

Logotype / Icon



Clearance area

This area has been created to keep the integrity of the logo and to provide adequate breathing space. In this case, we took the arm of the letter "T" as reference (x) of the distance needed for a clear reading.



Colour

The logo is originally monochromatic (black over white) but can be used in green when needed.



CMYK C 93/M 77/Y 56/K 78
RGB R 16/G 24/B 32
Pantone Solid Coated Black 6 C

CMYK C 89/M 47/Y 87/K 60
RGB R 20/G 60/B 36
Pantone Solid Coated 2411C

Font

Novelia Pro B

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Sizes

Setting a minimum size guarantees that the logo's impact and legibility remain intact across all applications. Always preserve its designated proportions and never distort the logo by squeezing or stretching it.

Print

BOTANICA

4cm

Digital

BOTANICA

220px



1.5cm



150px