MEDIA KIT

Hello! We've created some guidelines to help you use our brand and assets



LOGOS

The color variations of the brand are presented so that it is used correctly in situations where it is strictly required, either for print or digital media.
These uses allow the logo not to lose legibility and to always maintain the appropriate contrast.
The uses illustrated in this section apply to all versions of the logo

logo-vertical.svg

logo-horizontal.svg

logo-horizontal-light.svg

symbol.svg

symbol-orange.svg

symbol-dark.svg

CORPORATE COLORS

Color values are set for print media (Pantone / CMYK). Below are all the codes, if it is necessary to use one for programs; for example, those of the Office package (Word, Excel, PPT, etc.), where documents are developed digitally but which, eventually, will have to be printed.

Primary Colors

Pantone 446 C
C 80 | M 78 | Y 69 | K 46
R 49 | G 49 | B 49
#313131

Pantone 173 C
C 0 | M 81 | Y 91 | K 0
R 222 | G 91 | B 21
#de5b15

Pantone 7625 C
C 0 | M 78 | Y 78 | K 0
R 223 | G 103 | B 59
#df673b

Pantone 7598 C
C 4 | M 88 | Y 96 | K 0
R 223 | G 73 | B 17
#cd4911

Secondary Colors

Pantone 7527 C
C 10 | M 8 | Y 14 | K 0
R 233 | G 233 | B 224
#e9e9e0

Pantone 417 C
C 70 | M 64 | Y 59 | K 10
R 94 | G 94 | B 94
#5e5e5e

CHROMATIC VARIANTS OF THE LOGO

The color variations of the brand are presented so that it is used correctly in situations where it is strictly required, either for print or digital media.
These uses allow the logo not to lose legibility and to always maintain the appropriate contrast.
The uses illustrated in this section apply to all versions of the logo

PROTECTION AREA

The protection area established for the logo must be respected, and it must not be invaded with text or other graphic elements, as this can compromise the visibility and recognition of the logo in all spaces in which the brand is communicated.
In this case, said area is defined by the height of the letter "O" present in the brand, which must be repeated around the logo.
The attached examples explain the correct way to use the reservation area.

If you have any questions or any other request please
write to us at media@nativo.la