





Welcome to CC La Marina Brand Objectives

This document provides a simple yet robust set of brand objectives that can be easily understood and communicated while leaving room for creative expression.

The following pages will guide you through the identity elements such as, logo, typography & brand colours. Providing general rules for applying these elements across a variety of media types.



La Marina
Centro Comercial

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m



Our Typeface - Comfortaa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

HEADLINES & PULL OUT MESSAGING - BOLD WEIGHT

TITLES - LIGHTWEIGHT - UPPERCASE

Body Copy - Lightweight

1A3D6F

862482

E58D57

EC6F29



MODA FASHION

#1e3c70 3597 C

#94218c 254 C



ALL OF
YOUR
LATEST
FASHION
NEEDS



OCIO
LEISURE

#94218c

254 C

#f24a64

1785 C



THERE'S
PLENTY OF
THINGS TO
DO FOR
LEISURE



RESTAURACION RESTAURANTS

#e73f58

1785 C

#1e3c70

3597 C



THERE'S ALWAYS A SPOT TO EAT AT OUR RESTURANTS



HOGAR
HOME

#e98a9e 701 C

#77d477 2268 C



FITTING OUT
YOUR HOUSE
TO MAKE
IT A
HOME



TECHNOLOGIA TECHNOLOGY

#ffae1a

1235 C

#77a4ac

2177 C



ALL THE
LATEST &
GREATEST
IN THE BEST
ELECTRONICS

SALUD Y BELLEZA HEALTH & BEAUTY

#77d477

701 C

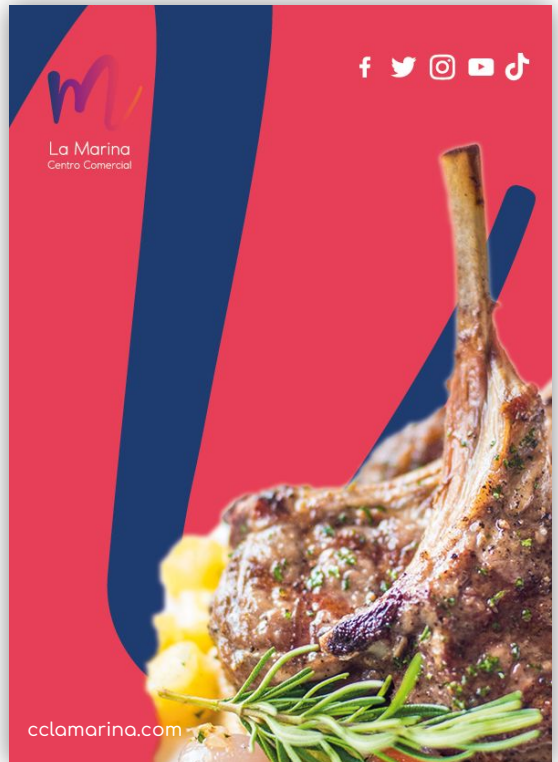
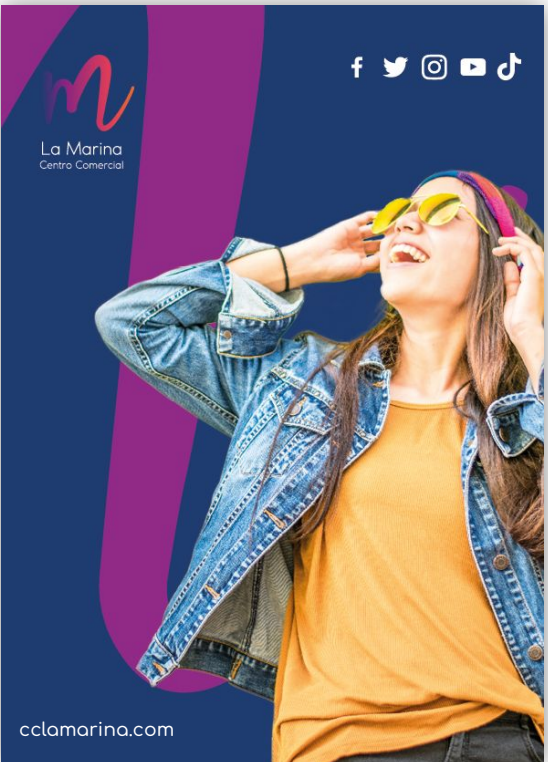
#e98a9e

3597 C



KEEPING
YOU STOCKED
IN BOTH
HEALTH &
BEAUTY









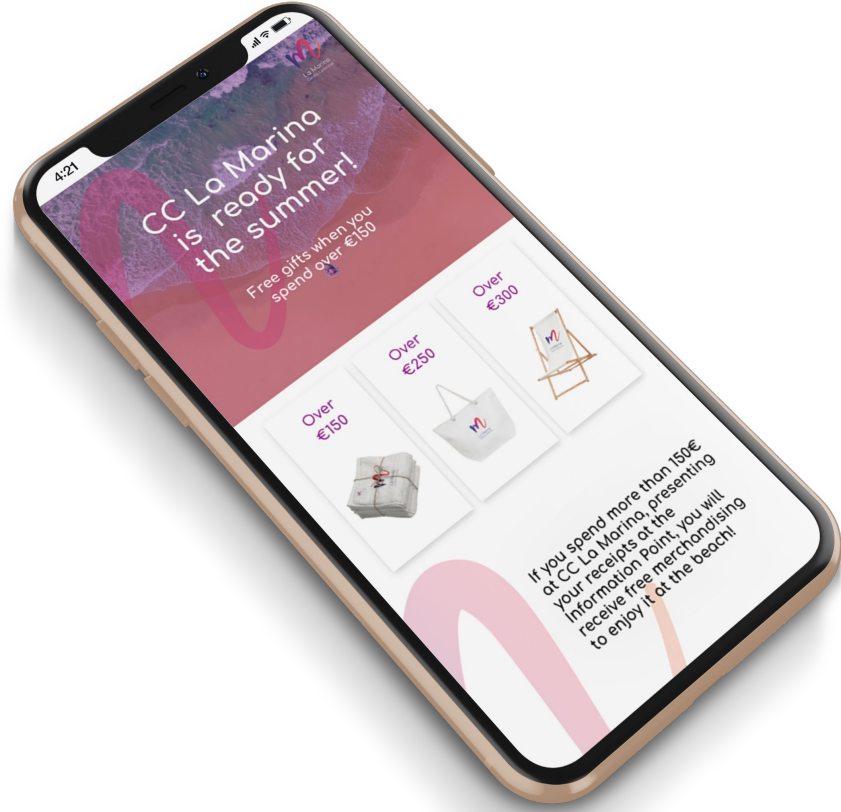


La Marina
Centro Comercial

Florentino Fernández
Centre Manager

Centro Comercial La Marina
Avda. de País Valencia. 2 - 03509 Finestrat, Alicante - T. 966 80 06 69
www.cclamarina.com







INTRO



MAIN BODY



OUTRO







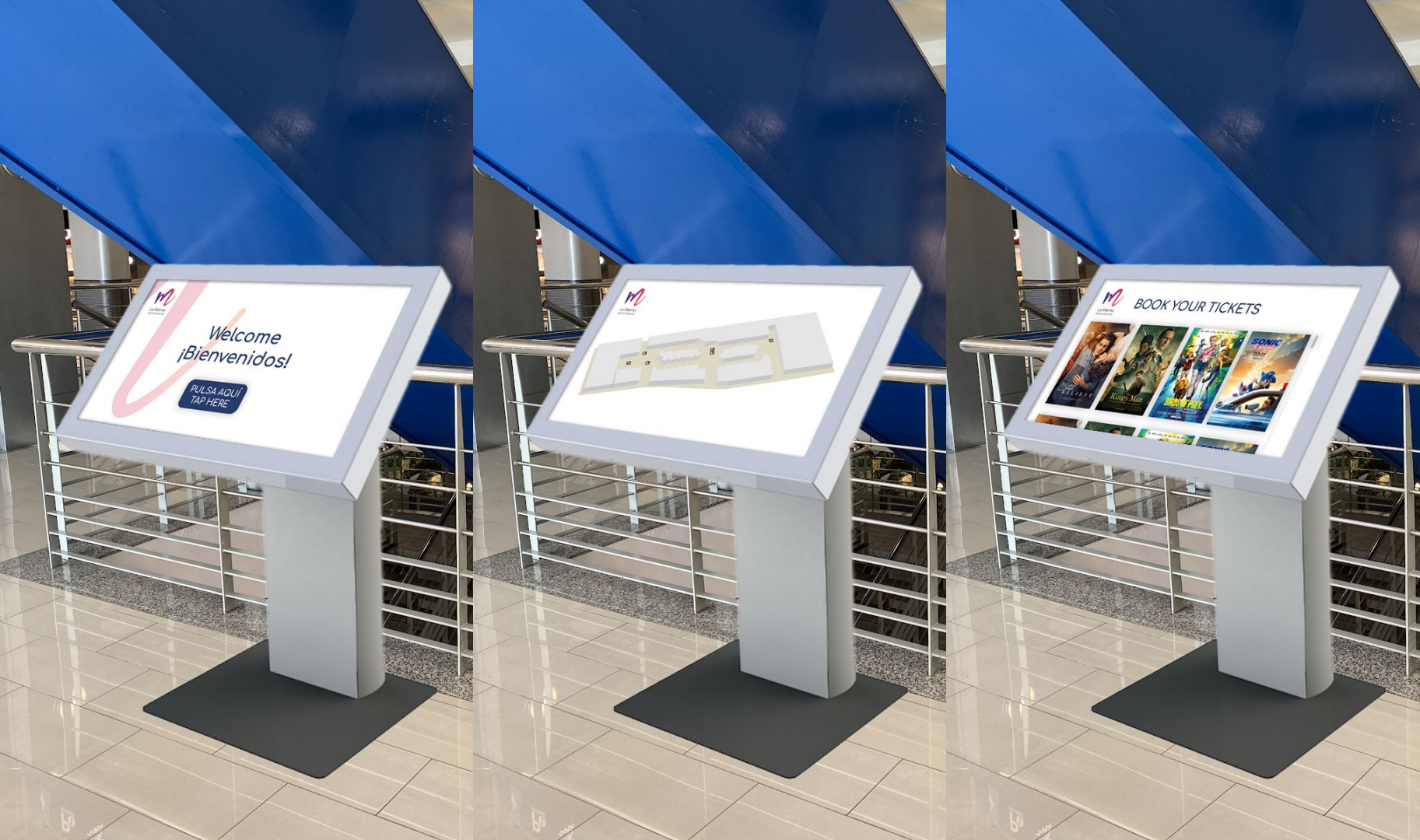

















La Marina
Centro Comercial



PLANTA TERRAZA

CINE
CINEMA

BOLERA
BOWLING

OCIO INFANTIL
LEISURE

RESTAURACION
RESTAURANTS



La Marina
Centro Comercial

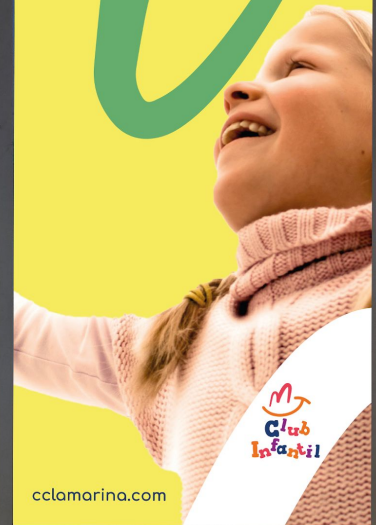
MODA FASHION



cclamarina.com



La Marina
Centro Comercial



cclamarina.com





MODA
OCIO
RESTAURACION



cdlamarino.com

SUBSCRIBE





SALIDA
EXIT
65A

BIENVENIDOS A
LA MARINA

P PARQUE COMERCIAL LA MARINA
P PARCERIMENTO/PARKING ACCESS

FIFTY FACTOR

KIWOKO
mundo animal

JYSK

ENERGY SYSTEM







