



Manual d'identitat corporativa

## 3. Papereria AMB

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Aquest és el logotip institucional, els seus colors corporatius principals i les versions de color acceptades.



## Pantone 485C

CMYK 0-95-100-0  
 RGB 228-35-19  
 HTML #E42313  
 RAL 3020

## Pantone 425C

CMYK 0-0-0-80  
 RGB 88-88-90  
 HTML #58585A  
 RAL 7043

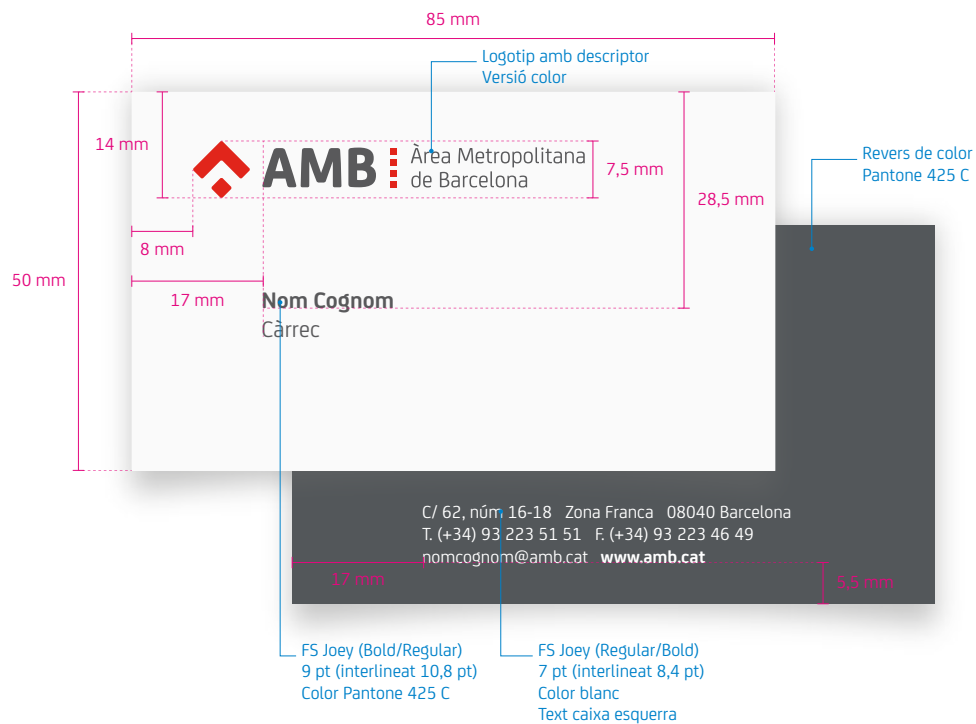


\* Representació de fons, no interpretar com a possibilitat d'emmarcar la marca.

### 3.1 Targetes

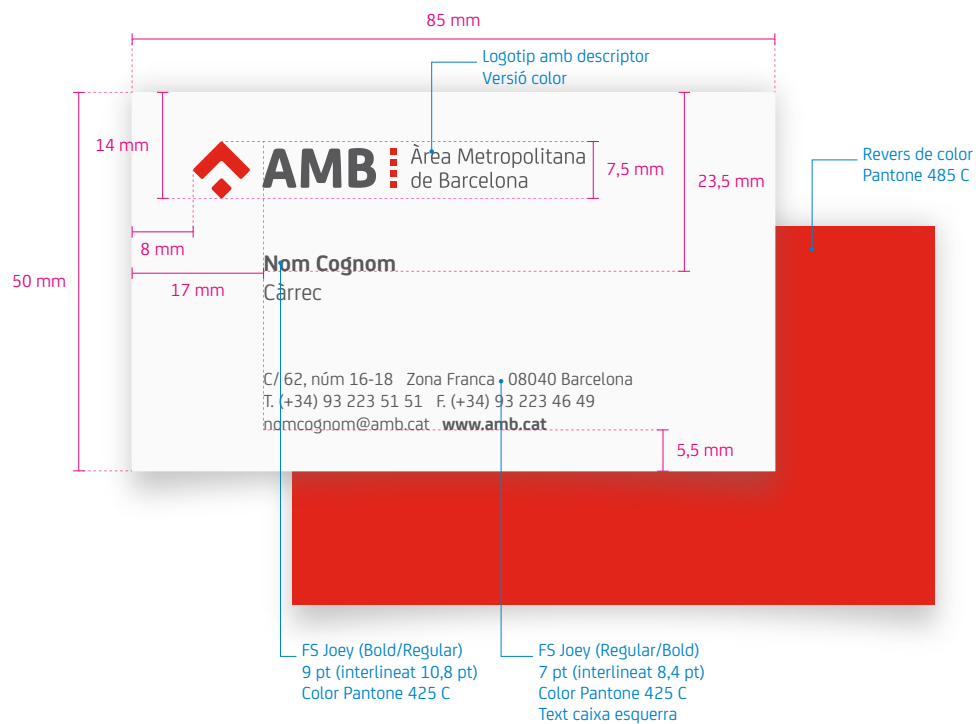
#### 3.1.1 Càrrecs de presidència i electes

Mida: 85 x 50 mm



### 3.1.2 Personal de l'AMB

Mida: 85 × 50 mm



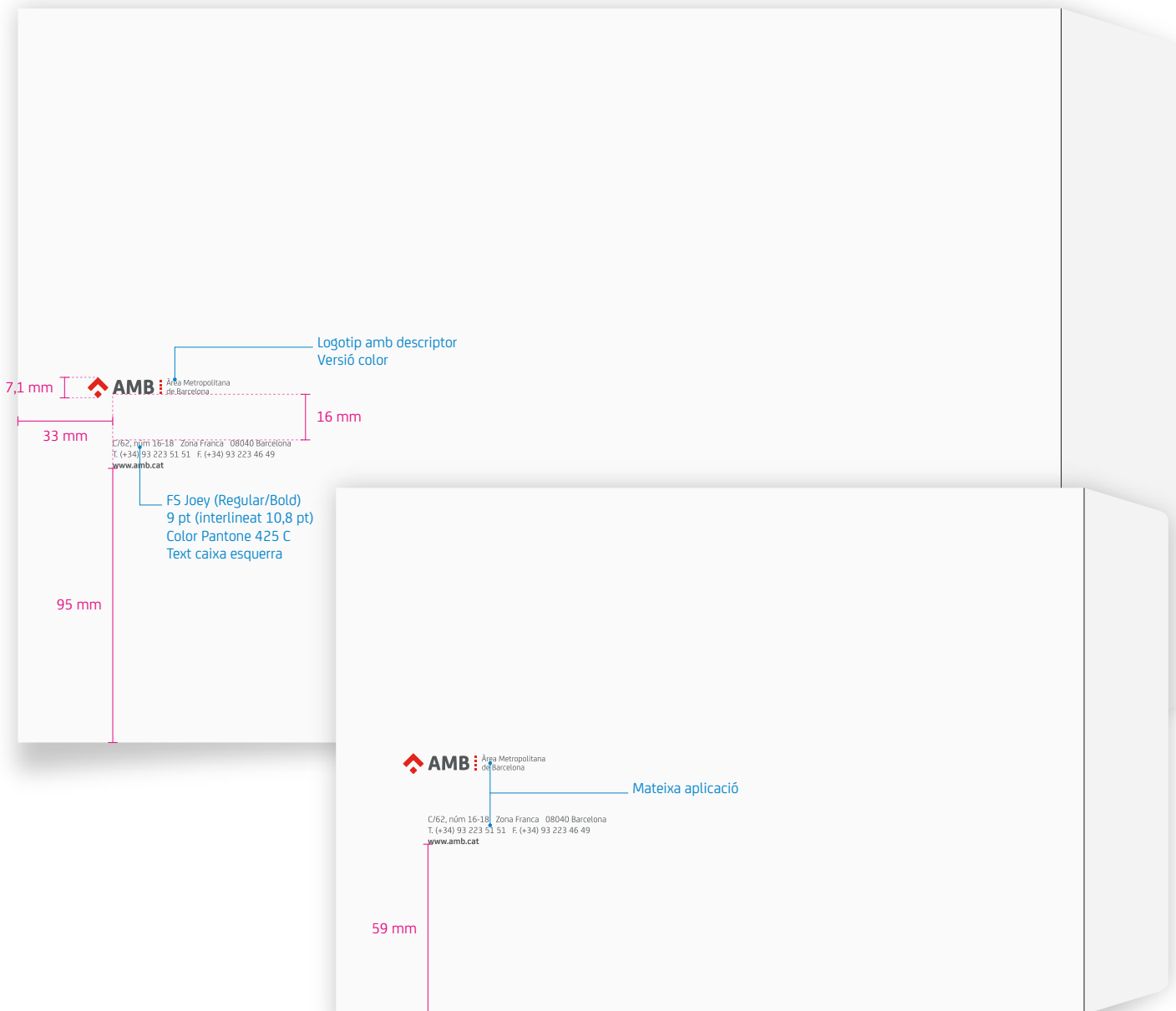
### 3.2 Sobres

#### 3.2.1 B4 i B5

Sobres per a papers Din A4 i A5

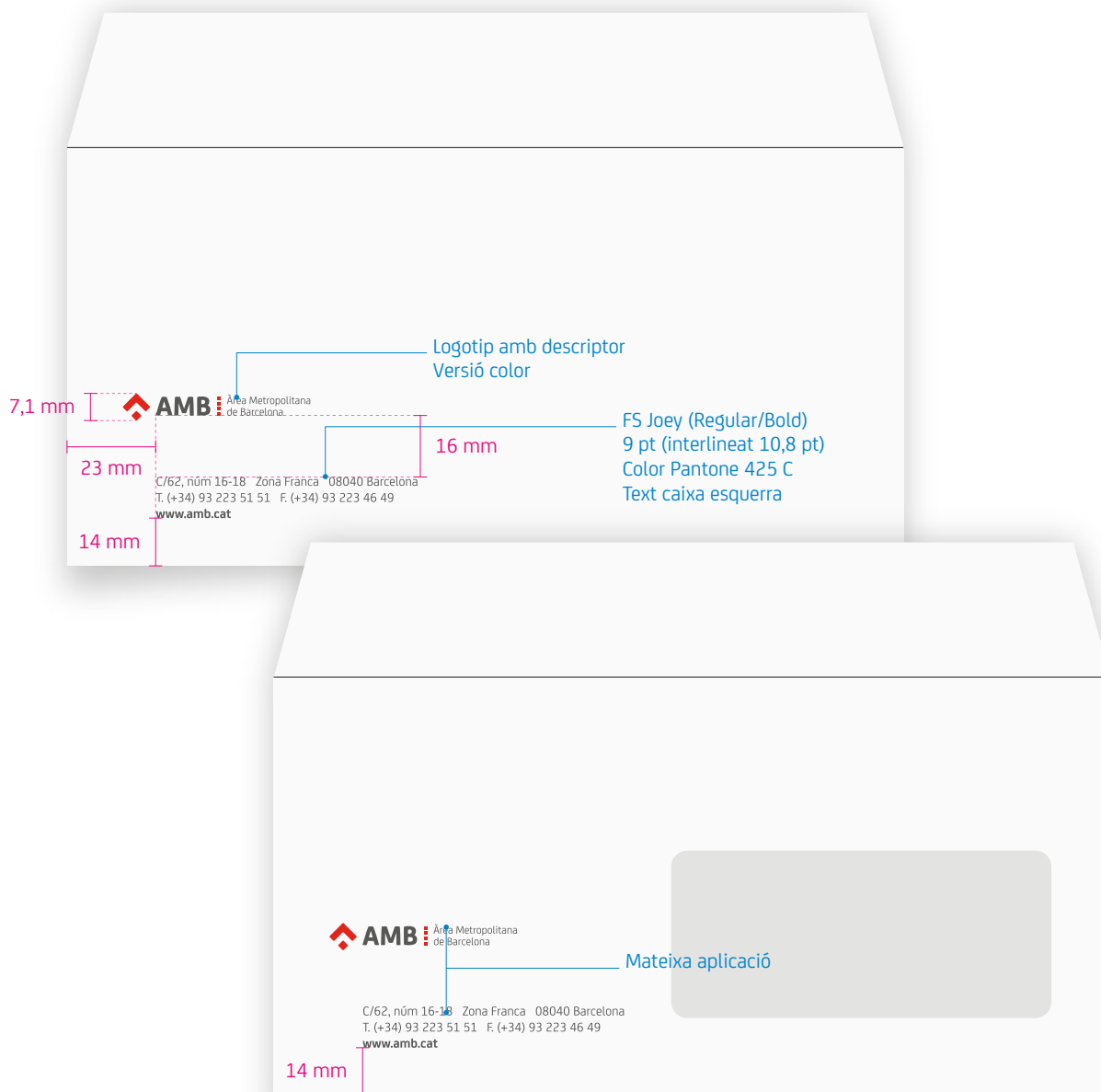
Mida B4: 353 × 250 mm

Mida B5: 250 × 176 mm

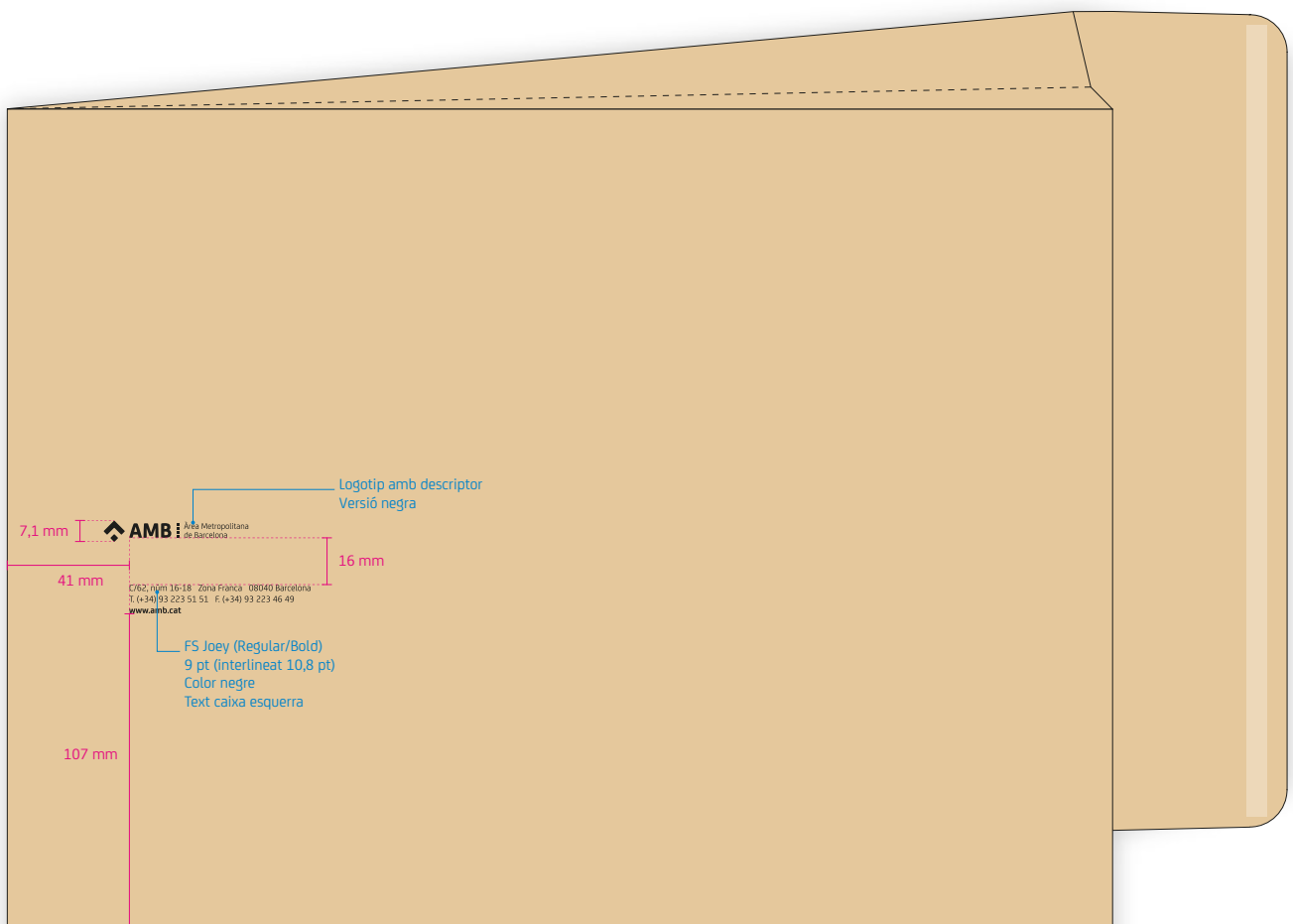


### 3.2.2 DL (amb finestra i sense finestra)

Sobres per a papers Din A4 doblegats en tres parts iguals  
 Mida: 110 x 220 mm (conegut com a sobre americana)



### 3.2.3 Bosses kraft



**3.2.4 Sobres de missatgeria interna**

Mida: 359 x 257 mm

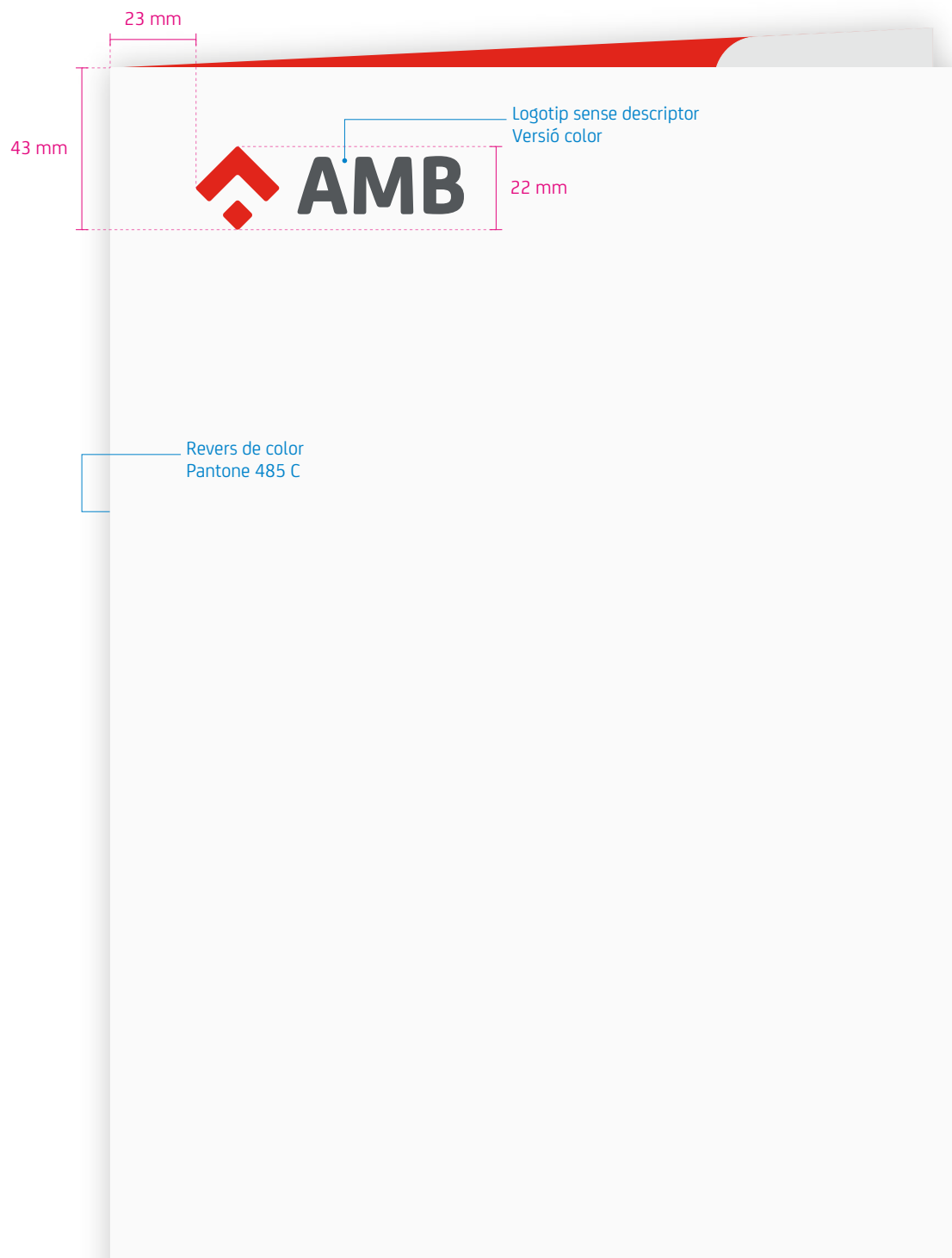


### 3.3 Carpetes

#### 3.3.1 Carpeta de presentació

Mida: 228 × 320 mm

Vista exterior



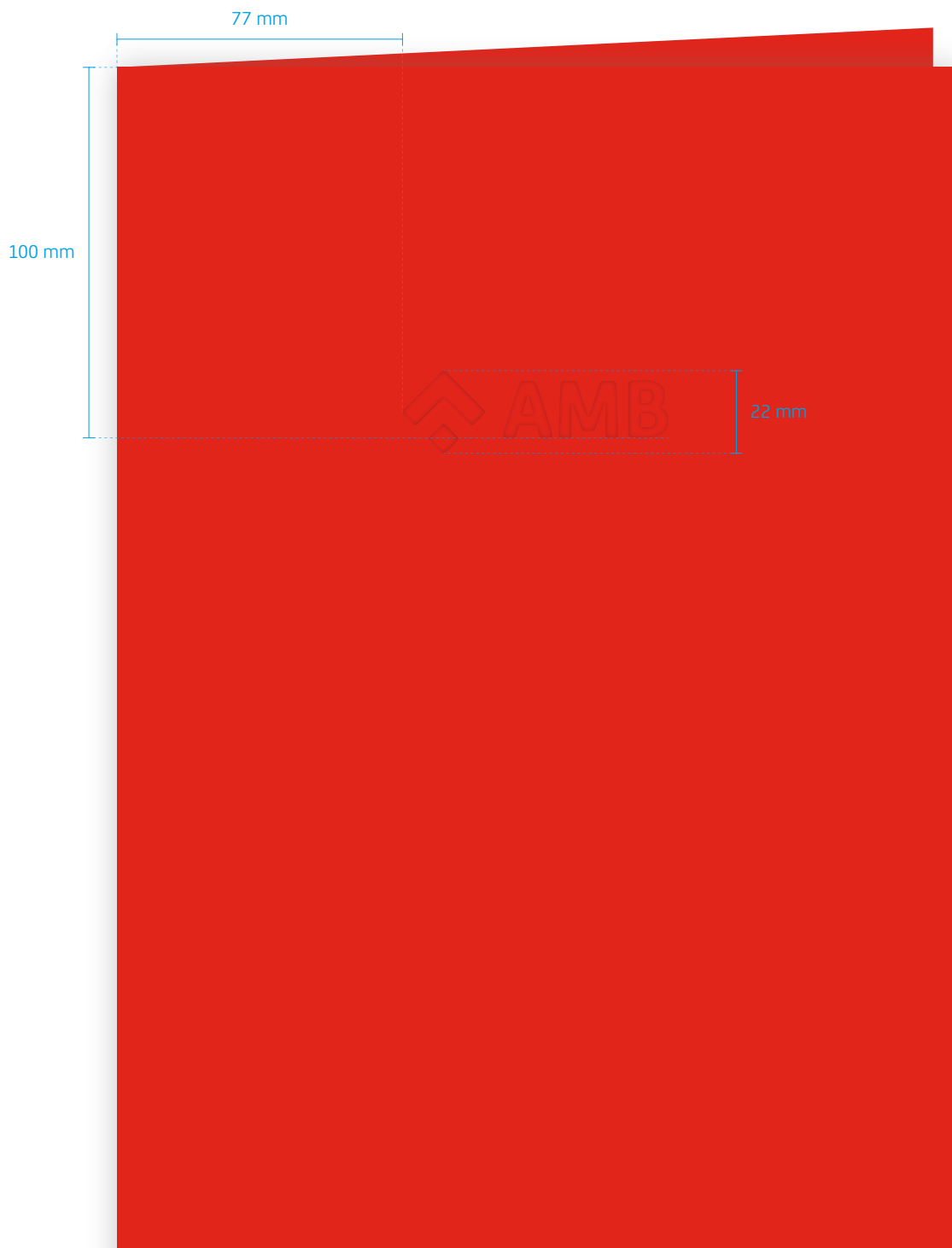
Mida: 228 x 320 mm  
Vista interior



### 3.3.2 Carpeta de prestigi

Mida: 228 x 320 mm

Cartolina verjurada i logotip en cop sec.



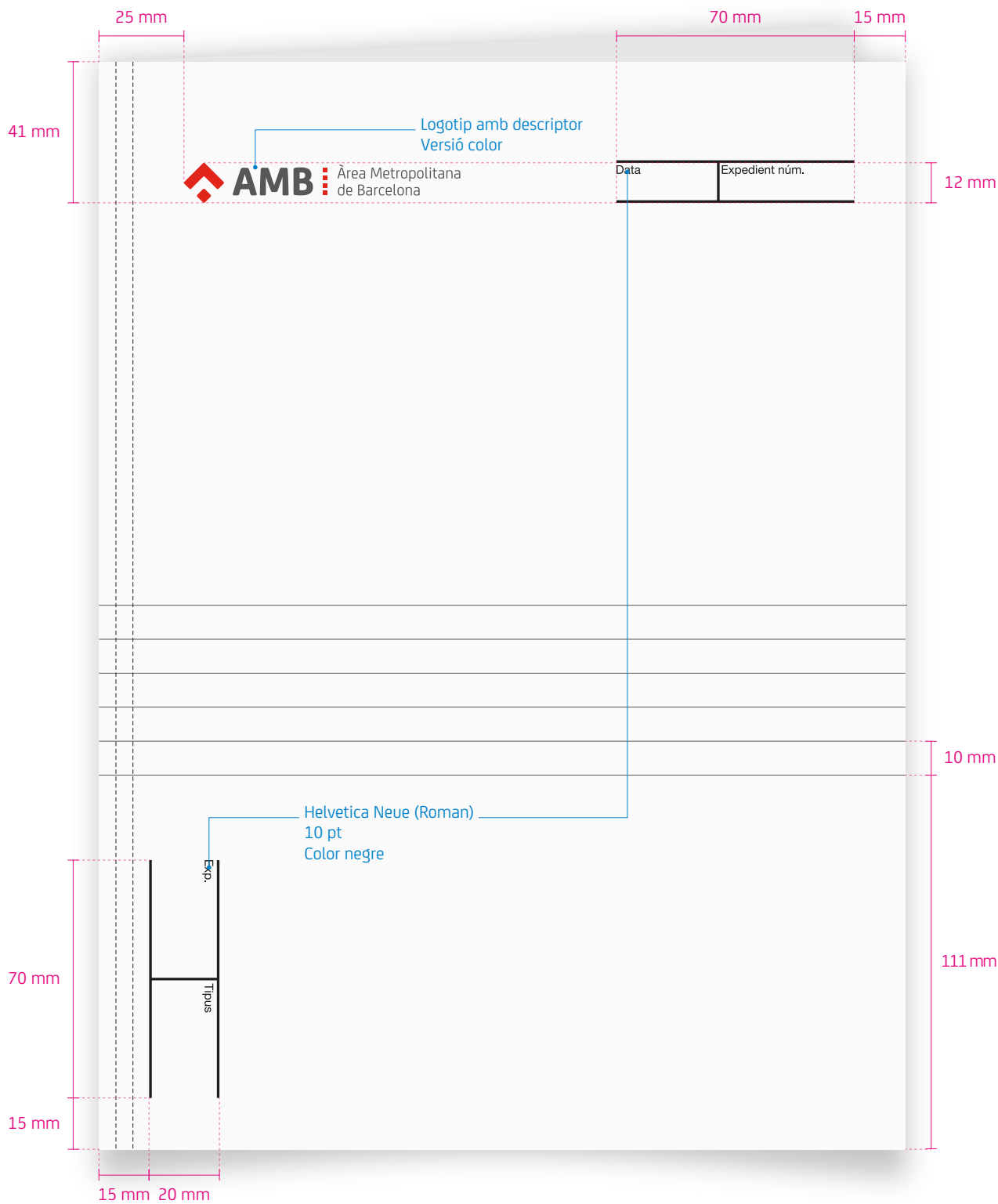
### 3.3.3 Carpeta de treball

Mida: 228 x 320 mm



**3.3.4 Carpeta d'expedient**

Mida: 237 x 320 mm



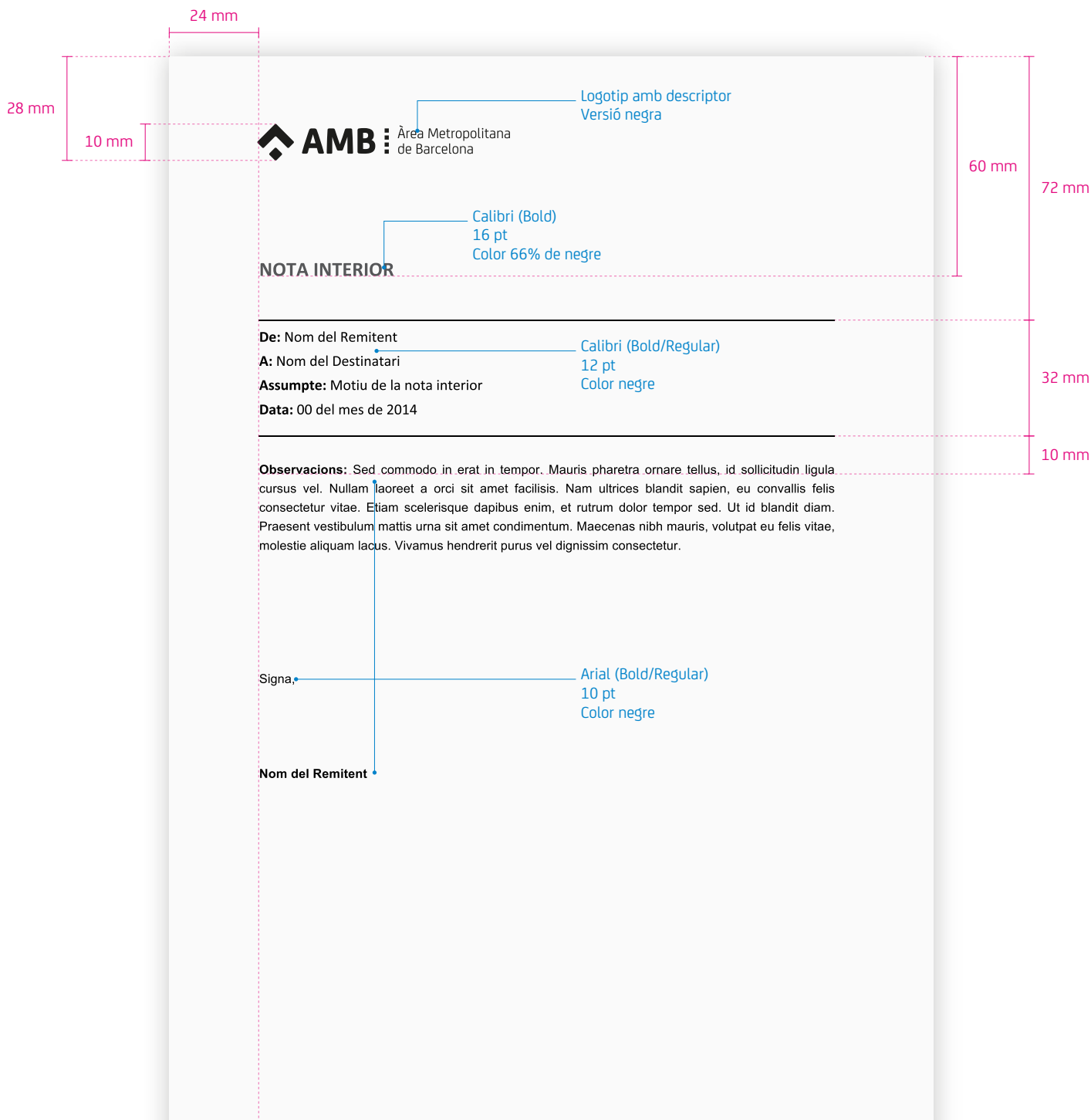
### 3.4 Paper de carta

Mida: A4



### 3.5 Nota interior

Mida: A4

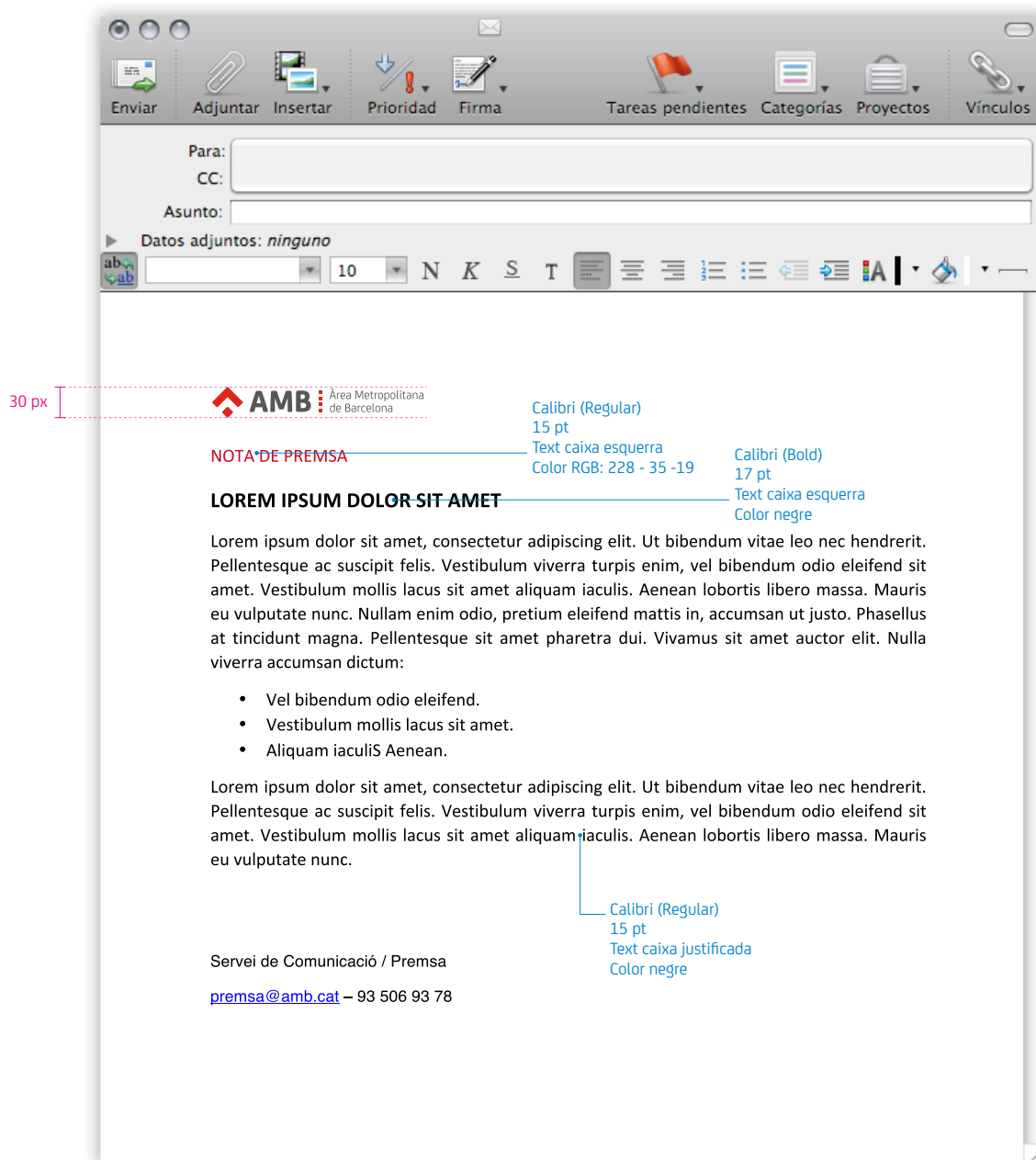


The diagram illustrates the layout and styling of an internal note (Nota Interior) on A4 paper. The overall dimensions are 24 mm wide and 28 mm high. The layout is divided into several sections with specific styling requirements:

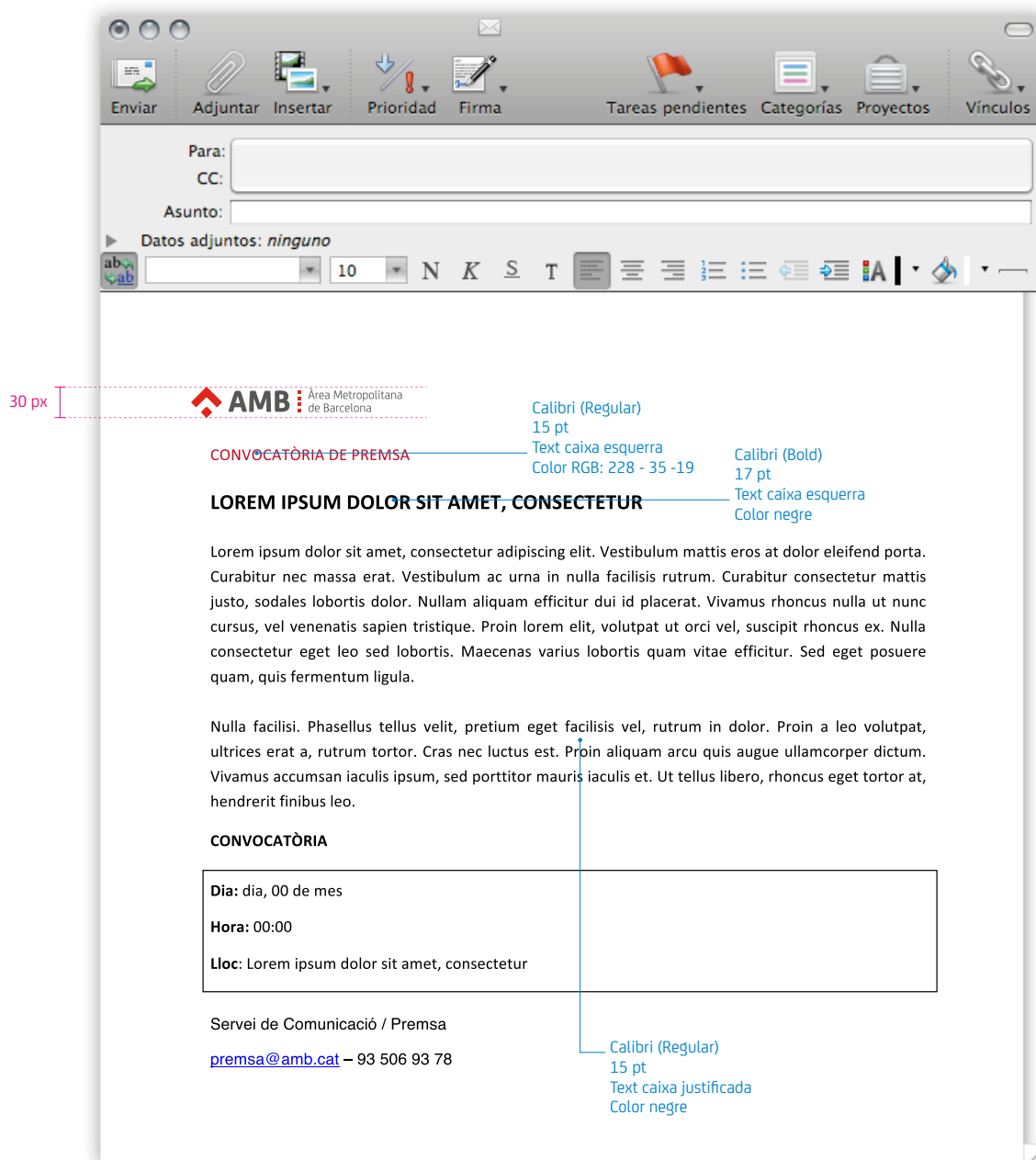
- Header:** The AMB logo (with descriptor) and the text "Àrea Metropolitana de Barcelona" are positioned at the top left. The logo is in black, and the text is in a smaller font. The total height of this section is 28 mm, with a 10 mm margin from the top edge.
- Title:** The title "NOTA INTERIOR" is centered below the header. It is styled in bold, 16 pt font, with a color of 66% black.
- Metadata:** A horizontal line separates the title from the metadata. The metadata includes:
  - De:** Nom del Remitent (Sender name)
  - A:** Nom del Destinatari (Recipient name)
  - Assumpte:** Motiu de la nota interior (Subject)
  - Data:** 00 del mes de 2014 (Date)
 The text is styled in bold/regular font, 12 pt, with a color of 66% black.
- Observacions:** A horizontal line separates the metadata from the observations. The observations section contains a paragraph of placeholder text: "Observacions: Sed commodo in erat in tempor. Mauris pharetra ornare tellus, id sollicitudin ligula cursus vel. Nullam laoreet a orci sit amet facilisis. Nam ultrices blandit sapien, eu convallis felis consectetur vitae. Etiam scelerisque dapibus enim, et rutrum dolor tempor sed. Ut id blandit diam. Praesent vestibulum mattis urna sit amet condimentum. Maecenas nibh mauris, volutpat eu felis vitae, molestie aliquam lacus. Vivamus hendrerit purus vel dignissim consectetur." The text is in a regular font, 10 pt, with a color of 66% black.
- Signature:** The signature line is labeled "Signa" and is styled in bold/regular font, 10 pt, with a color of 66% black.
- Footer:** The footer is labeled "Nom del Remitent" (Sender name) and is styled in bold/regular font, 10 pt, with a color of 66% black.

Dimensions and margins are indicated by dashed lines: 24 mm total width, 28 mm total height, 10 mm top margin, 60 mm height for the main content area, 72 mm height for the metadata section, 32 mm height for the observations section, and 10 mm height for the signature/footer area.

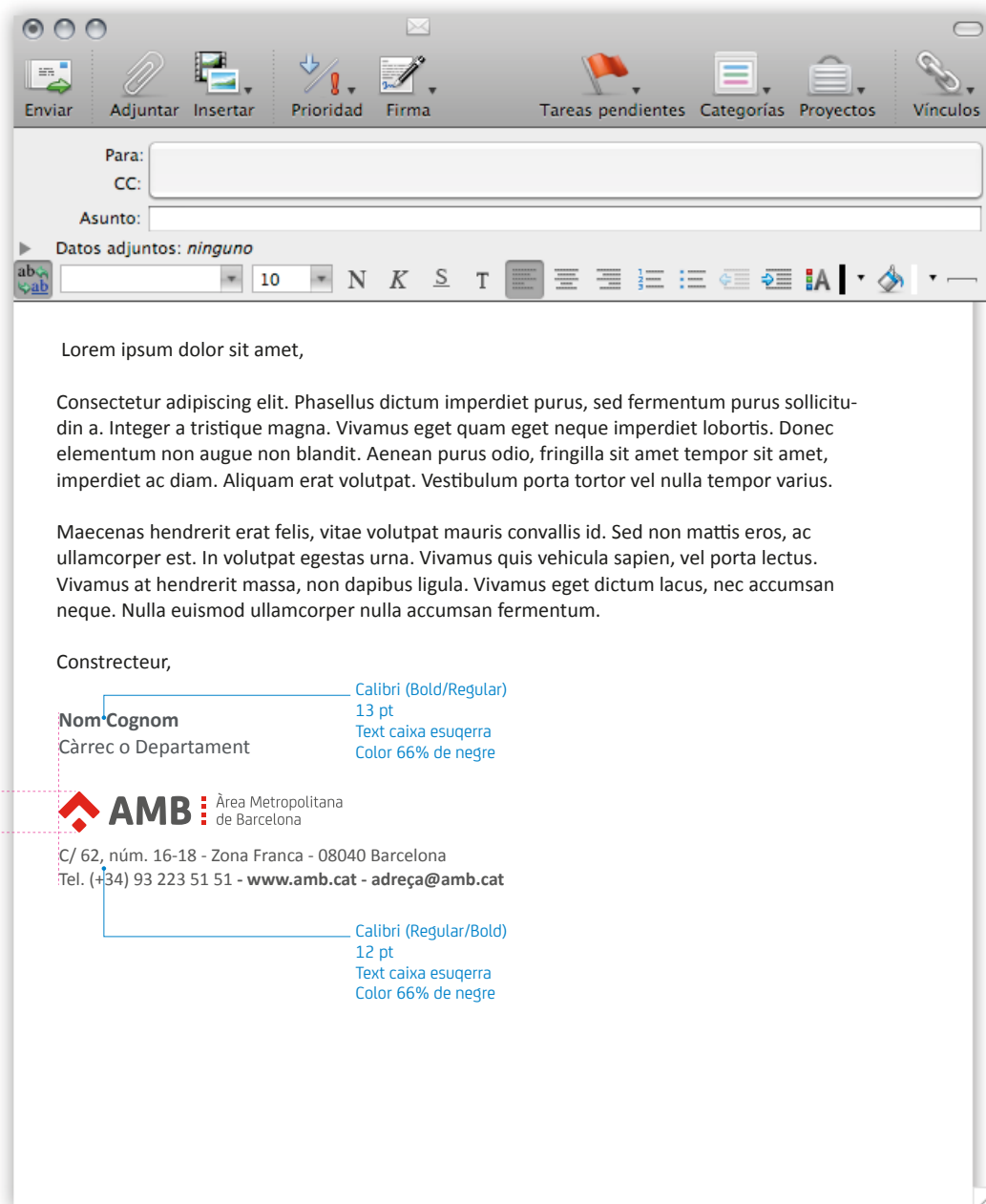
**3.6 Nota de premsa**



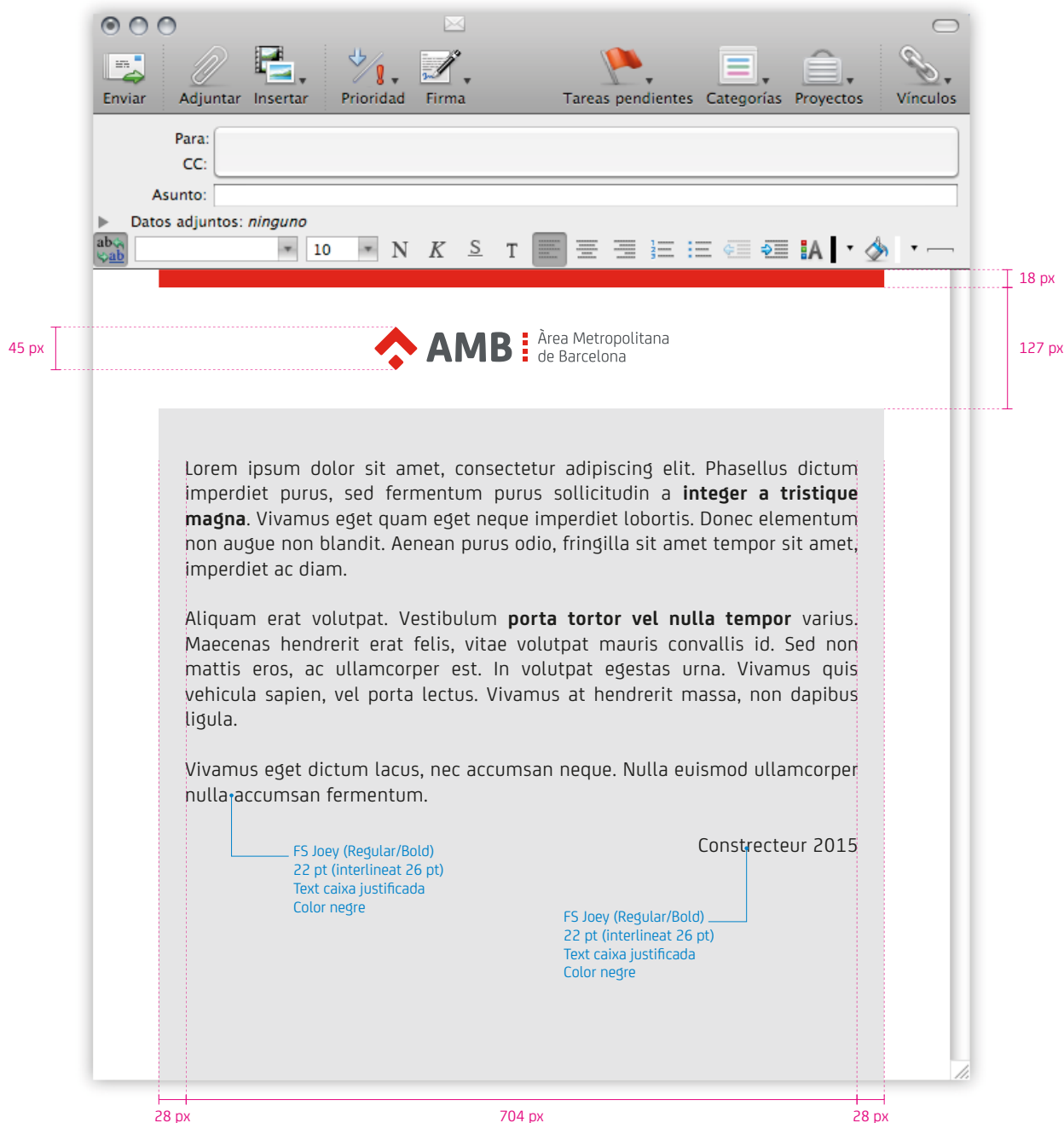
**3.7 Convocatòria de premsa**



### 3.8 Firma de correu electrònic



**3.9 Invitació per correu electrònic**



### 3.10 Programa d'actes

Mida: A4

The diagram shows an A4 act program card with the following dimensions and layout:

- Dimensions:** Total width 125 mm, total height 28 mm. Margins: 18 mm (left), 47 mm (top), 20 mm (right), 35 mm (bottom).
- Header:**
  - Red box: "Actes" (42 mm wide, 35 mm high). **Calibri (Regular) 28 pt, Color blanc, Text centrat, Caixa de text color vermell.**
  - Logo: "AMB Àrea Metropolitana de Barcelona" (8 mm high). **Logotip amb descriptor, Versió color.**
  - Title: "TÍTOL ACTE LOREM IPSUM DOLOR SIT AMET APTAE LIRUS" (14 pt bold, centered, black).
- Details:**
  - Organitza: Àrea Metropolitana de Barcelona
  - Data: Dia, XX de mes de 2015
  - Hora: 00:00 h
  - Lloc: Lloc de celebració de l'acte
- Programa:**
  - Dark grey box: "Programa" (28 pt regular, centered, white).
  - 09:30 h: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed venenatis egestas sem eget pulvinar.
  - 10:00 h: Lorem ipsum dolor sit amet.
  - 10:30 h: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed venenatis egestas sem eget pulvinar.
  - 11:00 h: Lorem ipsum dolor sit amet, consectetur adipiscing elit.
  - 11:30 h: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed venenatis egestas sem eget pulvinar.
  - 12:00 h: Lorem ipsum.
- Footer:**
  - AMB contact info: Carrer 62, núm. 16, Zona Franca, 08040 Barcelona. Tel: 93 223 51 51 / 93 223 47 90. www.amb.cat (8 pt bold, 65% grey, left).
  - Protocol info: Nom Cognom, RR.PP i Protocol, XX/XX/2015, Tel. XXX XXX XXX (10 pt regular, black, right).

### 3.11 Disc compacte

Exemple de CD sense foto

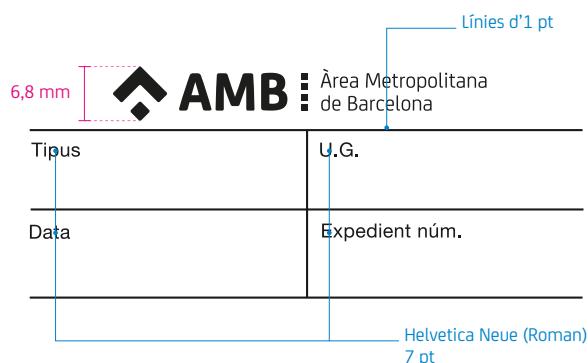
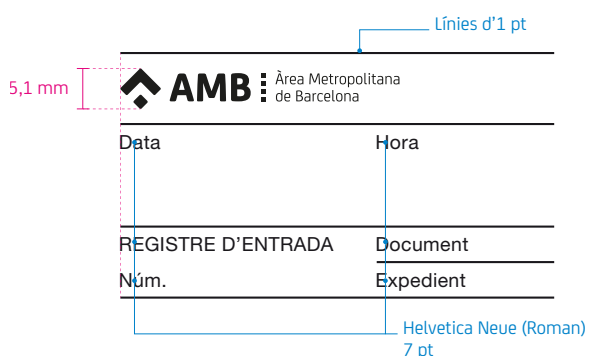
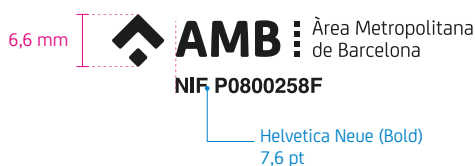


Exemple canviant foto segons projecte



### 3.12 Segells

Segells de goma i datadors.  
 Mostres representades a mida real.



Per a consultes o informació més exhaustiva, adreceu-vos a [oficinamarca@amb.cat](mailto:oficinamarca@amb.cat)