

Brand At - A - Glance



PRIMARY LOGO



DEPARTMENT LOGO



COLORS



CORAZÓN RED
 HEX: #8B0E04
 RGB: 139, 14, 4
 CMYK: 0, 97, 100, 50
 PANTONE: 194 C



MERCADO ROSE
 HEX: #CF4240
 RGB: 207, 66, 64
 CMYK: 13, 89, 79, 3
 PANTONE: 180 C



PECAN BROWN
 HEX: #551900
 RGB: 85, 25, 0
 CMYK: 0, 73, 100, 80
 PANTONE: 4975 C



RIVERWALK TEAL
 HEX: #038391
 RGB: 3, 131, 145
 CMYK: 85, 33, 38, 4
 PANTONE: 7474 C



RIO BLUE
 HEX: #A1CBC9
 RGB: 161, 203, 201
 CMYK: 37, 7, 21, 0
 PANTONE: 5503C



PEARL WHITE
 HEX: #EEEEEE
 RGB: 238, 238, 238
 CMYK: 0, 0, 0, 10
 PANTONE: 427 C



MISSION BELL GREY
 HEX: #333333
 RGB: 51, 51, 51
 CMYK: 0, 0, 0, 92
 PANTONE: BLACK7 C



CONCHA PINK
 HEX: #E00490
 RGB: 224, 4, 144
 CMYK: 7, 99, 0, 0
 PANTONE: 225 C



NOPALES GREEN
 HEX: #068460
 RGB: 6, 132, 96
 CMYK: 86, 25, 76, 10
 PANTONE: 141-6 C



FIESTA GOLD
 HEX: #F7D002
 RGB: 247, 208, 2
 CMYK: 4, 15, 100, 0
 PANTONE: 108 C

FONTS

ARIAL REGULAR
 Aa Bb Cc Dd Ee Ff Gg
 1 2 3 4 5 6 7 8 9 0

ARIAL BOLD
 Aa Bb Cc Dd Ee Ff Gg
 1 2 3 4 5 6 7 8 9 0

ARIAL ITALIC
 Aa Bb Cc Dd Ee Ff Gg
 1 2 3 4 5 6 7 8 9 0

ARIAL BLACK
 Aa Bb Cc Dd Ee Ff Gg
 1 2 3 4 5 6 7 8 9 0

ARIAL BOLD ITALIC
 Aa Bb Cc Dd Ee Ff Gg
 1 2 3 4 5 6 7 8 9 0

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