

Projecte...

L'ÒPERA VEHICLE D'APRENENTATGE

LÓ
VA



**GENERALITAT
VALENCIANA**



EL LOGOTIP

LÓ
VA



Què son?

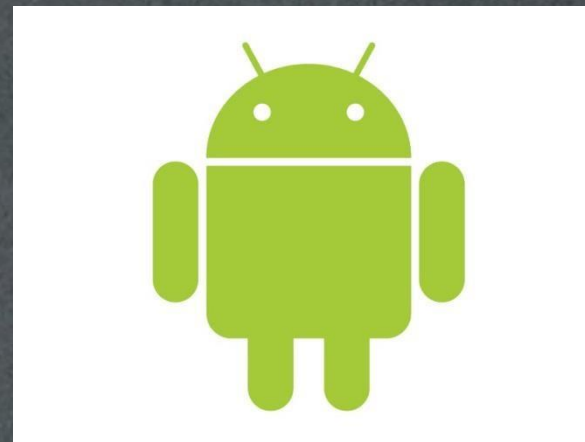
- El logotip és un símbol format per imatges o lletres que serveix per a identificar una empresa, marca, associació... i donar-la a conèixer
- És la signatura d'una companyia

Característiques

- Representatiu.
- Senzill i breu.
- Fàcil de recordar.
- Fàcil de llegir independentment del tamany de la lletra.
- Ha de cridar l'atenció.

Classificació

- Sols amb imatge.



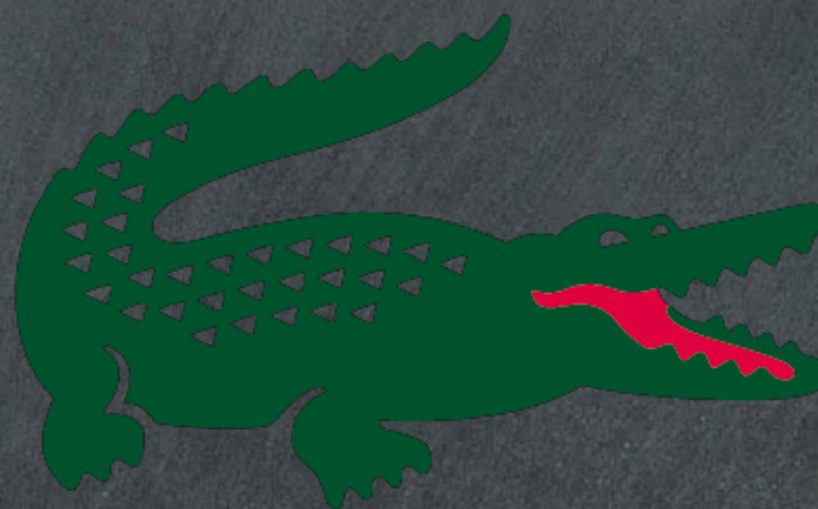
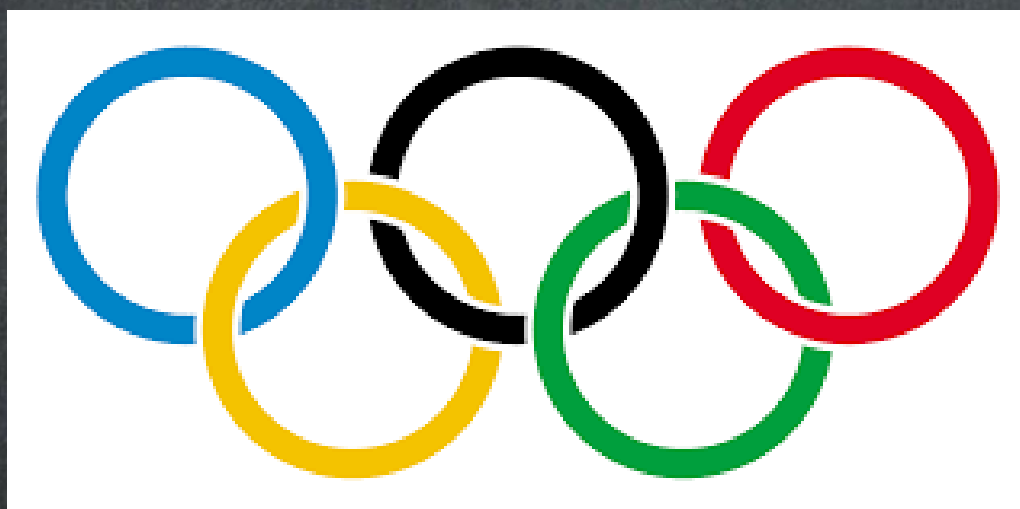
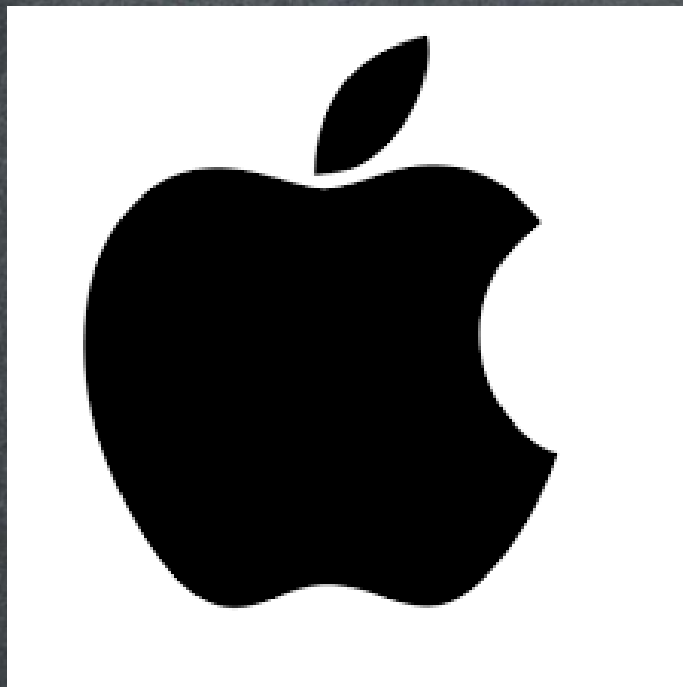
- Amb lletres i imatge.



- Sols amb lletres.

SONY

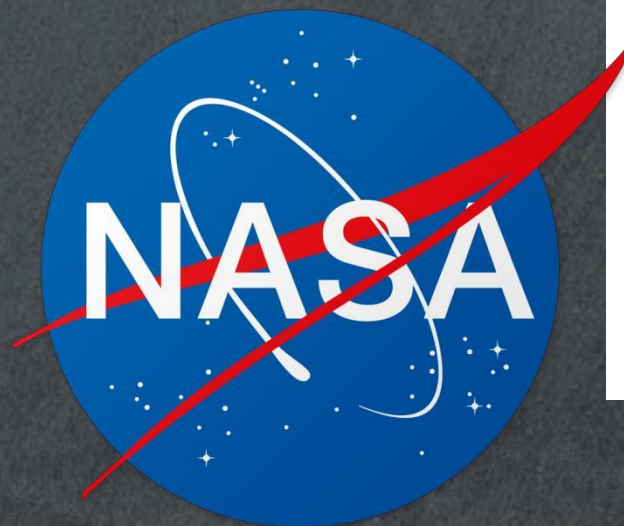
amb imatge



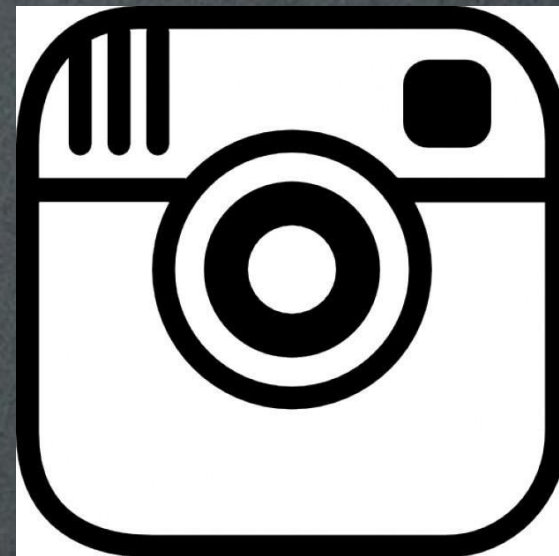
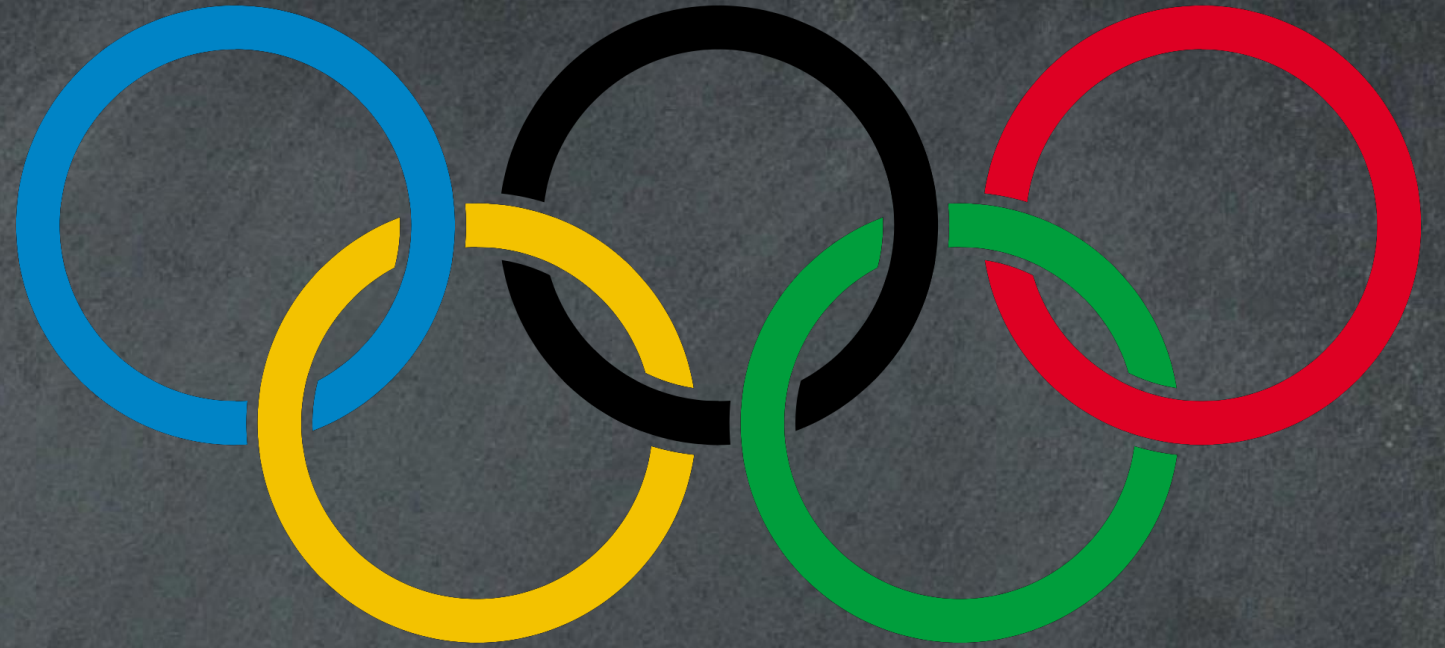
Sols text

The eBay logo features the word "eBay" in a lowercase, sans-serif font. The letters are colored: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green. A small "tm" trademark symbol is located at the top right of the 'y'.The LEGO logo consists of the word "LEGO" in a bold, white, sans-serif font with a thick black outline. It is set against a solid red rectangular background.The Disney logo is written in a black, stylized, cursive script. The 'D' is large and features a circular loop at the top. A small registered trademark symbol (®) is positioned at the bottom right of the word.The Canon logo is the word "Canon" in a bold, red, sans-serif font.The Coca-Cola logo is written in a red, cursive script. A small registered trademark symbol (®) is located at the bottom right of the word.The Barbie logo is written in a pink, cursive script. A small "TM" trademark symbol is located at the bottom right of the word.The FedEx Express logo features the word "FedEx" in a bold, sans-serif font, with "Fed" in blue and "Ex" in orange. Below it, the word "Express" is written in a smaller, blue, sans-serif font.The FILA logo is written in a bold, blue, sans-serif font. The letters are outlined in white, and the 'F' has a red horizontal bar across its top.The MANGO logo is written in a bold, black, sans-serif font.The amazon logo features the word "amazon" in a bold, black, sans-serif font. Below the word is a curved orange arrow pointing from the 'a' to the 'z'.

Imatge i text



En Cercle



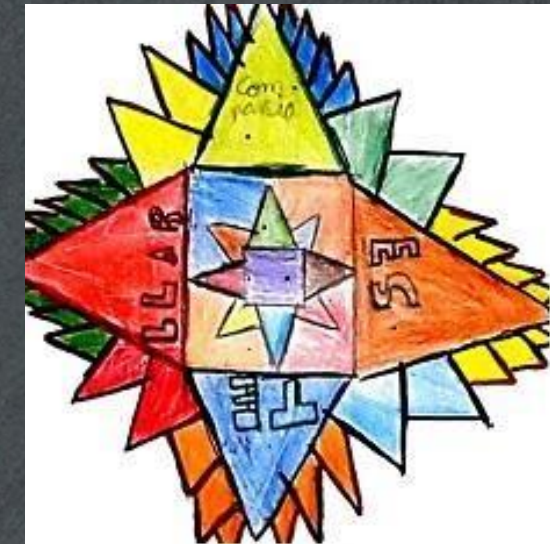
L'ÒVA València



LÓVA Juan Esteve - Albal



LÓVA



Companies d'Òpera



DUTCH
NATIONAL
OPERA &
BALLET

COLOR Y MARKETING

	OPTIMISMO CLARIDAD CALIDEZ					
	AMISTAD ALEGRÍA CONFIANZA					
	ENTUSIASMO JUVENTUD VALOR					
	CREATIVIDAD IMAGINACIÓN SABIDURÍA					
	SEGURIDAD FORMALIDAD FUERZA					
	PAZ SALUD NATURAL					
	CALMA NEUTRALIDAD EQUILIBRIO					