



## 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.

### COLORS PALETTE VALUES



RGB: 165 / 33 / 39  
HEX: #A52127  
CMYK: 22 / 100 / 100 / 21  
PANTONE: 7628 C

RGB: 247 / 163 / 10  
HEX: #FA30A  
CMYK: 2 / 42 / 100 / 0  
PANTONE: 137 C

RGB: 55 / 52 / 53  
HEX: #373435  
CMYK: 0 / 0 / 0 / 100

## COLORS PALETTE VALUES



Full Color on Light Backgrounds



Full Color on Dark Backgrounds



One Color Positive



One Color Negative

## PADDING



## FONTS USED

**BodegaSans-BlackOldstyle**  
**BodegaSans-Medium**