

La Guerrera—Maíz Warrior
Identity Guidelines
June 2018



Elements

Identity Lockup + Tagline



Identity Lockup Alternative



Symbol



The La Guerrera identity is anchored by the symbol of the powerful maíz/heart and locked up by the wordmark and tagline. This will be used as the primary visual presentation of La Guerrera. The alternative lockup without the tagline is also available for situations where the tagline is not necessary. The symbol can be used on its own, as long as the name of the business appears in text in near proximity.

Artwork Usage

Clear Space



A consistent clear space is needed in order to ensure logo clarity and impact. This ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

Museo Slab

Museo Slab 300 Museo Slab 500 *Museo Slab 500*

Tamales-Pozole-Fresh-Traditional

Serving delicious authentic meals from Guerrero, Mexico to the San Francisco community while empowering women cocineras.



Blue:
PMS 2728c
CMYK 100c 80m 0y 0k
RGB 3r 78g 162b
HEX #034ea2



Orange:
PMS 1575c
CMYK 0c 60m 100y 0k
RGB 245r 130g 32b
HEX #f58220

Museo Slab 300 is the identity's primary typeface. It should be used for display text such as menu titles, labels as well as body copy using the various weights available (300, 500, 500 Italic).

Museo Slab 300 is available for purchase and Museo Slab 500 & 500 Italic are available for free at: <https://www.fontspring.com/fonts/exljbris/museo-slab>

The identity's core colors are blue and orange. These colors should always be reproduced carefully to ensure that they remain consistent.

Note that the orange should never be used for small point size body copy. It is only suitable for headers and other large scale usage.

File Names - Primary Identity

Full Color



PMS: la-guerrera_ht_bo_pms.ai
CMYK: la-guerrera_ht_bo_cmyk.ai
RGB: la-guerrera_ht_bo_rgb.png

1-Color Blue



PMS: la-guerrera_ht_b_pms.ai
CMYK: la-guerrera_ht_b_cmyk.ai
RGB: la-guerrera_ht_b_rgb.png

1-Color Black



PRINT: la-guerrera_ht_k.ai
WEB: la-guerrera_ht_k.png

1-Color Reverse



PRINT: la-guerrera_ht_rev.ai
WEB: la-guerrera_ht_rev.png

The Full Color version of the primary identity should be used whenever possible. The 1-color Blue, Black & Reverse versions may be used when appropriate or necessary. They may also be used when background colors cannot be controlled. (i.e., if logo is appearing on materials being designed by someone else).

For print, files are available in PMS and CMYK color formats. For web or on-screen use, files are available in PNG format.

All artwork files are named as shown above. Refer to this page to ensure you find the artwork needed for any particular case and printing method.

All files are provided in Adobe Illustrator (AI) format. Any additional formats other than the ones provided that become necessary (PNG, GIF, etc.) should be generated—using the AI files as source—according to the exact size & resolution required for any given application.

File Names - Alternative Identity + Symbol

Full Color



LA GUERRERA'S
KITCHEN

PMS: la-guerrera_h_bo_pms.ai
CMYK: la-guerrera_h_bo_cmyk.ai
RGB: la-guerrera_h_bo_rgb.png

1-Color Blue



LA GUERRERA'S
KITCHEN

PMS: la-guerrera_h_b_pms.ai
CMYK: la-guerrera_h_b_cmyk.ai
RGB: la-guerrera_h_b_rgb.png

1-Color Black



LA GUERRERA'S
KITCHEN

PRINT: la-guerrera_h_k.ai
WEB: la-guerrera_h_k.png

1-Color Reverse



LA GUERRERA'S
KITCHEN

PRINT: la-guerrera_h_rev.ai
WEB: la-guerrera_h_rev.png



PMS: la-guerrera_s_bo_pms.ai
CMYK: la-guerrera_s_bo_cmyk.ai
RGB: la-guerrera_s_bo_rgb.png



PMS: la-guerrera_s_b_pms.ai
CMYK: la-guerrera_s_b_cmyk.ai
RGB: la-guerrera_s_b_rgb.png



PRINT: la-guerrera_s_k.ai
WEB: la-guerrera_s_k.png



PRINT: la-guerrera_s_rev.ai
WEB: la-guerrera_s_rev.png

1-Color Orange



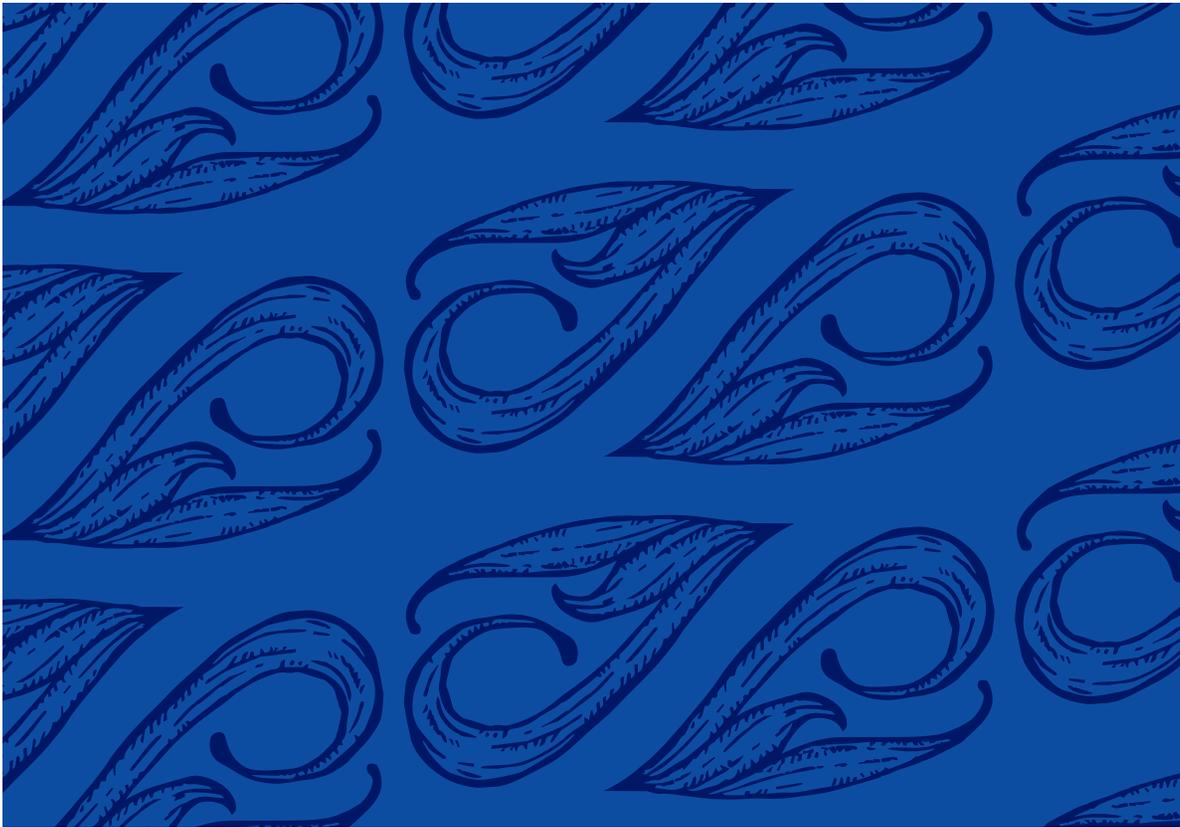
PMS: la-guerrera_s_o_pms.ai
CMYK: la-guerrera_s_o_cmyk.ai
RGB: la-guerrera_s_o_rgb.png

The Full Color alternative identity can be used when the primary identity is not necessary and/or due to proportions or space limitations. The 1-color Blue, Black & Reverse versions may be used when background colors cannot be controlled.

The 1-Color Orange should only be used as a decorative element such as graphic crops.

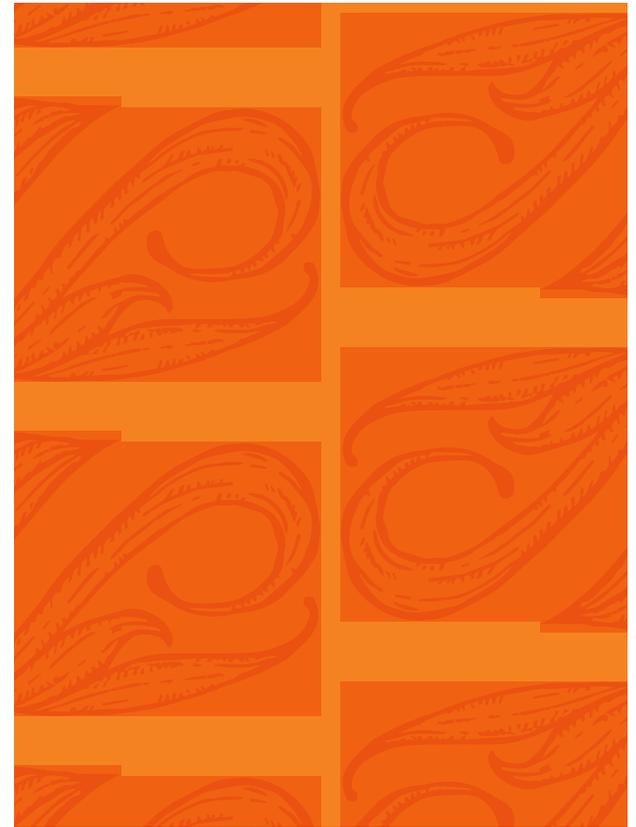
File Names - Secondary Element

Blue Husk Pattern



PMS: la-guerrera_p_b_pms.ai
CMYK: la-guerrera_p_b_cmyk.ai
RGB: la-guerrera_p_b_rgb.ai

Orange Husk Pattern



PMS: la-guerrera_p_o_pms.ai
CMYK: la-guerrera_p_o_cmyk.ai
RGB: la-guerrera_p_o_rgb.ai

The corn husks from the identity is used as a pattern over a solid blue or orange background. This can be utilized for print materials such as stationary, menu, truck, uniform, etc.

The files will contain a swatch pattern that should be applied after a shape has been finalized first (i.e., for a banner, finalize the size and shape first and then apply the swatch pattern). Re-sizing a shape with the swatch pattern already applied can cause the pattern to distort, this should be avoided.

Design Control



Do not change the color of the logo to anything other than the artwork provided



Do not apply the logo over colors that do not provide enough contrast



Do not set your own type or change the typefaces in the logo



Do not distort the logo



Do not alter the arrangement of the type in the logo



Do not place the logo against a very complex photo



Do not apply any effect on the logo



Do not angle the logo

To ensure the new logo's integrity is maintained, these uses of the artwork must be avoided.

Thank You.

If you have any questions regarding this identity, feel free to contact
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