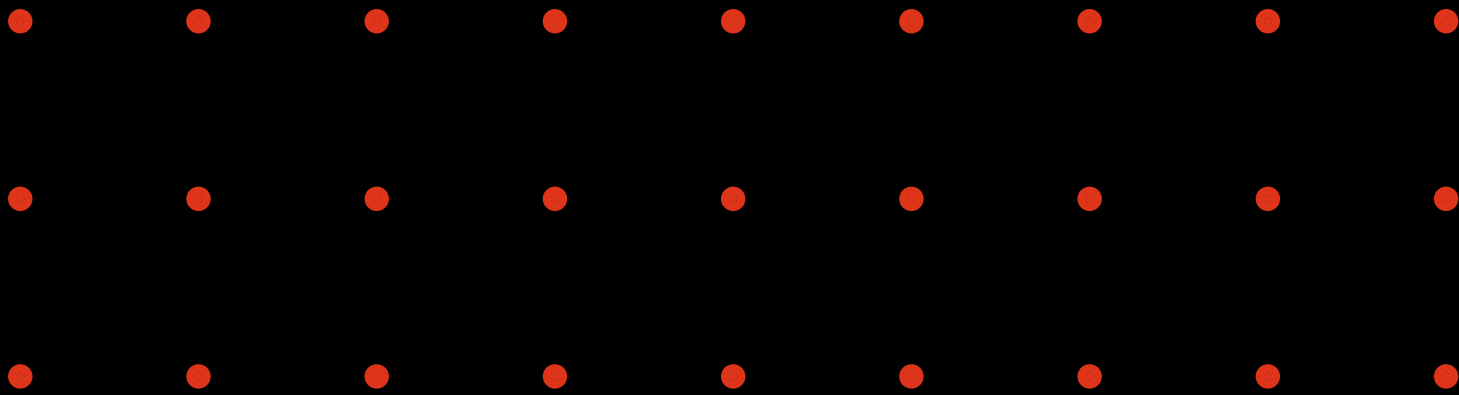
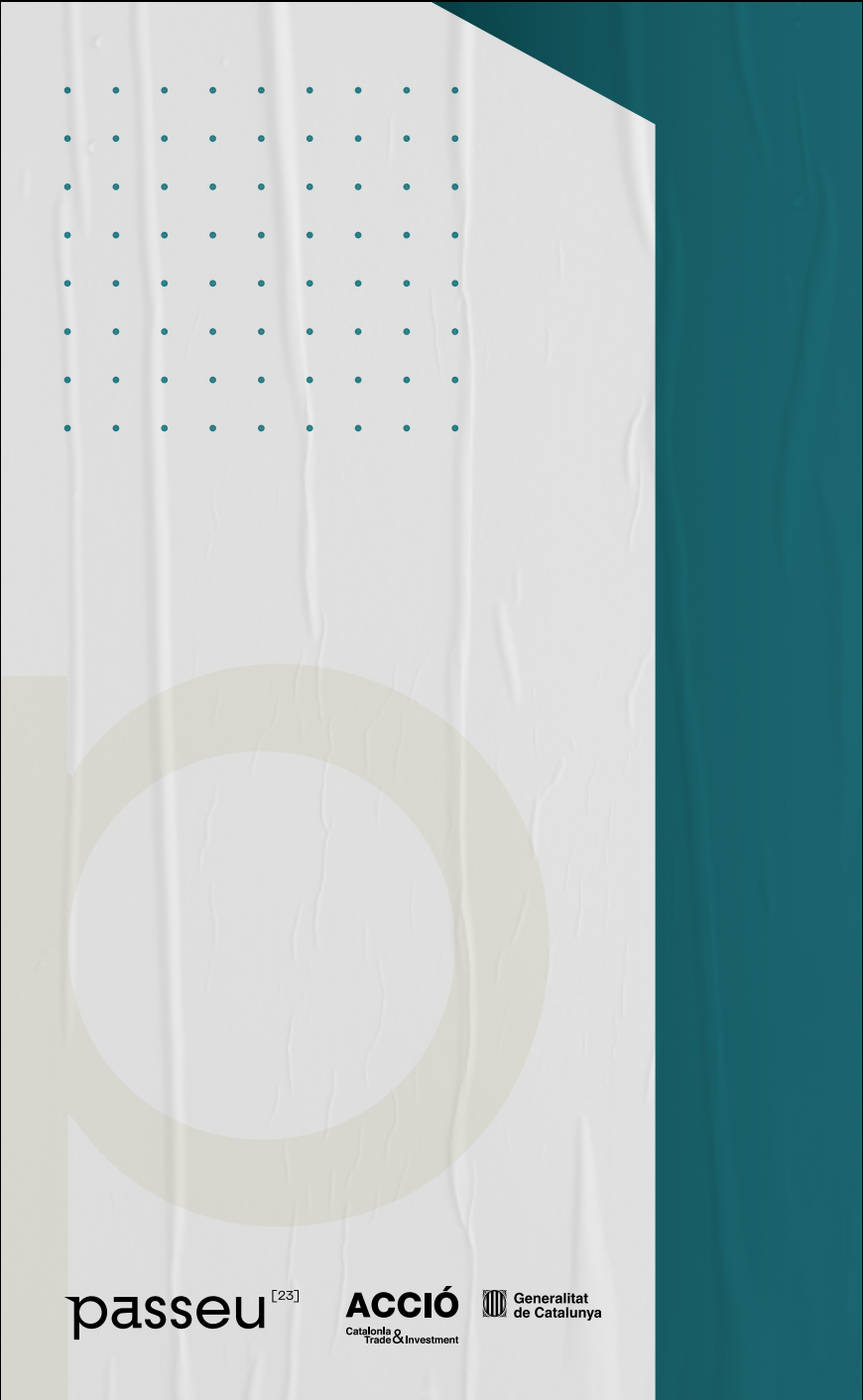
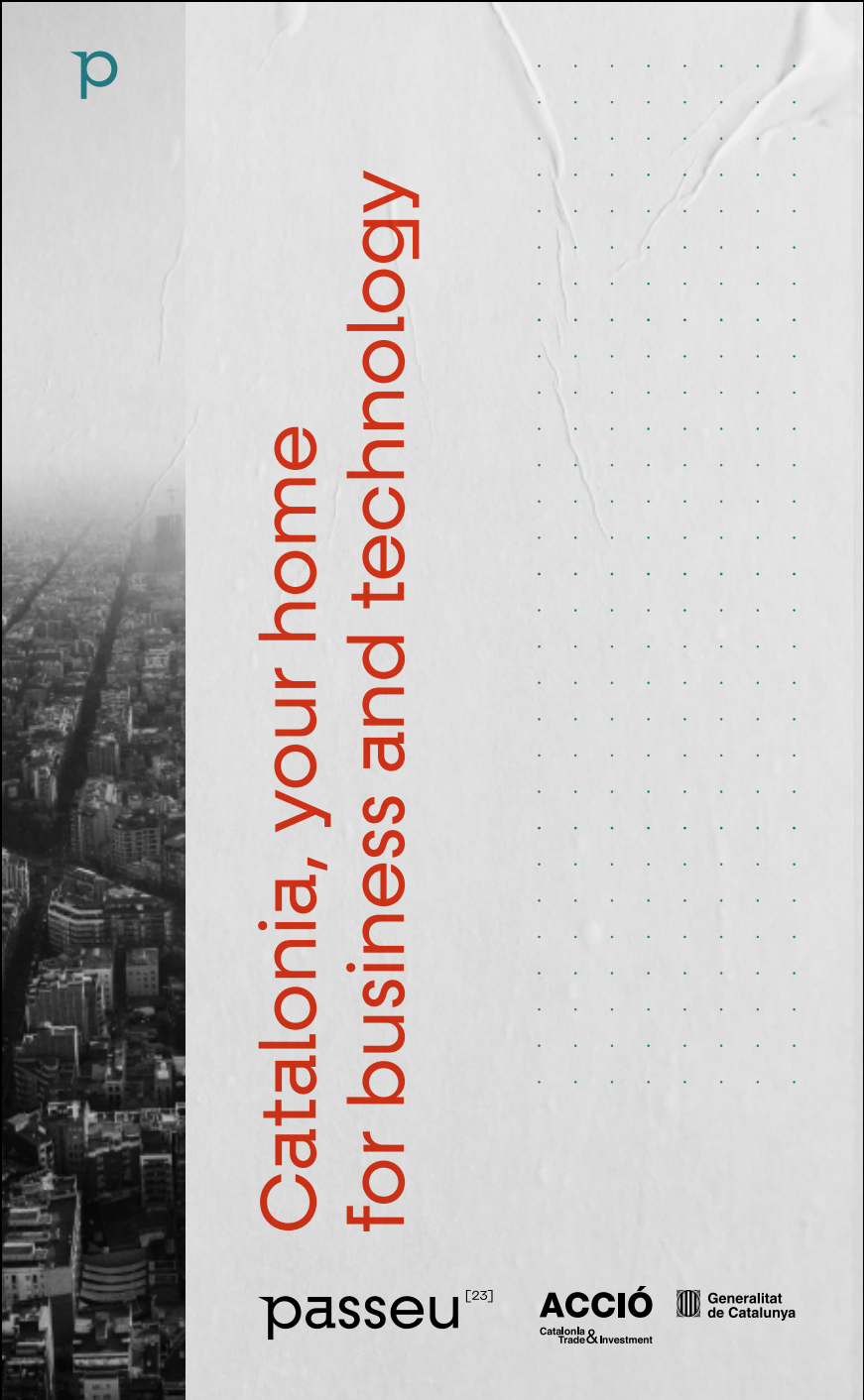
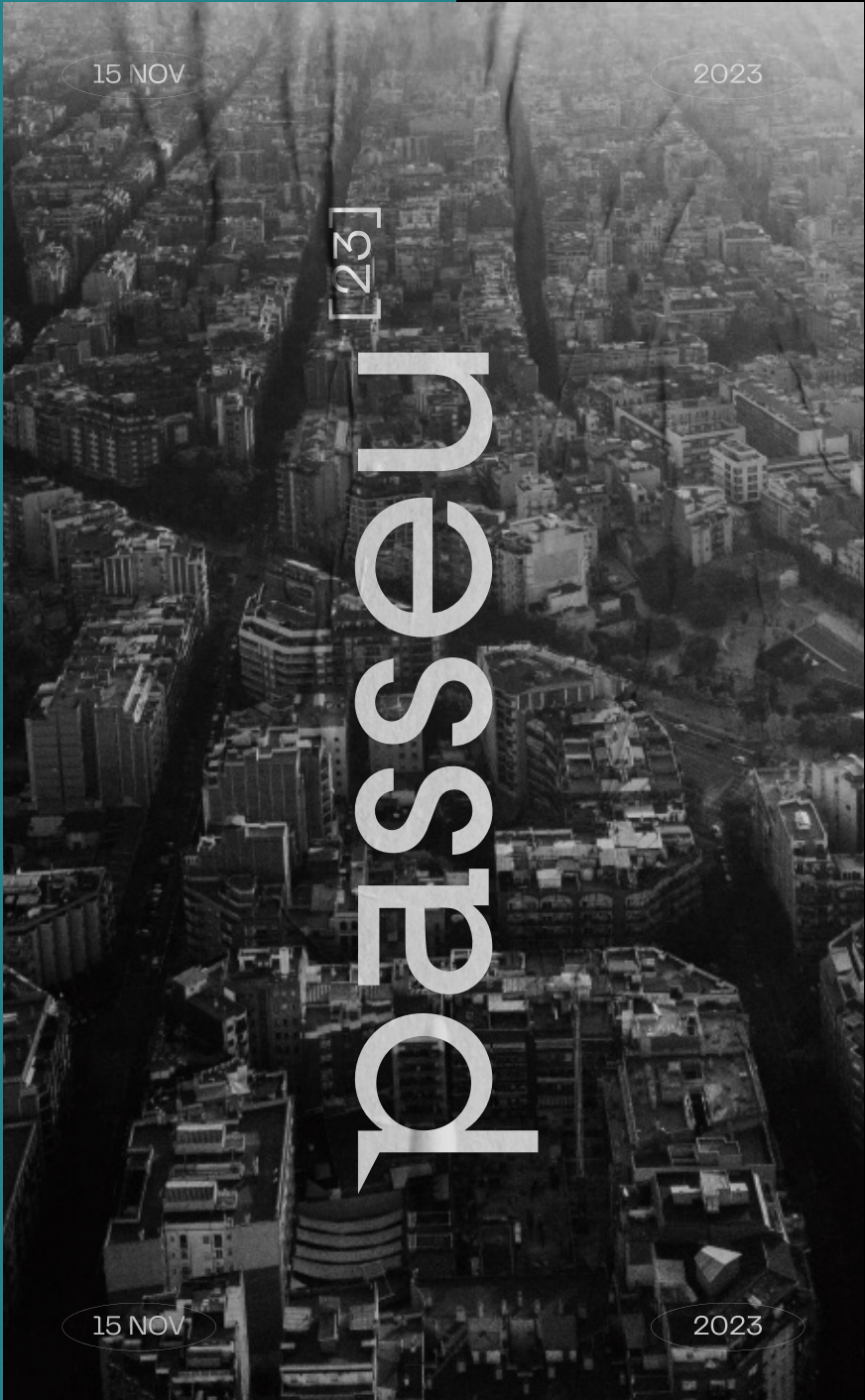
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[TNC] - 15.11.2023

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