



Brand Guidelines

FONTS

The chosen typeface for all printed and online material is Proza Libre. Its guidelines are also listed, which are flexible.

Proza Libre

Extrabold Italic

Header
Body pt size + 3

Semibold

Subheader
Body pt size + 2

Regular
Body

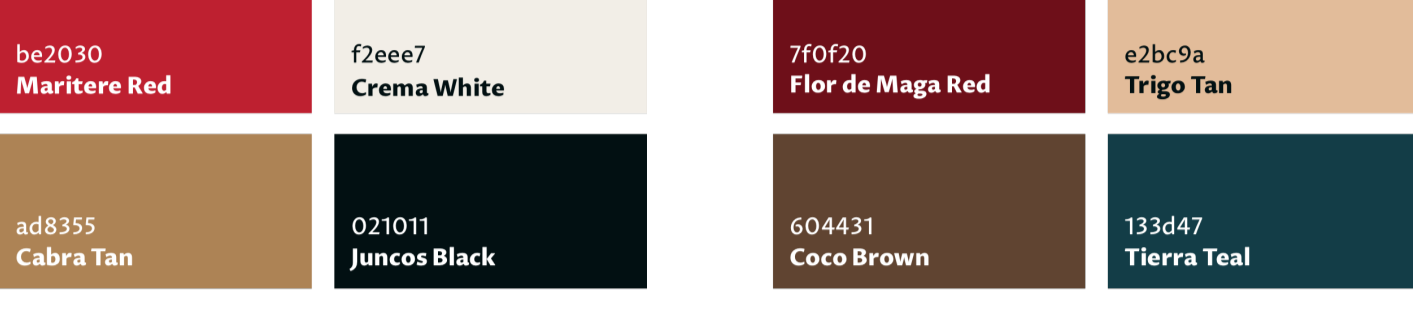
Visit our Quesería. Schedule a tour online.

Enjoy wine and cheese while playing with our baby goats.

Located only 30 minutes away from the San Juan International Airport and 10 minutes from Cajuas, our Quesería is a great option for an exciting and convenient day trip! Spend the day playing with baby goats, touring the farm, and even making your own cheese. After an action-packed afternoon, settle down with a glass of Puerto Rican wine paired with Queso Lucía goat cheese. Then head over to Cajuas for a good night's sleep.

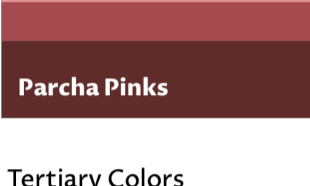
COLOR PALETTES

Primary and secondary colors may be used in promotional material, as well as the website and other designs. Tertiary colors are solely meant for packaging and flavor branding.



Primary Colors

Secondary Colors



Tertiary Colors
for packaging + different flavors

SIZE SPECIFICATIONS

To ensure readability, the horizontal measurement of "lucía" must be at least 1 inch (6 picas) for print use, and no less than 60 pixels for digital use.

To ensure readability, the horizontal measurement of the lucía logo must be at least 1 inch (6 picas) for print use, and no less than 60 pixels for digital use.

Minimum print size - 1 inch/6 picas

Minimum digital size - 60 pixels



Minimum print size - 1 inch/6 picas



Minimum digital size - 60 pixels

IMPROPER LOGO USAGE

The Lucía logo has been created as a single unit and should be treated as a singular object. It should not be altered or extracted in any way. Incorrect usage of the Lucía logo is not limited to the examples of incorrect applications shown here.



Do not omit typography.



Do not distort or change shape.



Do not omit accent mark.



Do not omit goat illustration.



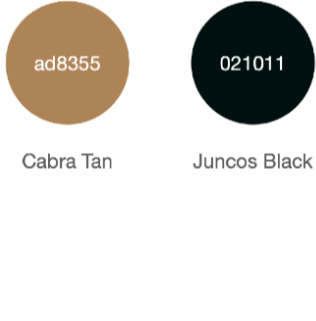
Do not distort goat illustration.



Do not change color of typography.

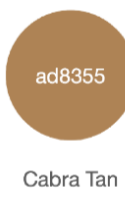
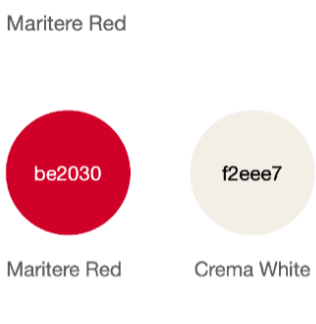
LOGO DISTINCTIONS

The Lucía logo may be used in the following color formats to differentiate between Queso Lucía and Quesería Lucía.



LOGO VARIATIONS

The Lucía logo may be used in the following formats to differentiate between Queso Lucía and Quesería Lucía. These logos act as an offshoot of the Lucía brand and should primarily be used for marketing materials.



PROPER COLOR USAGE

The Lucía color variations may be used in the following combinations. Tertiary colors are reserved for patterning material on packaging for the different goat cheese flavors.



IMPROPER COLOR USAGE

The colors for the Lucía are presented in the logo and promotional material in an appealing fashion that must not be altered. Incorrect usage is not limited to the examples of incorrect applications shown here.



Do not use secondary or tertiary colors. Do not place red and tan together. Do not invert colors.

IMPROPER STAMP USAGE

The Lucía stamp has been created as a single unit and should be treated as a singular object. It should not be altered or extracted in any way. Incorrect usage of the Lucía stamp is not limited to the examples of incorrect applications shown here.



Do not change stamp opacity. Do not stretch or manipulate stamp. Do not angle stamp upsidedown.

PROPER STAMP USAGE

The Lucía stamp can be slightly angled and layered over high-contrast backgrounds. The stamp has been created in all primary colors, in addition to gold.



PROPER PHOTO STYLE

Photos can be used within the arch shape, can be transposed with leaf motifs, and can also be used both as background and within arch shapes.

