



# TALLER

## PUERTORRIQUEÑO

El Corazón Cultural Del Barrio  
The Cultural Heart of Latino Philadelphia

### STYLE GUIDE

# LOGO BASICS | APPROPRIATE USAGE

The approved four color process logo is the truest form and should be used whenever possible.



1



FOUR COLOR

2



BLACK/WHITE

3



KNOCKOUT

← ----- On colored backgrounds, photography or black, the type reverses to white.

## LOGO BASICS | CLEAR SPACE & MINIMUM SIZE

For the logo to be able to “breathe”, there should be enough clear space on all sides. To retain the integrity and distinction of the logo, there is a minimum size in which it should appear.



### CLEAR SPACE

A minimum amount of clear space should surround the logo 1/4” on all four sides. The space is defined equal to the proportional height of the “w”. Illustrations, photography, and typography should not enter the space as defined by the cyan rule. This is applicable to all logo versions.



### MINIMUM REPRODUCTION SIZE

The minimum reproduction size of the color logos is 2 inch wide.

## LOGO BASICS | COLOR USAGE

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**PANTONE  
2925**  
(C85 M24 Y0 K0  
R0 G150 B214  
HEX# 0096D6)



**PANTONE  
2945**  
(C100 M45 Y0 K14  
R0 G105 B170  
HEX# 0069AA)



**PANTONE  
281**  
(C100 M72 Y0 K32  
R0 G61 B125  
HEX# 003D7D)



**PANTONE  
138**  
(C0 M42 Y100 K1  
R245 G159 B26  
HEX# F59F1A)



**PANTONE  
1525**  
(C0 M0 Y66 K9  
R0 G155 B122  
HEX# 009B7A)



**PANTONE  
1685**  
(C0 M68 Y100 K44  
R153 G71 B8  
HEX# 994708)



**PANTONE  
187**  
(C0 M100 Y79 K20  
R196 G18 B48  
HEX# C41230)

These values should only be used at 100%. Please note Pantone Equivalents as 4-color process, RGB and web colors (HEX) as specified.

## LOGO VIOLATIONS

To ensure the integrity of the logo, it is imperative that the logo be used properly. Below are common examples of misuse. When working with an outside vendor always supply them with copies of the logo we have provided in this guide. The following applies to all versions of the logo.



In all instances, be sure to always use supplied EPS files as opposed to other formats such as JPEGs. This will help ensure the integrity of the logo and avoid issues such as pixelation.

1.



4.



2.



5.



3.



6.



1. Do not use the logo against a busy background.
2. Do not stretch or condense the logo.
3. Do not substitute the logo font or try to recreate the logo.

4. Do not change colors.
5. Do not put the logo at an angle.
6. Do not use a drop shadow.

## LOGO TYPOGRAPHY

The typeface of choice is Futura Medium. The body copy typeface is Futura Book.

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Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1231234567890

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890