



# LOS NATIVOS

— COFFEE COMPANY —

# THE LOGO



# LOS NATIVOS

— COFFEE COMPANY —



COFFEE BEAN



LAMAT SYMBOL  
(MAYAN)

# LOGO VARIATIONS



ICON

# LOS NATIVOS

— COFFEE COMPANY —

WORDMARK

# LOGO VARIATIONS



LARGE



MEDIUM

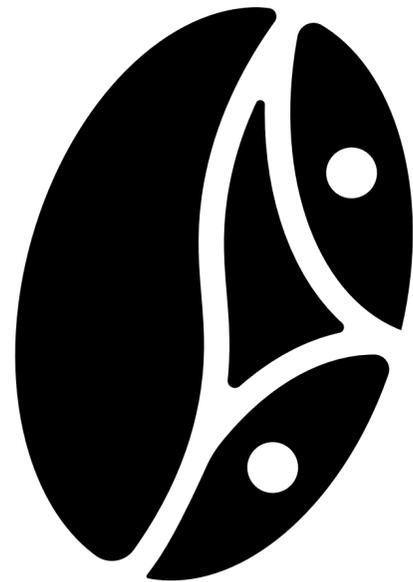


SMALL

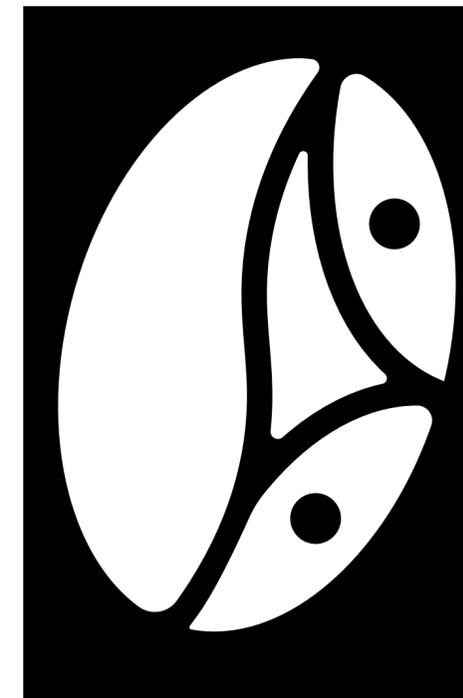
# LOGO VARIATIONS



FULL COLOR



BLACK



WHITE

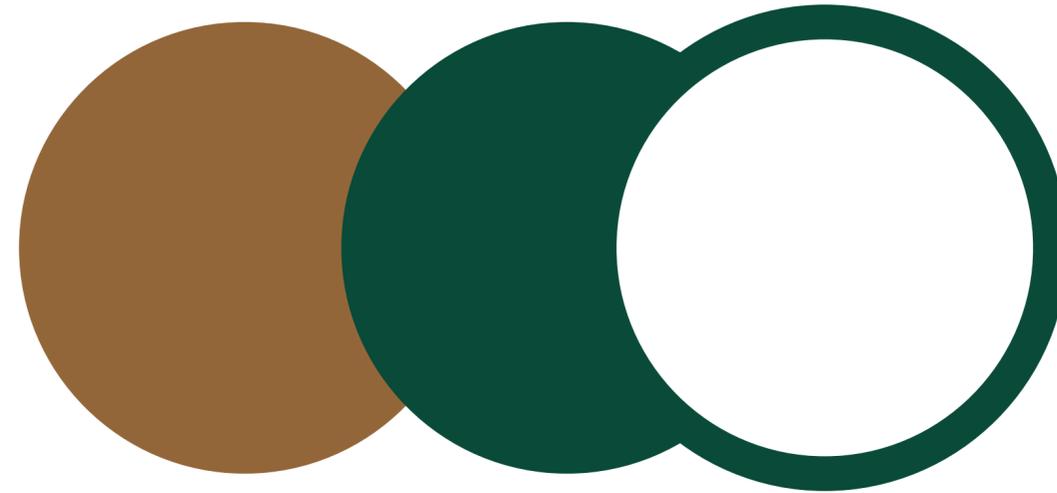


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branding styleguide

# COLORS



## RUSSET

Hex: #7F4F24

RGB: 127, 79, 36

CMYK: 0, 38, 72, 50

## VERY DARK CYAN

Hex: #094a38

RGB: 9, 74, 65

CMYK: 89, 44, 77, 46

## WHITE

Hex: #ffffff

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0



# TYPEFACE

BESOM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADING

subtitle/content

Montserrat

abcdefghijklmnopqrstuvwxyz

# DONT'S





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**thank you for choosing**

