



MARCA CHILE
B R A N D B O O K



This brandbook has been developed by **Fundación Imagen de Chile**, the organisation responsible for **Marca Chile**, with the aim of ensuring a coherent, consistent and aligned use of the brand across all its **applications**.

Its **purpose** is to guide public and private institutions, civil society organisations and users in general in the proper implementation of **Marca Chile**, strengthening a clear, recognisable and strategic identity in each of its **expressions**, both nationally and internationally.



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Northern Ice Field, Aysén Region of General Carlos Ibáñez del Campo / Author: Fernando Gudenschwager



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Flowering Desert, Atacama Region / Author: Amelia Ortúzar



1 INTRODUCTION

Marca Chile is much more than a logo or a graphic resource: it is a strategic country positioning framework. It constitutes the official seal that represents Chile's identity, attributes and value proposition to the world, projecting qualities such as reliability, quality, innovation, territorial diversity and the talent of its people.

Its development is based on a narrative grounded in evidence, public-private collaboration and the active participation of those who build Chile every day.



2 | MARCA CHILE



Santiago Cable Car, Metropolitan Region / Author: María José Pedraza

BRAND MANAGEMENT

Its **institutional origin** materialised in 2009 with the creation of **Fundación Imagen de Chile**, a public–private organisation responsible for promoting the country's image internationally through **Marca Chile**.

In this context, **Marca Chile** specialises in **articulating and aligning the country's promotional efforts** under a **common strategy, improving Chile's awareness, reputation and preference abroad**. This is achieved through **international studies, positioning campaigns, press management, digital initiatives and coordination with public and private stakeholders** who contribute to building the **country's image**, among others.

The **country brand** integrates a wide diversity of sectors that form part of its **international projection**. From

tourism, exports and foreign investment to talent, innovation, entrepreneurship, science, culture and the various productive sectors. Chile is expressed through **multiple dimensions** that reflect its **identity**.

This is why **Marca Chile** is built **collectively**, through the **people, organisations and territories** that, from their different fields, contribute to projecting a **coherent, consistent and fact-based country image**.

In this context, all communication associated with **Marca Chile** must reinforce a shared narrative, where different **sectors, products and disciplines** are integrated as expressions of the **brand's strategic attributes**, strengthening its **purpose and international positioning**.



| Marca Chile

BRAND FOUNDATIONS

BRAND PURPOSE

To share with the world how Chile's talent, creativity and energy contribute to generating a positive impact on the future of all.





Milky Way, Llico, Maule Region / Author: Francisco Negroni

VISION

To be globally recognised as a country that, from where the world begins, drives energies, talents and innovation scapable of transforming the future, consolidating an authentic, reliable image with global impact, in order to strengthen international recognition and appreciation.

MISSION

To project and enhance the value of the stories, talents and energies that emerge from Chile, strengthening the country's reputation and image while deepening connection and trust with strategic audiences, both nationally and internationally.



Villarrica Volcano, Araucanía Region / Author: Francisco Negroni

DNA

The DNA of Marca Chile is built from a **vision of the future** that recognises origin as a starting point. From **where the world begins**, ideas, talents and capabilities emerge with the potential for global impact.

It is sustained by the **diversity of its territories, cultures and people**, by a democratic institutional framework that generates **trust**, and by a commitment to **sustainability and innovation as drivers of development**. This identity foundation defines the way **Chile projects itself to the world**.



PERSONALITY

The personality of Marca Chile defines how the country expresses itself and relates to the world. It is characterised as:

Authentic

Agile

Resilient

Adaptable

Innovative

Multicultural



Traditional Dances, Arica and Parinacota Region / Author: Alejandra Undurraga



BRAND NARRATIVE

Chile is a country with perspective, committed to the future through its **values and strengths**. We look beyond our borders with a **global vision**.

Aware of the impact of our ideas and of our ability to **create, produce and project ourselves to the world**, we act with boldness, determination and a deep commitment to who we are and what we believe in.

From our **products** to our **clean energies, science** and **creative talent**, we express a unique way of doing things, projecting ourselves as a country that contributes to and transforms the world.

In Chile, we do not simply see the **future**: we build it through our ideas, energy and talent. Here, where the world begins, we know that every corner can be the origin of something that transforms tomorrow.

And we prove it with facts.

With talents.

With the strength of our energies.

Today, we are committed to the future, from where the world begins.



Glaciers, Torres del Paine National Park, Magallanes and Chilean Antarctic Region / Author: Max Donoso



Marca Chile |



MARCA CHILE CONCEPTS



Atacama Salt Flat, Antofagasta Region / Author: CVA – Audiovisual Agency

1 | WHERE THE WORLD BEGINS

From a unique and extreme territory emerges an original perspective that drives new ways of thinking, creating and projecting the future. Chile is origin, inspiration and a starting point for ideas, energies and initiatives that emerge from where the world begins to create global impact.



Santiago Laboratory, Metropolitan Region / Author: Felipe Cantillana

2 | TALENT THAT INNOVATES AND TRANSFORMS

Chilean talent is characterised by its resilience, creativity and perseverance. People capable of turning challenges into opportunities and solutions, driving innovations with local and global impact. Chile's transformative strength is born from its people and from their ability to imagine, create and build the future.



La Tirana Festival, Tarapacá Region / Author: Christian Miranda

3 | DIVERSITY THAT INSPIRES

The plurality of territories, cultures, identities and perspectives forms a unique richness that nurtures an authentic and profound identity. This diversity drives unique ways of creating, connecting and contributing to the world, projecting a genuine and recognisable character.



Eastern Santiago, Metropolitan Region / Author: Cristóbal Correa

4 | TRUST AND OPENNESS TO THE WORLD

Chile projects itself as a stable, secure and collaborative country. Its institutions, clear rules and long-term vision position it as a reliable partner, open to dialogue, investment, and cultural and commercial exchange, among others.



Wind Farm, Biobío Region / Author: Guy Wenborne

5 | ENERGY THAT DRIVES THE FUTURE

Chile is a territory where energy manifests itself in multiple forms. From its natural conditions and singular geography, which favour the development of renewable energies, to the strength, creativity and capabilities of its people to drive change and contribute to the challenges of the future.



Marca Chile |

6 | PRIDE IN ORIGIN

Chile proudly projects the value of its origin. From a unique territory emerge products, energies and talents that reflect an authentic way of doing things. This origin defines its identity and its way of contributing to the world through quality, traceability and commitment.

Mapuche Woman Weaving on a Loom, Tirúa, Biobío Region / Author: Cristóbal Correa





3 | VERBAL IDENTITY

The **verbal identity** of **Marca Chile** defines the way the country communicates its narrative, projecting its **energies, talent and capabilities** to the world. It must be **adaptable to different contexts**, always maintaining coherence with the **purpose, identity and positioning of the brand**. Through its **narrative**, **Marca Chile** must convey **inspiration, trust and authenticity**.



THIS TONE MUST BE

INSPIRING

The message must project a vision of the future, highlighting the energies, talent and innovation that drive the country's development, while inviting audiences to discover the opportunities that emerge from this diverse territory.

It must generate interest, enthusiasm and projection, using positive, dynamic language supported by action verbs.

RELIABLE

The message must convey credibility, stability and commitment, reinforcing the country's capabilities through clear, verifiable information based on concrete facts.

It seeks to generate trust through precise statements and an institutional tone, with emphasis on capabilities, knowledge and results.

AUTHENTIC

The message must present Chile from its essence, through its territory, culture and people, highlighting its diversity, creativity and resilience.

It seeks to reflect the country's identity through honest, direct and genuine language, incorporating references that connect with its origin, territories and cultural richness.

APPROACHABLE

The message must create a sense of closeness and identification with those who interact with the brand, inviting dialogue, collaboration and connection with different audiences.

It seeks to establish clear, accessible and understandable communication, using language that is inclusive, relatable and empathetic.



Andean Wetland, Arica and Parinacota Region / Author: CVA – Audiovisual Agency

NARRATIVE VOICE

The narrative voice of Marca Chile must be flexible, allowing it to adapt to different contexts while maintaining coherence with the purpose and identity of the brand.

For this reason, three narrative tones are established, which must be applied according to the context in which they are used.



1. FIRST PERSON PLURAL

Used to express collective identity and belonging, especially in messages that seek to generate an emotional connection and establish a direct and close relationship.

To be used in campaigns, audiovisual content and digital media.

Example:

“From Chile, we project our talent, territorial diversity and energies to the world in order to drive the development of the future.”



2. SECOND PERSON SINGULAR

Used to create a **direct and approachable communication style** that invites interaction, while maintaining coherence with the brand.

To be used in promotional materials, digital campaigns and social media.

Example:

“Discover in Chile the talent, diversity of its territory and the energy that drives the future.”

3. THIRD PERSON SINGULAR

Constructed by **using the country’s name** as the subject of the narrative (“Chile”), reinforcing the concept of an institutional country brand that projects greater **credibility and clarity in communication**.

To be used in institutional communications, official documents, presentations and press materials.

Example:

“Chile projects its talent, territorial diversity and energies to the world in order to drive the development of the future.”



Andean Flamingo, Antofagasta Region / Author: CVA – Audiovisual Agency



4 VISUAL IDENTITY

The **visual identity of Marca Chile** brings together the set of graphic elements that allow the brand to be **recognised and represented** consistently across all its uses.

These elements **establish the standards for the correct application** of the isologotype, its versions and its behaviour across different media and communication contexts. All the elements that compose it have been designed to function as a **single unified system**, and therefore must not be separated, modified or used independently.



4.1 | MAIN ISOLOGOTYPE

The Marca Chile isologotype is built upon a simple, solid and highly recognisable structure, allowing for its correct application across various communication formats and media.

This is the primary version of the brand and fully represents its visual identity.

It should always be used whenever conditions allow, prioritising its application on light, neutral or low-complexity backgrounds that ensure appropriate contrast and legibility.

Its use is recommended for:

Institutional materials
Graphic and editorial materials
Communication campaigns
Signage and physical supports
Digital platforms
International events and trade fairs



4.1.1 | ISOLOGOTYPE COMPOSITION



BOX (CONTAINER)

The isologotype is organised within a Pantone 185 C red box, which acts as the container of the visual system, providing order, balance and legibility.

This element fulfils a dual function: structural, by organising the components, and symbolic, by connecting with the red of the Chilean flag, reinforcing the country's identity and recognition.

Chile

LOGOTYPE

Inside the container appears the name "Chile", constructed from a clear and authentic typeface that acts as the naming axis of the system, allowing the brand to be recognised in a simple way.



ISOTYPE

The graphic system of Marca Chile is complemented by a isotype composed of an arrangement of six stars.

The configuration of the stars suggests movement, connection and expansion, representing an active country, open to the world and in constant evolution.

Likewise, it evokes the skies of Chile, recognised for their exceptional quality for astronomical observation, reinforcing its connection with science, knowledge and exploration.

Note: Independent use of the isotype or alteration of the elements composing the isologotype is not permitted.

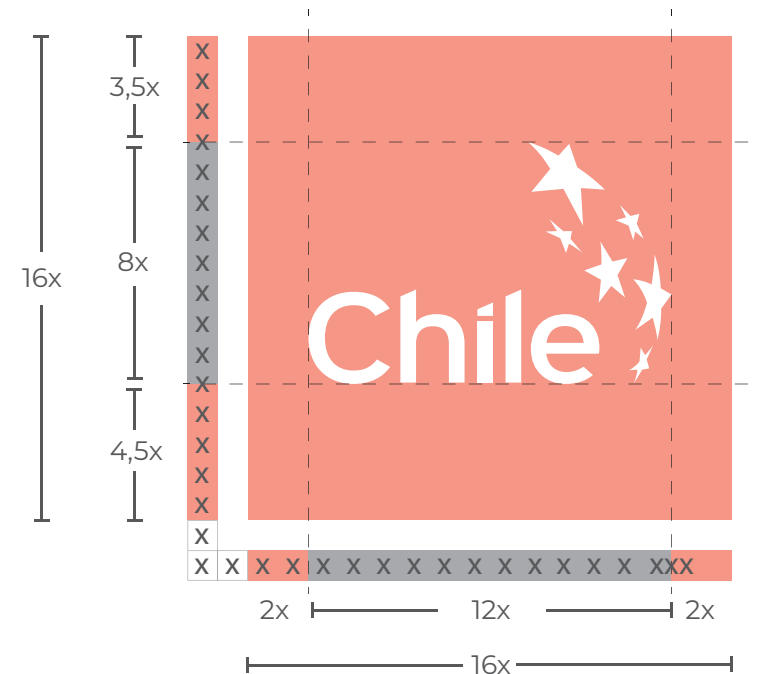
4.1.2 | ISOLOGOTYPE CONSTRUCTION

The **Pantone 185 C red** square constitutes the foundation of the grid, defining margins, proportions and the placement of both the logotype and symbol.

This structure is normative in nature and must not be modified.

It is not permitted to alter, reorganise or tamper with its elements, nor to modify its proportions, alignments or internal relationships.

Likewise, components of the system may not be removed, added or distorted, as this compromises the integrity, legibility and recognition of the brand across all applications.



□ Measurement unit: 4 mm (1X).

■ Imagotype size.

■ Total box size.

4.1.3 | ISOLOGOTYPE VARIANTS

The Marca Chile isologotype has defined colour versions to ensure its correct application in different contexts, always maintaining its legibility, coherence and recognition.



MONOCHROMATIC VERSION

As a neutral alternative, the isologotype may be used in **Pantone Cool Gray 11 C**, maintaining its visual integrity and original composition. This version is intended for applications where the use of the primary colour is not possible or recommended.



NEGATIVE VERSION

Used on dark, red or high-contrast backgrounds. In this version, the isologotype container box appears in white, while the typography and symbol adopt a 100% knockout effect, taking on the colour of the background to ensure proper visibility and legibility.



4.2 | OUTLINE VERSION

The outline version of the isologotype corresponds to a linear adaptation of the brand, used in contexts where the application of the primary version is not viable or where a more subtle integration within the graphic composition is required.

This version may only be applied in the following colours:



WHITE

Must be used when the application background is the institutional red or other dark backgrounds, ensuring proper contrast and visibility. It is ideal for audiovisual materials, presentations, social media and digital applications where visually impactful backgrounds predominate.



BLACK

Recommended for printed or digital applications on light backgrounds, where maximum legibility is required.

It functions as an alternative when the primary version of the isologotype cannot be applied, ensuring contrast without resorting to the institutional colour. It is particularly suitable for editorial materials, formal documents, stationery and reading materials.



INSTITUTIONAL RED PANTONE 185 C

Its use is defined exclusively for printed, editorial or graphic formats that allow its correct application on white or very light backgrounds.

It is particularly suitable for pieces where maintaining brand presence is desired without resorting to the primary version, preserving the institutional chromatic connection in a more subtle way.

Note: The use of other colours, gradients or effects that alter the brand's visual identity is not permitted.

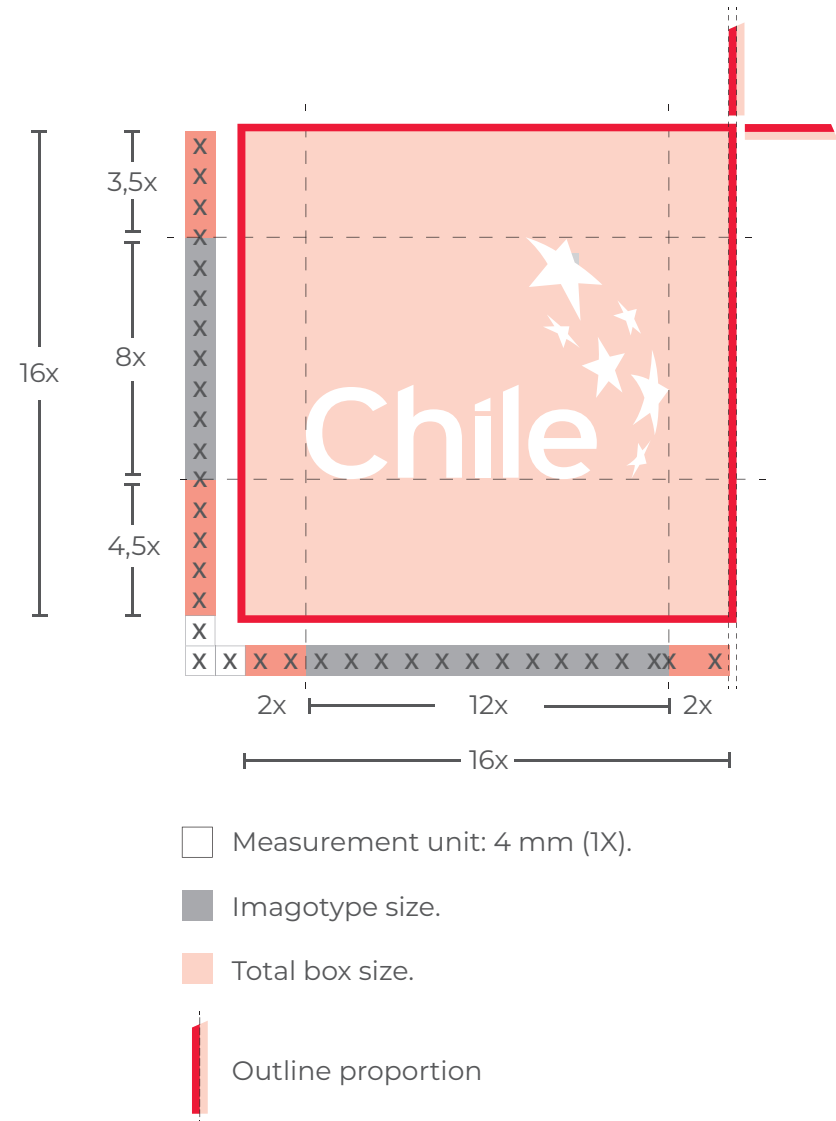
4.2.1 | OUTLINE ISOLOGOTYPE CONSTRUCTION

The construction grid of the isologotype in its outline version maintains the same proportion, placement and size of both the typography and the star system in relation to the primary version.

In this version, the box is represented through a linear stroke constructed from the outer edge of the original square.

The thickness of this line is established in relation to the typography, corresponding to 50% of the stroke width of the letter “L” in “Chile”.

This criterion ensures visual coherence between both versions, maintaining the proportion, balance and recognition of the graphic system.





Visual identity |

4.3 | CONTAINER-FREE VARIANT

Exceptionally, a variant of the isologotype without the red container is permitted, composed only of the name “Chile” and the star system.

Important: Its use requires prior validation by Marca Chile and must strictly respect its original composition.



Pantone 185C



Blanco



Cool Gray 11C



4.4 | FAVICON VERSION

In order to ensure the legibility and correct identification of the brand in reduced formats such as favicons, the use of a simplified version of the logotype is established.

This version consists of the initials "CL", derived from the official typography of Marca Chile, contained within a red square container.

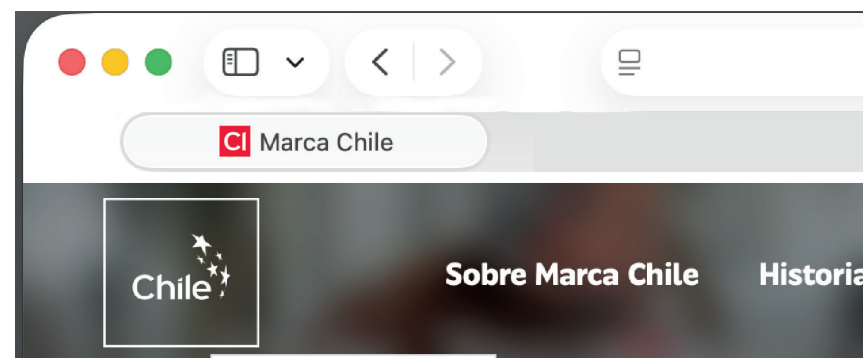
A base size of 16 × 16 px must be considered, as well as its equivalents in 32 × 32 px or other standard formats for digital environments.



32 × 32 px



16 × 16 px



4.5 | SAFETY AREA

To ensure the correct legibility and visibility of the Marca Chile isologotype, a minimum safety area is established and must be respected in all applications.

This area is defined based on the height of the letter “C” in the logotype, which is used as the unit of measurement.

From this unit, a clear margin must be maintained on all sides of the container.

This space ensures that the logo is not visually interfered with by other graphic elements, texts, borders or images, preserving its visual integrity and facilitating its recognition.

The safety area must be applied across all versions and uses of the isologotype, regardless of format or medium.





4.6 | MINIMUM SIZES

To guarantee the correct legibility and recognition of the Marca Chile isologotype, a minimum reproduction size is established according to the medium:

Print: The recommended minimum size is 20 mm wide.

Digital: The recommended minimum size is 120 px wide.





Union Glacier, Chilean Antarctic Territory / Author: Felipe Trueba

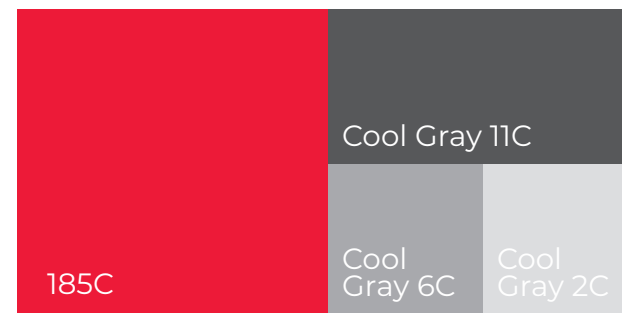
Chile

5 | COLOUR PALETTE





Colour palette |



The Marca Chile colour palette is based on the institutional red as the primary colour, accompanied by complementary tones that ensure coherence, recognition and versatility across different media.

Its correct application makes it possible to maintain a consistent, legible and aligned visual identity in all communications.

PRIMARY COLOUR

PANTONE 185 C

PANTONE® SOLID COATED-V5

L*a*b*: 50 / 77 / 49

sRGB: 228 / 0 / 43

CMYK: 0 / 100 / 81 / 0

HEX: #E4002B

Library Book Page: 60

Usage criteria:

- Chromatic variations derived from colour profiles or devices must not be reinterpreted or manually adjusted.
- The use of other similar shades of red is not permitted.

SECONDARY COLOUR

PANTONE COOL GRAY 11 C
PANTONE® SOLID COATED-V5

L*a*b*: 36 / 0 / -3
sRGB: 83 / 86 / 90
CMYK: 0 / 0 / 0 / 80
HEX: #53565A
Library Book Page: 306

COMPLEMENTARY COLOURS

PANTONE COOL GRAY 6 C
PANTONE® SOLID COATED-V5

L*a*b*: 62 / 0 / -2
sRGB: 167 / 168 / 170
CMYK: 0 / 0 / 0 / 40
HEX: #A7A8AA
Library Book Page: 293

COMPLEMENTARY COLOURS

PANTONE COOL GRAY 2 C
PANTONE® SOLID COATED-V5

L*a*b*: 82 / 0 / -2
sRGB: 208 / 208 / 206
CMYK: 0 / 0 / 0 / 15
HEX: #D0D0CE
Library Book Page: 289



Clusters of Black Grapes on the Vine, Codegua, Libertador General Bernardo O'Higgins Region / Author: Max Donoso



6 | TYPOGRAPHY

The typography of Marca Chile constitutes the primary typographic resource of the visual system. Its use must be prioritised in all applications whenever possible, ensuring visual coherence and strengthening brand recognition.



Aa

PRIMARY TYPOGRAPHY

The primary typography of Marca Chile is Montserrat, selected for its clarity, versatility and legibility across different formats.

It is preferably used in digital graphic materials, titles and presentations, ensuring communication that is direct, contemporary and easy to read.

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?;*"[]:_

Montserrat Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?;*"[]:_*

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?;*"[]:_

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?;*"[]:_**

Aa

SECONDARY TYPOGRAPHY

As a complement, the secondary typography Chilena is defined, whose use is intended exclusively for audiovisual and digital materials.

It is used in headlines, subtitles and supporting texts, facilitating screen readability and proper layout in dynamic environments.

Chilena Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?;~[];:_

Chilena Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?;~[];:_*

Chilena Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?;~[];:_

Chilena Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?;~[];:_**

7 | INCORRECT APPLICATIONS





Incorrect applications |

Below are examples of incorrect uses that must be avoided under all circumstances.

1. Do not alter the proportions of the isologotype (stretch, compress or distort it).
2. Do not modify the arrangement of the elements (change the position of the stars, text or container).
3. Do not separate the components of the system (using "Chile" without the stars or vice versa, when not appropriate).
4. Do not change the official colours or apply graphic effects (using colours not defined in the palette, shadows, gradients, tones or unauthorised transparencies).
5. Do not rotate or tilt the logo.
6. Do not alter the red box (change its shape, borders or proportions, or integrate it with other elements).
7. Do not incorporate texts or elements inside the isologotype.
8. Do not modify the typography of the isologotype.





Atacama Desert, Antofagasta Region / Author: Juan Ernesto Jaeger



8 | BRAND RELATIONSHIP SYSTEM

Defines the criteria for the use of the Marca Chile isologotype alongside other brands, ensuring its correct application, coherence and positioning.



ProChile

Port of Valparaíso, Valparaíso Region / Author: Max Donoso

1 | BRAND ENDORSEMENT

SIMPLIFIED

When Marca Chile acts as an endorsement brand, the red box may exceptionally be omitted in order to facilitate visual balance with other identities.

This modality applies exclusively to authorised entities such as ProChile, InvestChile or others linked to the country's international projection.

In these cases, the isologotype must be used as an endorsement element, maintaining the unity between "Chile" and the star system without altering their proportions or arrangement.

Any application under this modality requires prior approval from Marca Chile.

WITH DESCRIPTOR OR
INSTITUTIONAL TAGLINE

When a brand integrates the Marca Chile isologotype, it must be used in its original version, without alterations.

An institutional descriptor may be added as a complementary lower block to contextualise its use, without interfering with the primary isologotype.

This element must respect the distance, alignment and hierarchy of the overall composition and must not be integrated within the red box or modify the composition.

Its application must receive prior validation from Marca Chile, guaranteeing its coherence and consistency within the brand system.



Torres del Paine National Park, Magallanes and Chilean Antarctic Region
Author: Juan Ernesto Jaeger

COEXISTENCE

A modality in which the Marca Chile isologotype is integrated in full, without alterations, within another brand or sub-brand, maintaining its configuration and recognition.

It is intended for strategic partners representing Chile in international contexts, reinforcing their link as an institutional endorsement.

The isologotype must comply with the chromatic and usage standards established in the manual.

Its application requires guidance and validation from Marca Chile to ensure coherence and proper integration.



Valdivia International Sculpture Symposium, Los Ríos Region
Author: Roderik Henderson

2 | CO-BRANDING

An association system that articulates Marca Chile together with other identities, safeguarding its coherence, hierarchy and visual consistency.

For this purpose, specific guidelines are defined according to the type of stakeholder and the context of use, ensuring implementation aligned with the identity of the country brand.



| Brand relationship system

Chile

PUBLIC-PRIVATE SECTOR

EXAMPLES OF
PRIMARY APPLICATION

PRIMARY APPLICATION

In international communication contexts, it is recommended that Marca Chile assume a leading role, as it acts as a unifying element that encompasses and represents the set of brands under the umbrella of the country.

Some applications include: institutional initiatives, joint campaigns, social events, international promotion activities and collaborative projects.

In these cases:

- The isologotype may appear with primary hierarchy, with the use of its primary version recommended.
- Placement in highly visible positions is recommended.
- Its presence must reinforce the country representation above individual brands.



SECONDARY APPLICATION

However, in scenarios where there is an institution or entity clearly leading an initiative, event or activity, it may assume the primary hierarchy, leaving Marca Chile in a secondary role.

In these cases:

- Marca Chile may share hierarchy with other brands or adopt a secondary role.
- Visual balance and proper alignment between elements should be maintained.
- All brands must respect their safety areas and proportions.
- Its visual integrity, recognition and strategic role as representation of the country must always be preserved.

EXAMPLES OF SECONDARY APPLICATION





| Brand relationship system

MARCA CHILE USERS

Companies that are part of the Marca Chile licensing programme are authorised to use the Chile isologotype in order to strengthen their connection with the country and add value to their international projection.

These entities may use the isologotype according to the guidelines established in this document, safeguarding its correct application, hierarchy and integrity.

Application: Primary isologotype



Application: Monochromatic primary isologotype



Application: Container-free isologotype



Application: Outline isologotype version





GENERAL CRITERIA

The use of Marca Chile in co-branding must be understood as a flexible system that adapts to different contexts without losing coherence. Its application must always safeguard its visual integrity, recognition and strategic role as representation of the country.



Flamingos, Atacama Salt Flat, Antofagasta Region / Author: Juan Ernesto Jaeger



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MARCA CHILE
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