



eltoro

Brand Standard Manual

Approved Typography

The primary typeface to be used for supporting the El Toro brand is the Avenir family, which will give all communications material a consistent, professional appearance. The Avenir family of typefaces is recommended for headlines as well as body copy.

Avenir Family Examples

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Logo Usage: El Toro Primary

The primary logotype is the El Toro version in either Black or Red type and should be used this way whenever possible on digital mediums. The secondary logotype is the reversed out white or black format with the bull outlined and should only be used when a dark background does not allow for the primary logo to be used. If using black, the logotype may only be tinted to 100% or 90% black.



Logo Usage: ".com" Usage

The secondary logotype is the El Toro.com version in either red, black or white. The secondary logotype should be used in replace of the primary logotype on physical materials such as shirts, boards, or printed materials. The secondary logotype can be accompanied by the bull in the same manner as the primary logo.

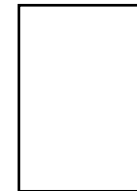
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Approved El Toro Color Palette

The below 4 colors are the primary El Toro brand colors. These can be used as RGB, CMYK and PMS.



#d80000
R: 215
G:
B:
Pantone 485 C



#ffffff
R: 255
G: 255
B: 255
Pantone 663 C



#191919
R: 25
G: 25
B: 25
Pantone Neutral
Black C



#9D9D9D
R: 157
G: 157
B: 157
Pantone Cool
Grey 7 C