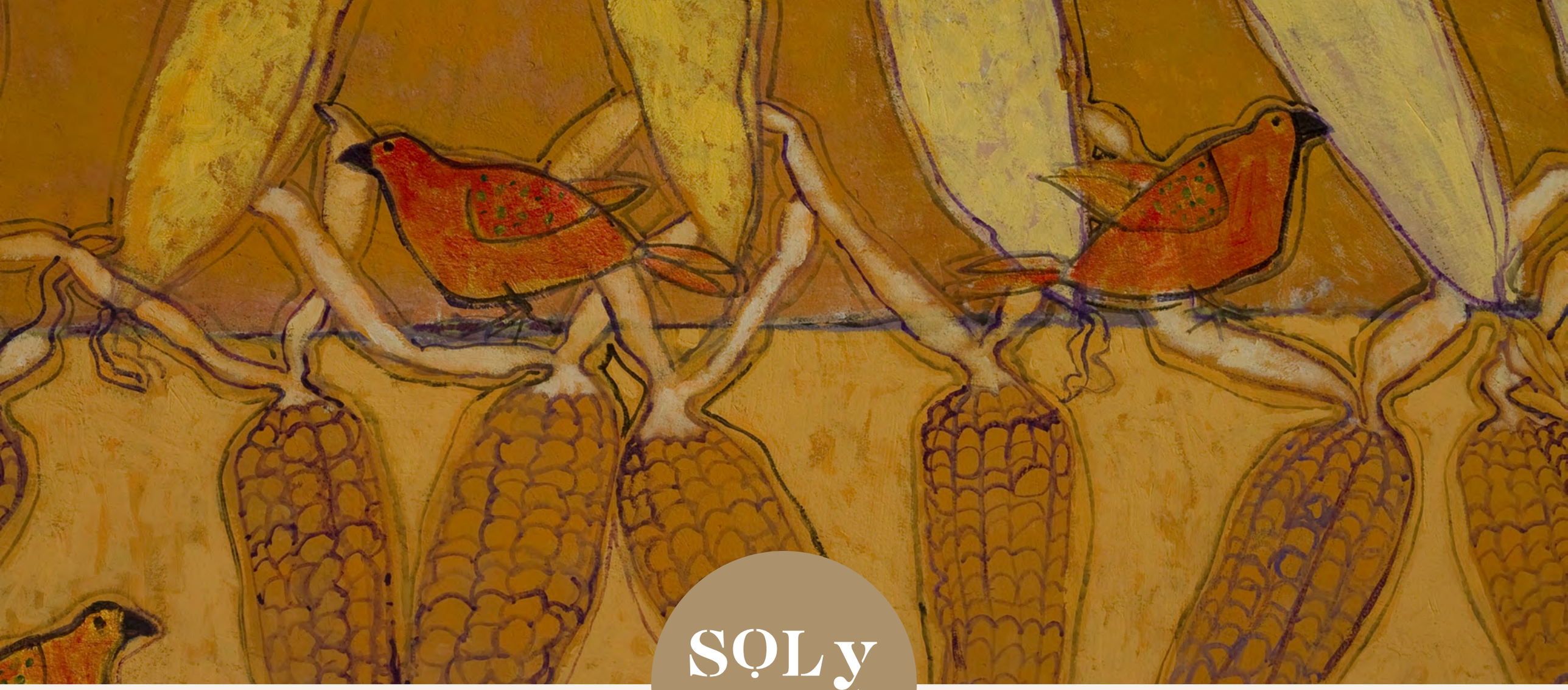

SOL y LUNA

BRAND GUIDELINES

Welcome to Sol y Luna Brand Guidelines

Our brand is central to every interaction Sol y Luna has with people. That's why it's important that everyone who works with our brand fully understands how its creative expression works.

This document is a toolkit to help you to use the brand in the best way for your specific task. We know that every challenge is different, so instead of giving you detailed templates for every possible use, we have simply defined basic rules and notional examples to guide you.

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01.
Our New Brand

1.1 Primary Version
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1.5 Minimun Size
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1.8 Cobrandings

Our New Brand

1.1 Primary Version
ISOTYPE

The coloured version of the logo is our primary logo. It should be our preferred option in any brand materials.

It should be used for the most important applications such as stationery or print, and preferred with foil finish.

SOL Y LUNA GOLDEN
- **Foil** Golden
- **Pantone Coated** 872 C
- **Pantone Uncoated** 872 U
- **C**0 **M**30 **Y**65 **K**40
- **R**164 **G**145 **B**110

PRIMARY USE

Positive Isotype

Our New Brand

1.2 Secondary Version

VERSIONS

There is a version with the location of the hotel it can be use below, and on the right.

VERTICAL
It must be applied as a first option

HORIZONTAL
It will be used if the vertical does not adapt to the area.

PRIMARY USE

Vertical Positive

Horizontal Positive

Our New Brand

1.3 Construction

PRIMARY VERSION

The correct way to buit the SyL logo is to have the ¨S¨of the logo as a unit that provides the space between the typography and the container.

Construction / Positive Isotype

Our New Brand

1.3 Construction
SECONDARY VERSION

The correct way to buit the SyL logo is to have the ¨S¨of the logo as a unit that provides the space between the typography and the container

Construction /
Vertical Version

Construction /
Horizontal Version

Our New Brand

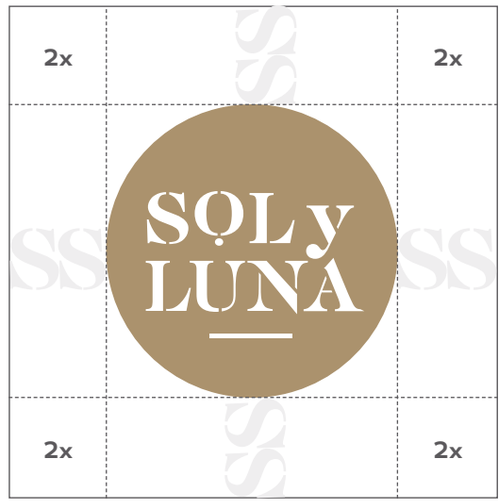
1.4 Exclusion Zone

ISOTYPE

All versions of our logo have exclusion zones around them to help them stand out. The exclusion zone is equal to the width of the letter S

Restricted area / Inverted Isotype

Restricted area / Positive Isotype



Our New Brand

1.4 Exclusion Zone

VERSIONS

All versions of our logo have exclusion zones around them to help them stand out. The exclusion zone is equal to the width of the letter S

Restricted area / Vertical Inverted

Restricted area / Horizontal Inverted

Restricted area / Vertical Positive

Restricted area / Horizontal Positive

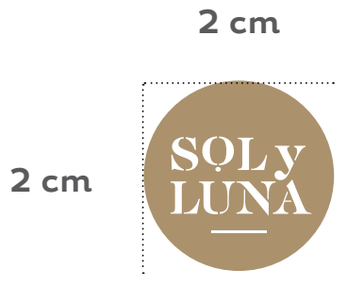
Our New Brand

1.5 Minimum Size

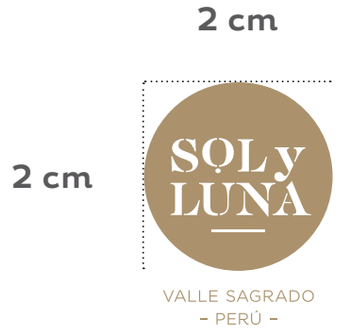
To maintain clarity and legibility we have a small usage version of our logos.

Minimum logo size
= 20 mm
= 55 pixels

Primary Version / Minimum size



Secondary Versions / Minimum size



Our New Brand

1.6 Logo in White

If we have a background that is too similar to the color of our logo, we can use our logo in a white version

Positive

Invested

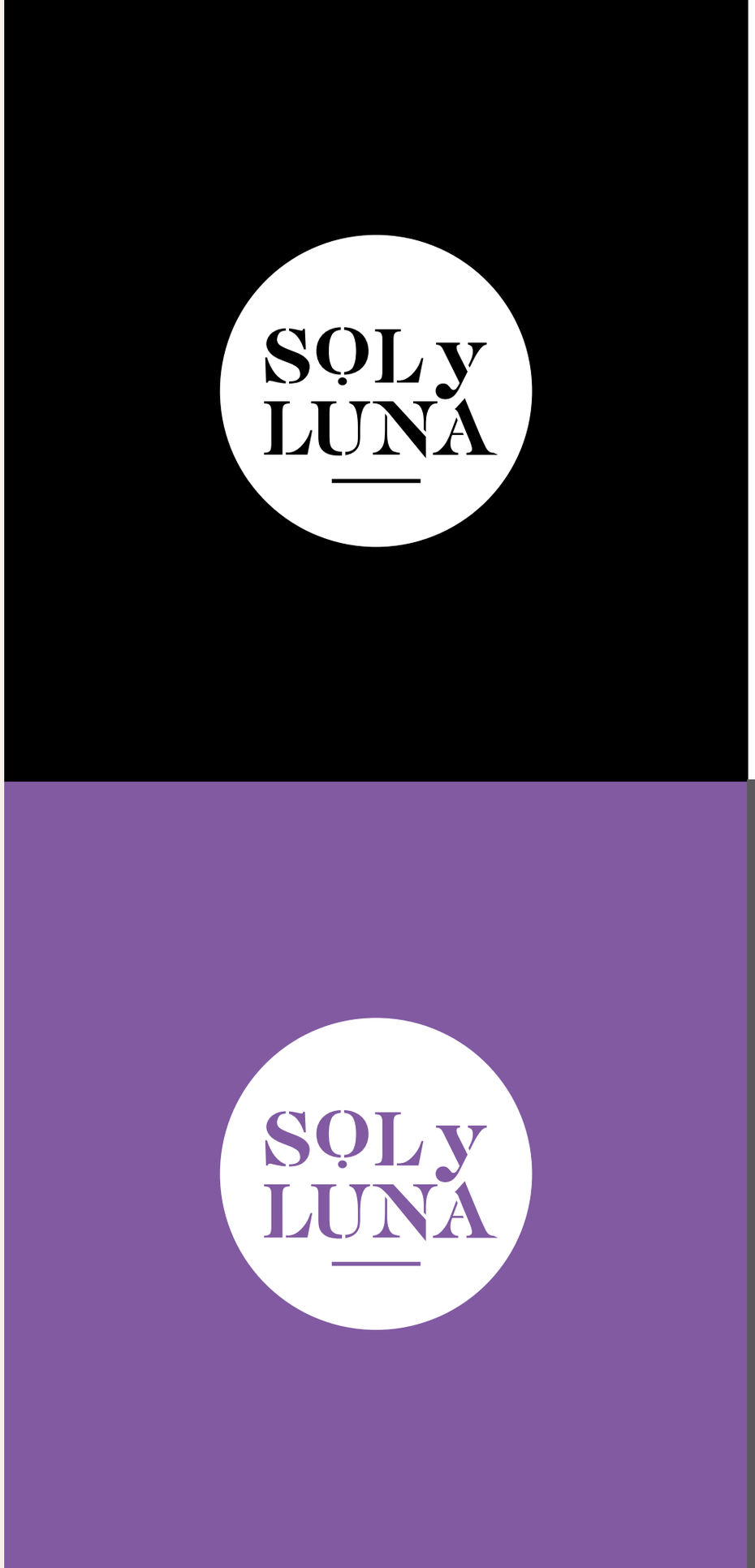
Our New Brand

1.7 On color background

1. White / Black envelope
2. Black / White envelope
3. White / Color envelope
   support (see page 18)
4. White / Dark colored envelope

IMPORTANT
This same regulation is given for the secondary vertical and horizontal versions.

RESTRICTED USE



Our New Brand

1.8 Cobrandings

We have our Partners that usually signed our communication with us.

02 .
Graphic Support Elements

2.1 Colors
2.2 Typography
2.3 Photographic style

Graphic Support Elements

2.1 Colors

CORPORATE COLORS
They are proprietary to the brand and can be applied in Pantones, CMYK or RGB as needed.

SUPPORT COLORS
They are additional and you can make use of them in the different printed parts of the brand.

Corporate colors

DORADO SOL Y LUNA
PANTONE COATED 872 C
PANTONE UNCOATED 872 U
C0 **M**30 **Y**65 **K**40
R164 **G**145 **B**110

PANTONE COATED 691 C 50%
PANTONE UNCOATED 691 U 50%
C0 **M**10 **Y**10 **K**0
R246 **G**226 **B**216

PANTONE COATED 2707 C 50%
PANTONE UNCOATED 2707 U 50%
C16 **M**3 **Y**0 **K**0
R214 **G**229 **B**246

PANTONE COATED 573 C 50%
PANTONE UNCOATED 573 U 50%
C15 **M**0 **Y**10 **K**0
R226 **G**243 **B**240

PANTONE COATED COOL GRAY 10C
PANTONE UNCOATED COOL GRAY 10U
C60 **M**55 **Y**50 **K**30
R91 **G**89 **B**92

Support colors

PANTONE COATED 2347 C
PANTONE UNCOATED 2347 U
C0 **M**86 **Y**71 **K**0
R240 **G**75 **B**75

PANTONE COATED 2935 C
PANTONE UNCOATED 2935 U
C100 **M**35 **Y**0 **K**12
R19 **G**94 **B**171

PANTONE COATED 2597 C
PANTONE UNCOATED 2597 U
C64 **M**85 **Y**0 **K**0
R118 **G**72 **B**157

PANTONE COATED 319 C
PANTONE UNCOATED 319 U
C57 **M**0 **Y**16 **K**0
R85 **G**210 **B**215

PANTONE COATED 021 C
PANTONE UNCOATED 021 U
C# **M**# **Y**# **K**#
R255 **G**109 **B**45

Graphic Support Elements

2.1 Colors
EXPERIENCE

Adventure	Gastronomy	Culture
R246 **G**226 **B**216	**R**226 **G**243 **B**240	**R**214 **G**229 **B**246
PANTONE 872U 50%	**R**222 **G**234 **B**229	**R**222 **G**234 **B**229

Graphic Support Elements

2.2 Typography

PRIMARY TYPEFACE

This typeface may only be used in capital letters for titles and other important texts.

INSTALL FONTS

Trilogy Egyptian

A

TRILOGY EGYPTIAN BOLD WIDE
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789

A

TRILOGY EGYPTIAN BOLD EXPANDED
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789

A

TRILOGY EGYPTIAN HEAVY WIDE
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789

A

TRILOGY EGYPTIAN HEAVY EXPANDED
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789

Graphic Support Elements

2.3 Typography
SECONDARY TYPEFACE

Main typography of the brand. This font is used for most of the content in Sol y Luna's communication. It can be used in title, body and other texts.

INSTALL FONTS

Swift Neue LT Pro

Aa

Swift Neue LT Pro Regular
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Aa

Swift Neue LT Pro Bold
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Aa

Swift Neue LT Pro Italic
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Graphic Support Elements

2.4 Typography

RESTAURANTS' TYPEFACE

This Typeface is used to name the Restaurants within Sol y Luna.

Warnock Pro

Aa

Warnock Pro
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Aa

Warnock Pro
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Aa

Warnock Pro
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

INSTALL FONTS

Graphic Support Elements

2.4 Typography

RESTAURANTS' TYPEFACE

This Typeface is used to name the Restaurants within Sol y Luna.

SOL y LUNA

Wayra

Killa Wasi

Chicha Wasi

Yaku Wasi

Kunata Wasi

Graphic Support Elements

2.5 Typography
OFFICE TYPEFACE

Typography that accompanies the typography of the brand. It should always appear in a lower percentage inside the piece compared to the Swift Neue LT Pro.

IMPORTANT
In some cases of electronic pieces such as e-mail signatures, PowerPoint or Word templates, Magallanes will be replaced by Arial.

INSTALL FONTS

Magallanes

Aa

Magallanes Light
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Aa

Magallanes Regular
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Aa

Magallanes Bold
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Graphic Support Elements

2.6 Photographic Style

The quality of photography is very important. The pieces must be worked with images that meet these characteristics and the creation of new images must be done with high quality professionals: photographer, art director and economist (food stylist).

Graphic Support Elements

2.6 Photographic Style

MURALS

The quality of photography is very important. The pieces must be worked with images that meet these characteristics and the creation of new images must be done with high quality professionals: photographer, art director and economist (food stylist).

03.
How to use it

3.1 Incorrect use of the logo and color

How to use it

3.1 Incorrect use of the logo and color

ISOTYPE

01. Do not invade the security area.
02. Do not tilt.
03. Do not change fonts.
04. Do not change proportions.
05. Do not use outlines, or shadows.
06. Do not alter the order of the elements in the logo.
07. Do not use colors or variants of colors not specified in this manual.
08. Do not deform, nor stretch.
09. Do not remove items

DON'TS

How to use it

3.1 Incorrect use of the logo and color
VERSIONS

01. Do not invade the security area.
02. Do not tilt.
03. Do not change fonts.
04. Do not change proportions.
05. Do not use outlines, or shadows.
06. Do not use the elements of the logo separately, except for the isotype (see page 05).
07. Do not use colors or variants of colors not specified in this manual.
08. Do not deform, nor stretch.
09. Do not change slogan.

IMPORTANT
This same regulation is given for:
- Horizontal version logo

DON'TS