



MY
PARTY!
COLORS



Corporate Identity Manual

Introduction

Introduction

The My Party Colors Corporate Identity Manual is a guide designed to ensure the coherence and to ensure the coherence and proper use of the visual elements of our brand in all communication channels.

Purpose of the Manual

The purpose of this manual is to establish the guidelines necessary to maintain the integrity of the My Party Colors visual identity. Through these guidelines, we seek to ensure that the brand is perceived in a way that is professional, coherent and aligned with our values of joy and creativity.

Brand Identity



About the Brand

My Party Colors is a leader in personalized entertainment services for social and corporate events. With over 37 years of experience, we fuse energy, creativity and professionalism to create unforgettable experiences. Our commitment is to provide fun moments adapted to every occasion, always maintaining high quality standards.

Mission

To offer interactive and personalized entertainment that will turn each event into an unforgettable experience, ensuring the participation and fun of all attendees.

Vision

To be the leading provider of bilingual and personalized event entertainment services, recognized for making every celebration an extraordinary experience.

Values

Creativity: Design unique and memorable experiences.

Professionalism: Provide high quality services with excellence.

Inclusion: Adapt to different cultures and audiences through customized proposals.

Brand Identity



Meaning of the Logo

The My Party Colors logo is the visual representation of the brand's essence: fun, energy and personalization. Its vibrant and colorful design conveys the joy of every event we organize, reflecting our commitment to creativity.

The diverse colors symbolize the variety of experiences and emotions that we create, while the decorative elements, such as drops and confetti, evoke festivity and celebration. The friendly and dynamic typography reinforces accessibility and closeness to our audience.



Original Version



Monochrome Versions

Brand Identity



Correct Uses

- Respect proportion and safety space.
- Do not modify colors or typography.
- Do not rotate or distort the logo.
- Maintain good contrast.

Minimum Spacing and Sizes

To ensure legibility and correct perception of the brand, the logo must not be should not be printed in a size smaller than 3 cm wide for horizontal versions and 2.5 cm wide for horizontal and 2.5 cm high for vertical or compact versions.



Brand Identity



Incorrect Uses

- X Do not change colors.
- X Do not apply effects or shadows.
- X Do not redesign or modify its shape.



Color Palette

The colors used in the My Party Colors logo have been carefully selected to convey the essence of the brand and connect with the target audience.



#E85247



#F3C025



#13B4C0



#81B932



#EE8014



#C5338A

Corporate Typography

Aa Aa Aa

Poppins: A geometric sans-serif font that conveys professionalism, modernity and clarity. Its clean and balanced design allows a comfortable reading in different applications and formats.

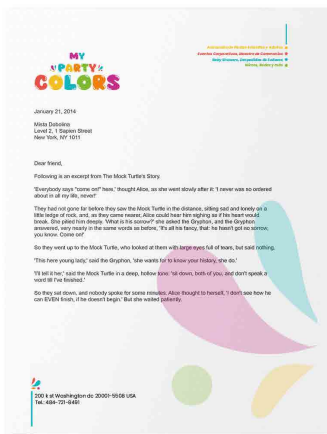
It will be used for titles and subtitles due to its visual impact and clarity.

Aa Aa Aa

Quicksand: A friendly sans-serif typeface with rounded shapes, ideal for conveying closeness and fun. Its fluid structure reinforces the dynamic aspect of the brand.

It will be used in body copy and promotional material to reinforce the brand's accessible and playful personality of the brand.

Brand Applications





Conclusion

This document is the key tool to communicate the essence of My Party Colors in an effective and consistent manner. The correct use of our visual guidelines will strengthen our presence in the marketplace and help us connect in a genuine way with our audience.