



**Lota Arauco**  
Universidad de Concepción

# Normas Gráficas

Centro de Formación Técnica Lota Arauco

Corporación Educacional UdeC

Actualización 2025



**4**  
**AÑOS**  
CFT Acreditado  
**NIVEL AVANZADO**  
✔ Gestión Institucional  
✔ Docencia de Pregrado  
✔ Vinculación con el Medio  
HASTA JULIO 2027

# Logotipo Y Colores corporativo

Normas Gráficas CFTLA  
Actualización 2023



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Universidad de Concepción



**Pantone: 654C**  
C:81 M:44 Y:1 K:56  
R:31 G:61 B:110  
#1F3D6E



**Pantone: 7462C**  
C:90 M:32 Y:0 K:42  
R:34 G:85 B:136  
#225588



**Pantone: 1375C**  
C:0 M:46 Y:94 K:1  
R:245 G:159 B:25  
#F59F19



**Pantone: 425C**  
C:5 M:2 Y:0 K:60  
R:118 G:119 B:122  
#76777A

# Logotipo

## Versiones de color

Normas Gráficas CFTLA  
*Actualización 2023*

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**Versión principal**  
*Full color*

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Versión secundaria  
*A un color*



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# Logotipo

## Sobre fondo

Normas Gráficas CFTLA  
*Actualización 2023*

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# Tipografía

## Sitio web, gráficas y todo documento publicitario:

- ✓ **Familia Mont:** ABCD abcd, 1234
- ✓ **Familia Poppins:** ABCD abcd, 1234
- ✓ **Familia Heebo:** ABCD abcd, 1234
- ✓ **Familia Cocon:** ABCD abcd, 1234

## Documentos institucionales:

- ✓ **Familia Calibri:** ABCD abcd, 1234
- ✓ **Familia Arial:** ABCD abcd, 1234

# Aplicaciones

## Documentos Institucionales



Lota Arauco, el CFT de la UdeC

### Titulo de Ejemplo

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

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Nombre Apellido Apellido  
Cargo CFT Lota Arauco

Hoja institucional



Logo institución

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Nombre Apellido Apellido  
Cargo CFT Lota Arauco

Nombre Apellido Apellido  
Cargo Institución

Formato convenio

# Aplicaciones

## Documentos Institucionales



The mockup shows a formal invitation document for Lota Arauco, Universidad de Concepción. It features the university's logo at the top left, followed by the title 'Titulo Invitación Formal' and a subtitle 'Subtitulo Invitación Formal' in an orange box. The main body contains two paragraphs of Lorem Ipsum text. At the bottom left, it says 'Confirmar asistencia a: correo@cftla.cl'. The footer includes the logos of the Universidad de Concepción, the Comisión Nacional de Acreditación (CNA-Chile), and the CFTLA accreditation for the 4th level (Nivel Avanzado) until July 2022.

 **Lota Arauco**  
Universidad de Concepción

### Titulo Invitación Formal

Subtitulo Invitación Formal

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Confirmar asistencia a:  
correo@cftla.cl

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Docencia de Pregrado  
Vinculación con el Medio  
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## Formato invitación formal

# Aplicaciones

## Documentos Institucionales



Tarjeta de presentación 5x9 cm

# Aplicaciones

## Documentos Institucionales

### Patricio Pérez Vergara

Rector CFT Lota Arauco  
Carlos Cousiño 184, Lota  
41 2262500  
www.cftla.cl



### Juan Martínez Pereira

TNS en Analista Programador  
Jornada Vespertina  
Sede Lota  
www.cftla.cl



## Firmas correo electrónico

# Aplicaciones

## Piezas gráficas - Admisión 2023

Logo of Lota Arauco (El CFT de la UdeC) and Universidad de Concepción.

**Matrículas Online**  
**ADMISIÓN 2023**  
*Crea - Emprende - Innova*

**Matrículas desde Octubre 2022**

Documentos para Matricularse

- Cédula de Identidad
- Concentración de notas
- Licencia de Enseñanza Media

ADSCRITO A GRATUIDAD

[WWW.CFTLA.CL](http://WWW.CFTLA.CL)

4 años CFT acreditado NIVEL AVANZADO por la Comisión Nacional de Acreditación de Chile hasta Julio 2027.

**ADMISIÓN 2023**  
*Crea - Emprende - Innova*

**CASA CENTRAL**  
Carreras TNS en:

- Administración de Empresas
- Administración Pública
- Electricidad Industrial y Sistemas Eléctricos
- Computación e Informática
- Construcción
- Educación Diferencial
- Educación de Párvulos
- Gestión Portuaria y Pesquera
- Instrumentación y Automatización Industrial
- Logística
- Mecánica Industrial
- Trabajo Social
- Turismo y Gastronomía

Carlos Cousiño 184-199, Lota.

**SEDE CAÑETE**  
Carreras TNS en:

- Administración Pública
- Educación Diferencial
- Trabajo Social

Arturo Prat 338, Cañete.

[admision@cftla.cl](mailto:admision@cftla.cl)

Instagram, Facebook, Twitter, YouTube, LinkedIn

Volante Impreso

# Aplicaciones

## Piezas gráficas - Admisión 2023



Portadas Redes Sociales  
Institucionales

# Aplicaciones

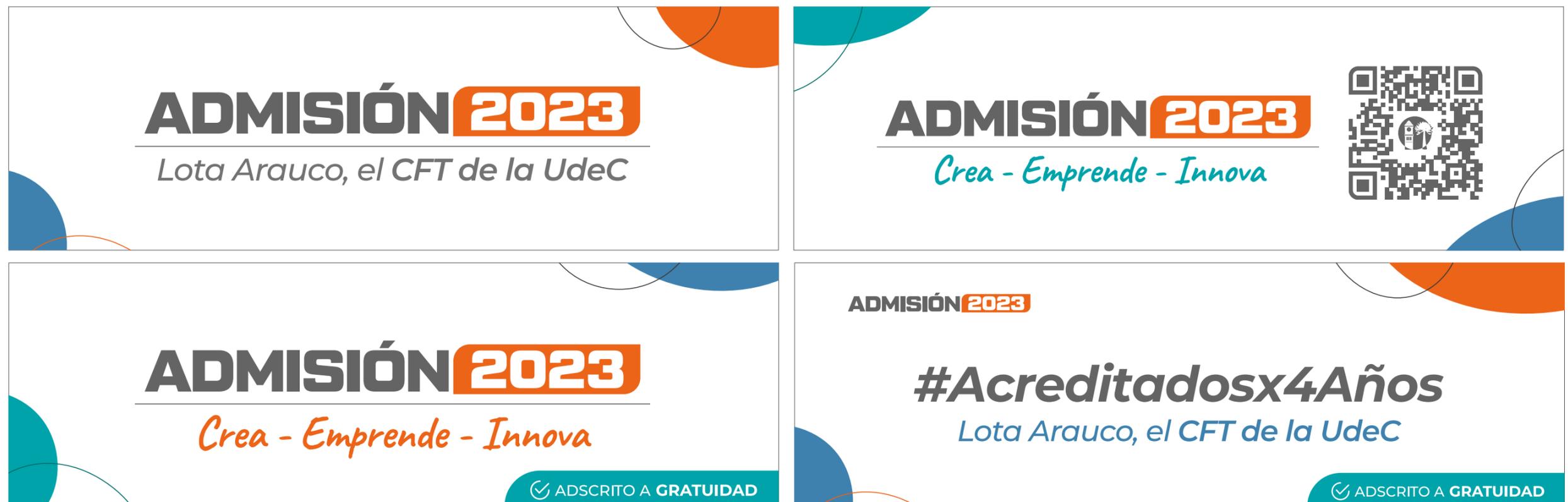
## Piezas gráficas - Admisión 2023



Publicaciones Redes Sociales

# Aplicaciones

## Piezas gráficas - Admisión 2023



## Letreros Ferias de Difusión