BRAND SHEET

Faro del Sur

NEIGHBORHOOD CAFÉ

COLORS

Main #1F2747
RGB 31, 39, 71
CMYK ~ 56, 45, 0, 72 %

Accent #F2653C
RGB 242, 101, 60
CMYK ~ 0, 58, 75, 5 %

White #FFFFFF
RGB 255, 255, 255
CMYK ~ 0, 0, 0, 0 %

CMYK is a plain conversion, not a printing profile: ask your printer for the exact match.

TYPEFACE

Sora 700

The name is converted to outlines in the logo files. Free to use (SIL Open Font License 1.1).

CLEAR SPACE



Keep a free space of a quarter of the symbol's height all around.

MINIMUM SIZE

Symbol: 16 px high on screen.
Full logo: 120 px wide on screen, 25 mm in print.

INCORRECT USES



Stretched



Other colors



Low contrast



Tilted

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