

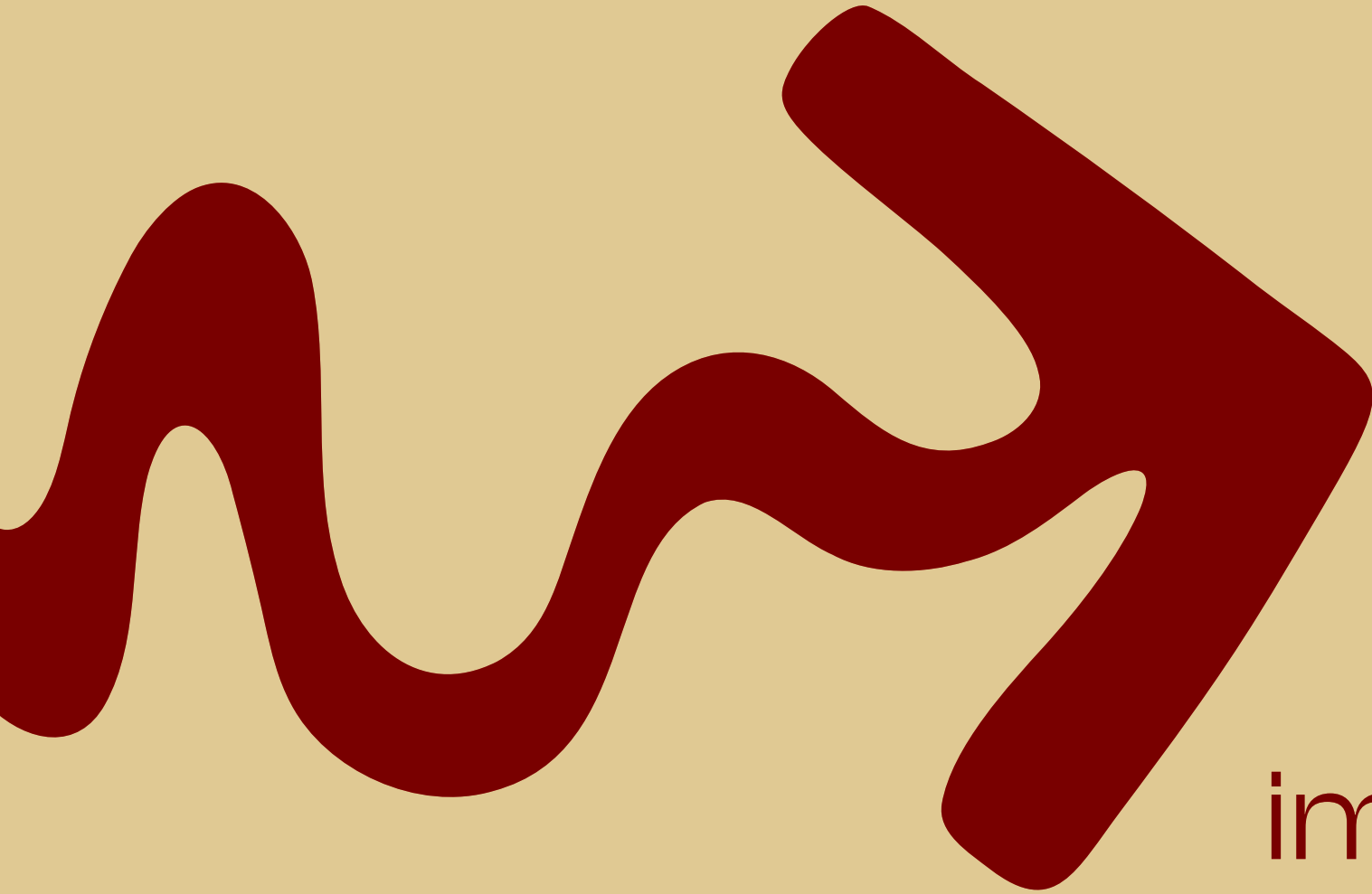
la Hulata

**brand
book**

la *R*ivolata

the brand guidelines

Brand guidelines ensure consistency, clarity, and trust by defining your visual and messaging standards



04
topics
that are
important

logo

This is the red wordmark logo. The primary logo to use with the letters and the signature curvy M.

la *M*ulata

logo

This is the red mark logo.
The primary logo to use
for smaller spaces with
only the signature curvy M.



logo

This is the red illustrative logo. It can be used for decorations of merchandise, products or for digital canvases that require the whole brand name but has limited spacing for the horizontal primary logo.

la
nu
lata

logo

“What size or color should my logo be?”

The answer: It varies.

Colors

On the right you see the color variations of the logos and their backgrounds.

A black variant will be available for cases where the red logo is not suitable, though the red logo will always remain the first choice.

For logo sizes:

Because there is not one size fit all logo. The standard size of a logo depends on the platform you're uploading it to. For example, a YouTube profile photo is 800 x 800 pixels, whereas the logo size for a website or email signature usually has a maximum height of 100 pixels. Having easy-to-resize PNG and vector logo files will help you adapt them accordingly.

To ensure your logo designs works in different mediums, here's a list of logo size guidelines so you can display your brand seamlessly across the web, social media, print, and more.

[go to all figma logos](#)



colors

RGB = for digital

CMYK = for printing

rojo

RGB

HEX # BF0200

CMYK 20, 100, 100, 13

HEX# B11117

amarillo claro

RGB

HEX # E0C993

CMYK 5, 17, 40, 0

HEX# F0D0A0

negro

RGB

HEX # 231F20

CMYK 73, 67, 65, 82

HEX# 121212

piedra blanca

RGB 227, 227, 227

HEX # E3E3E3

CMYK 3, 2, 2, 0

HEX# F4F4F4

typography

clash display.

Bold

Semibold

Medium

& Regular.

It can be mixed and matched. The **bold** is mainly used for big titles to stand out. The regular weight for longer body texts.

A large, bold, sans-serif typographic display of the letters 'A' and 'a' in a dark red color. The 'A' is uppercase and the 'a' is lowercase. They are set against a solid, light yellow background.

typography

ABCDEFGHIJKLMN

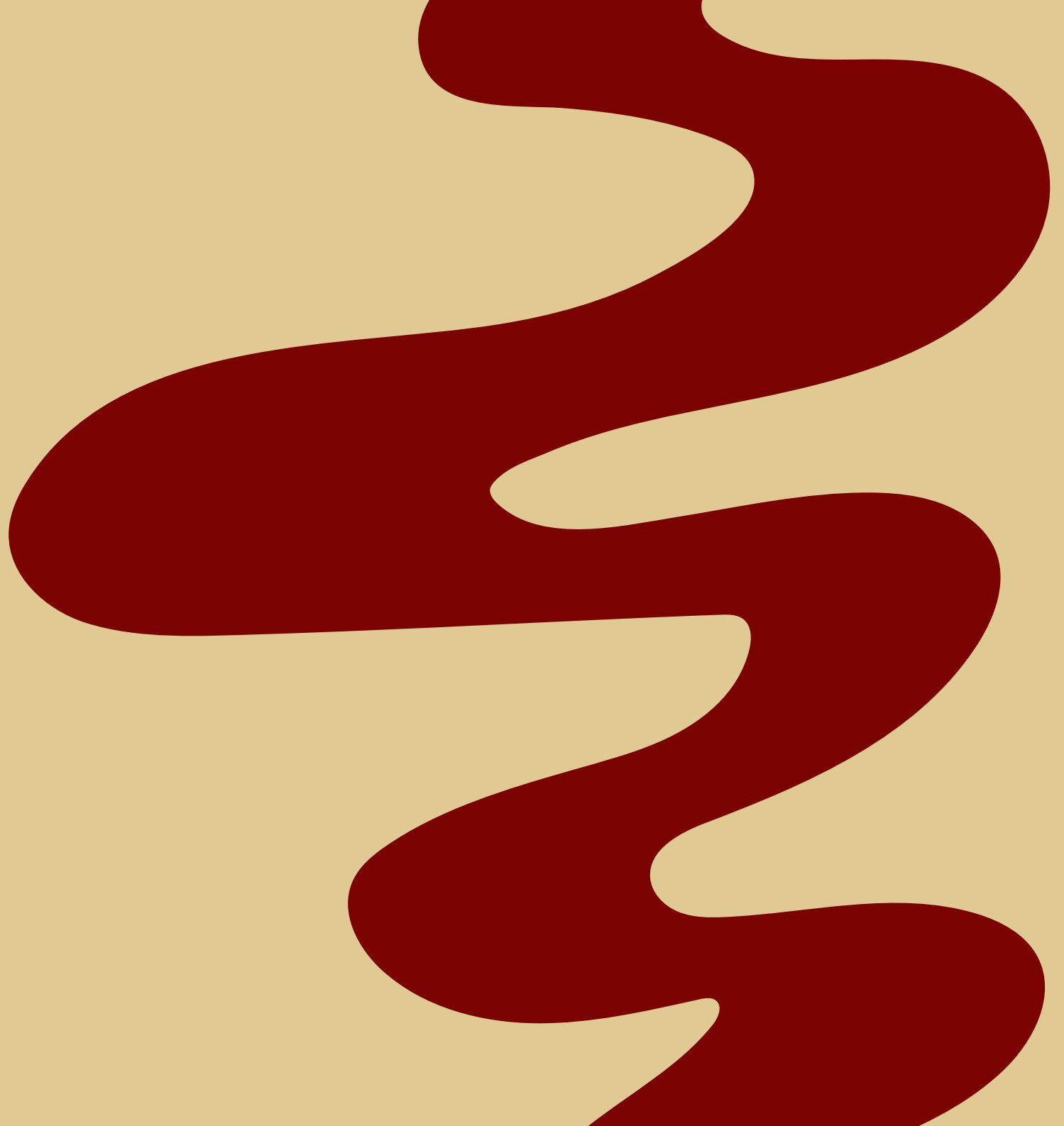
OPQRSTUVWXYZ

abcdefghijklmnop

0123456789.(?&€)!

illustrations

The illustrations reflect the same distinctive curvy style as La Mulata M, striking a balance between boldness and creativity while maintaining elegance with the curves.



illustrations

It will start of with a set of 2 illustrations.

These two can be re-used in different ways. Flip them, rotate them, resize it. The best way to use them is as big and bold as possible, to make it fall of the canvas.

