

**Ambienta**  
✦ ✦ ✦ ✦

manual  
de identidad  
de marca



*Haz ciencia!*

*Vive de forma sustentable,*

*gestiona el medio ambiente,*

*aplica el conocimiento e innova;*

*observa, analiza, abstrae y trabaja en equipo.*

*Maneja de forma sostenible los recursos naturales*

*para preservar, concientizar y comunicar la naturaleza,*

*su riqueza, abundancia, diversidad, conectividad y resiliencia.*

*Diagnóstica, planea, desarrolla y ordena a escala,*

*Ambienta.*





*Un equipo transdisciplinario,  
líder en educación e investigación del medio ambiente.  
Gestores de cambio!  
Formamos profesionistas que aprecian y conocen  
sobre ecología del paisaje, vida silvestre y naturaleza.  
Maestros de una vida sostenible.*





# Lo esencial

Análisis de valor

---

**Eres** *amante de la naturaleza: un agente de cambio, motivado e innovador; haces equipo y buscas un mundo mejor.*

**Una voz** *que inspira: es íntegra, amigable, sabia, respetuosa de la naturaleza.*

**Que siente** *conexión: comunión, empatía, entendimiento y potencial en lo que lo rodea.*

**Ofrece** *soluciones y educación ambiental: conservación ecológica, diseño social-participativo y proyectos de manejo.*

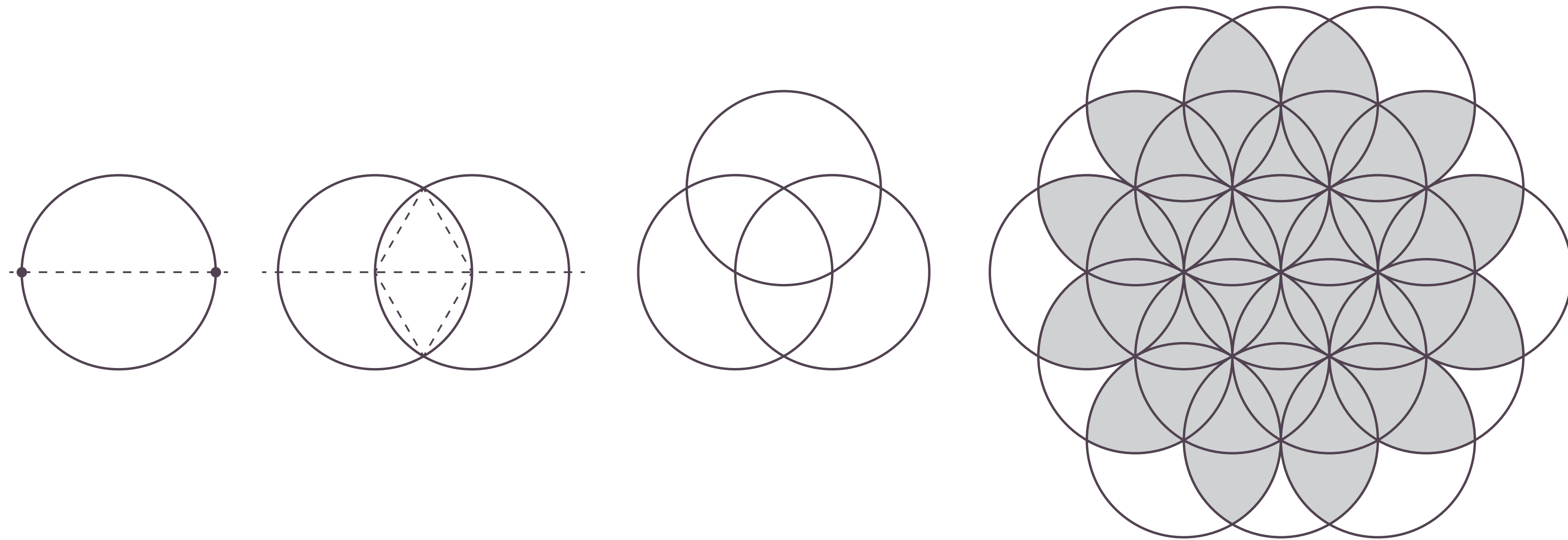
**Desea** *coexistir con la naturaleza: ser sustentable, observar, preguntar, aplicar el conocimiento y dar respuestas.*



# Concepto gráfico

La flor de la vida

---



La flor de la vida es la representación gráfica del origen de la existencia; una expresión de la geometría sagrada que explica las proporciones de crecimiento de la naturaleza, desde su forma más mínima hasta el universo mismo. En dicha figura encontraremos una repetición de la *Vesica piscis* (dos círculos unidos) los cuales representan el origen de las ideas y la generación de nuevo conocimiento.

*“Un punto en movimiento hace una línea,  
una línea en movimiento, un plano  
y un plano en movimiento, el universo entero”*



# Logotipo

Aplicación en fondo claro

---

**Ambienta**  
★ ★ ★ ★

**Ambienta**  
★ ★ ★ ★

Aplicación fondo oscuro

---

**Ambienta**  
★ ★ ★ ★

**Ambienta**  
★ ★ ★ ★



# Logotipo

Aplicación a Programas Educativos

---

**Ambienta**  Doctorado

**Ambienta**  Maestría

**Ambienta**  Especialidad

**Ambienta**  Licenciatura



# Logotipo

## Usos incorrectos



Cambio de proporción



Rotación



Sustitución tipográfica



Aplicación aleatoria de colores



# Paleta de color

Especificaciones para uso en medios

---



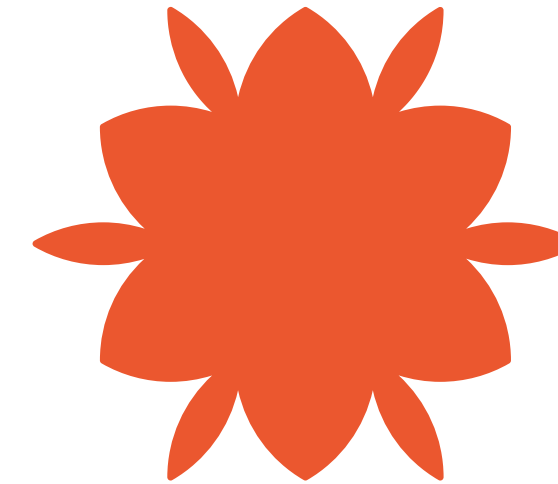
**Licenciatura**

RGB 182, 212, 77  
HEX #b6d44d  
CMYK 33, 0, 89, 0



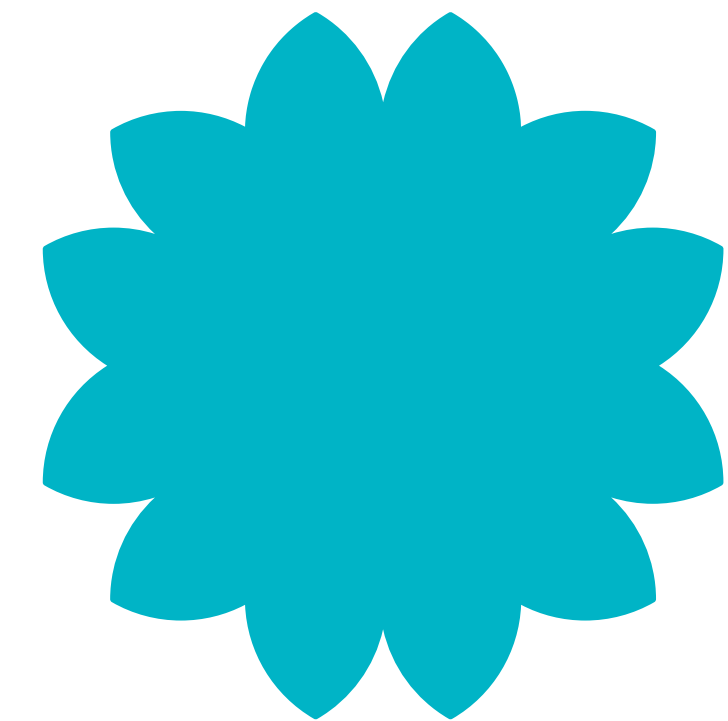
**Especialidad**

RGB 252,179,56,  
HEX #fcb338  
CMYK 0,33,89,0



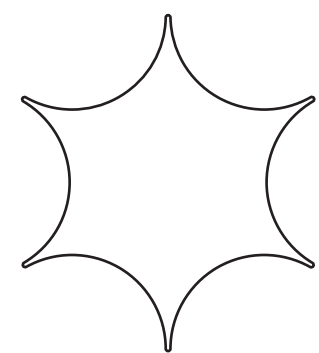
**Maestría**

RGB 237, 87, 47  
HEX #ed572f  
CMYK 1, 81, 92, 0



**Doctorado**

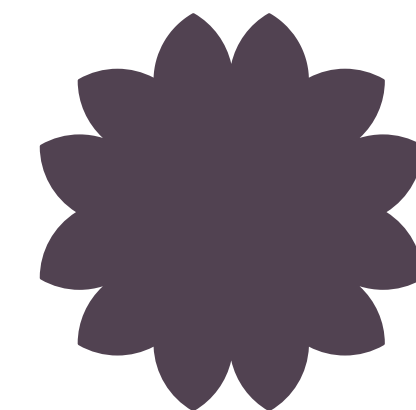
RGB 0, 182, 200  
HEX #00b6c8  
CMYK 73, 4, 22, 0



**Blanco**

**Negro Ambienta**

RGB 252,179,56,  
HEX #fcb338  
CMYK 0,33,89,0





# Tipografía

Primaria

---

tu otra  
mitad

IBM Plex Sans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#()\$!¿?%;:,-

Secundaria

---

## Convocatoria Abierta

*El aspirante deberá contar con grado de Maestría de un programa de posgrado relacionado con Medio*

### Objetivo

El Doctorado en Medio Ambiente y Desarrollo es formar recursos humanos con alta capacidad innovadora, técnica y metodológica, para comprender los principios fundamentales que definen la relación ambiente-sociedad, con el fin de proponer posibles soluciones para los

IBM Plex Sans Medium

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz

IBM Plex Sans Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz

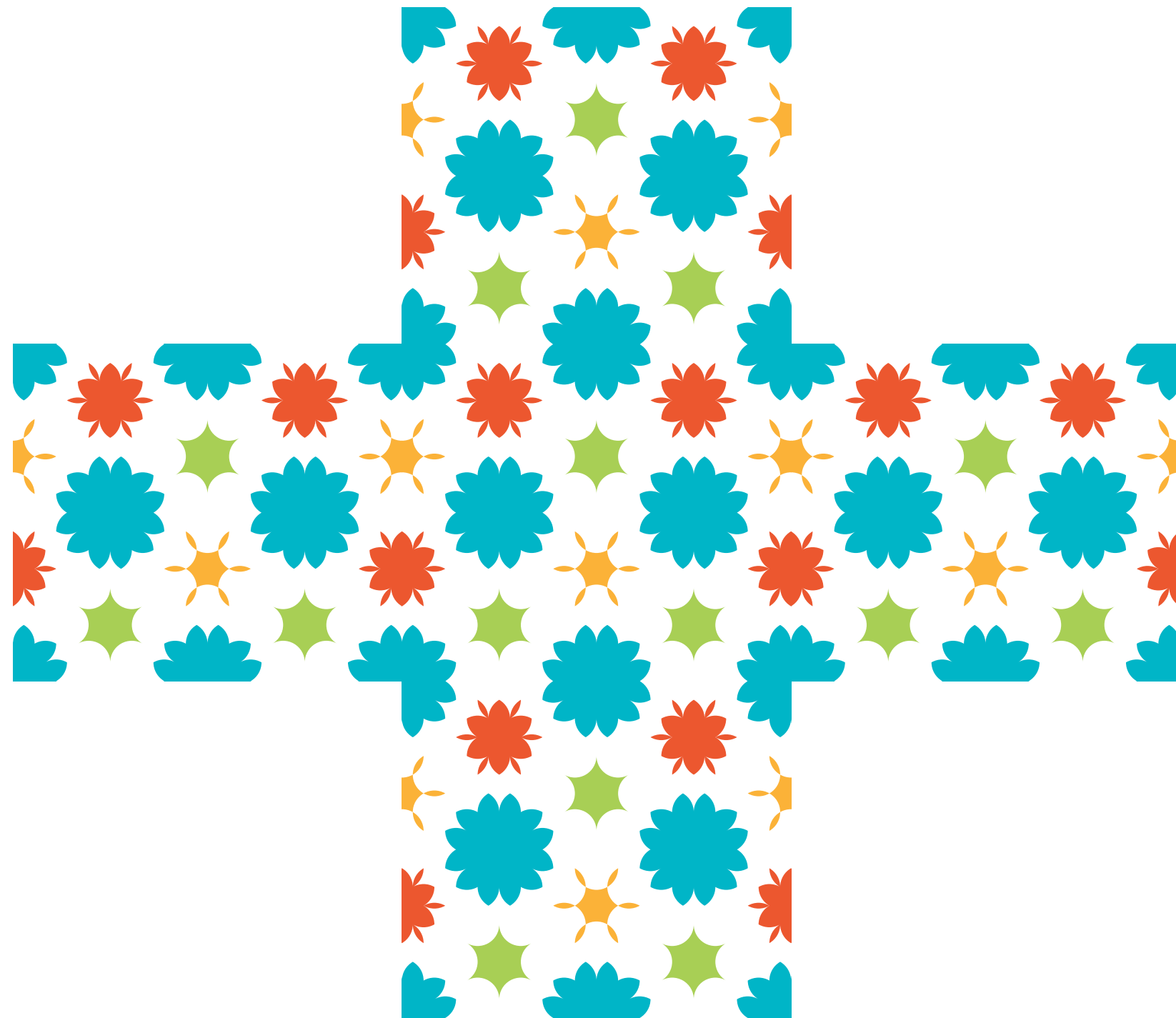
*IBM Plex Sans Light Italic*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz*

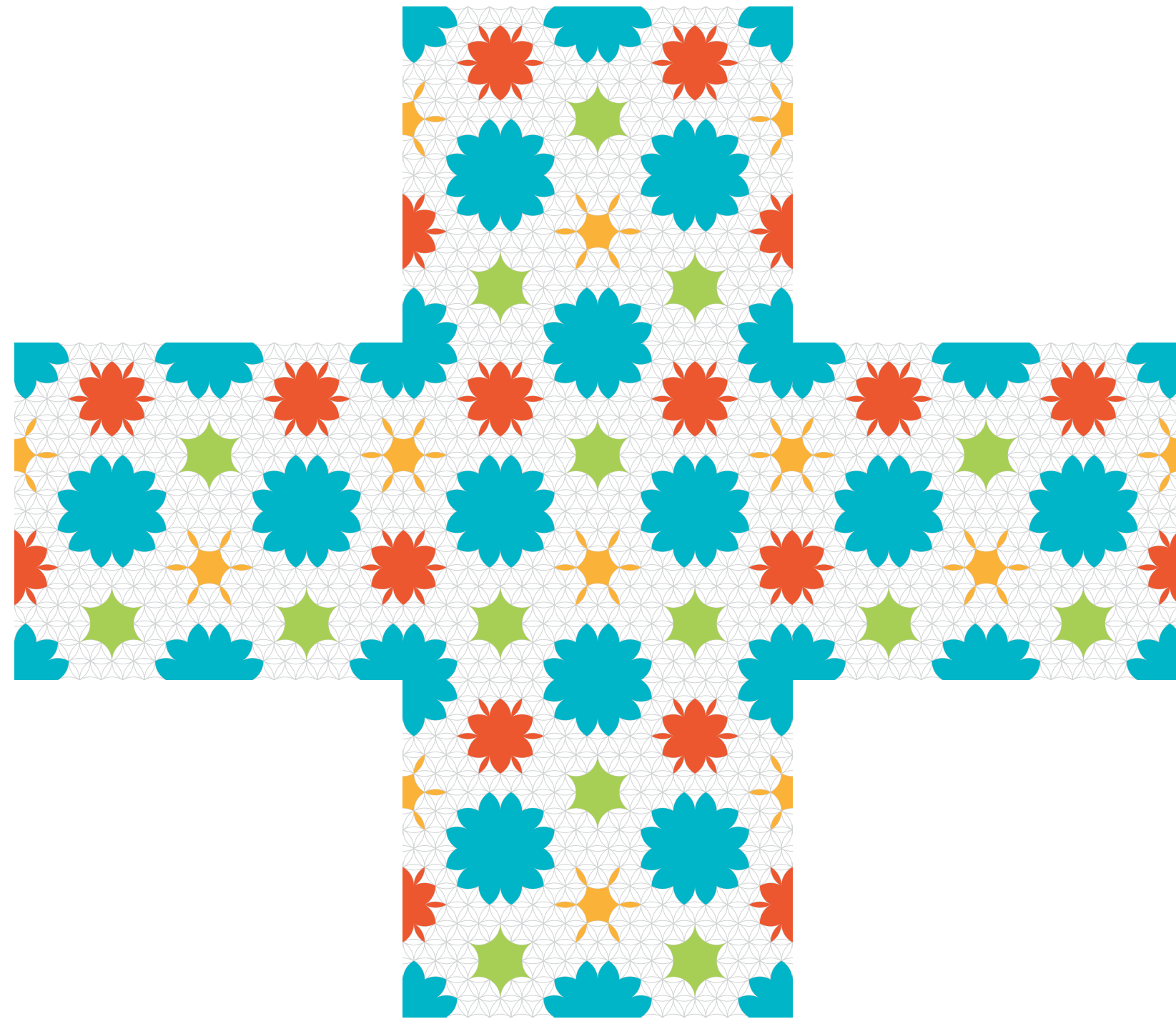


# Patrón + Retícula

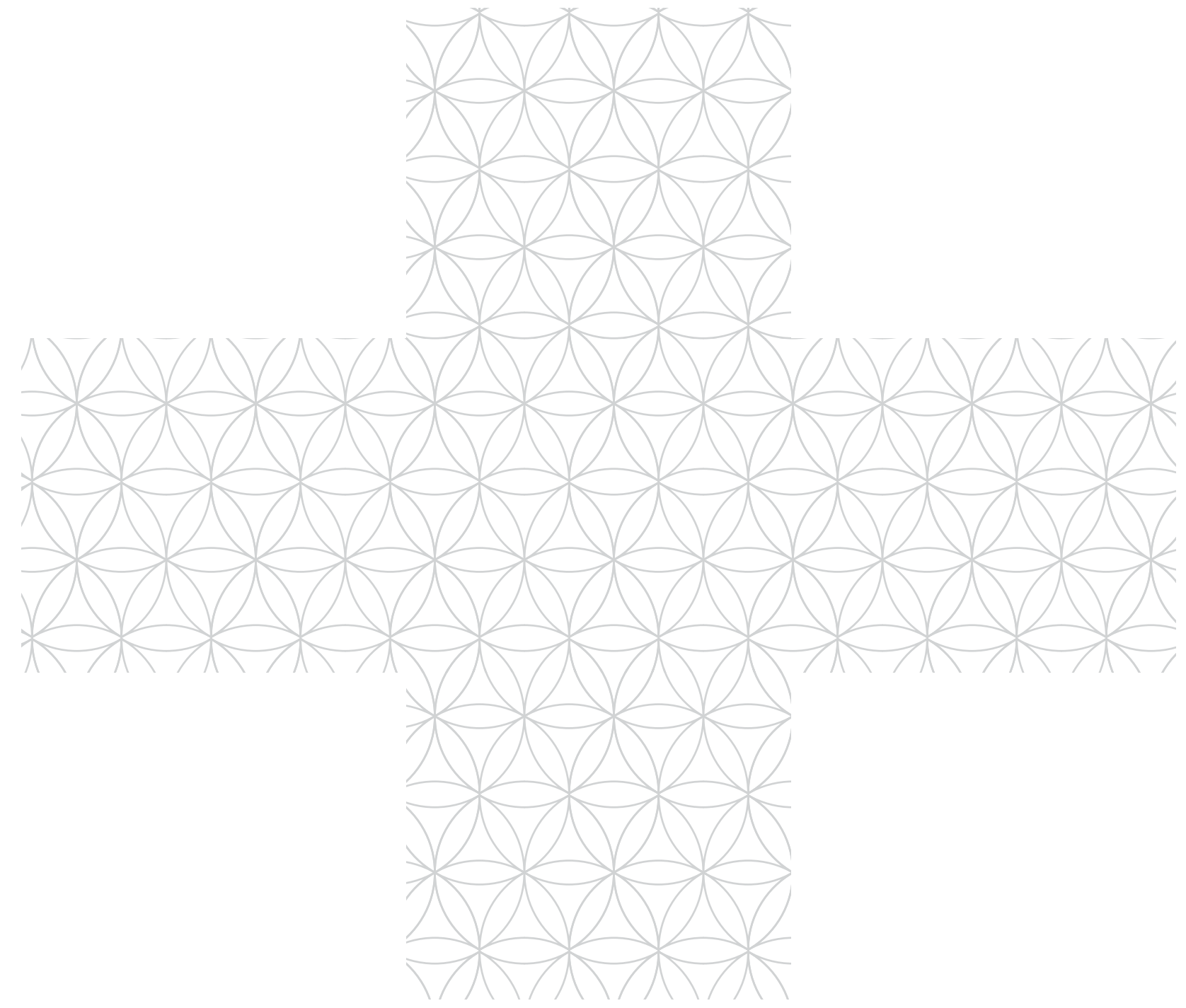
Patrón



Patrón + Retícula



Retícula





# Papejería

## Hoja membretada



Tamaño carta (21.6 x 27.9cm)

## Tarjeta de presentación



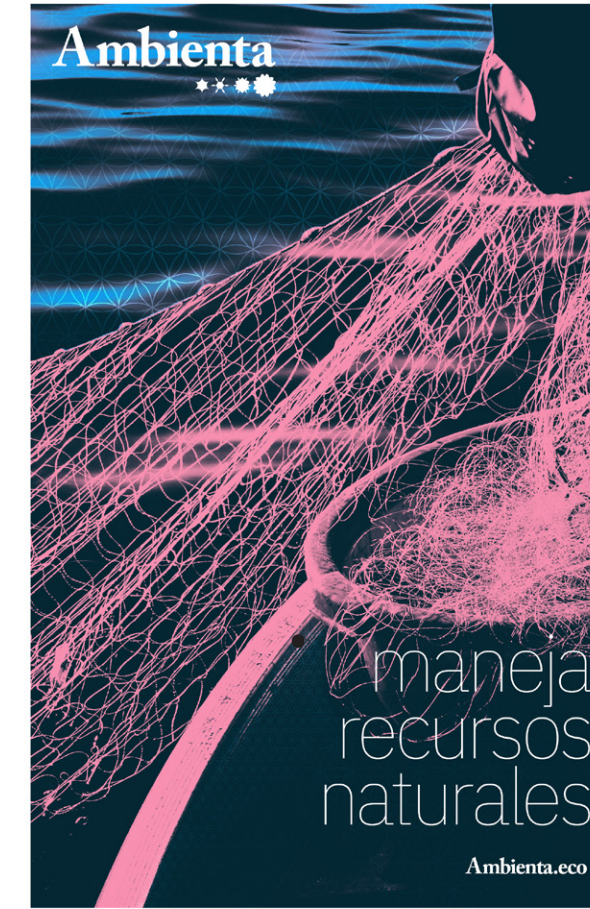
8.5 x 5.4 cm



# Material promocional

Frente

Reverso



**sobre Naturaleza**  
*Biología  
 Biodiversidad  
 Ecología del Paisaje  
 Ciencias de la Tierra  
 Zoología  
 Botánica ...*

**Gestión Ambiental**  
*Educación Ambiental  
 Desarrollo Sustentable  
 Manejo de Ecosistemas  
 Manejo de Vida Silvestre  
 Biología de la Conservación  
 Aprovechamiento de R. Naturales  
 Gestión e Impacto Ambiental  
 Medio Ambiente y Sociedad  
 Áreas Naturales Protegidas  
 Gestión Integral del Agua  
 Ordenamiento Territorial  
 Cambio Climático  
 Riesgos Naturales ...*

**Métodos de Investigación**  
*Técnicas de Investigación social  
 Sistemas de Info. Geográfica ...*

**Diseño de proyectos**  
*Taller de Escritura y Análisis  
 Evaluación de Impacto Ambiental  
 Comunicación de la Ciencia ...*

**Derecho ambiental**  
*Legislación Ambiental  
 Economía Ambiental  
 Interfaz Ciencia-Política ...*

**Fundamentos**  
*Física  
 Química  
 Matemáticas  
 Estadística  
 Cálculo  
 Ética ...*

# tu otra mitad

**Eres**  
*Amante de la naturaleza;  
 buscas protegerla, conectar  
 con ella y crear en armonía.*

**Somos**  
*un equipo transdisciplinario,  
 líder en educación e investigación  
 del medio ambiente.  
 Gestores de cambio!*

*Formamos profesionistas,  
 que aprecian y conocen sobre ecología  
 del paisaje, vida silvestre y naturaleza.  
 Maestros de una vida sostenible.*

*Nuestros programas están diseñados  
 para fomentar la colaboración inter y  
 transdisciplinaria; admitiendo  
 profesionistas de distintos perfiles  
 y áreas del conocimiento.*

**Ambienta**  
 ★★☆☆

**Acércate**  
*Conoce tu naturaleza,  
 maneja el medio ambiente,  
 diagnóstica, planea y diseña a escala,  
 administra de forma sostenible  
 los recursos naturales. Conserva  
 y comunica la biodiversidad, riqueza,  
 abundancia, conectividad y resiliencia  
 de la naturaleza. Observa, analiza,  
 abstrae y trabaja en equipo.*

*Haz ciencia!*

- Doctorado\*
- Maestría\*
- ★ Especialidad\*
- ★ Licenciatura

\*Contamos con becas del padrón de  
 Posgrados de Calidad de CONACYT.

Consulta los requisitos de admisión,  
 fechas de inscripción y oferta educativa  
 completa en nuestra página web.

**Ambienta.eco**  
 hola@ambienta.eco



**Ambienta**  
\*\*\*

**Doc. Ileana Espejel**  
*Gestión Ambiental*

Ileana@ambienta.eco  
646 233 3333  
**Ambienta.eco**

**Doc. Ileana Es**  
*Gestión Ambiental*

Ileana@ambienta.eco  
646 233 3333  
**Ambienta.eco**

**Ambienta**  
\*\*\*

**Doc. Ileana Espejel**  
*Gestión Ambiental*

**Ambienta**  
\*\*\*

Ileana@ambient  
646 233 3333  
**Ambienta.eco**

**Doc. Ileana Espejel**  
*Gestión Ambiental*

**Ambienta**  
\*\*\*

Ileana@ambienta.eco  
646 233 3333

**Doc. Ileana Espejel**  
*Gestión Ambiental*

Ileana@ambienta.eco  
646 233 3333

**Ambienta**  
\*\*\*



Destinatario  
Título  
Dirección  
Ciudad, Cal., C.P.

**Ambienta**

15 de Abril de 2019  
A quien corresponda,

La Maestría en Manejo de Ecosistemas de Zonas Áridas (MEZA) de la UAABC es un programa Consolidado del Padrón Nacional de Posgrados de Calidad del CONACYT. En el programa cultivamos 3 Líneas de Generación y Aplicación del Conocimiento (LGAC). Con esto, de manera interdisciplinaria, formamos profesionistas con la más alta capacitación para el Manejo de Ecosistemas.

La Maestría en Manejo de Ecosistemas de Zonas Áridas (MEZA) de la UAABC es un programa Consolidado del Padrón Nacional de Posgrados de Calidad del CONACYT. En el programa cultivamos 3 Líneas de Generación y Aplicación del Conocimiento (LGAC). Con esto, de manera interdisciplinaria, formamos profesionistas con la más alta capacitación para el Manejo de Ecosistemas.

La Maestría en Manejo de Ecosistemas de Zonas Áridas (MEZA) de la UAABC es un programa Consolidado del Padrón Nacional de Posgrados de Calidad del CONACYT. En el programa cultivamos 3 Líneas de Generación y Aplicación del Conocimiento (LGAC). Con esto, de manera interdisciplinaria, formamos profesionistas con la más alta capacitación para el Manejo de Ecosistemas.

Atte.  
Dra. Ileana Espejel

**Ambienta.mx**  
hola@ambienta.com

UAABC  
Carr. Ensenada - Tijuana No. 3917  
Col. Playitas C.P. 22860  
Ensenada, Baja California, México



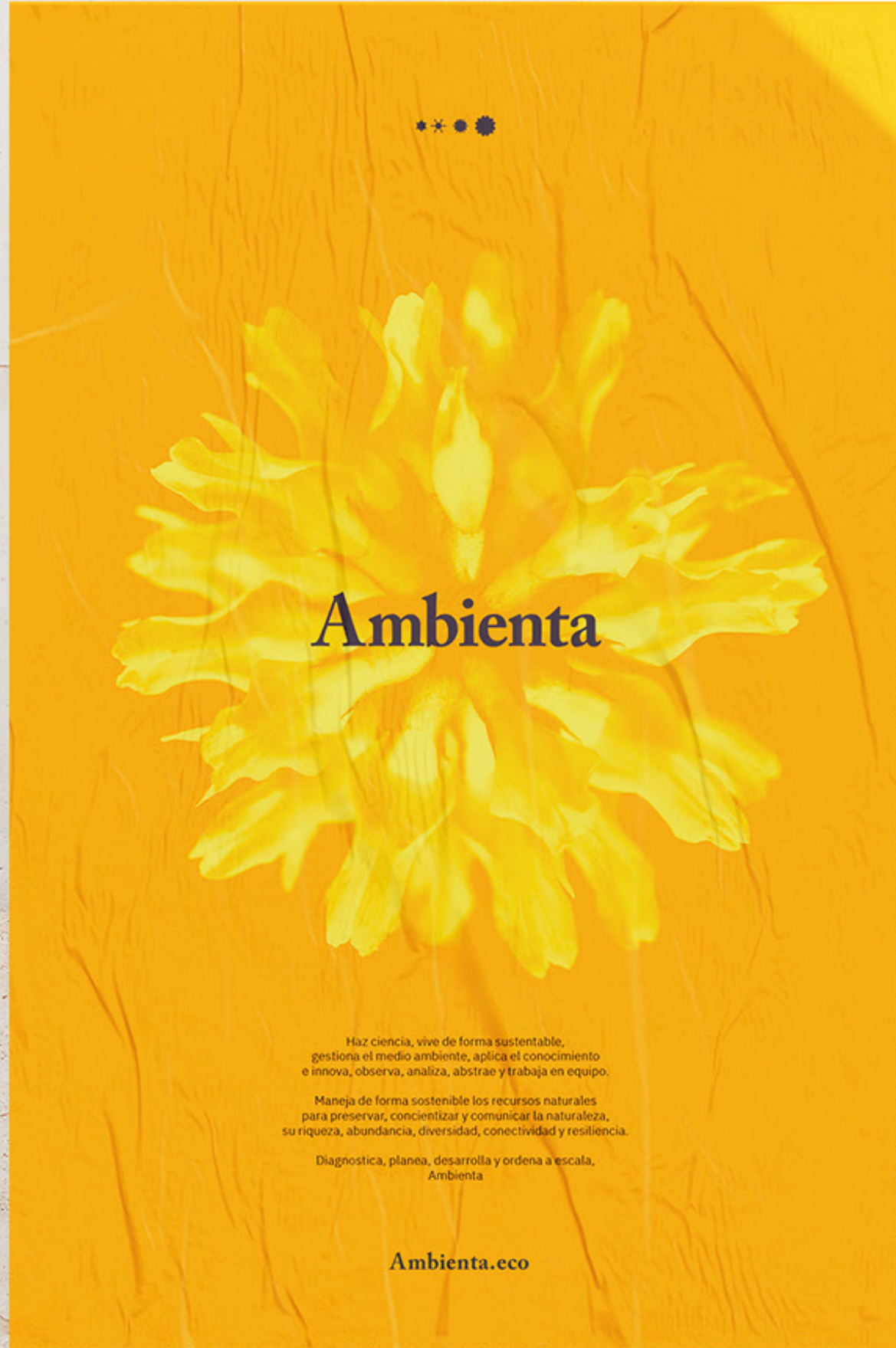










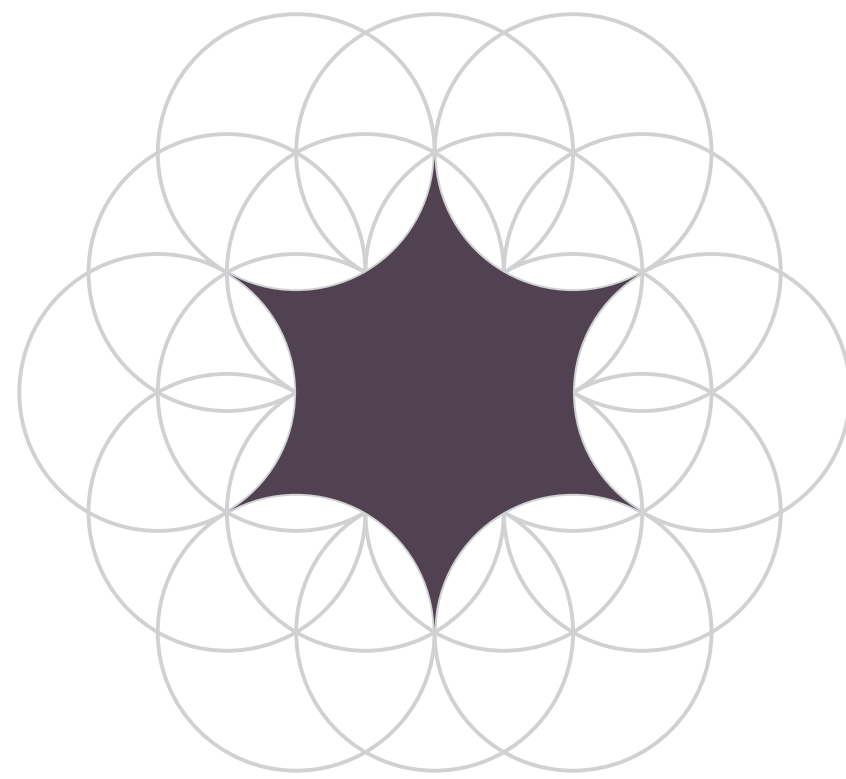




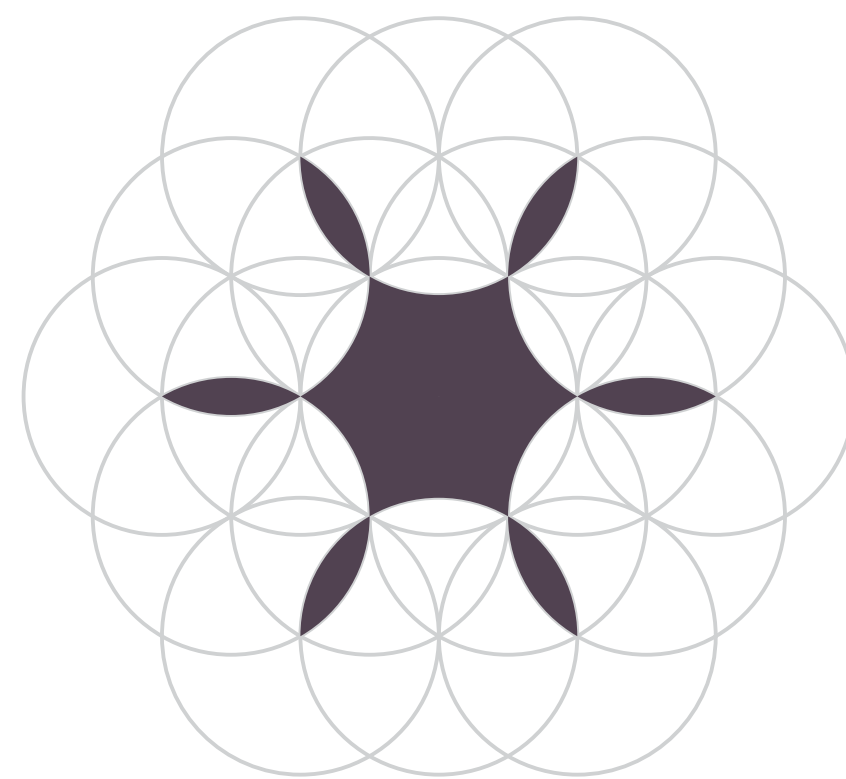
# Imagotipo

“La naturaleza se ríe en flores” – Ralph Waldo Emerson

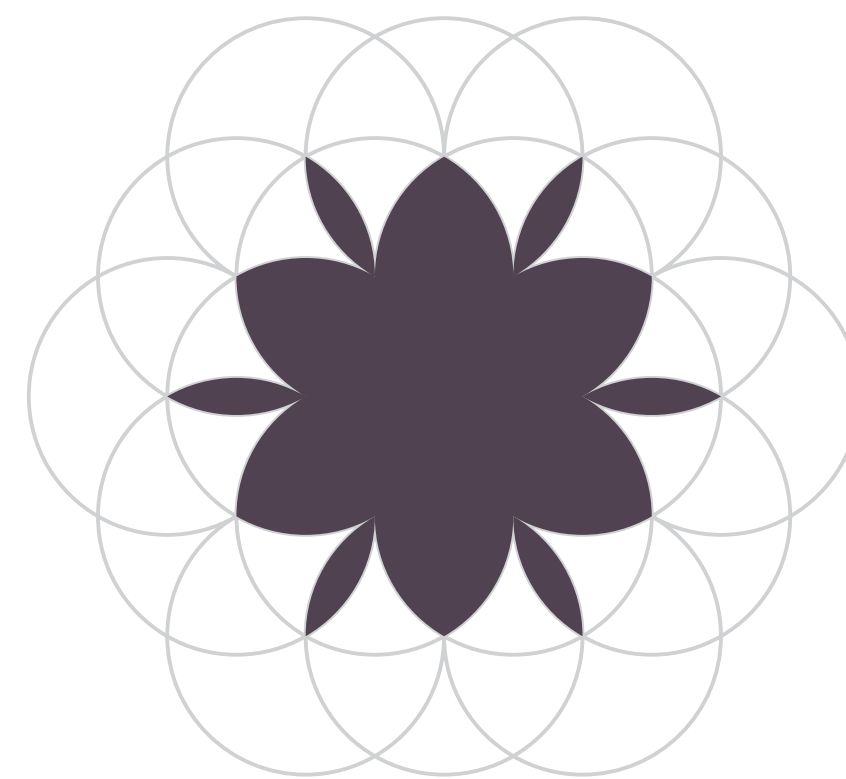
---



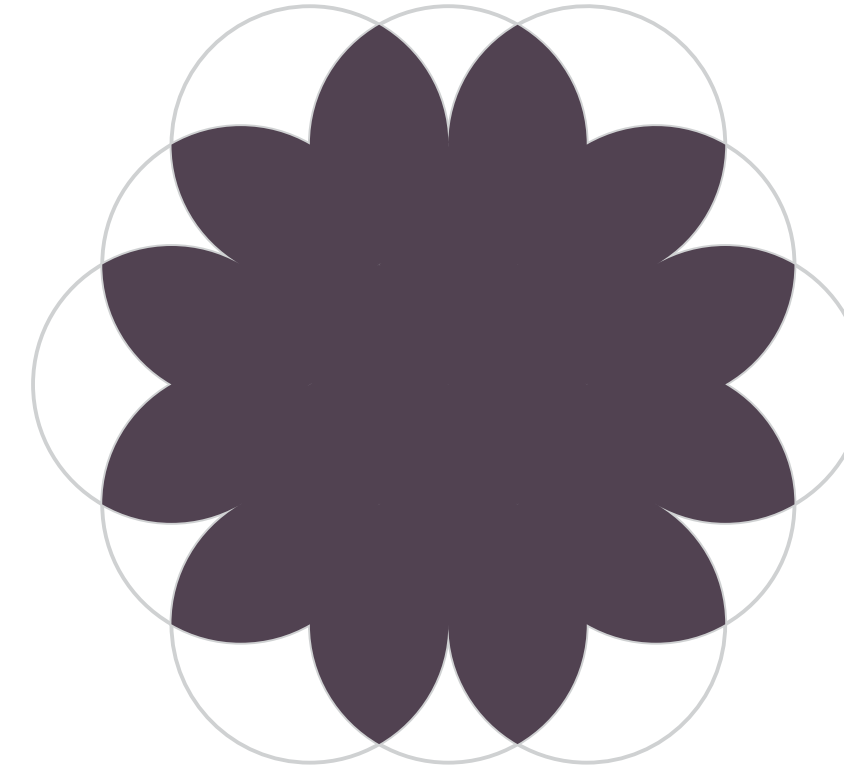
L



E



M



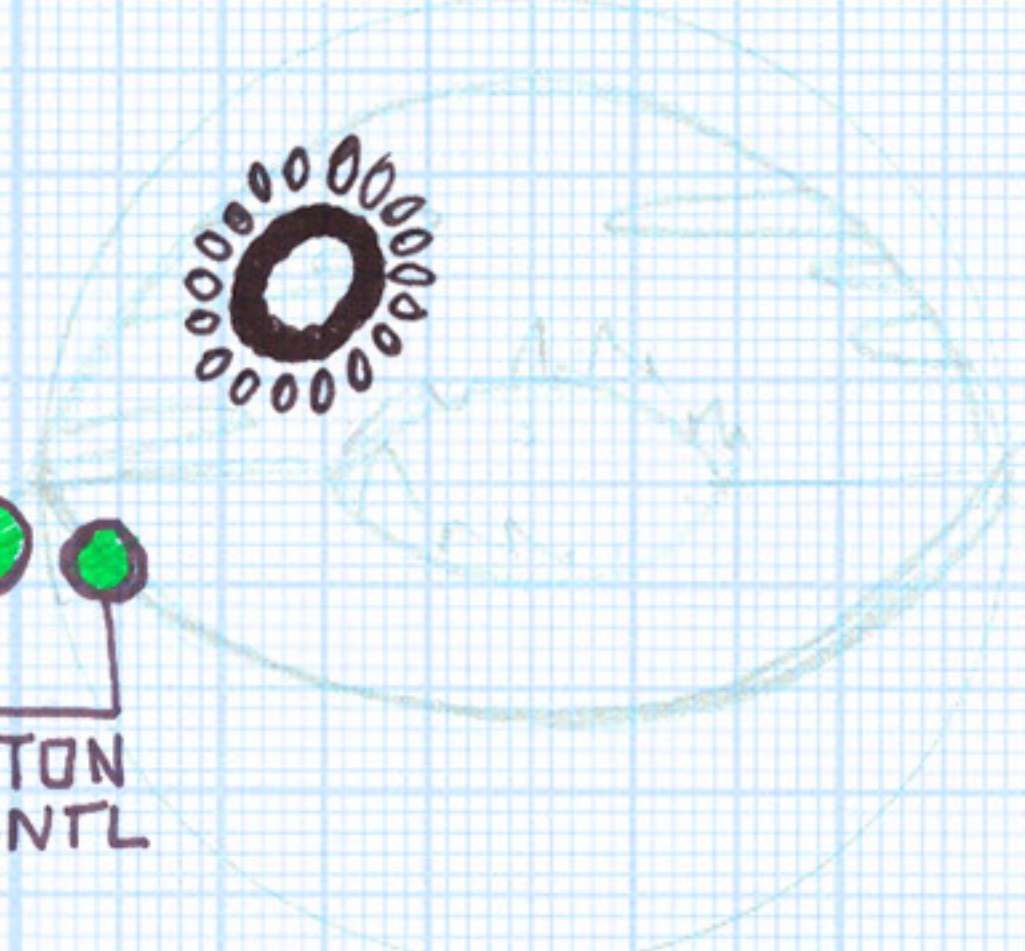
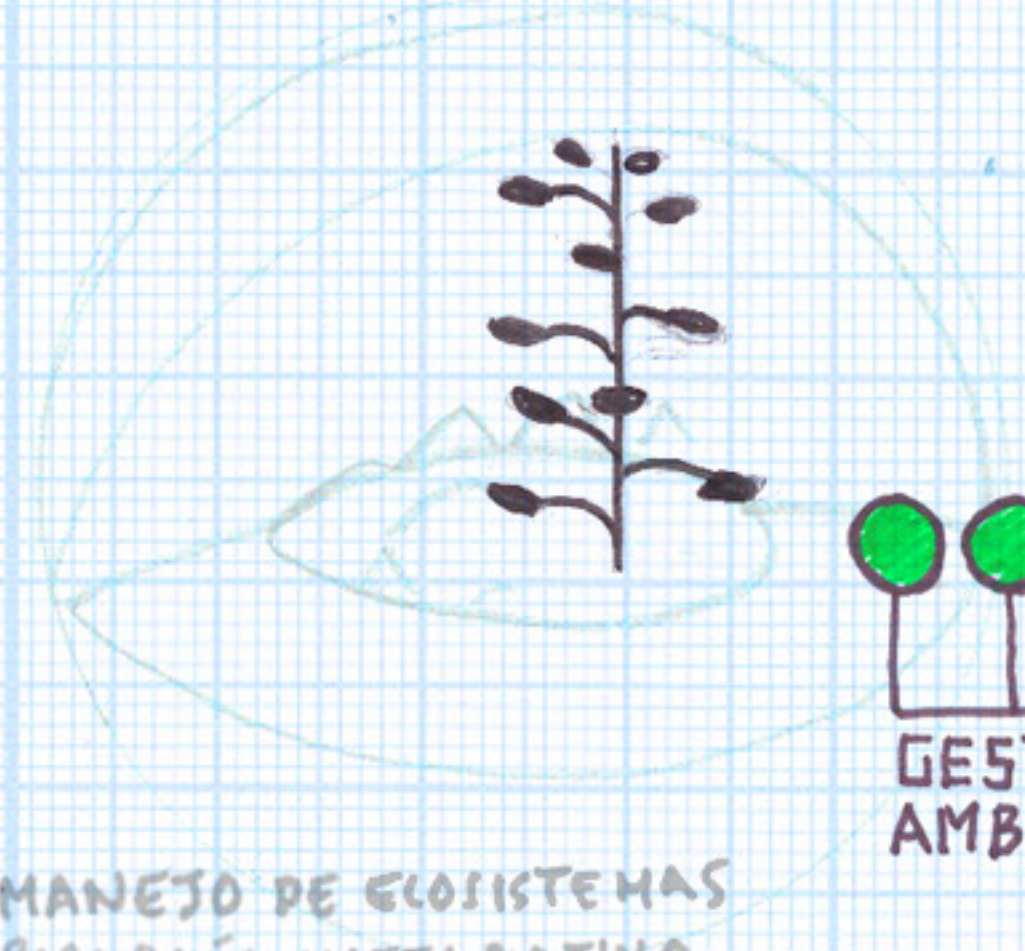
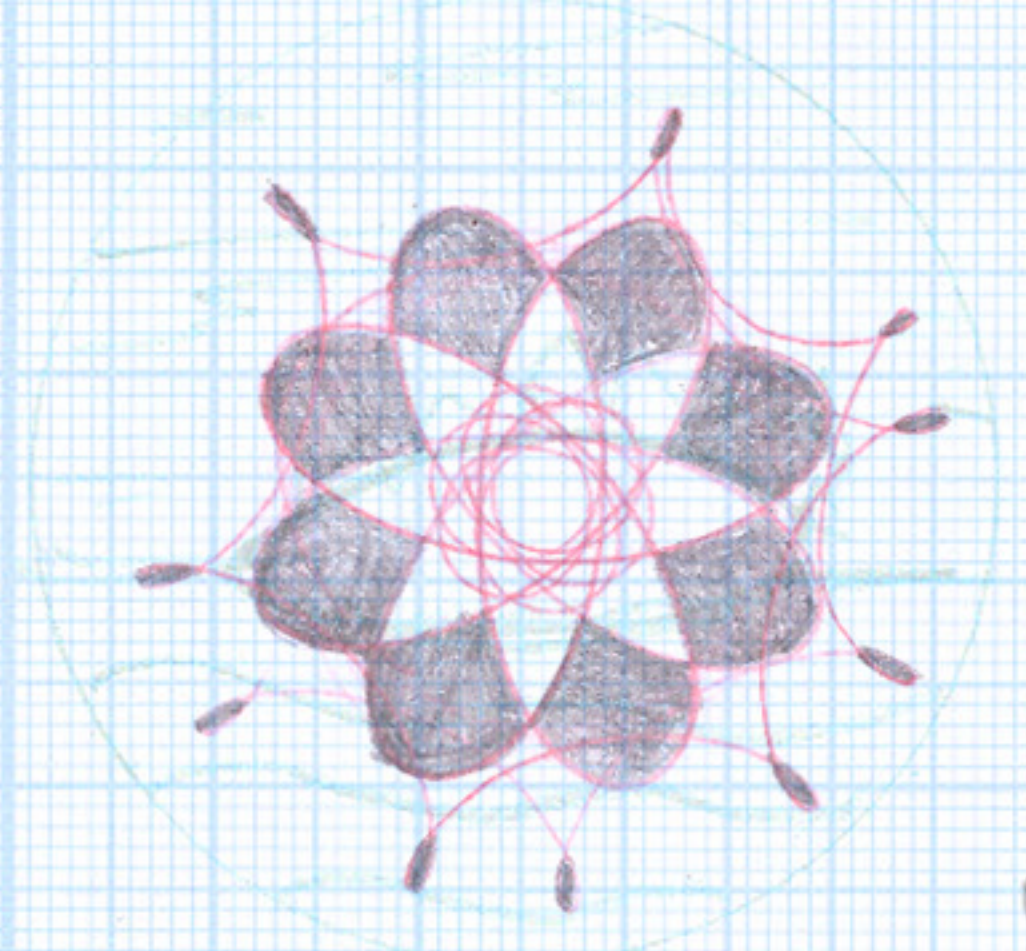
D



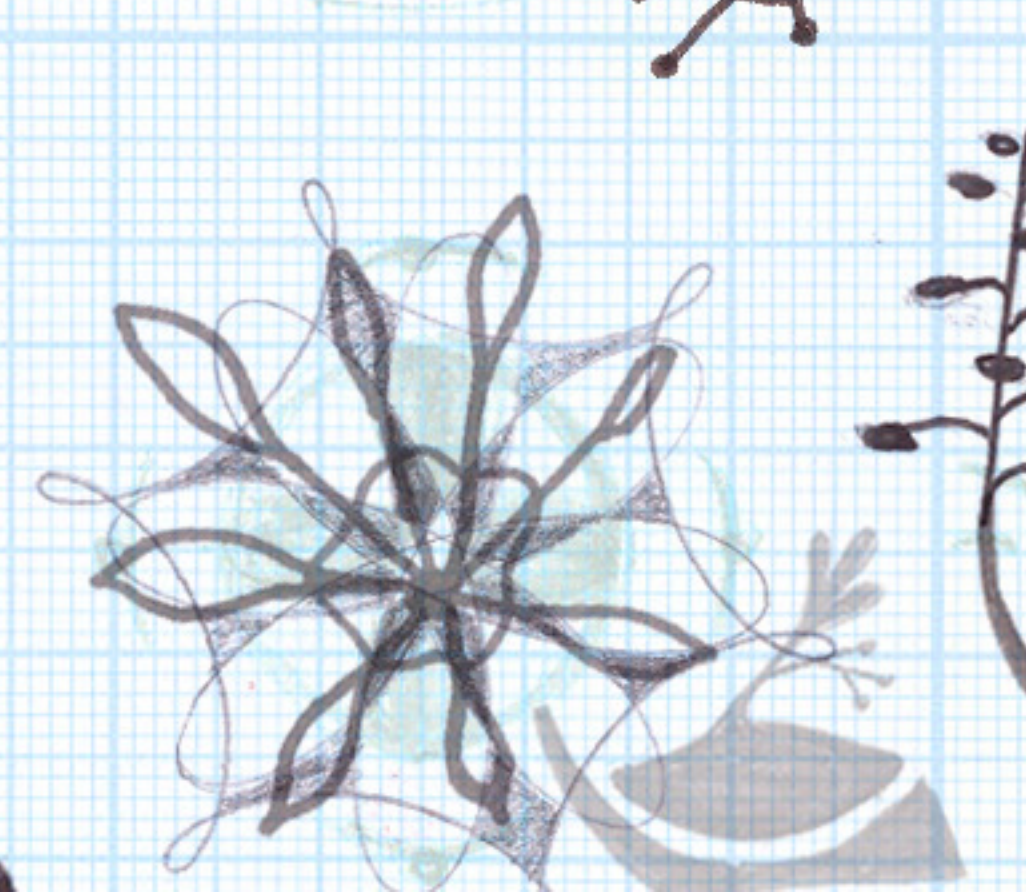
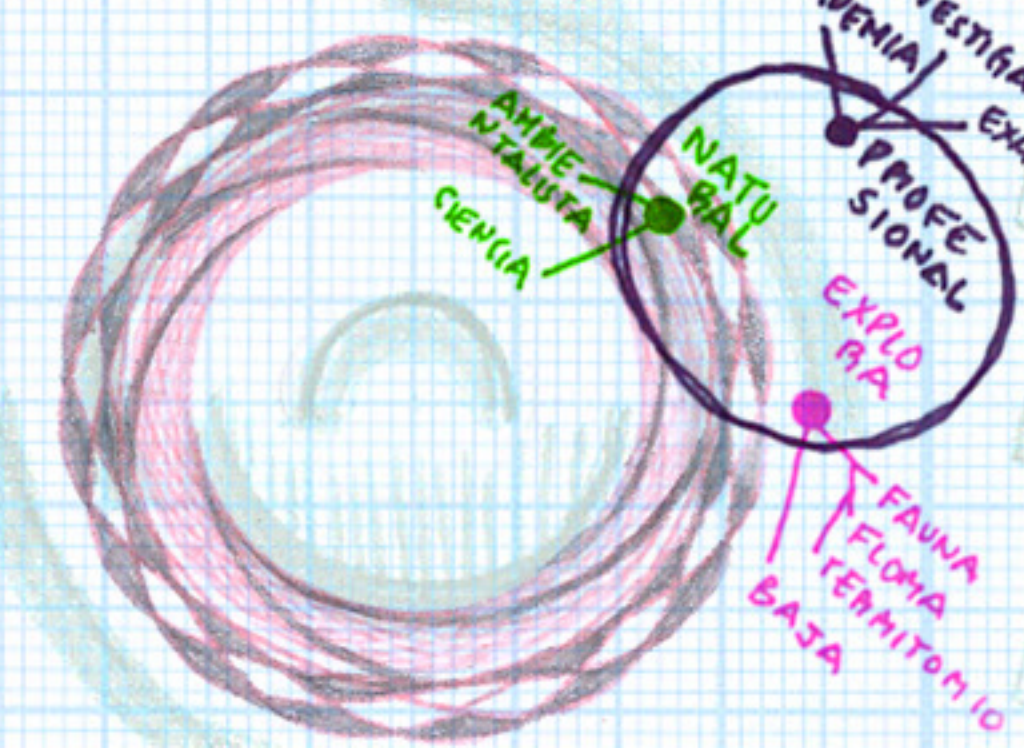
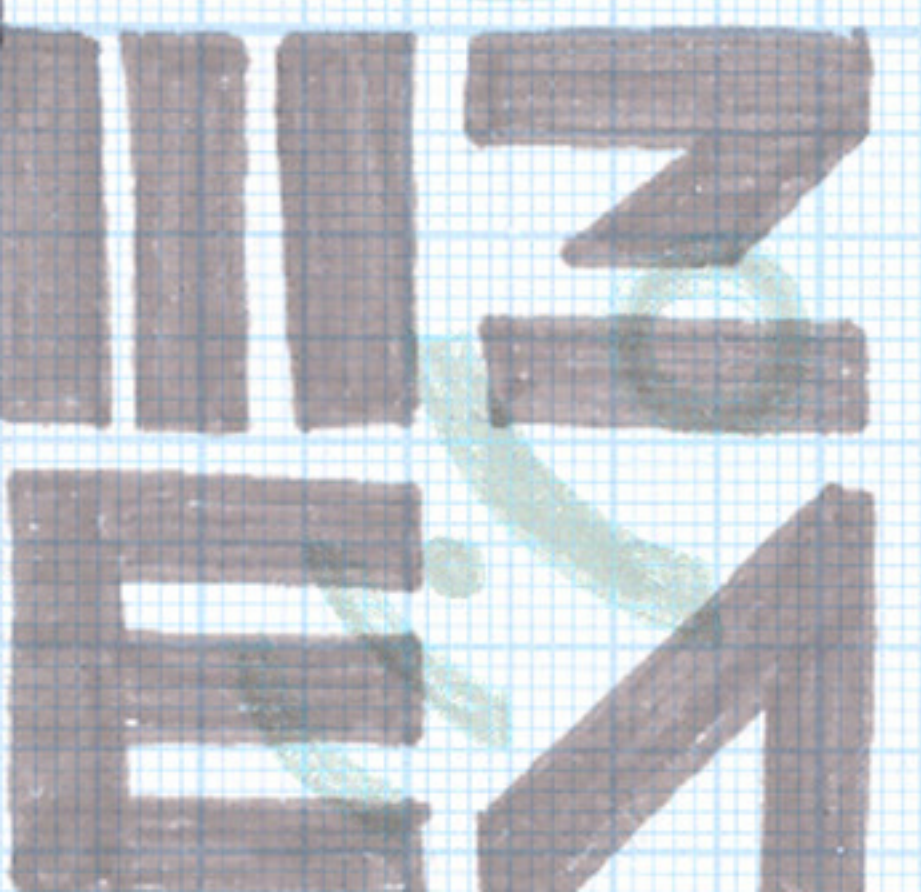
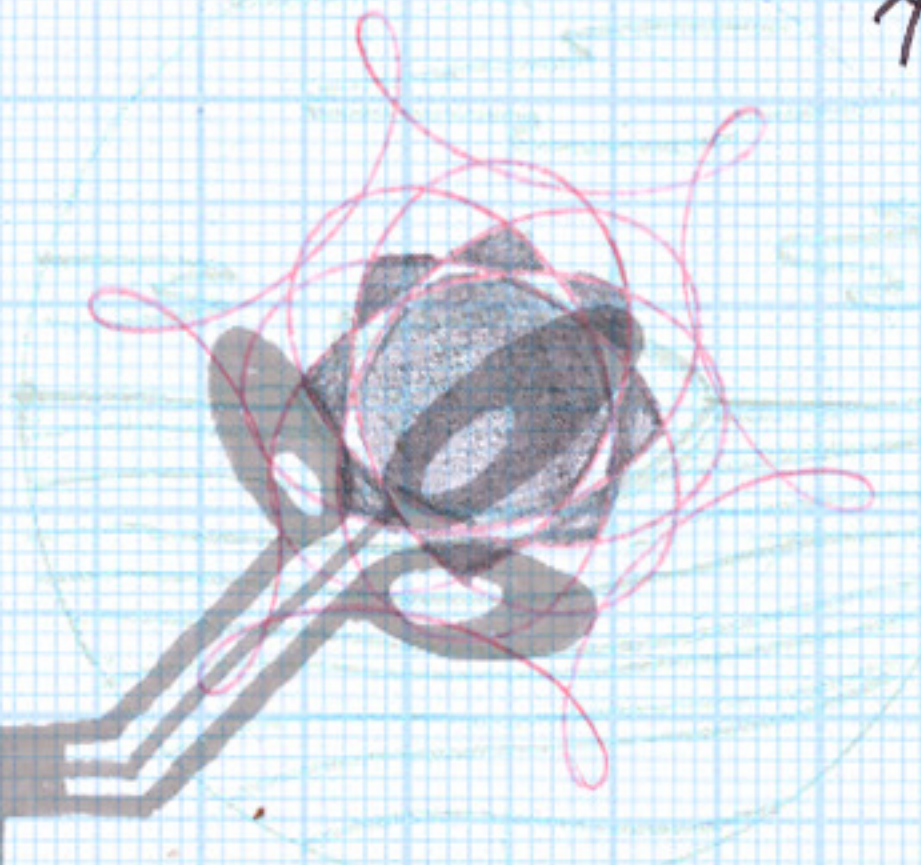
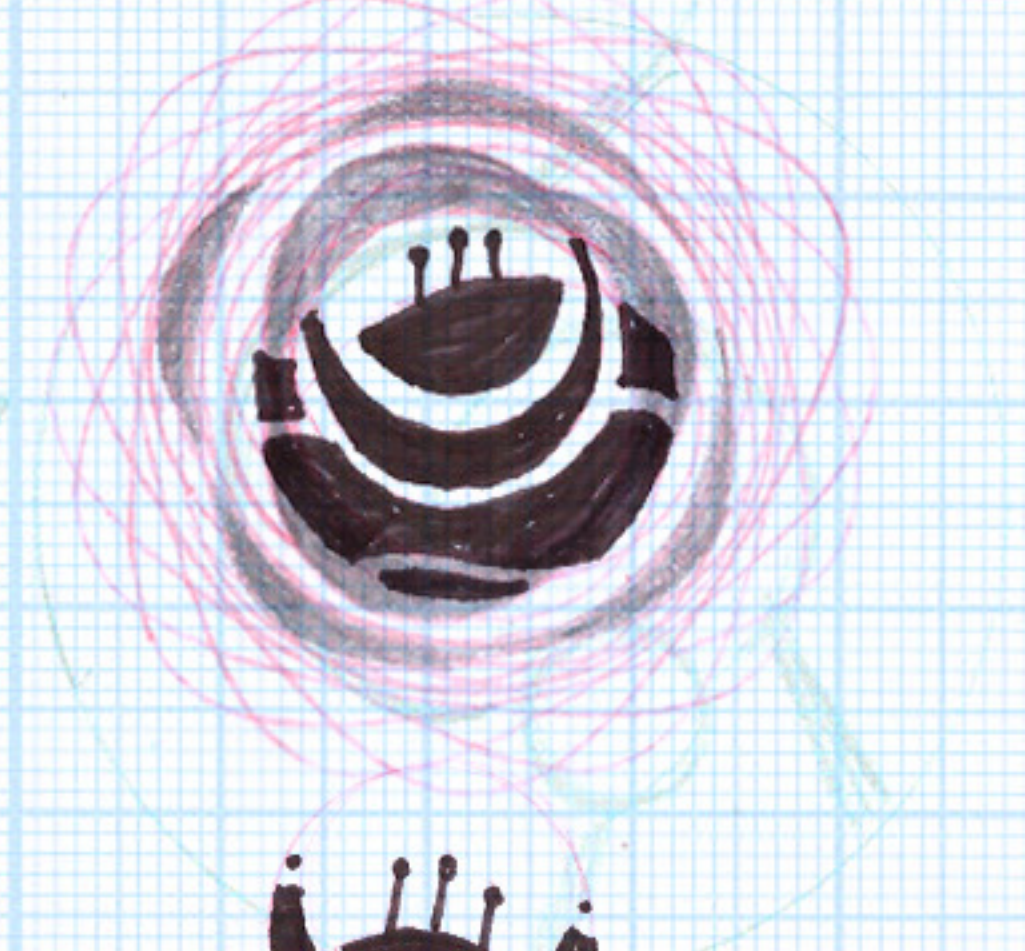
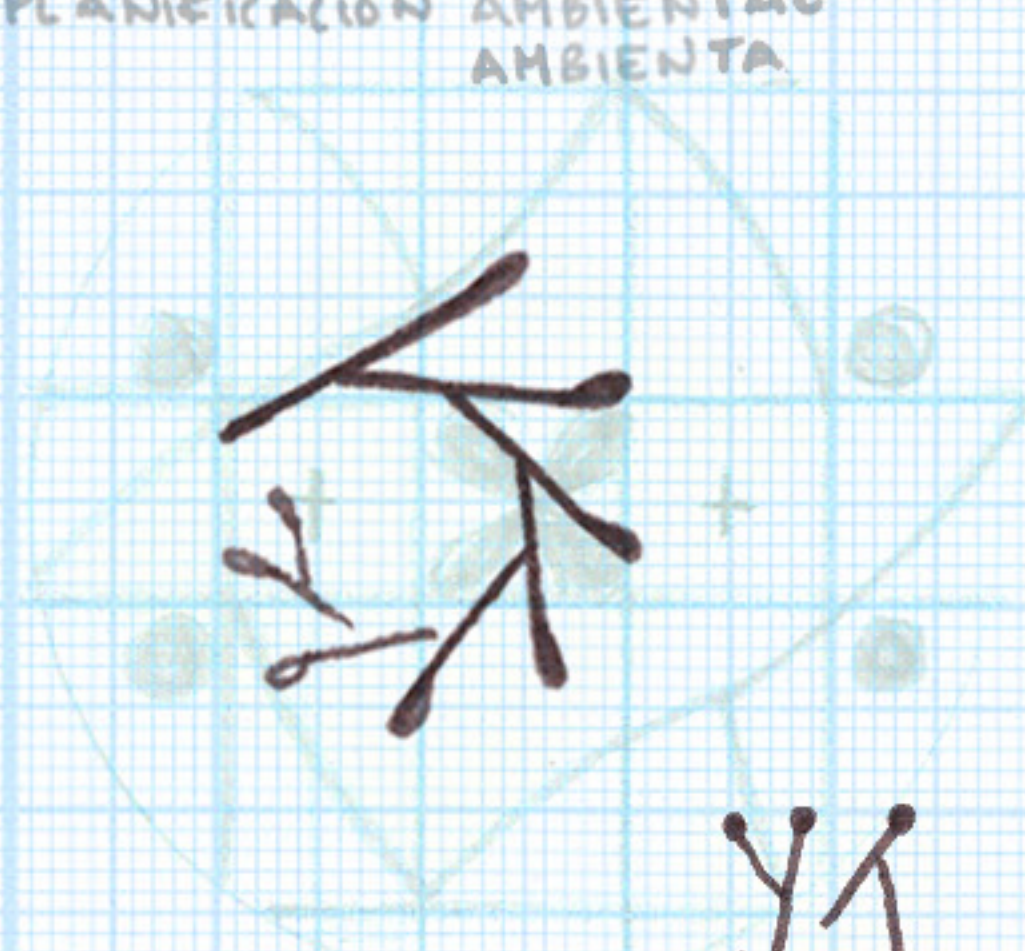
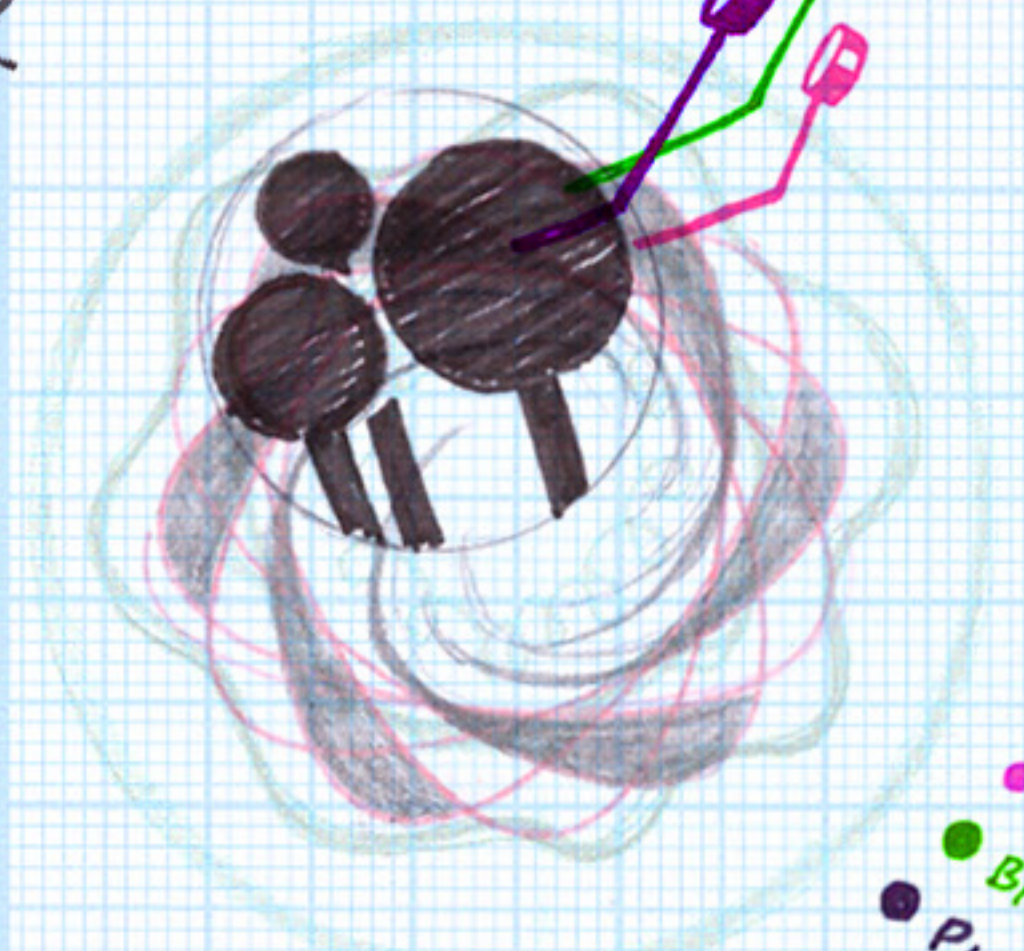
**Ambienta**  
✦ ✦ ✦ ✦

el proceso  
de diseño

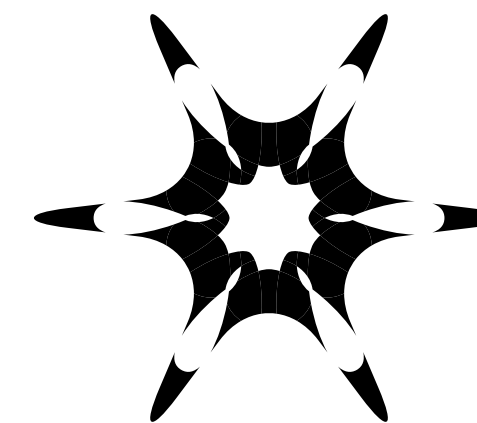
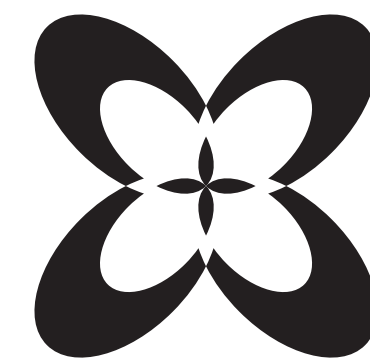
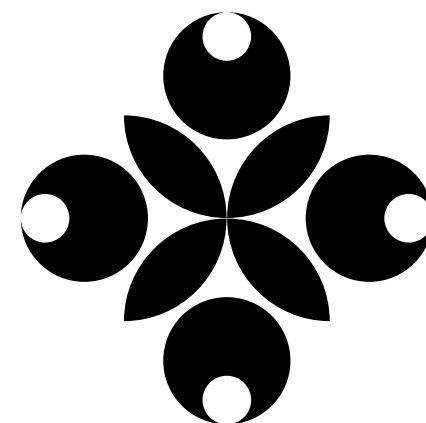
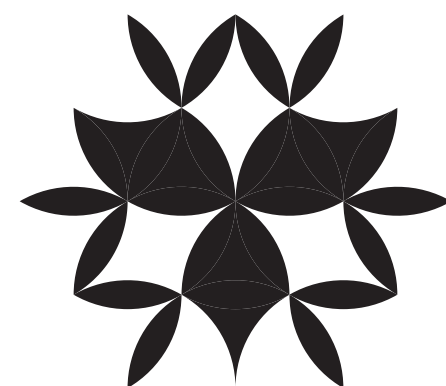
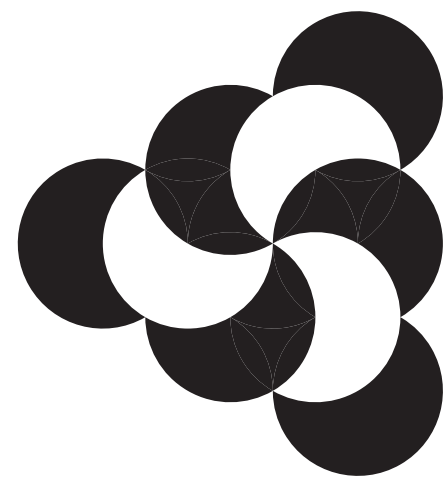
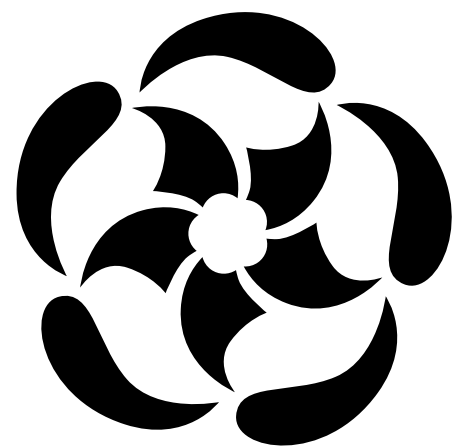
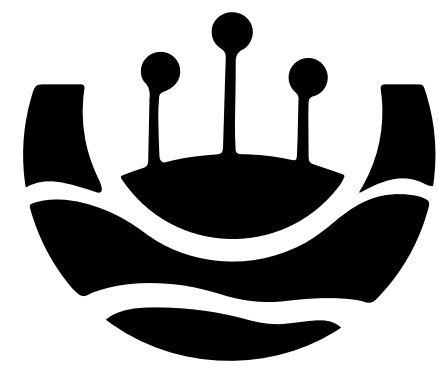
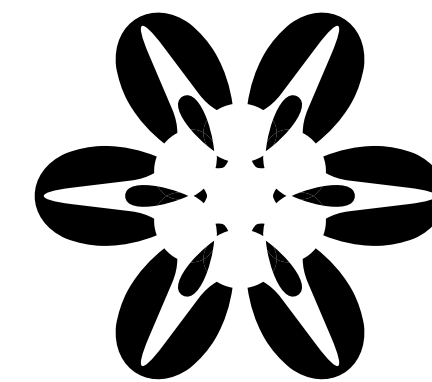
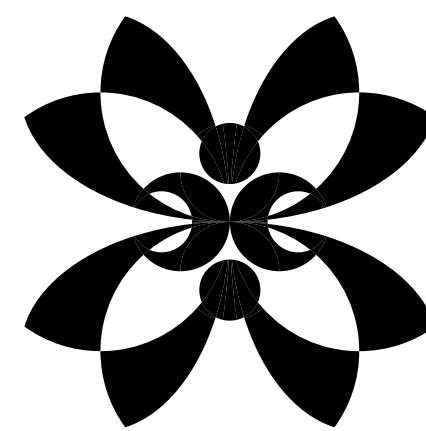
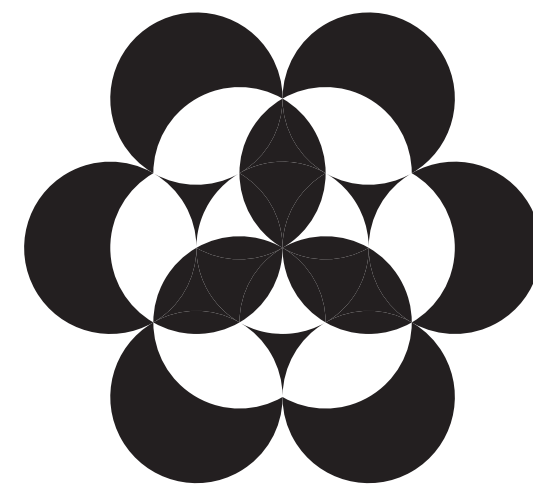
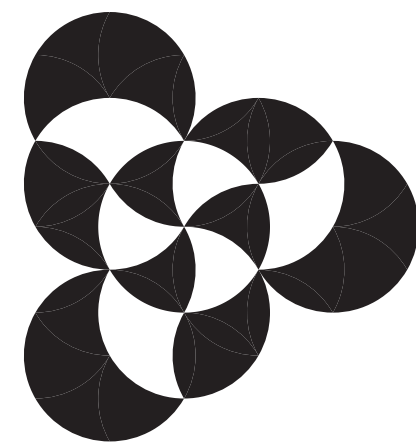
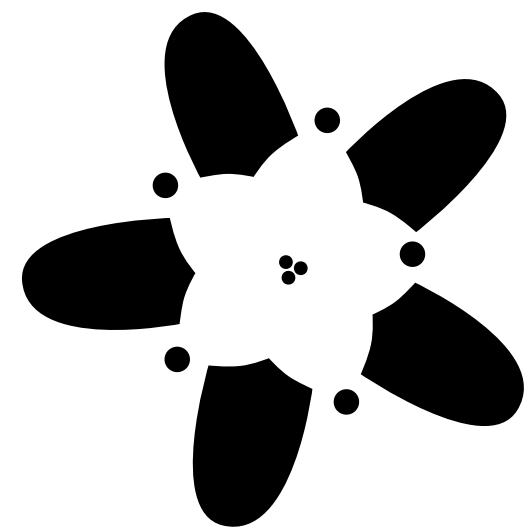
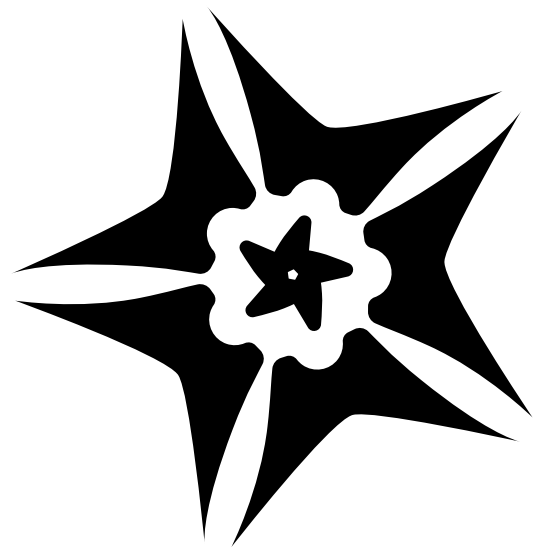
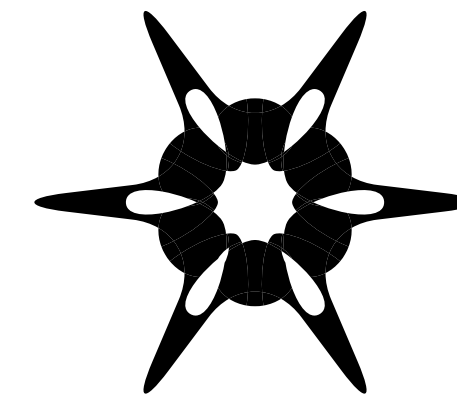
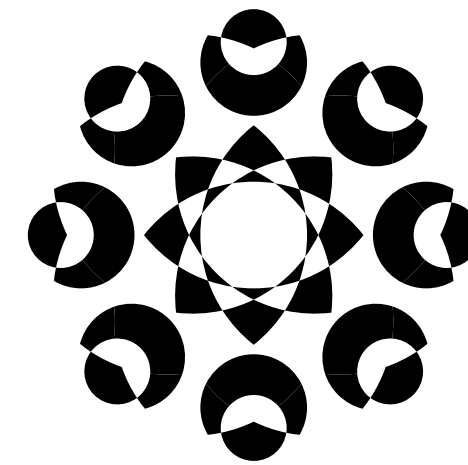
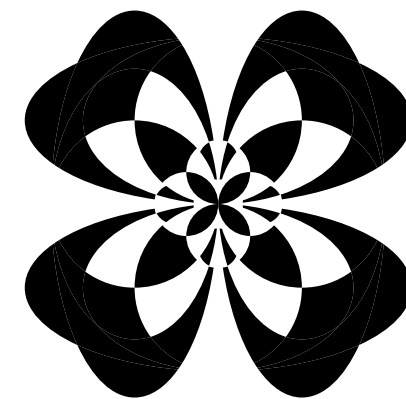
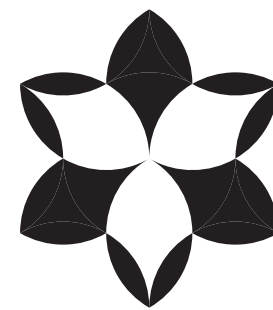
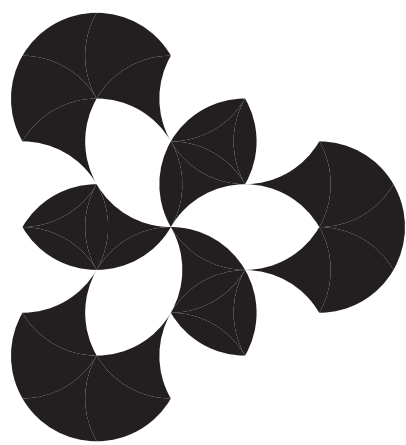
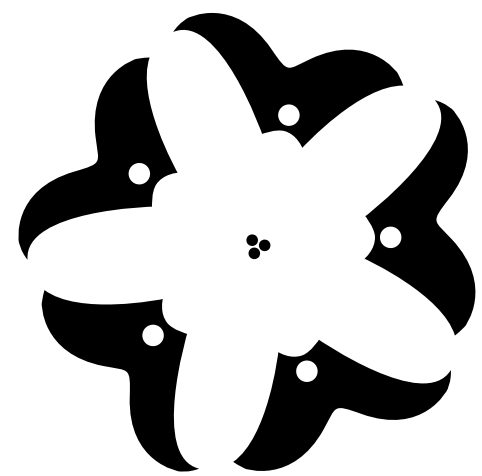
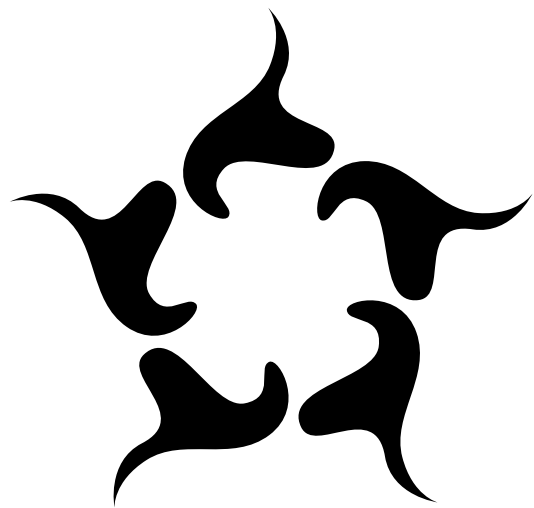
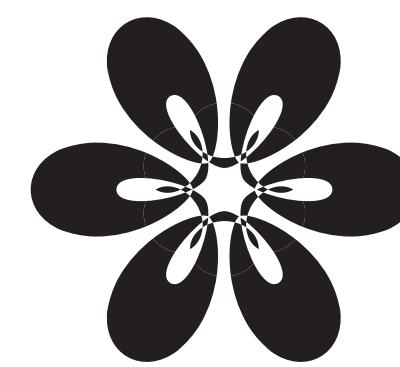
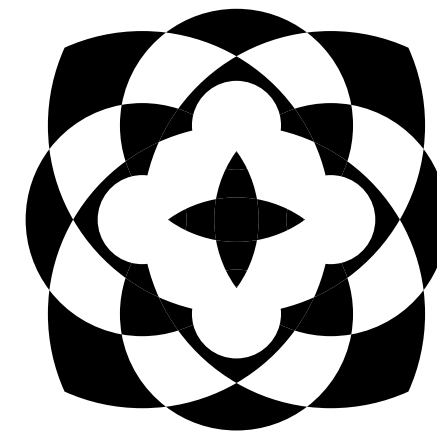
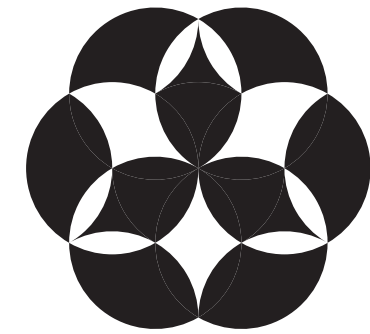
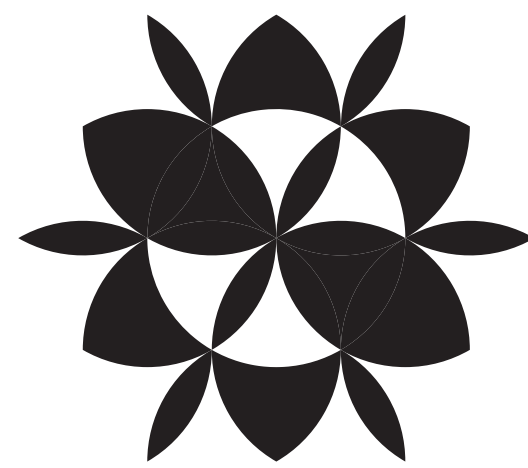
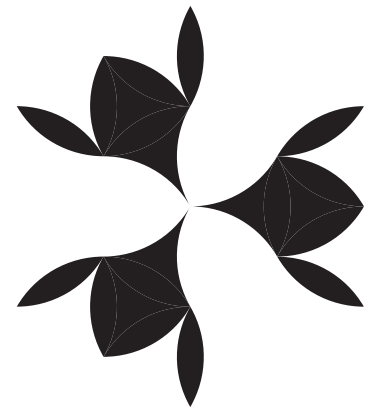
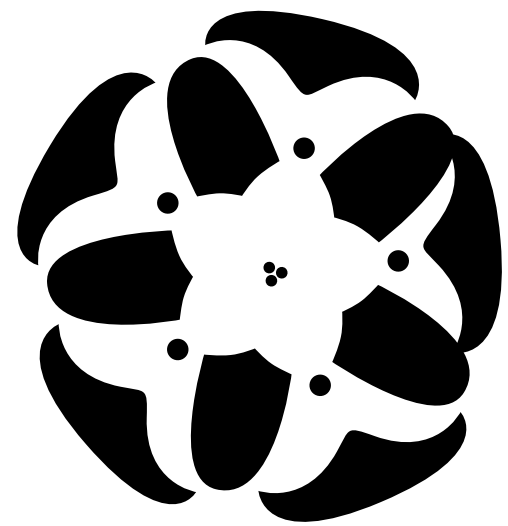
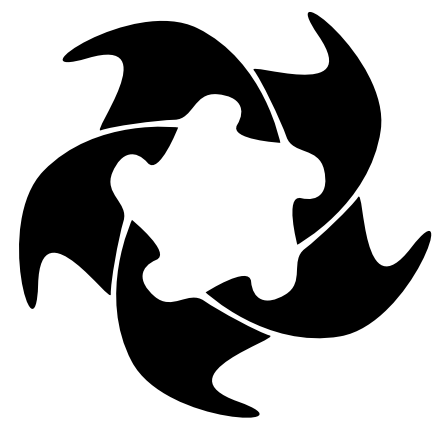




MANEJO DE ECOSISTEMAS  
BIOLOGÍA INTEGRATIVA  
PLANIFICACIÓN AMBIENTAL  
AMBIENTAL







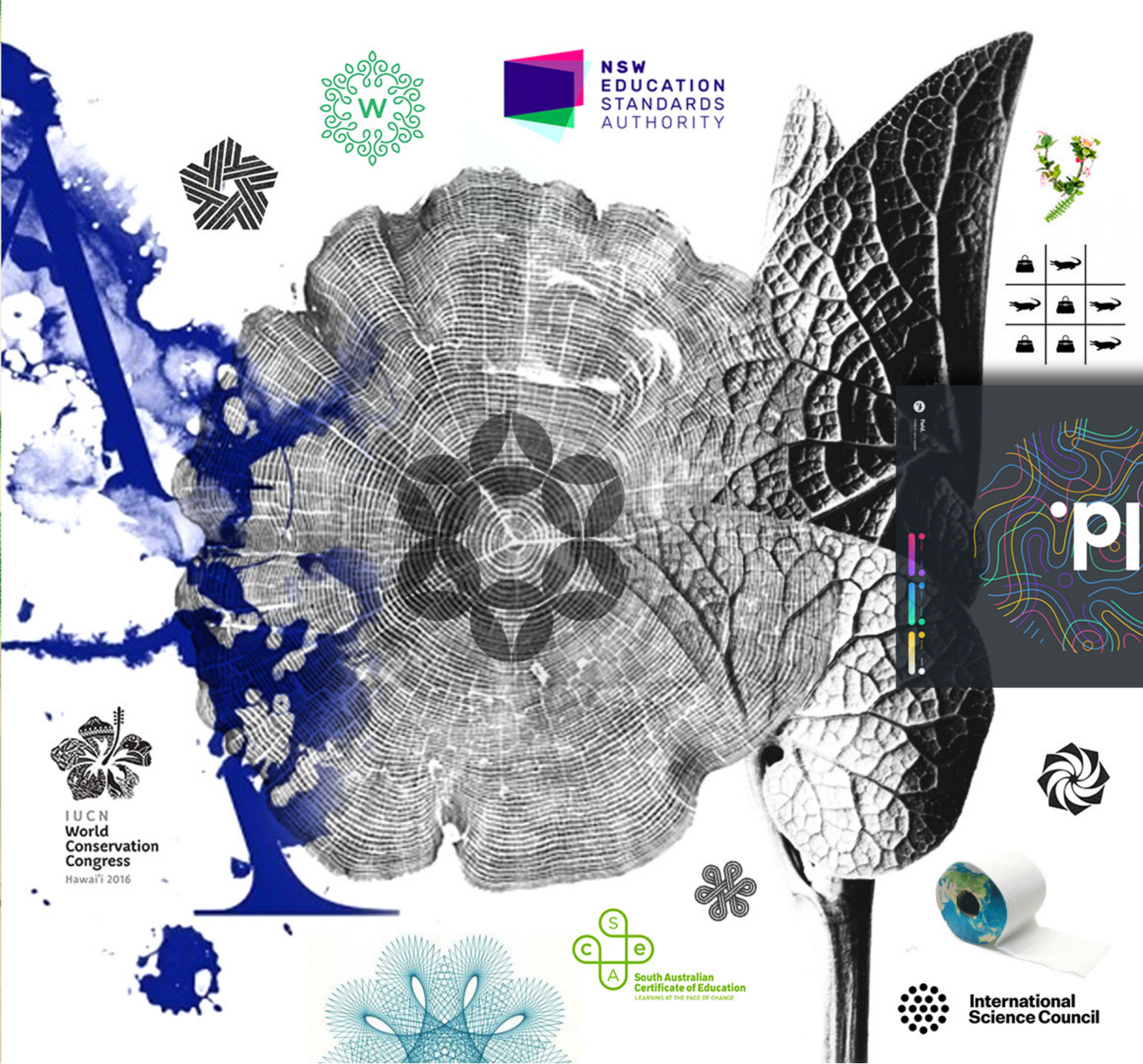








Royal Botanic Gardens  
**Kew**



IUCN  
World  
Conservation  
Congress  
Hawai'i 2016





**FLASHING LIGHTS**  
**TENSION**  
**FATIGUE**  
**HEADACHES**  
**STRESS**  
**VISUAL DISTURBANCES**  
**ALL IN YOUR HEAD**

FLIGHTING LIGHTS  
 TENSION  
 FATIGUE  
 HEADACHES  
 STRESS  
 VISUAL DISTURBANCES  
 ALL IN YOUR HEAD

*(The rest of the page contains a dense grid of text, likely bleed-through from the reverse side of the page.)*

# DON'T FORGET THESE OF THE RULES OF TYPEOGRAPHY

FOR TEXT TYPE, USE LINE SPACING THAT CARRY THE EYE FROM ONE LINE TO THE NEXT.

FOR OPTIMUM READABILITY, CHOOSE CEASING, TIME, TEXTED, TYPICALS WITH A PROXIN TRACK RECORD.

BE MINDFUL NOT TO USE TOO MANY DIFFERENT TYPEFACES AT ANY ONE TIME.

AVOID USING TOO MANY DIFFERENT TYPE SIZES AND WEIGHTS AT THE SAME TIME.

USE TEXT TYPES OF BOOK WEIGHT.

USE TYPICALS THAT APPEAR TO BE TOO HEAVY OR TOO LIGHT.

TEXT SET IN ALL CAPITAL LETTERS SEVERELY REPEATEDLY APPEAR TOO HEAVY AND TOO LIGHT.

FOR TEXT TYPE, USE COORDINATE LETTERS FOR THE MOST READABLE.

FOR TEXT TYPE, USE SIZES THAT ACCORDING TO THE READING PROCESS.

AVOID SPACING TOO MANY DIFFERENT TYPE SIZES AND WEIGHTS AT THE SAME TIME.

STRIKE FOR CONSISTENT LEFT-FACING GAPS.

CLEARLY ENDOCRINE PARAGRAPHS, BUT BE CAREFUL NOT TO SPILT THE INTEGRITY AND VISUAL COHERENCE OF THE TEXT.

ALWAYS ALIGN LETTERS AND WORDS ON THE BASELINE.

WHEN WORKING WITH TYPE AND COLOR, ENHANCE THAT CONTRAST BETWEEN TYPE AND ITS BACKGROUND.

EMPHASIZE ELEMENTS WITHIN TEXT WITH DIFFERENT FONT AND WEIGHTS, BUT AVOID OVERLOADING THE PAGE OF READING.

ALWAYS USE PROFESSIONAL TYPING AND SPACING STANDARDS.

**LECTURE**  
 WED., 9.26 6 PM  
**MARK LEE**  
 Johnson Marbles, Los Angeles

**MARK LEE**  
 M.A.S. J. BARRACK & GIN D. WONG, LECTURE ENDOWMENT

**CHERIZ**  
 Julian Kerr, Seattle, Berlin/Zurich

**LECTURE**  
 WED., 10.10 6 PM  
**ALTER HOOD**  
 / Design Seattle, Berkeley  
 AAAC RESEARCH FELLOW  
 BITION:  
 "GO GOES TO L.A."  
 — 10.72 WATT HALL

**LECTURE**  
 WED., 10.26 6 PM  
**SCISM, ESTHETICS, POLITICS**  
 nversation with professor and or Jason Stanley and USC  
 ibration Dean Milton S. F. Curry

**LECTURE**  
 WED., 10.31 6 PM  
**DIANE GHIRARDO**  
 USC Architecture, Los Angeles

**LECTURE**  
 WED., 11.14 7 PM  
**ATEDRA**  
**MÉXICO WITH BASTIÁN**  
 DC Visitors Of Flakes Excess  
 1 PM — TOWN & GOWN  
**PREQUISHED**

**CHRISTA ROETHLISBERGER**

**CHRISTA ROETHLISBERGER**  
 M.A.S. J. BARRACK & GIN D. WONG, LECTURE ENDOWMENT

**CHRISTA ROETHLISBERGER**  
 M.A.S. J. BARRACK & GIN D. WONG, LECTURE ENDOWMENT

# TANLEY MORISON

Since 1931

**LECTURE**  
 WED., 9.26 6 PM  
**MARK LEE**  
 Johnson Marbles, Los Angeles

**LECTURE**  
 WED., 10.10 6 PM  
**ALTER HOOD**  
 / Design Seattle, Berkeley  
 AAAC RESEARCH FELLOW  
 BITION:  
 "GO GOES TO L.A."  
 — 10.72 WATT HALL

**LECTURE**  
 WED., 10.26 6 PM  
**SCISM, ESTHETICS, POLITICS**  
 nversation with professor and or Jason Stanley and USC  
 ibration Dean Milton S. F. Curry

**LECTURE**  
 WED., 10.31 6 PM  
**DIANE GHIRARDO**  
 USC Architecture, Los Angeles

**LECTURE**  
 WED., 11.14 7 PM  
**ATEDRA**  
**MÉXICO WITH BASTIÁN**  
 DC Visitors Of Flakes Excess  
 1 PM — TOWN & GOWN  
**PREQUISHED**

**CHRISTA ROETHLISBERGER**

**CHRISTA ROETHLISBERGER**  
 M.A.S. J. BARRACK & GIN D. WONG, LECTURE ENDOWMENT

**CHRISTA ROETHLISBERGER**  
 M.A.S. J. BARRACK & GIN D. WONG, LECTURE ENDOWMENT

- Area Grouping
- Centralized Ring
- Circular Burst
- Circular Ties
- Circled Globe
- Elliptical Imposition
- Flow Chart
- Organic Rhizome

# AUTUMNO-DERIVATION

Autumn is the season of change. The colors of the leaves are a reflection of the sun's rays as they fall from the trees. The leaves are a metaphor for the human condition. They are a reminder that we are all part of a larger whole. They are a symbol of the cycle of life. They are a testament to the power of nature. They are a source of inspiration. They are a way to find meaning in the world. They are a way to connect with others. They are a way to find ourselves. They are a way to find the beauty in the world. They are a way to find the joy in life. They are a way to find the love in the world. They are a way to find the hope in the future. They are a way to find the faith in the universe. They are a way to find the peace in the heart. They are a way to find the love in the world. They are a way to find the hope in the future. They are a way to find the faith in the universe. They are a way to find the peace in the heart.

Autumn is the season of change. The colors of the leaves are a reflection of the sun's rays as they fall from the trees. The leaves are a metaphor for the human condition. They are a reminder that we are all part of a larger whole. They are a symbol of the cycle of life. They are a testament to the power of nature. They are a source of inspiration. They are a way to find meaning in the world. They are a way to connect with others. They are a way to find ourselves. They are a way to find the beauty in the world. They are a way to find the joy in life. They are a way to find the love in the world. They are a way to find the hope in the future. They are a way to find the faith in the universe. They are a way to find the peace in the heart.

# WASH YOUR FACE

**SIX EFFECTS**  
 from pollution. From the polluted air to the smoggy sky, the air we breathe is full of pollutants. These pollutants are harmful to our skin. They cause skin irritation, dryness, and aging. They can also lead to skin cancer. It's important to wash your face regularly to remove these pollutants. There are several ways to do this. You can use a gentle cleanser, or you can use a facial mask. You can also use a facial brush. Whichever method you choose, it's important to use it every day. This will help you keep your skin clear and healthy. It will also help you prevent skin problems. It will also help you look younger. It will also help you feel better. It will also help you live longer. It will also help you be happier. It will also help you be healthier. It will also help you be more beautiful. It will also help you be more confident. It will also help you be more successful. It will also help you be more loved. It will also help you be more respected. It will also help you be more admired. It will also help you be more appreciated. It will also help you be more valued. It will also help you be more cherished. It will also help you be more loved. It will also help you be more respected. It will also help you be more admired. It will also help you be more appreciated. It will also help you be more valued. It will also help you be more cherished.

**WASH YOUR FACE**  
 Wash your face every day with a gentle cleanser. This will help you keep your skin clear and healthy. It will also help you prevent skin problems. It will also help you look younger. It will also help you feel better. It will also help you live longer. It will also help you be happier. It will also help you be healthier. It will also help you be more beautiful. It will also help you be more confident. It will also help you be more successful. It will also help you be more loved. It will also help you be more respected. It will also help you be more admired. It will also help you be more appreciated. It will also help you be more valued. It will also help you be more cherished.

Wash your face every day with a gentle cleanser. This will help you keep your skin clear and healthy. It will also help you prevent skin problems. It will also help you look younger. It will also help you feel better. It will also help you live longer. It will also help you be happier. It will also help you be healthier. It will also help you be more beautiful. It will also help you be more confident. It will also help you be more successful. It will also help you be more loved. It will also help you be more respected. It will also help you be more admired. It will also help you be more appreciated. It will also help you be more valued. It will also help you be more cherished.

For: Religiously wash off the day's grime or you're asking for an early onset of wrinkles, spots, and sagging. By Emily Dunham Photograph by Don Heston





AA