



R E S T A U R A N T
G R O U P

LOGO SPECIFICATIONS GUIDELINES



Copyright © 2014 Disartmedia inc. - All Rights Reserved.

No part of this document may be reproduced in any form unless authorized by Disartmedia inc. or its representatives.

LOGO SPECIFICATIONS GUIDELINES



The Tapas y Tintos logo is the most immediate representation of our brand to the world. It is a valuable identity asset that must be used consistently in the proper, approved forms.

FULL COLOR W/PANTONE CODES



 Pantone
Cool Grey 11/C

 Pantone
Cool Grey 7/C

 Pantone
1375/C

R E S T A U R A N T
G R O U P

FULL COLOR (CMYK)



Color 1

 Cyan 65 %
 Magenta 57 %
 Yellow 52 %
 Black 29 %

Color 2

 Cyan 42 %
 Magenta 35 %
 Yellow 34 %
 Black 1 %

Color 3

 Cyan 0 %
 Magenta 45 %
 Yellow 96 %
 Black 0 %

R E S T A U R A N T
G R O U P

LOGO SPECIFICATIONS GUIDELINES

COLOR PALETTE VALUES



FULL COLOR ON LIGHT BACKGROUNDS



FULL COLOR ON DARK BACKGROUNDS



ONE COLOR POSITIVE



ONE COLOR NEGATIVE

FONTS USED



R E S T A U R A N T
G R O U P

Futura LT Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/()=?¿

Halvett light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 a!"#\$%&/()=?¿

V I D A  **E S T I L O**
R E S T A U R A N T G R O U P

**LOGO SPECIFICATIONS
GUIDELINES**



LOGO SPECIFICATIONS GUIDELINES



The Tapas y Tintos logo is the most immediate representation of our brand to the world. It is a valuable identity asset that must be used consistently in the proper, approved forms.

FULL COLOR W/PANTONE CODES

V I D A  E S T I L O
R E S T A U R A N T G R O U P



FULL COLOR (CMYK)

V I D A  E S T I L O
R E S T A U R A N T G R O U P

Color 1	Color 2	Color 3
 Cyan 65 %	 Cyan 42 %	 Cyan 0 %
 Magenta 57 %	 Magenta 35 %	 Magenta 45 %
 Yellow 52 %	 Yellow 34 %	 Yellow 96 %
 Black 29 %	 Black 1 %	 Black 0 %

LOGO SPECIFICATIONS GUIDELINES

COLOR PALETTE VALUES



FULL COLOR ON LIGHT BACKGROUNDS



FULL COLOR ON DARK BACKGROUNDS



ONE COLOR POSITIVE



ONE COLOR NEGATIVE

FONTS USED

V I D A  E S T I L O
R E S T A U R A N T G R O U P

Futura LT Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 " ! , . \$ % & / () = ? ;

Halvett light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 " ! , . \$ % & / () = ? ;