BERRÍOS
LOGO GUIDELINES

BRAND IDENTITY

Our logo is composed of two elements: Typography & Mascot. The illustration inside the letter "O" is a king. The Bauhaus typography strengthens the design with vibrant colors and sans-serif letters in upper and lower case. Simple but strong.

Primary Logo

BERRIOS
TE DA MÁS

The main Berrios logo should be used in all applications that allow scaling to a sufficient size for impact and readability.

King

The king's illustration represents leadership in the home furniture sales industry in Puerto Rico exceeding our client's expectations, in quality of service, variety, prices and ease of financing.

Trazos

Black

Gray

White

COLOR VARIATIONS

These color variations can be used for different media applications. The use of these color options will depend on the production method and the logo placement.

Color variation

BERRIOS TE DA MÁS

BERRIOS TE DA MÁS

BERRIOS TE DA MÁS

COLOR SPECIFICATIONS

To adapt to the different media requirements, four types of color specifications have been developed for the brand symbol and campaign motto.

Pantones

Red 1788C
Blue 7690C
White 663C
Yellow 604C
Peach 7415C
Crown & Necklace 129C
Illustration Outline 7652C

CMYK

Red C2 M96 Y90 K0
Blue C89 M51 Y7 K0
White C0 M0 Y0 K0
Yellow C4 Y4 Y89 K0
Peach C3 M27 Y30 K0
Crown & Necklace C6 M20 M93 K0
Illustration Outline C55 M92 Y45 K42

RGB

Red R233 G47 B48
Blue R3 G115 B177
White R255 G255 B255
Yellow R249 G228 B55
Peach R242 G194 B171
Crown & Collar R240 G198 B46
Illustration Outline R89 G33 B67

HEX

Red #E92F30
Blue #0373B1
White #FFFFFF
Yellow #F9E437
Peach #F2C2AB
Crown & Necklace #F0C62E
Illustration Outline #592143