



Brand Guidelines

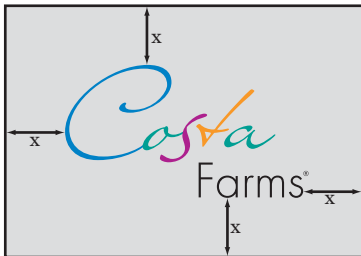
Correct Logo Usage Guidelines

Correct usage of the Costa Farms logo keeps its registered trademark position legally strong, and creates long term value to Costa Farms and its products. This document will explain the correct usage of our company logo.

- Always use the logo as it exists in the master files (Do Not Alter). Files can be found in the Marketing section of the Portal.
- Place the logo as picture file
- Do not enlarge the JPG files more than 15% of the supplied size, small and large versions are available.
- Do not attempt to recreate or modify the logo.
- Note that the "®" must always be above the "s" in Farms.

If you have any questions or need more info on logo usage please contact the Costa Farms marketing department or Felipe Grabiell at 305-247-5135 ext. 212.

Spacing guideline



Spacing guide is based on the height of the letter "t" in the Costa Farms logo.

Pantone Colors PMS (spot color Printing)



PMS 3005	PMS 151
PMS 3285	PMS K
PMS 2405	

4 Color Process CMYK (4 color printing)



C100, M34, Y0, K2	C0, M48, Y95, K0
C100, M0, Y50, K7	C0, M0, Y0, K100
C34, M100, Y0, K0	

Screen / Web RGB (Presentations)



R0, G129, B198	R248, G152, B40
R0, G158, B147	R0, G0, B0
R173, G32, B142	

One color options



PMS K



PMS 3005



PMS 151



PMS 3285

