Brand Style Sheet

This style sheet is a reference for our internal design team, vendors, and others who are authorized to work with the Los Jefes brand.

Use the elements, artwork, and material within this document to make things that look like the Los Jefes brand, every time.

Though all of the brand elements are listed on this sheet, they may not be appropriate in every situation. Take great care in selecting the right visual element for the project.

For example, our primary brand logo should be used in the majority of applications, but in small spaces, the small format lockup is more legible.

Any visual element, color, typeface, or logo that is not listed on this sheet requires approval from our design team. As always, please do not distort our graphic elements by changing the aspect ratio, shape, or color.

If you have any questions concerning the content of this style sheet, please don't hesitate to reach out to our designer at paul@hivedfmany.com.

Primary Brand Logo

LOS JEFES
MEXICAN RESTAURANT

LOS JEFES
MEXICAN RESTAURANT

Single Colour

LOS JEFES
MEXICAN RESTAURANT

LOS JEFES
MEXICAN RESTAURANT

Brand Icon

LOS JEFES
MEXICAN RESTAURANT

Typography

Design for Print & Website

BUNGEE - HEADERS / QUOTES / LOGO FONT

AÂÃBCCDAEÊFGHIÎJKLMNÑOØPQŒRSTUÛÜVWXYZ
AÂÃBCCDEFGHIÎJKLMNOØÔÕÖPQRSTUVWXYZ
0123456789!(.,'"-:;)!?&@ ™n®†+©™£¢™$:**

DIN 2014 LIGHT - BODY COPY

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0123456789!(.,'"-:;)!?&@ ™n®†+©™£¢™$:**

DIN DEMI - BODY BOLD / SUB HEADERS

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0123456789!(.,'"-:;)!?&@ ™n®†+©™£¢™$:**

Social Media Graphics

BUNGEE - HEADERS / QUOTES / LOGO FONT

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0123456789!(.,'"-:;)!?&@ ™n®†+©™£¢™$:**

GIDOLE - BODY COPY

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0123456789!(.,'"-:;)!?&@ ™n®†+©™£¢™$:**

GIDOLE BOLD - BODY BOLD / SUB HEADERS

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0123456789!(.,'"-:;)!?&@ ™n®†+©™£¢™$:**

Brand Colours

Main Colours

LOS FORREST GREEN
CMYK: 86, 0, 19, 75
RGB: 7, 62, 50
HEX: #073E32

CYBER YELLOW
CMYK: 0, 18, 100, 0
RGB: 253, 207, 0
HEX: #FDCF00

CARROT ORANGE
CMYK: 0, 38, 88, 4
RGB: 244, 151, 27
HEX: #F4971B

RED SALSA
CMYK: 0, 67, 67, 7
RGB: 237, 76, 77
HEX: #ED4C4D

Accent Colours

MEXICAN BLUE
CMYK: 0, 100, 45, 9
RGB: 230, 0, 126
HEX: #E60D7E

ROYAL PURPLE
CMYK: 35, 54, 0, 30
RGB: 115, 80, 177
HEX: #7350B1

CAROLINA BLUE
CMYK: 100, 29, 0, 10
RGB: 0, 159, 227
HEX: #009FE3

DARK JUNGLE GREEN
CMYK: 87, 0, 4, 87
RGB: 4, 33, 31
HEX: #0421 1F

TINT SCALE
If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 40% that is used as a background will require dark text.

WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFF