



Junior Panamerican
Games



BRAND BOOK



01.

THE BRAND

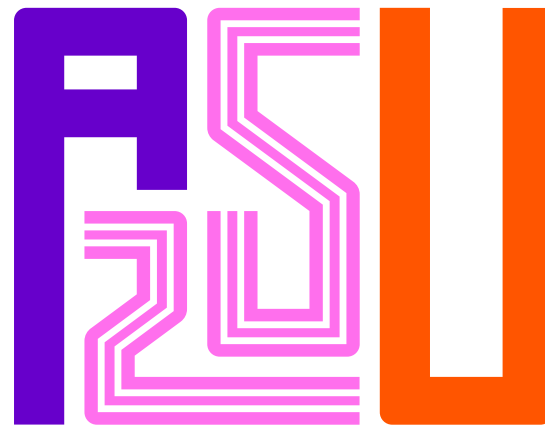
- 1.1 Composition
- 1.2 Versions
- 1.3 Standardization
- 1.4 Safe Area
- 1.5 Minimum Size
- 1.6 Incorrect Uses
- 1.7 Co-branding



The Brand

1.1 Composition

This is the primary identifier of the ASU25 brand.



Juegos Panamericanos
Junior



Junior Pan American
Games

The Brand

1.2 Versions

The ASU25 brand has horizontal versions in two languages, Spanish and English.

The versions will be applied according to convenience, based on the size requirements of the formats and legibility.



The Brand

1.3 Standardization

The logo is placed on a standardization grid to establish the exact position, size, and relationship between each of the elements.



The Brand

1.4 Safe Area

The diagonal lines define the area required around the logo, which must remain free of other graphic elements such as headlines, text, and the outer edge of materials (margin).



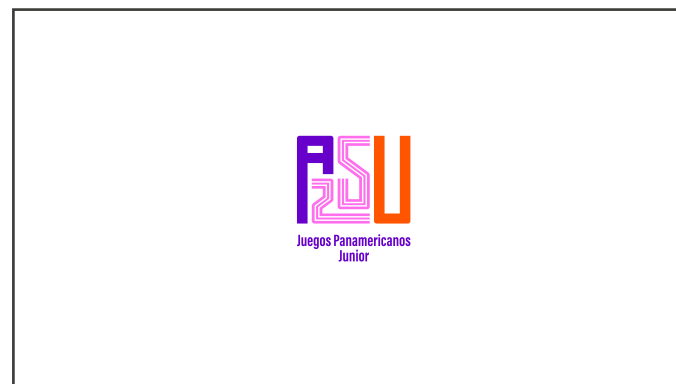
The Brand

1.5 Minimum Size

The minimum base sizes to which the logo can be reduced in its different versions are shown, both for print and digital materials. Reducing it further will result in a loss of legibility and impact.



Minimum size
15 mm.



Note: In the sample, the brand is applied to a standard business card size of 9 x 5 cm. The logo's placement is for illustrative purposes only.

The Brand

1.6 Incorrect Uses

The brand has specific measurements and proportions determined by criteria of composition, hierarchy, and functionality.

The following are applications of the brand that are not permitted, as they interfere with its performance, legibility, and neatness.

These rules apply to all versions of the logo presented in this manual.

Do not omit elements



Do not modify colors



Do not expand or contract



Do not move elements around



Do not replace typefaces



Do not use on backgrounds, textures, or photographs that hinder readability



The Brand

1.7 Co-branding

HORIZONTAL CO-BRANDING WITH
PANAM SPORTS ORGANIZATION

Main Version ASU25

The height of ASU25 is defined as 100%, which sets the proportion for the co-branding. In this case, the Panam Sports logo also has a height of 100%.

The separation between logos is achieved with a line thickness of 0.75 pt, and the distance is defined as twice the width of the letter U in the ASU25 logo.



The Brand

1.7 Co-branding

VERTICAL CO-BRANDING WITH PANAM SPORTS ORGANIZATION

Main Version ASU25

In this version, the brands are presented in two levels of hierarchy:

ASU25 is always positioned at the top of the co-branding.

Panam Sports matches the width of ASU25.

The separation between logos is achieved with a line thickness of 0.75 pt, and the distance is defined by the width of the letter U in the ASU25 logo rotated 90°.



Juegos Panamericanos
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02.

BRAND ELEMENTS

- 2.1 Color Usage
- 2.2 Color Versions
- 2.3 Typography
- 2.4 Graphics
- 2.5 Gradients



Brand elements

2.1 Color Usage

Color plays an important role in brand identity, as much of it relies on color for consistency across all applications.

Below, we define the CMYK and RGB palettes.

Print
Colors

CMKY
70/100/0/0

CMKY
0/70/0/0

CMKY
0/75/95/0

CMKY
50/0/100/0

Digital
Colors

RGB
103/0/203

RGB
255/111/237

RGB
255/85/0

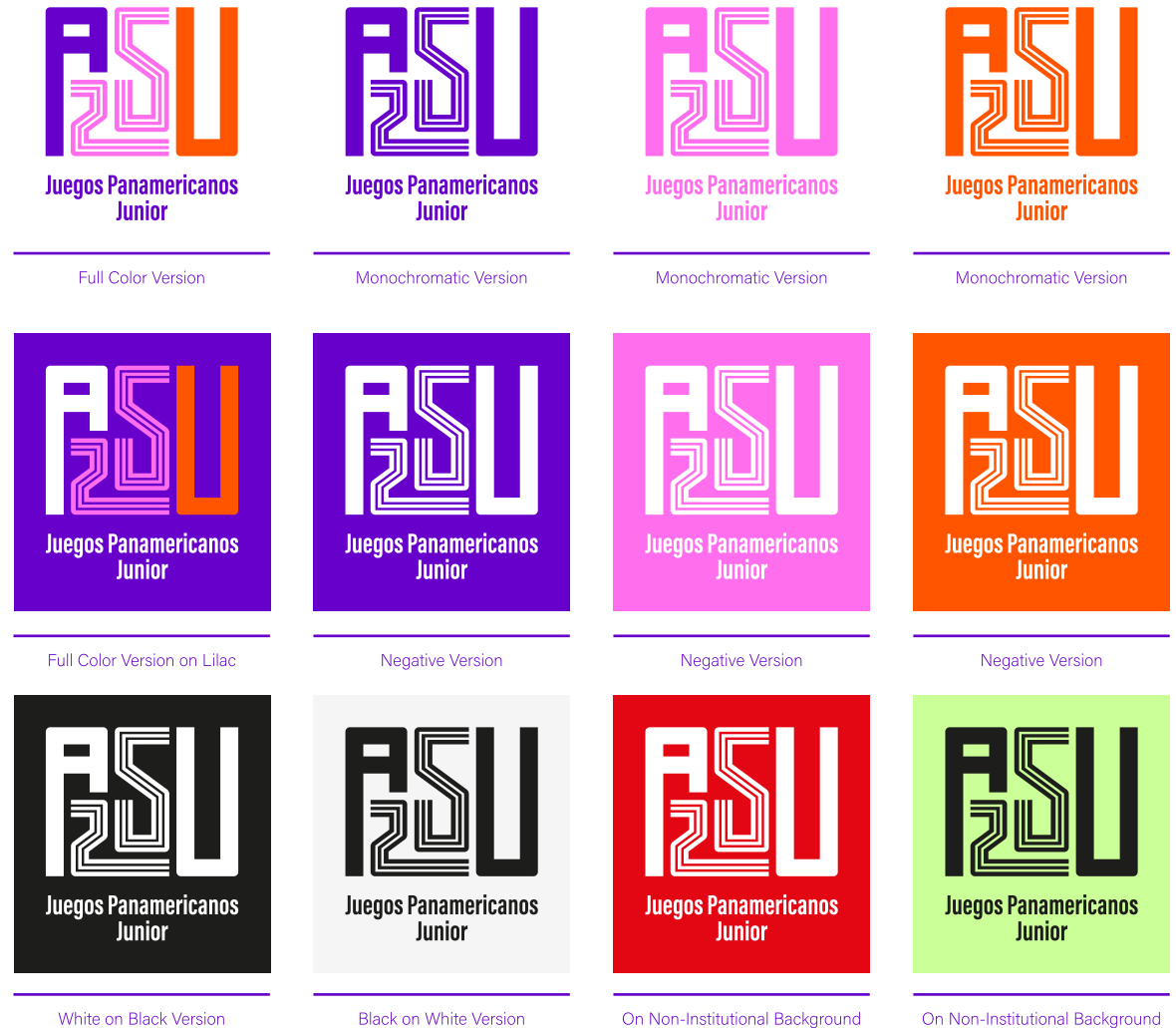
RGB
109/234/0

Brand elements

2.2 Color Versions

Maximum visibility, legibility, and contrast must be ensured in all applications.

These rules apply to all versions of the logo presented in this manual.



Brand elements

2.3 Typography

Typography is an important aspect of our brand identity. The typographic style incorporated contributes to our distinctive aesthetic.

The typefaces defined as corporate are listed below.

ARCHIA

Titles
Short Texts
Slogan

BOLD
AaBbCc
1234567890

SEMIBOLD
AaBbCc
1234567890

MEDIUM
AaBbCc
1234567890

LIGHT
AaBbCc
1234567890

**ACUMIN
VARIABLE CONCEPT
EXTRA CONDENSED**

Titles
Subtitles
Short Texts

ULTRA BLACK
AaBbCc
1234567890

BLACK
AaBbCc
1234567890

BOLD
AaBbCc
1234567890

MEDIUM
AaBbCc
1234567890

**ACUMIN
VARIABLE CONCEPT**

Subtitles
Body Text

BOLD
AaBbCc
1234567890

MEDIUM
AaBbCc
1234567890

REGULAR
AaBbCc
1234567890

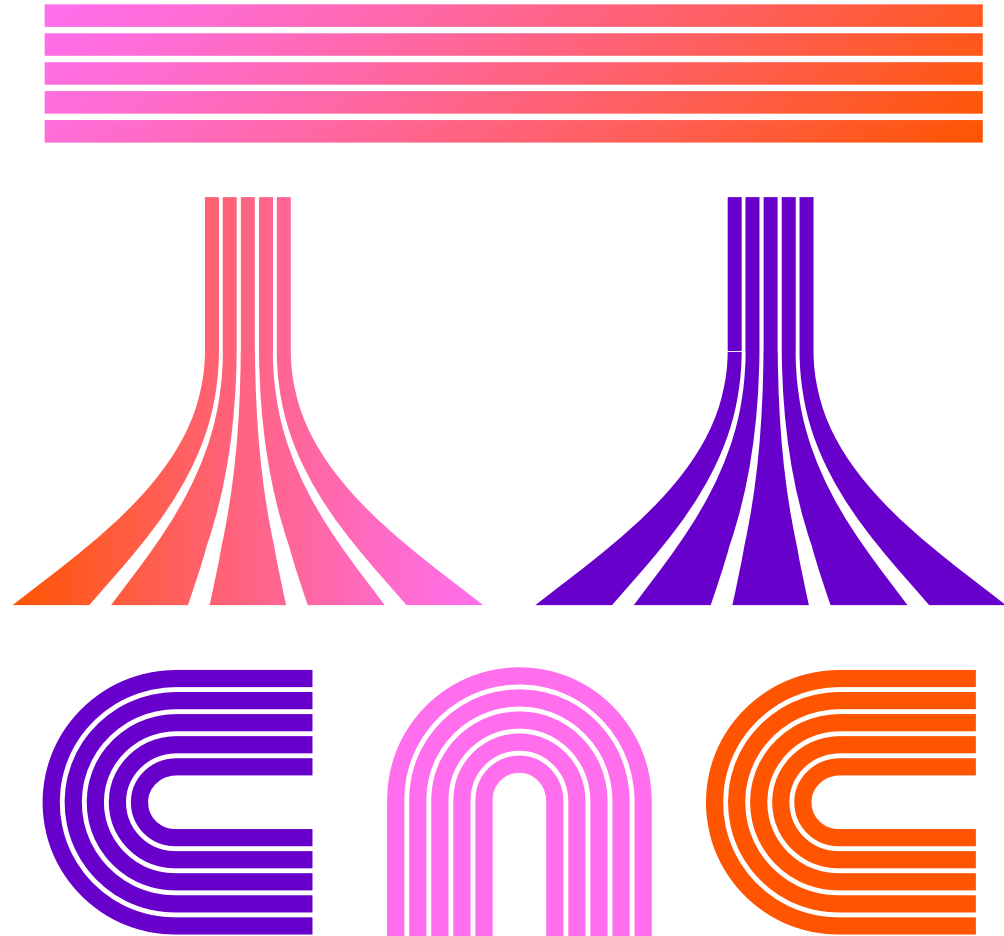
LIGHT
AaBbCc
1234567890

Brand elements

2.4 Graphics

The developed graphics complement and enhance the identity.

They provide the opportunity to create a more versatile, dynamic, and appealing brand.

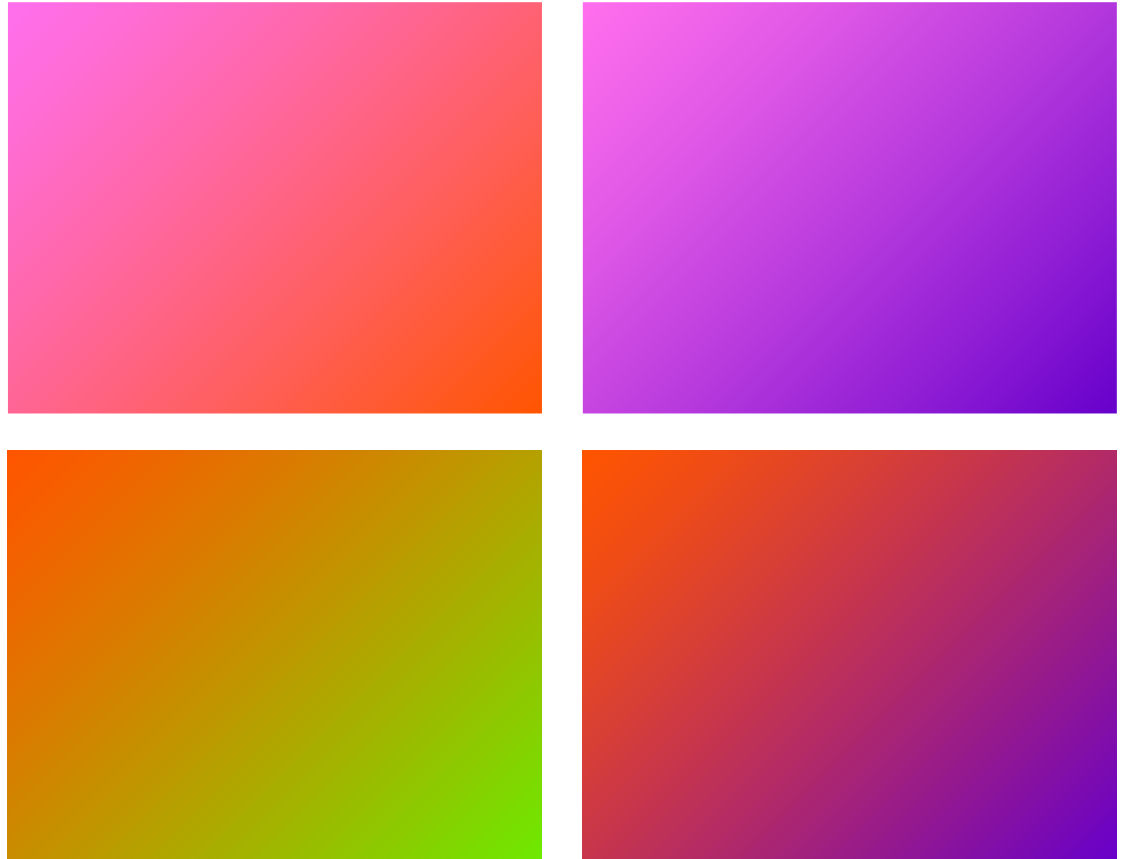


Brand elements

2.5 Gradients

The developed gradients complement and enhance the identity. They provide the opportunity to create a more versatile, dynamic, and appealing brand.

They can be used both as backgrounds or applied to the graphics.



03.

BRAND APPLICATIONS

- 3.1 Business Card
- 3.2 Letterhead
- 3.3 Folder
- 3.4 English Envelope
- 3.5 Manila Envelope
- 3.6 Email Signature



Brand applications

3.1 Business Card

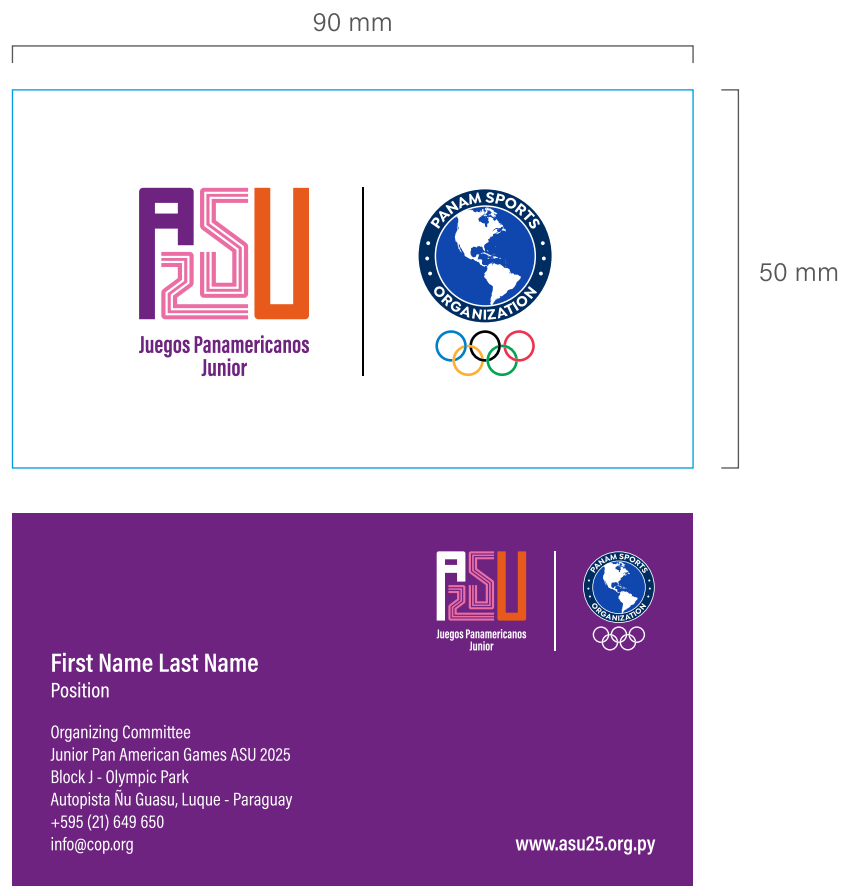
Size: 9x5 cm

Name: Acumin Variable Concept
Condensed Semibold - 10 pt

Position: Acumin Variable Concept
Condensed Medium - 8 pt

Details: Acumin Variable Concept
Condensed Regular - 7 pt

Website: Acumin Variable Concept
Condensed Semibold - 8 pt



Brand applications

3.2 Letterhead

Size: A4 21x29.7 cm

Details: Acumin Variable Concept
Condensed Regular - 10 pt
Website: Acumin Variable Concept
Condensed Semibold - 10 pt

210 mm



Lorem ipsum dolor sit amet
consectetur adipiscing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Organizing Committee Junior Pan American Games ASU 2025
Block J - Olympic Park | Autopista Ñu Guasu, Luque - Paraguay
+595 (21) 649 650 | info@cop.org

www.asu25.org.py

297 mm

Brand applications

3.3 Folder

Details: Acumin Variable Concept

Condensed Regular - 11 pt

Website: Acumin Variable Concept

Condensed Semibold - 11 pt



Brand applications

3.4 English Envelope

Details: Acumin Variable Concept

Condensed Regular - 11 pt

Website: Acumin Variable Concept

Condensed Semibold - 11 pt



Brand applications

3.5 Manila Envelope

Datos: Acumin Variable Concept

Condensed Regular - 14 pt

Web: Acumin Variable Concept

Condensed Semibol - 14 pt



Brand applications

3.6 Email Signature

In the reference, you can see the size relationship that the email signature should have in relation to the text.

New Message

To

Cc Bcc

Subject


Juegos Panamericanos
Junior


Juegos Panamericanos
Junior


Juegos Panamericanos
Junior


ASU
Juegos Panamericanos
Junior


ASU
Juegos Panamericanos
Junior


ASU
Juegos Panamericanos
Junior

Organizing Committee
Junior Pan American Games ASU 2025
Block J - Olympic Park
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04.

KEY VISUAL OF THE GAMES

4.1 Patterns

4.2 Mascots



Key Visual of The Games

4.2 Patterns



Key Visual of The Games

4.3 Mascots





THANK YOU
SO MUCH

