LA COCINA DE MAMÁ

mexican moles

Identity Guidelines
February 2020

ARTWORK

The primary version of the logo feature a 3-Color symbol with Blue type. These should be used whenever possible.

The secondary version feature a 2-Color symbol with Blue type. It can be used as an alternate in printing situations where only two colors are available.

Both 1-Color (Black and Reverse) versions may be used when appropriate or necessary.

Primary Version (3-Color)

PMS lcdm_3_pms.ai
CMYK lcdm_3_cmyk.ai
RGB lcdm_3_rgb.png

Secondary Version (2-Color)

PMS lcdm_2_pms.ai
CMYK lcdm_2_cmyk.ai
RGB lcdm_2_rgb.png

1-Color (Reverse)

REV lcdm_1_rev.ai
lcdm_1_rev.png

1-Color (Black)

BLK lcdm_1_k.ai
lcdm_1_k.png

TYPOGRAPHY

Aktiv Grotesk is the primary typeface and should be used whenever possible. Two weights used are XBold and Regular which can be purchased for font license.

fonts.com/font/dalton-maag/aktiv-grotesk

This is also available on Adobe Fonts (Typekit) with Creative Cloud plan. Other situations where the font is not available, Helvetica can be used instead.

Aktiv Grotesk XBold

Aa Bb Cc 123

Aktiv Grotesk Regular

Aa Bb Cc 123

COLOR

There are three primary colors for the identity. Red and Yellow are used for “MAMA” symbol while Blue is for the wordmark.

Blue

PMS 7693 C
100c 75m 31y 14k
7r 74g 117b
#074A75

Yellow

PMS 143 C
3c 32m 91y 0k
244r 179g 51b
#F4B333

Red

PMS 7416 C
3c 73m 70y 0k
234r 105g 82b
#EA6952

USAGE

These are a few sample applications featuring the identity as a bold graphic. This example shows how the symbol is enlarged and cropped.