



MANUAL OF BRAND

TONALLICORPUS



TONALLICORPUS



TONALLICORPUS

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This manual covers everything related to the brand environment, in which the graphic management of the brand is explained and exemplified.

Indigenous Language Translator

Main Focus:Nahuatl and Totonac

TonalliCorpus is a digital translation and language support tool created so that everyone can communicate, learn, and understand each other beyond language barriers. While designed for any user, its heart beats especially for Puebla and its communities, connecting the people of Puebla with the indigenous languages that form part of their identity: Nahuatl and Totonac.

Its purpose is to expand communication horizons through a technology that unites the ancestral and the digital. It is dignified, educational, spiritual, and respectful, designed to be approachable and easy to use, without being intimidating, and with both academic and community reach. The inspiration that gave it life stems from a deep commitment: that languages that have existed for a long time before Spanish, they remain alive and present. TonalliCorpus speaks with an affectionate, direct, wise, and humble voice, so that each translation preserves the spirit and strength of the original word.

“With TonalliCorpus, no one is left without a voice: we translate to open paths between people, communities and knowledge.”



By following these principles, each application of the brand will contribute to keeping linguistic richness alive.

IDENTITY GENERAL





GENERAL IDENTITY

TAGLINE

The voice of the day

VALUE PROPOSITION

A living body of indigenous languages, created so that no one is left without a voice. TonalliCorpus opens bridges between worlds that could not previously speak to each other, so that ancestral words continue to resonate in the present, with dignity, wisdom, and respect.

TONALLICORPUS
Sun-Day-Vital energy

TONALLICORPUS
Body - Collection





IDENTITY
VERBAL



VERBAL IDENTITY

Presentation

Living Languages, Communication Without Borders: TonalliCorpus is a digital tool created to facilitate communication and learning of indigenous languages, with a special focus on Nahuatl and Totonac, but designed for anyone to use, especially in communities in Puebla. Its purpose is to break down the linguistic barriers that separate people, promoting understanding, respect, and cultural preservation.

This initiative combines technology with ancestral heritage, creating a bridge between generations and cultures. More than just a translator, TonalliCorpus is a community, academic, and cultural project that inspires pride in one's roots and promotes mutual learning. By paving the way for Indigenous languages to remain alive, the tool fosters inclusion, dignity, and connection among people from diverse backgrounds.

Mission

To facilitate communication and learning of indigenous languages, primarily Nahuatl and Totonac, through a digital tool accessible to all, with a special focus on communities in Puebla. To promote respect, preservation, and pride in cultural roots, connecting the ancestral with the contemporary.



Vision

To become the most important translator and cultural reference in Mexico for indigenous languages, recognized for his contribution to linguistic and cultural preservation, his community and academic reach, and for inspiring future generations to keep their languages and traditions alive.

ATTRIBUTES

Voice with Spirit

Human Access

Education for the Future

Ancestral Respect

Bridge of Knowledge



TABULATION BRANDED



BRAND TABULATION

ELEMENT	TONALLICORPUS	TRANSLATOR GENERIC	PLATFORM EDUCATIONAL TRADITIONAL
PURPOSE	PRESERVE AND CONNECT INDIGENOUS LANGUAGES	TRANSLATE FAST AND GENERIC	TEACH CONTENT STRUCTURED
LANGUAGE	AFFECTIONATE, WISE, RESPECTFUL	COLD, AUTOMATED	FORMAL AND TECHNICAL
VISUAL STYLE	CULTURAL SYMBOLS, MODERN ANCESTRAL	TECHNICAL MINIMALIST	CORPORATE, INSTITUTIONAL
EXPERIENCE	EMOTIONAL, SPIRITUAL, EDUCATIONAL	SNAPSHOT, FUNCTIONAL	ACADEMIC, EVALUATIVE

POSITIONING

Key phrase:

"The first digital tool that preserves and translates indigenous languages with dignity, wisdom and respect, so that each person can reconnect with their roots and expand their voice."

**IDENTITY
VISUAL**





LOGO





TONALLICORPUS

COLOR VARIANTS



TYPOGRAPHY

Titles and Subtitles

Body Text

ABCABC

ABCABC

ABCABC

ABCABC

Free Baskerville

EB Garamond

Montserrat

Nunito

COLOR PALETTE



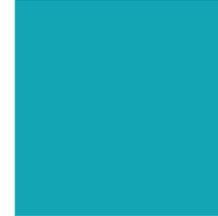
C M AND K
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R G B
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esab8b



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R G B
186 143 121
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C M AND K
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R G B
236 179 33
ecb321



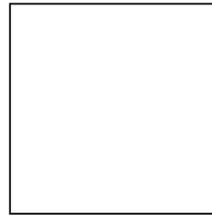
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R G B
0 166 181
00a6b5



C M AND K
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R G B
190 18 21
be1215



C M AND K
84 83 73 80
R G B
0 0 0
000000



C M AND K
0 0 0 0
R G B
225 255 255
ffffff



C M AND K
63 19 94 0
R G B
119 160 57
77a039



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