

LOS CABOS

BRAND GUIDELINES

Version 1.1

LOGO COLORS

Brand Guidelines



Los Cabos Navy



RGB: 36 47 68
CMYK: 87 76 48 47
#242f44



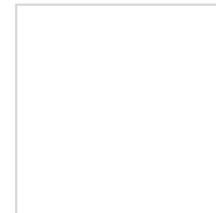
Los Cabos Orange



RGB: 250 162 0
CMYK: 00 42 100 00
#faa200



Knockout White



RGB: 255 255 255
CMYK: 00 00 00 00
#ffffff



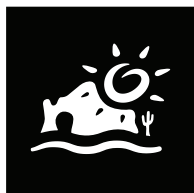
Grayscale



RGB: 164 164 164
CMYK: 00 00 00 36
#a4a4a4

LOGO DESIGN

Brand Guidelines

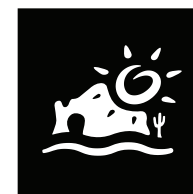


LOS CABOS

Primary Mark

LOS CABOS

Logotype: Isolated



Icon: Isolated

LOGO DESIGN

Brand Guidelines



Stacked Mark



Single Line Mark



Small Scale/Partner Mark

LOGO RULES

Brand Guidelines



To maintain legibility, there must always be a negative-space margin around the logo – a minimum amount of clear space that is free of text, logos, symbols or other graphic elements. The recommended space should be equal to the height of the “O” in “Cabos.” Apply this principle to all versions of the logo at all times.

LOGO RULES

Brand Guidelines



Don't stretch the logo in any way.



Don't change colors of the logo outside of the brand palette.



Don't outline the logo.



Don't remove any elements in the logo.



Don't reduce the size of the logo if it obscures the clarity of the icon.



Don't add any elements to the logo.



Don't use any other typefaces in the logo.



Don't put anything inside of the logo.



Don't use any element of the logo on its own unless provided.

BRAND FONTS

Brand Guidelines

ITC Caslon 224 STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Morganite Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Morganite Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BUSINESS SYSTEM EXAMPLES

Brand Guidelines



BUSINESS SYSTEM EXAMPLES

Brand Guidelines



BUSINESS SYSTEM EXAMPLES

Brand Guidelines



MERCHANDISE EXAMPLES

Brand Guidelines



MERCHANDISE EXAMPLES

Brand Guidelines



MERCHANDISE EXAMPLES

Brand Guidelines



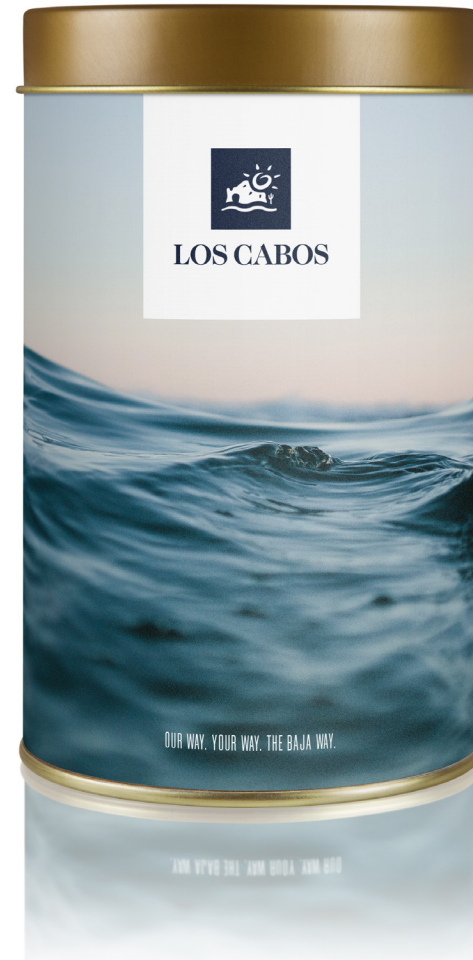
MERCHANDISE EXAMPLES

Brand Guidelines



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LOS CABOS

