

# LOGO

# DESIGN & BRANDING

## PRIMARY LOGO



**YELLOW** INDICATES **CLEAR SPACE**. THIS AREA MUST BE KEPT FREE OF OTHER ELEMENTS.

THE **MINIMUM** REQUIRED CLEAR SPACE IS DEFINED BY THE MEASUREMENT OF THE LETTER "D".

IN ORDER TO ENSURE THE BEST POSSIBLE READING OF THE LOGO, IT IS IMPORTANT **NOT TO REDUCE THE SIZE BELOW A HEIGHT OF 0.5 INCHES**.

## SECONDARY LOGO

**YELLOW** INDICATES **CLEAR SPACE**. THIS AREA MUST BE KEPT FREE OF OTHER ELEMENTS.

THE **MINIMUM** REQUIRED CLEAR SPACE IS DEFINED BY THE MEASUREMENT OF THE LETTER "D".

IN ORDER TO ENSURE THE BEST POSSIBLE READING OF THE LOGO, IT IS IMPORTANT **NOT TO REDUCE ITS SIZE BELOW A HEIGHT OF 0.5 INCHES**.



## COLOR PALETTE

### COUNTRYSIDE SUN

PANTONE 116 C  
HEX F8D648  
RGB 248-214-72  
CMYK 0-4-95-0

### BOULDER GRAY

PANTONE WARM GRAY 1 C  
HEX E0DED8  
RGB 224-222-216  
CMYK 2-3-7-8

### ASPHALT BLACK

PANTONE 419 C  
HEX 1C1E1C  
RGB 28-30-28  
CMYK 87-74-63-95

## TYPEFACE

# PP AGRANDIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&\*

REGULAR / **BOLD**  
FOR TITLES AND SUBTITLES

# MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*

REGULAR / **BOLD**  
FOR CASUAL TEXT