



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

## LOGO SPECIFICATIONS GUIDELINES



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# 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 %

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# LOGO SPECIFICATIONS GUIDELINES



## COLOR PALETTE VALUES



FULL COLOR ON LIGHT BACKGROUNDS



FULL COLOR ON DARK BACKGROUNDS



ONE COLOR POSITIVE



ONE COLOR NEGATIVE

# LOGO SPECIFICATIONS GUIDELINES



## FONTS USED



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

**Futura LT Condensed Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/'()=?¿

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**Halvett light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/'()=?¿

# VIDA & ESTILO

RESTAURANT GROUP

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 Pantone  
Cool Grey 11/C





 Pantone  
Cool Grey 7/C

 Pantone  
1375/C





## 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

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

### Color 2

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 Magenta 35 %  
 Yellow 34 %  
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### Color 3

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RESTAURANT GROUP

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## FONTS USED

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/'()=?¿

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**Halvett light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/'()=?¿