

The logo features the word "SIMO" in a bold, green, sans-serif font, flanked by two vertical columns of three squares each. The squares are colored in a 2x2 grid pattern: green, pink, green, and purple. Below "SIMO" is the word "EDUCACIÓN" in a larger, bold, green, sans-serif font.

# SIMO EDUCACIÓN

**Salón Internacional de Tecnología e Innovación Educativa**  
International Exhibition for Technology and Innovation in Education

The logo features the word "SIMO" in a bold, green, sans-serif font, flanked by two vertical columns of three squares each. The squares are colored in a 2x2 grid pattern: green, pink, green, and purple. Below "SIMO" is the word "EDUCACIÓN" in a larger, bold, green, sans-serif font.

# SIMO EDUCACIÓN

**Salón Internacional de Tecnología e Innovación Educativa**

The logo features the word "SIMO" in a bold, green, sans-serif font, flanked by two vertical columns of three squares each. The squares are colored in a 2x2 grid pattern: green, pink, green, and purple. Below "SIMO" is the word "EDUCACIÓN" in a larger, bold, green, sans-serif font.

# SIMO EDUCACIÓN

International Exhibition for Technology and Innovation in Education

The logo features the word "SIMO" in a bold, black, sans-serif font, flanked by two vertical columns of three squares each. The squares are colored in a 2x2 grid pattern: black, light gray, black, and dark gray. Below "SIMO" is the word "EDUCACIÓN" in a larger, bold, black, sans-serif font.

# SIMO EDUCACIÓN

**Salón Internacional de Tecnología e Innovación Educativa**  
International Exhibition for Technology and Innovation in Education

## Tipografía isologo

### NEUTRA DISPLAY TITLING

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890(”,.-+?&=!i)

## Tipografía leyendas

Helvetica Bold Condensed (Esp) Helvetica Light Condensed (Ing)

## Colores



C 50 M 0 Y 100 K 0  
R 162 G 192 B 55  
PANTONE 380 C



C 30 M 100 Y 15 K 0  
R 157 G 25 B 113  
PANTONE 2405 C



C 0 M 40 Y 0 K 0  
R 228 G 179 B 208  
PANTONE 2405 C 40%

## Tamaños espaciados y zona de respeto



## Tamaño mínimo impreso con leyenda



45 mm.

## Sin leyenda



20 mm.

## Logo web



## Logo redes

