

ALICANTISSIMA

LA TERRETTA





The shape of the logo is inspired by the Explanada de España, also known as Paseo de la Explanada — a famous promenade in the Spanish city of Alicante and a symbol of tourism in the area.

It is composed of six and a half million tiles forming a wavy mosaic in red, blue, and white.

In popular culture, the Valencian Community is commonly referred to as La Terreta (The Little Land).

Luggage store and shower lunge in Alicante.

This is the primary version of the logo.
On the next page, you can find additional variations:
the logo in a circle,
the logo without the La Terreta subtitle,
or just La Terreta placed in the center of the logo shape.







TYPOGRAPHY



AGENDA

The primary typeface is Agenda, available in multiple styles: Regular, Medium, Semibold, Bold, and also in Cursive. It can be used across printed materials and digital platforms, such as social media and websites.

REGULAR

ALICANTISSIMA

MEDIUM

ALICANTISSIMA

SEMIBOLD

ALICANTISSIMA

BOLD

ALICANTISSIMA

REGULAR ITALIC

ALICANTISSIMA

MEDIUM ITALIC

ALICANTISSIMA

SEMIBOLD ITALIC

ALICANTISSIMA

BOLD ITALIC

ALICANTISSIMA



Primary color variations are recommended for text used in printed materials, social media posts, and on the website. Other typography color options can be used to create better visual variety when needed.

Lorem ipsum

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

Lorem ipsum

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

Lorem ipsum

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

Lorem ipsum

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



Lorem ipsum

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

Lorem ipsum

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

Lorem ipsum

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

Lorem ipsum

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

Lorem ipsum

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

Lorem ipsum

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

Lorem ipsum

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

Lorem ipsum

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

Lorem ipsum

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

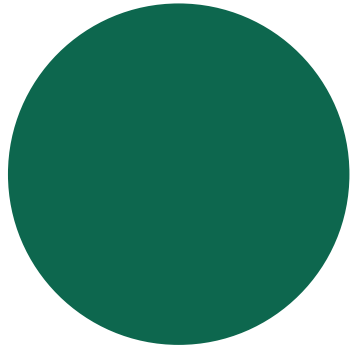
Lorem ipsum

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



COLOR PALETTE

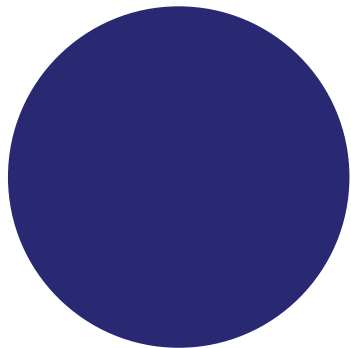




Emerald

Emerald green is often associated with rejuvenation, prosperity, renewal, and growth. Linked to the precious emerald gemstone, it embodies wealth, luxury, and exclusivity. Its rich undertones make it a symbol of status and prestige.

In color psychology, emerald green can promote balance and harmony, creating environments that foster well-being and tranquility.



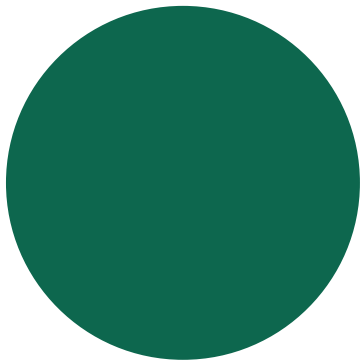
Navy blue

Navy blue is commonly associated with authority and professionalism. It conveys stability, reliability, and sophistication. This color often represents depth and expertise.

In color psychology, navy blue is believed to promote mental clarity and concentration. It is considered a color of intellect, wisdom, and power. The deep shade of blue has a calming effect that can help focus thoughts, reduce stress, and increase productivity.



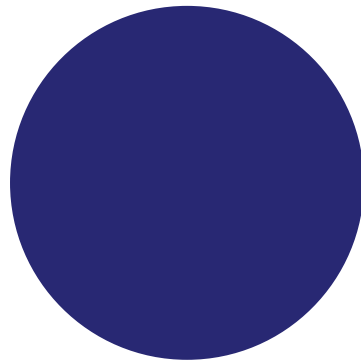
The primary color palette consists of three colors:
emerald green, navy blue, and white.



#01674E

CMYK: 89/36/76/26

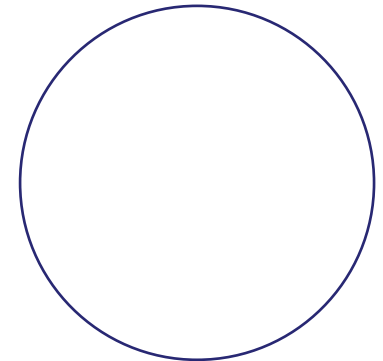
RGB: 1/103/78



#292974

CMYK: 100/98/13/16

RGB: 41/41/116



#FFFFFF

CMYK: 255/255/255

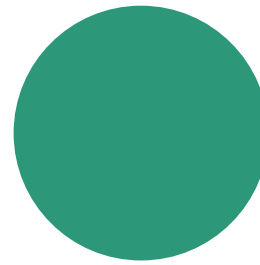
RGB: 0/0/0/0



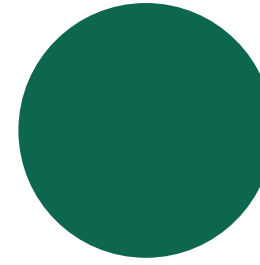
The secondary color palette includes dark, medium, and light tones of green.

Additional colors include dark, medium, and light beige.

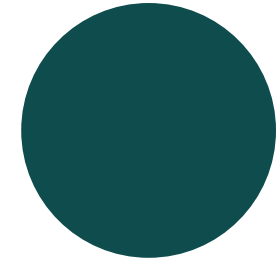
The contrast color is orange, available in light, medium, and dark tones.



#2F9679



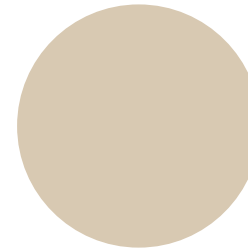
#01674E



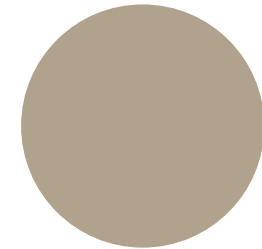
#014C4E



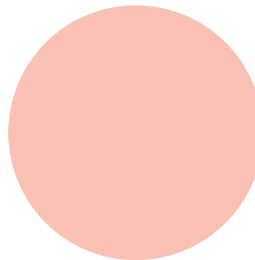
#FFF5EA



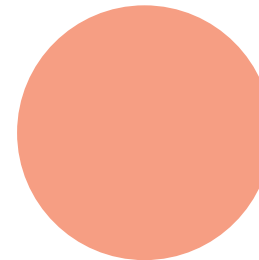
#D9CAB2



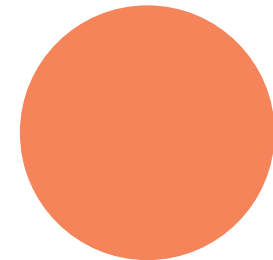
#B2A28E



#FAC1B5



#F79F84



#F5845C



COLOR VARIATIONS



The main logo can be used in two color options
emerald green or navy blue on a white background.



It can also be used in white on a navy blue or emerald green circular background.



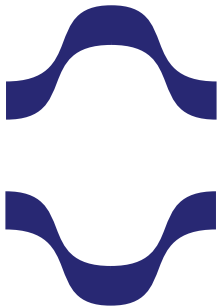
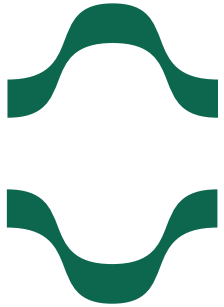
Another variation is the logo in emerald green or navy blue, placed on a white circular background with a green or blue outline.



The other combinations of color green and blue used in logo shape, main name and subname.







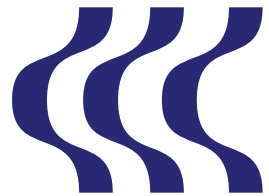
GRAPHIC ELEMENTS

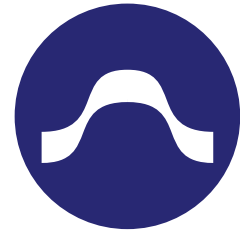


Graphic elements are derived from the logo shape and can be used in printed promotional materials, social media templates, and the website.







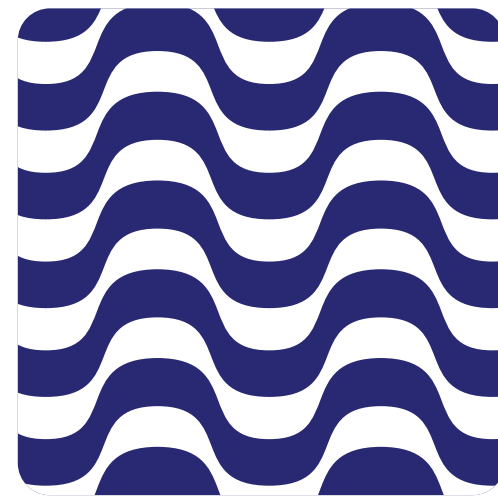
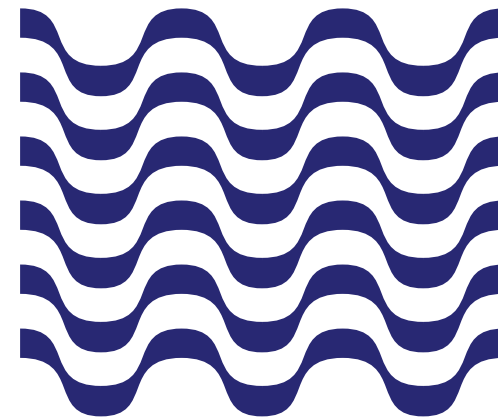
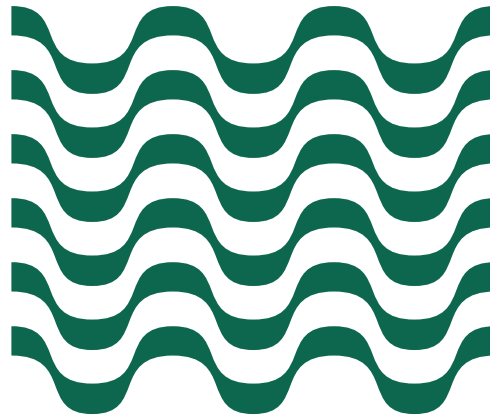
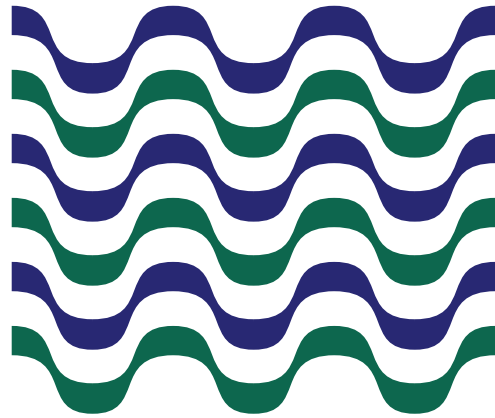




PATTERN

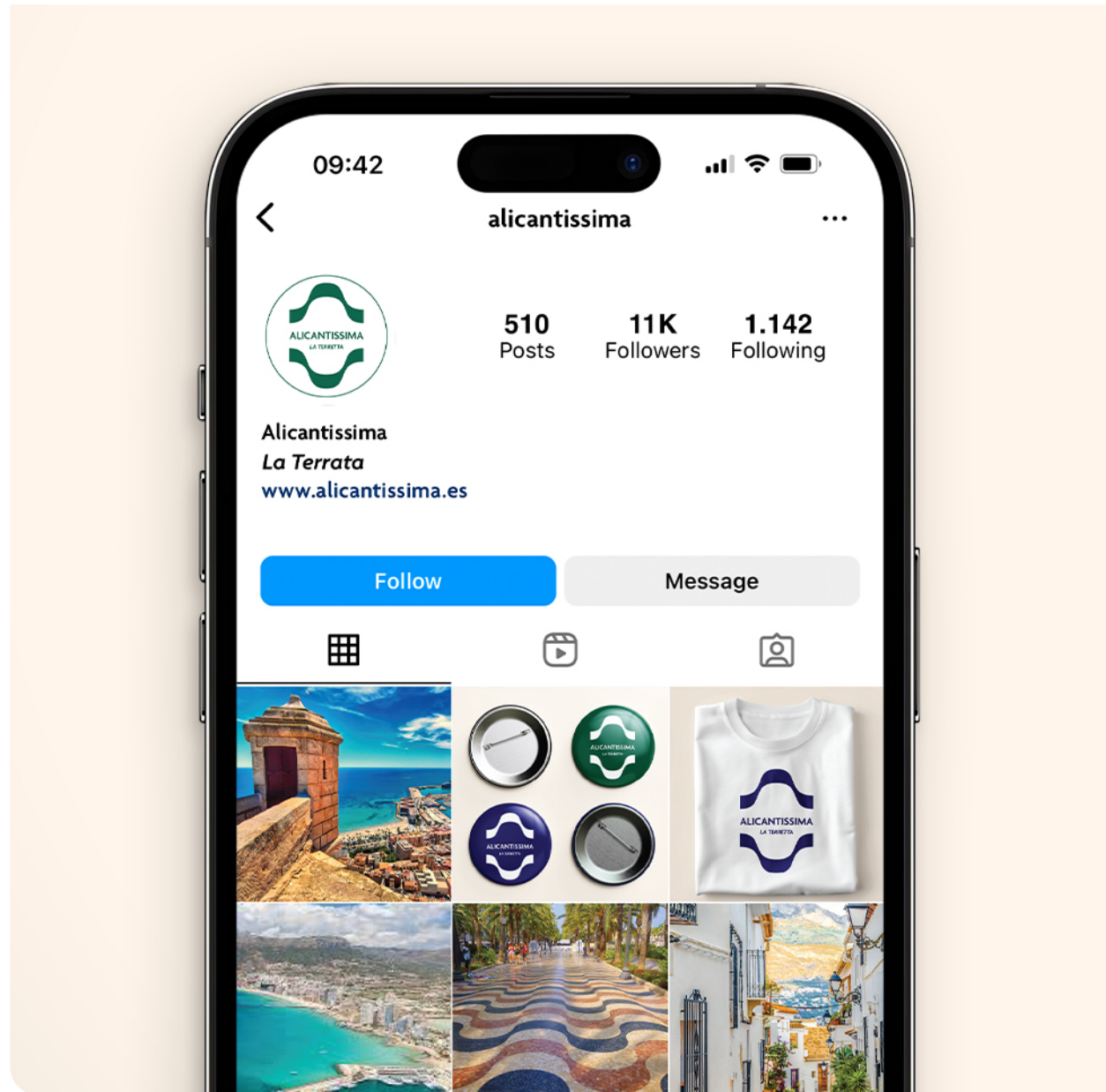


A characteristic pattern
based on the logo shape can be applied in
various green and blue color variations..



VISUALIZATION













GIFT BOXES



