



The logo consists of a white outline of Mexico's map on a black background. A large, white, upward-pointing arrow is superimposed over the map, starting from the bottom left and pointing towards the top right. The text 'CEPLAAN' is written in a bold, white, sans-serif font across the middle of the map and arrow. Below the acronym, the full name 'Centro Nacional de Planeamiento Estratégico' is written in a smaller, white, sans-serif font.

# CEPLAAN

Centro Nacional de Planeamiento Estratégico