



Logo Versions



Primary

Lo'S Polo'S HerMano'S

Wordmark Only



Icon

Colours

Primary

Hex #FFFFFF
RGB rgb(255,255,255)
CMYK 0 0 0 0
Pantone 11-0601

Secondary

Hex #FFFFFF
RGB rgb(255,255,255)
CMYK 0 0 0 0
Pantone 11-0601

Accent

Hex #FE6152
RGB rgb(254,97,82)
CMYK 0 62 68 0
Pantone 16-1546

Background

Hex #28353B
RGB rgb(40,53,59)
CMYK 32 10 0 77
Pantone 19-4013

Typography

Primary
Anton Regular

Aa Bb Cc