

# LOGO GUIDELINES

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PASSION  
& FIRE



TRADITION  
& QUALITY



FAMILY  
& HERITAGE

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# LOGOS

# PRIMARY LOGO

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Our primary logo should be used in most circumstances. It should be the standard and most recognizable version of our logo.

This logo is best suited for prominent locations such as your primary signage, menus, or website header.

## ***Clear Space***

This is the area around your logo that should be left clear of other assets. Maintain a minimum clear space equal to the height of the flame icon on all sides.



# PRIMARY LOGO

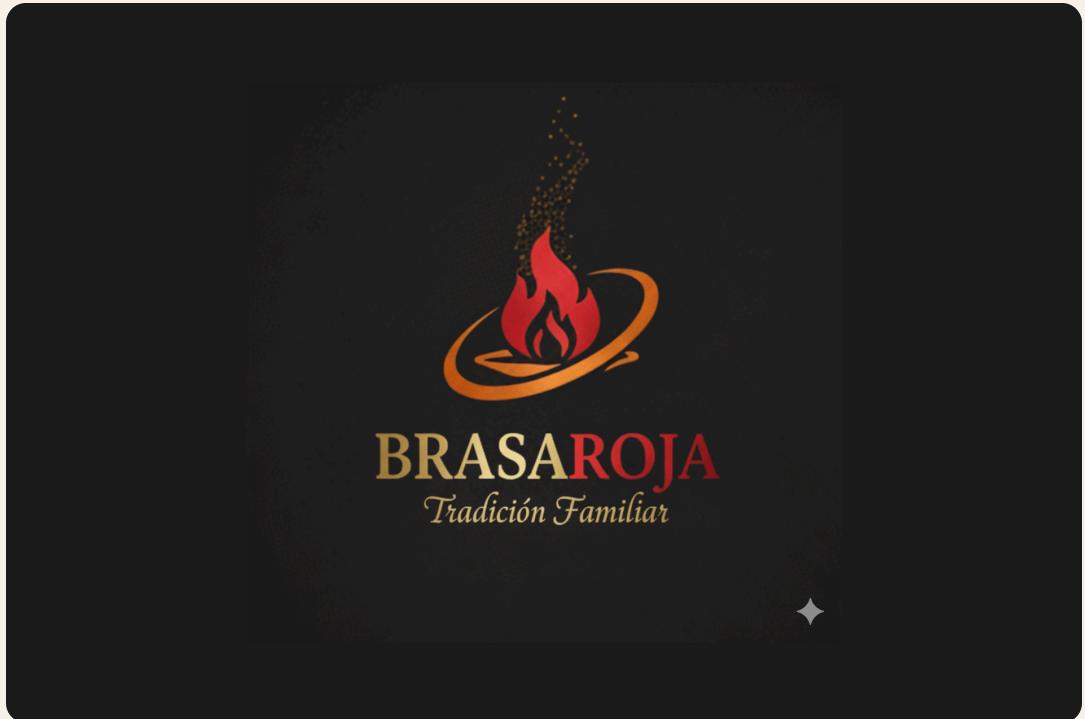
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**The flame** represents the heart of our cooking tradition - the open fire that brings families together. The three points symbolize past, present, and future generations.

**The golden orbital swirl** wrapping around the flame base signifies movement, warmth, and the gathering of family around the fire. It creates a sense of embrace and welcome.

**The rising embers** trailing upward represent the passion that rises from our kitchen - sparks of flavor, memories, and tradition that ascend with every dish we serve.

**The typography** pairs "BRASA" in gold with "ROJA" in red, directly translating to "Red Ember" while the script tagline "Tradición Familiar" (Family Tradition) anchors our heritage.



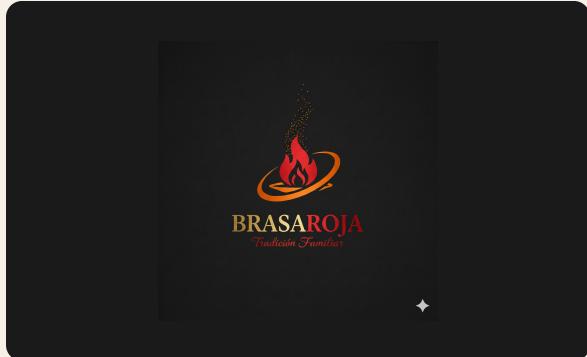
# LOGO VARIATIONS

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These logo variations are provided to work in situations where your primary logo may not fit the format best.

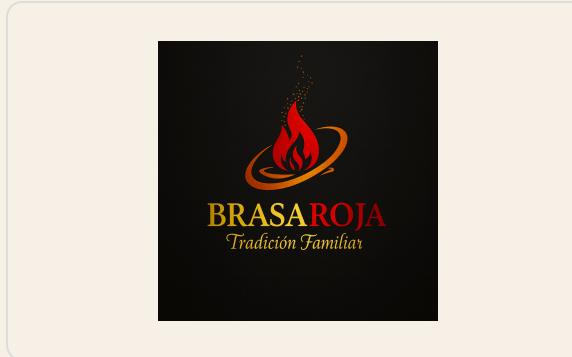
## **Primary Logo (Dark Background)**

The standard full-color logo for use on dark backgrounds. This is the preferred version for most applications.



## **Primary Logo (Light Background)**

Full-color logo adapted for light or cream-colored backgrounds such as menus and stationery.



## **Gold Monochrome**

Single-color gold version for premium applications, embossing, or when color printing is limited.



## **Full-Color Transparent**

Logo with transparent background for flexible placement over images or colored backgrounds.



Transparent BG

## **Icon Mark**

The flame and swirl icon without text. Use for favicons, social media profile pictures, and small applications.



Icon Only

## **White Monochrome**

Single-color white version for use on dark fabrics, signage, and high-contrast applications.



White Mono Version

# LOGO MISUSE

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*Do not stretch or warp the logo*

[Stretched logo]

*Do not outline the logo*

[Outlined logo]

*Do not change the colors of the logo*

[Wrong colors]

*Do not change the layout of the logo*

[Rearranged]

*Do not crop the logo*

[Cropped]

*Do not lighten the logo*

[Faded logo]

# ADDITIONAL ASSETS

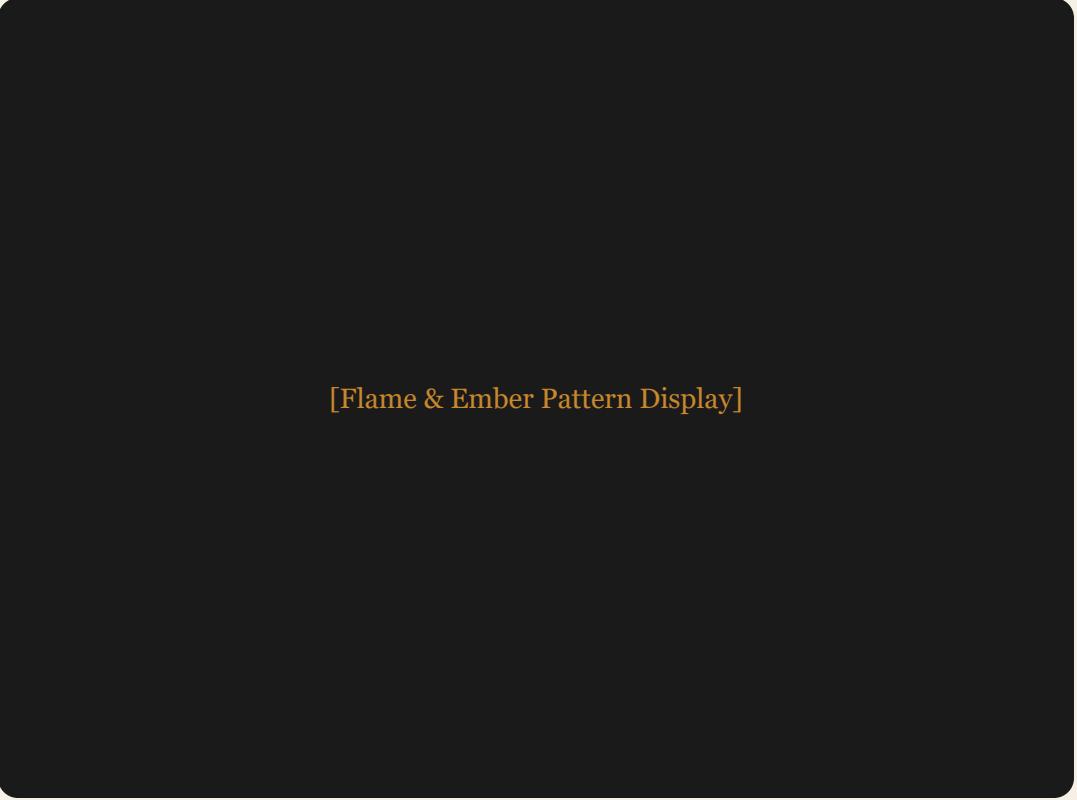
# BRAND PATTERN

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Our brand patterns are in place for backgrounds, packaging, social media posts, and more in order to add more visual interest while remaining consistent with the rest of the brand.

The pattern uses the flame and ember motif in a repeating arrangement, creating texture that evokes warmth and tradition.

[Flame & Ember Pattern Display]

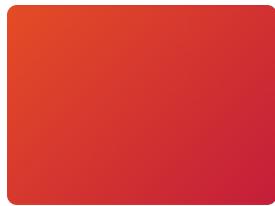


# COLOR GUIDE

# COLOR PALETTE

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Our brand colors reflect the warmth of fire and the richness of our culinary heritage. The palette balances passionate reds with elegant golds, supported by warm neutrals that create an inviting atmosphere.



**Primary Red**

HEX: #E44D26  
RGB: 228, 77, 38  
CMYK: 0, 80, 90, 5



**Deep Red**

HEX: #C41E3A  
RGB: 196, 30, 58  
CMYK: 15, 100, 80, 5



**Brasa Gold**

HEX: #D4A84B  
RGB: 212, 168, 75  
CMYK: 15, 30, 75, 0



**Accent Red**

HEX: #B02D37  
RGB: 176, 45, 55  
CMYK: 20, 90, 75, 10



**Light Neutral**

HEX: #F6F0E6  
RGB: 246, 240, 230  
CMYK: 3, 4, 10, 0