

PRIMARY LOGO



SECONDARY LOGO
DO NOT USE WITHOUT ADMINISTRATOR'S PERMISSION



PRIMARY COLORS



Hojas

HEX: #103429
RGB: 16, 52, 41
CMYK: 86, 49, 76, 58
PANTONE 627 C
PANTONE 356 U (*)



Monte

HEX: #7F976A
RGB: 127, 151, 106
CMYK: 49, 24, 66, 2
PANTONE 2276 C
PANTONE 576 U



Rocas de río

HEX: #768977
RGB: 118, 137, 119
CMYK: 52, 30, 50, 4
PANTONE 4181 C
PANTONE 2407 U

SECONDARY COLORS



Arena Ron

HEX: #A48576
RGB: 187, 159, 141
CMYK: 25, 35, 40, 10
PANTONE 2471 C
PANTONE 4047 U



Mar Llano

HEX: #195365
RGB: 15, 83, 103
CMYK: 90, 50, 40, 32
PANTONE 2182 C
PANTONE 315 U (*)



Mar Hondo

HEX: #182C31
RGB: 25, 45, 64
CMYK: 95, 75, 49, 50
PANTONE 5463 C
PANTONE 5463 U (*)

TERTIARY COLORS



Blanco

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Casi Negra

HEX: #323232
RGB: 50, 50, 50
CMYK: 70, 63, 62, 59



Gris Medio

HEX: #959595
RGB: 149, 149, 149
CMYK: 44, 36, 37, 2
PANTONE 4289 C
PANTONE 4289 U

FONTS

PRATA
Regular

MONTSERRAT

Black

Bold

Semibold

Medium

Regular

Light

Bold Italic

Semibold Italic

Medium Italic

Italic

Light Italic

EXPRESIONS



ACCEPTABLE VARIATIONS

White



Responsive Design



UNACCEPTABLE VARIATIONS

