

IRODORI

# BRAND GUIDELINES

# LOGOS

Primary Logo

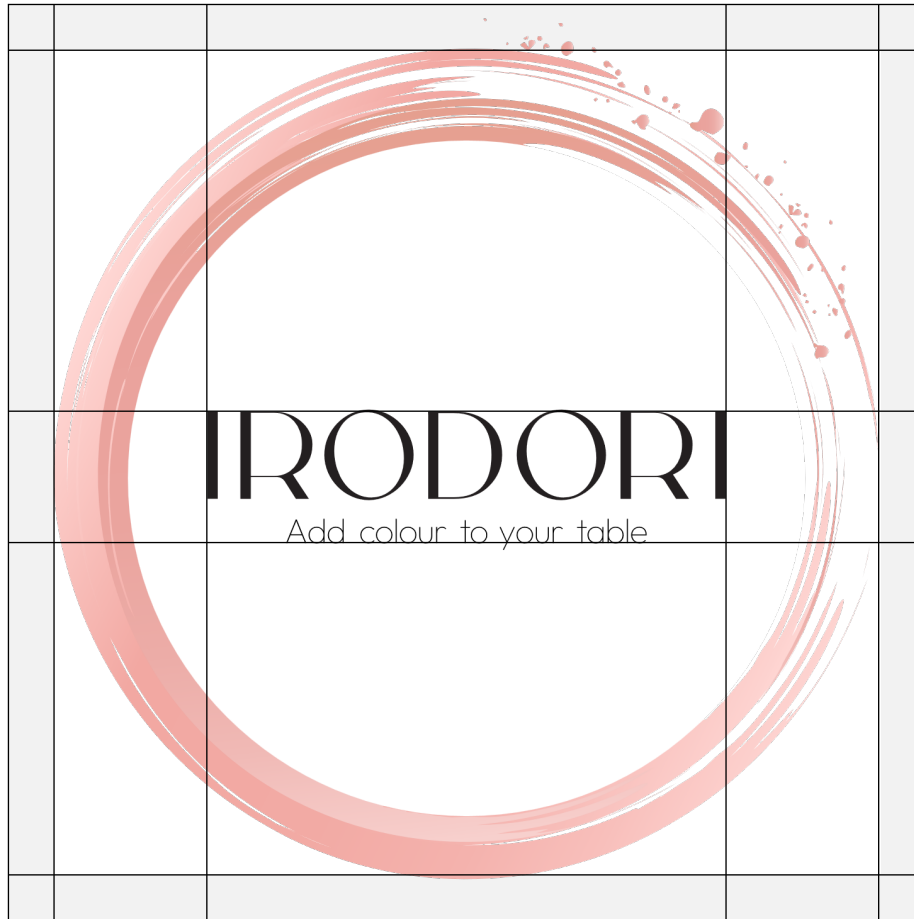


Secondary Logo



# LOGOS

The gray area is called the '**Protected area.**' This area is delimited by a set of margins around a logo that must always be respected and remain free of intrusion from other graphic elements to ensure its legibility.

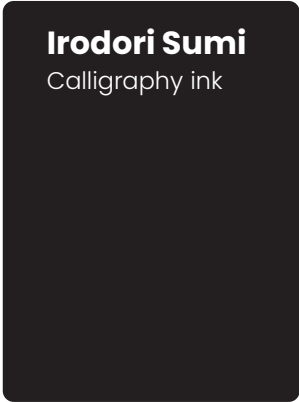


# OTHER OPTION

Depending on the situation, you can choose a logo from those multiple options. All logos must have enough contrast to be read clearly.



# COLORS



#F4AEA9

RGB  
244 / 174 / 169

CMYK  
0 / 29 / 31 / 4

#FED3D0

RGB  
254 / 211 / 208

CMYK  
0 / 17 / 18 / 0

#231F20

RGB  
35 / 31 / 32

CMYK  
0 / 11 / 9 / 86

# IMAGES

1.0 / IMAGERY

BRAND PHOTOGRAPHY





# MOCKUP

