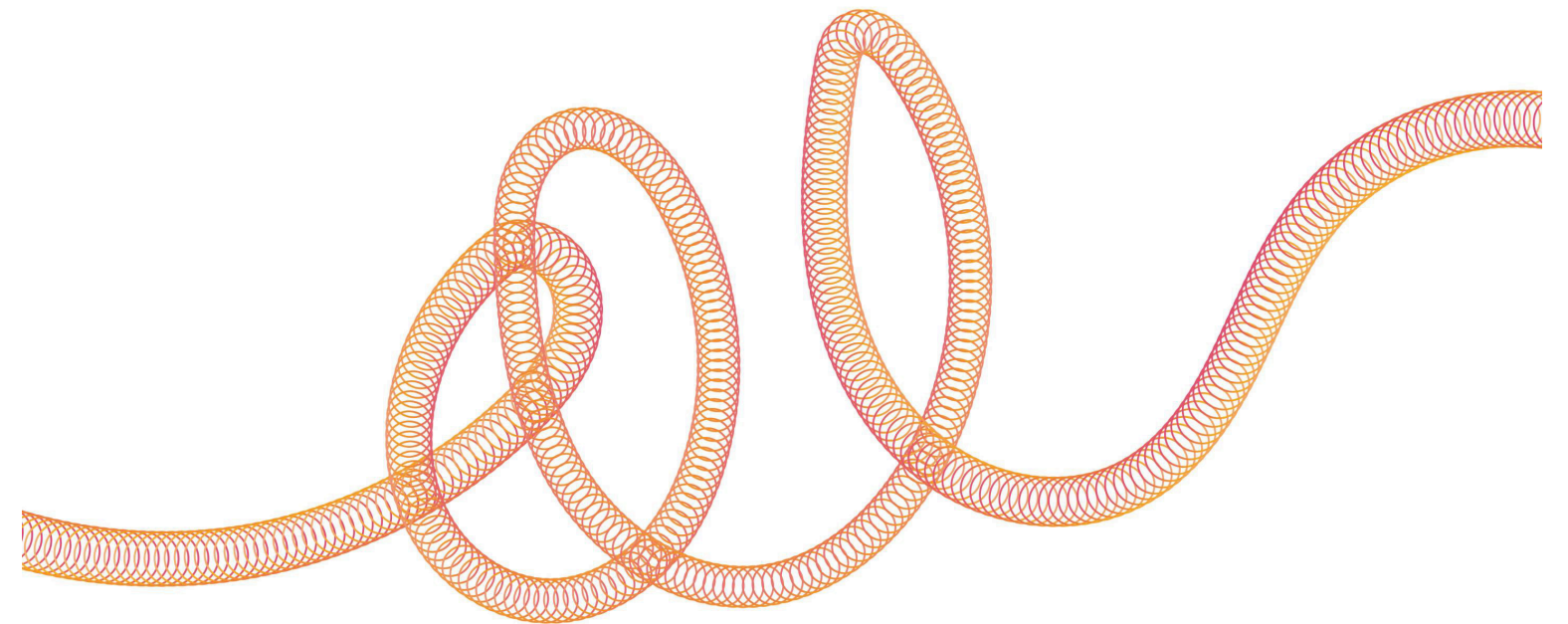
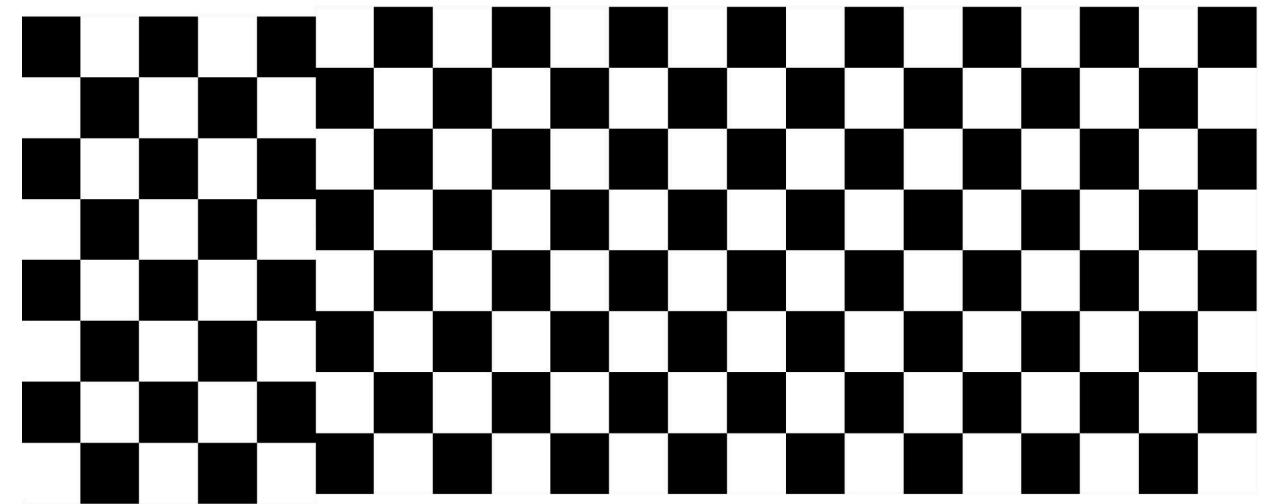




Tu idea,



desarrollada.



LOGOMANUAL

How to correctly use an identity

Containments

Introduction & definition	4
Colour identity	16
References & showcase	18

Primary and alternative versions, size specifications, protective clear space, prohibited variants

1



The logo manual establishes rules for the correct use of the logo and its variations in order to ensure a consistent visual identity of the brand. It defines the permitted versions of the logo, its colour palette, protective clear space, as well as correct and incorrect methods of application. Compliance with these rules is mandatory for all parties working with the logo, with the aim of maintaining a unified and professional visual style of the brand.

Logo itself represents **soft skills values**. Communication, critical approach and thinking, an open mind, emotional control, observation...

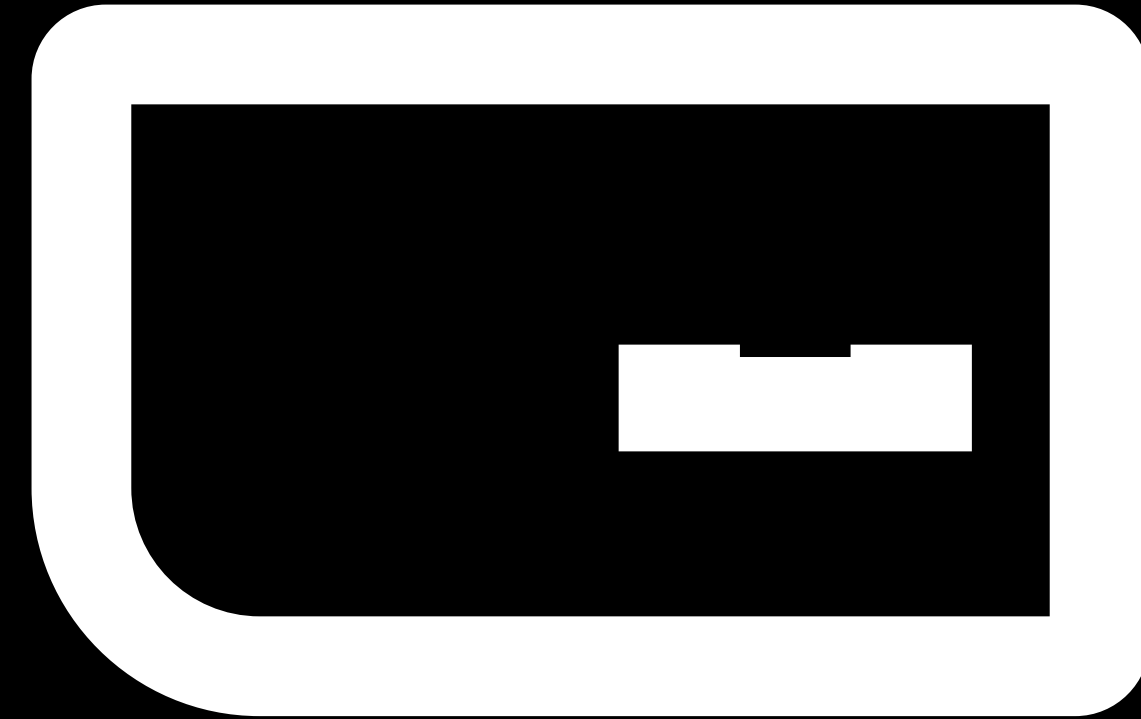
Inspired by the yellow boxfish, it adapted onto those values. Symbol itself is an **eye**, which is universal, timeless, scalable, culturally neutral, already semantically loaded – observation precedes communication, awareness precedes empathy and attention precedes self-control. **Visualising the prerequisite of every soft skill.**

Logo colour is dominated with **yellow** which stands with awareness, cognition, learning; visibility (attention, noticing) and optimism / openness (soft skills domain)





 **SOF7SKILLS®**





Other variants



←
Not recommended

←
Not recommended

↑
Not recommended

↑
Not recommended

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A TEXT FOR COMPARISON (12 pt) Fachucon patrarit; efacem intem pervid renatre quidieniqua publiam rei ficaute ca rei spiorum etriptes



25 mm



40 mm

 SOF7SKILLS®

A TEXT FOR COMPARISON (12 pt) Fachucon patrarit; efacem intem pervid renatre quidieniqua publiam rei ficaute ca rei spiorum etriptesFicaet? Nam co accit L. Morachus, vissilne factam iam ia nes rei pratore



60 mm

The minimal **scale** of logo and symbol usage.

The logo should not be used with lenght smaller than 40 mm.

The symbol can be sized in a smaller grid than 25 mm.



Logo safe-zone is considered to be the symbol placed vertically.
The gap between symbol and typo should be width as the letter I in typo.

Colour identity

2

R: 255
G: 203
B: 4



C: 0 %
M: 21 %
Y: 93 %
K: 0 %

Primary colour is a warm-like yellow enhancing rational **concept of soft skills**. Other used colour is slightly enlightened black putting the contrast in.

R: 33
G: 38
B: 51

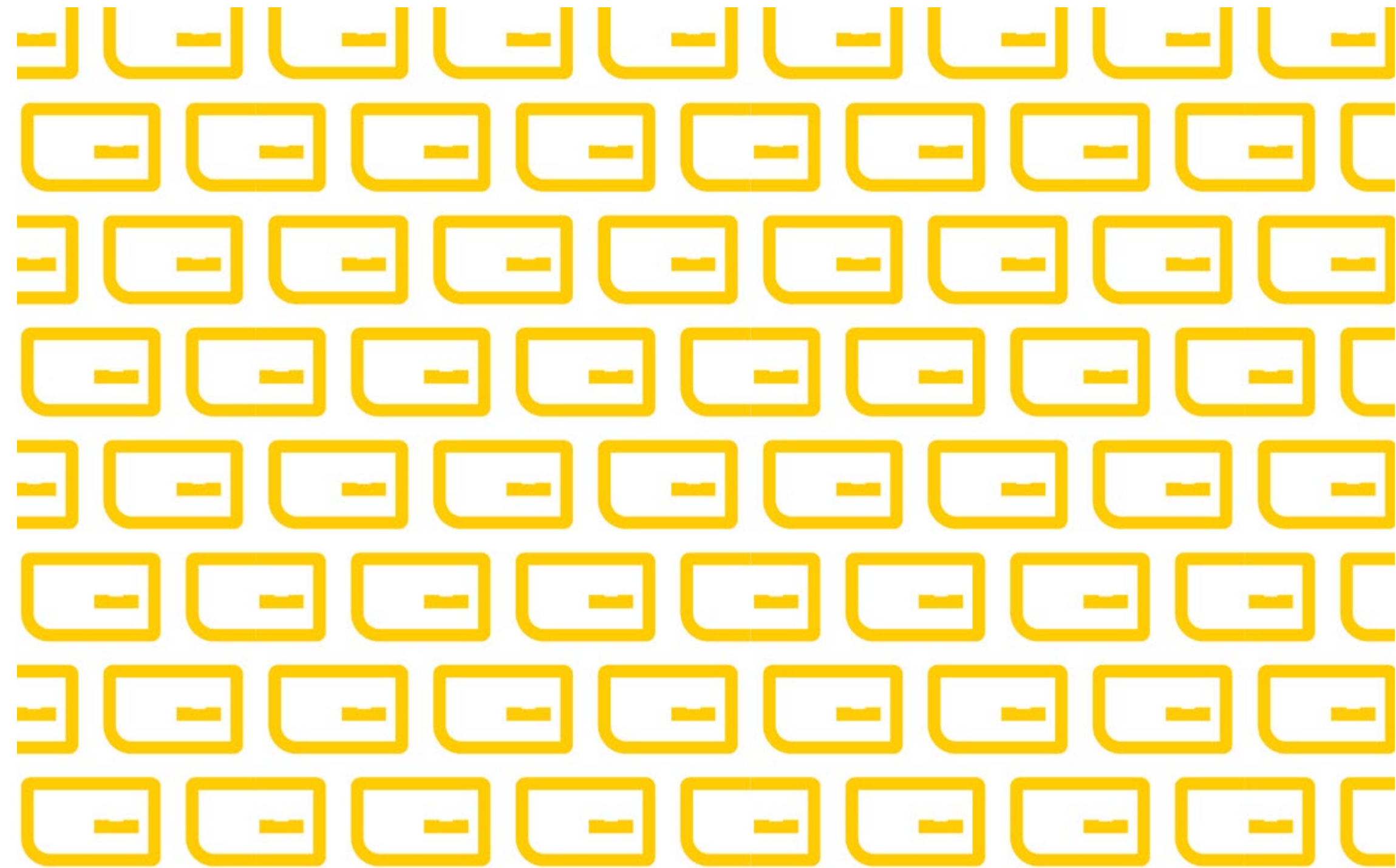


C: 87,06 %
M: 74,43 %
Y: 51,23 %
K: 63,86 %

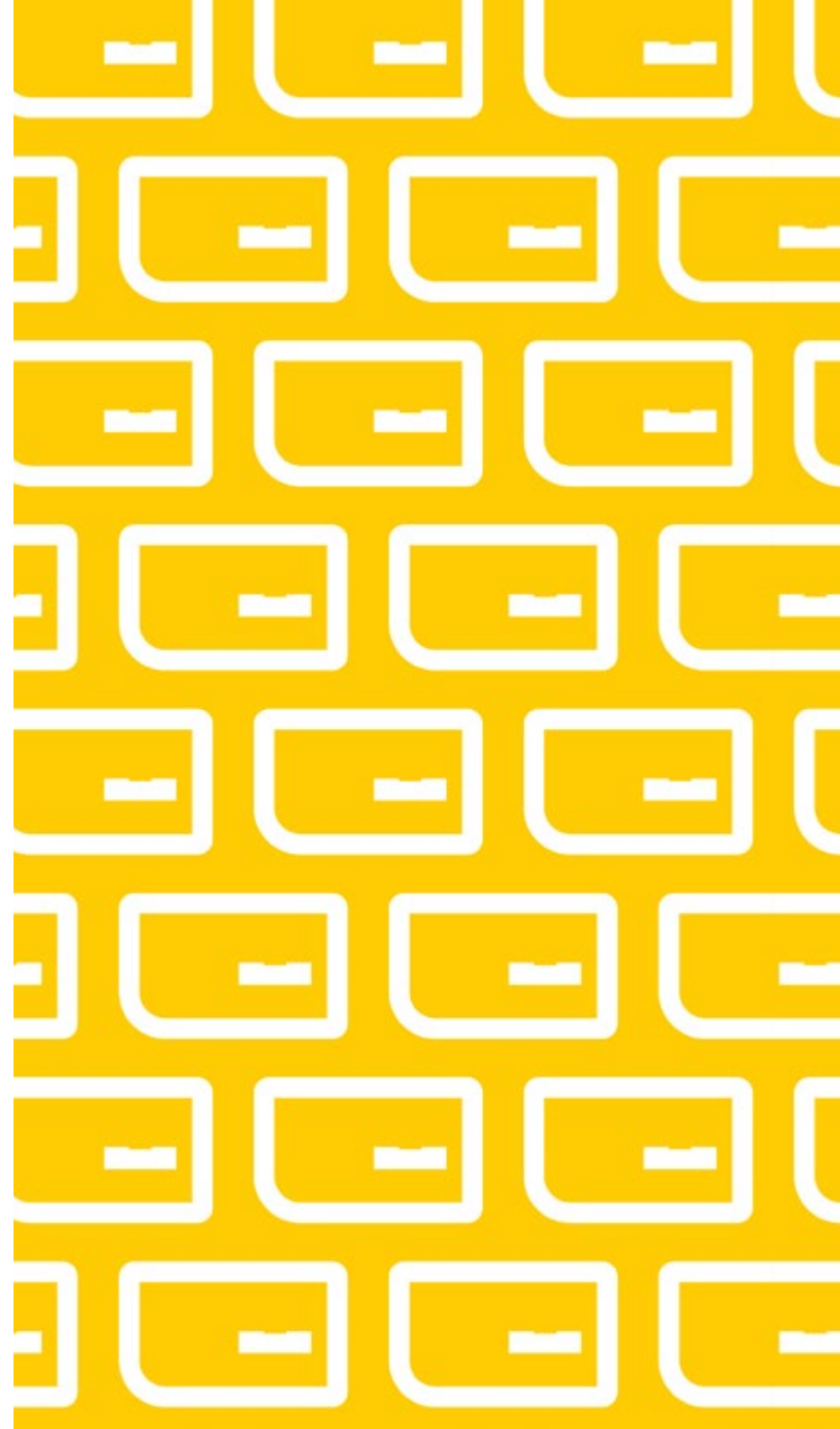
Rest of the colour pallete is simply black and white considered as a flexible variation for all purposes.

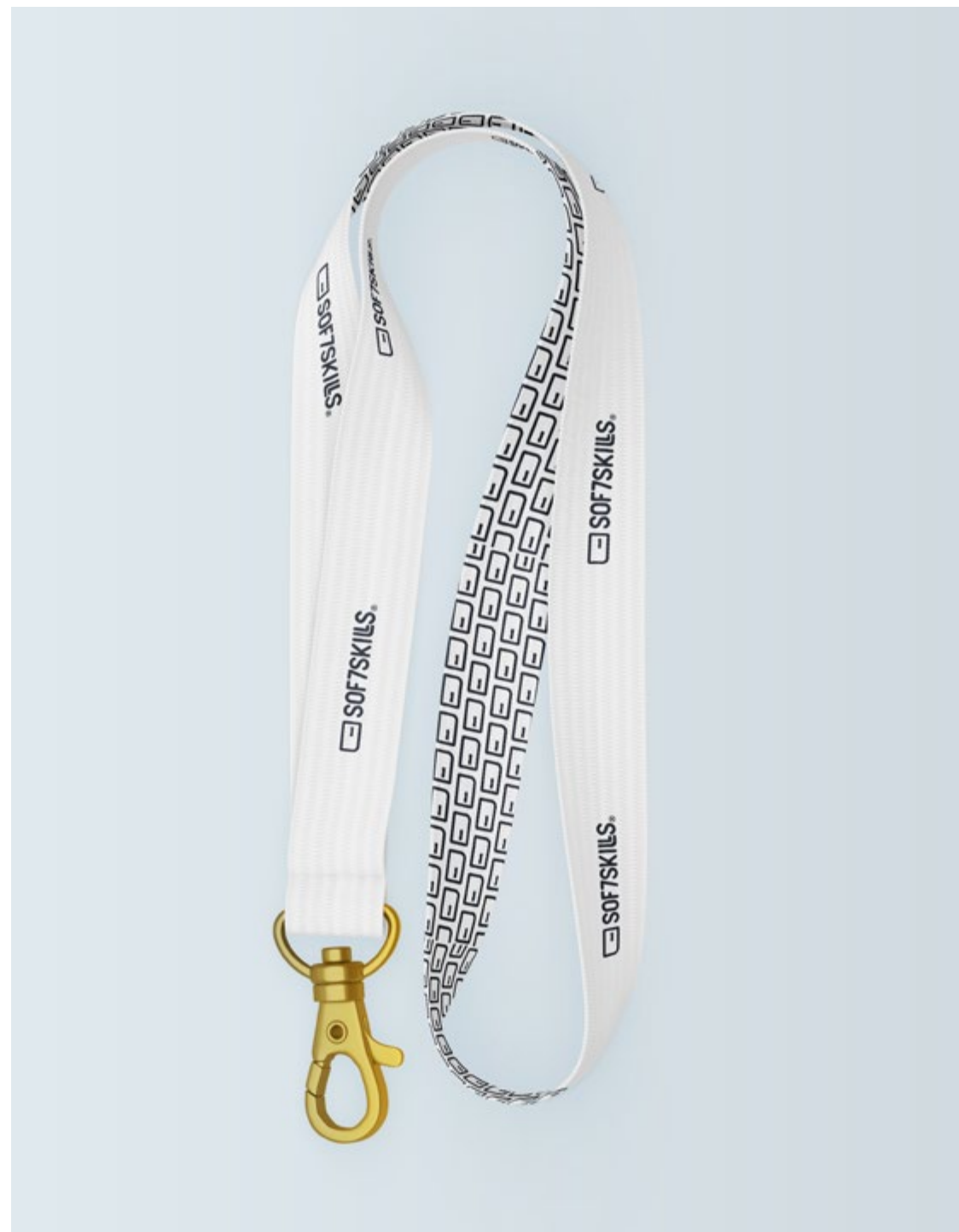
References
& showcase

3











2026