

IN-HOUSE USE

PRIMARY LOGO

RIOja

OTHER MARKS

RIOja
SPAIN'S FINEST

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TYPOGRAPHY

Inter Tight Weight: 600 Style: normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;?!\$&*)

Inter Tight Weight: 500 Style: normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;?!\$&*)

Inter Tight Weight: 400 Style: normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;?!\$&*)

COLOR

Main colour palette



Black

#000000
0, 0, 0



Grey

#F2F2F2
242, 242, 242



White

#FFFFFF
255, 255, 255

Ageing



Generic

#89904D
137, 144, 77



Crianza

#B9283E
185, 40, 62



Reserva

#5F1832
95, 24, 50



Gran Reserva

#14355B
20, 53, 91

Deep colour palette



Pantone Black 6

#2D1613
45, 22, 19



Pantone 4975

#471618
71, 22, 24



Pantone 7623

#78321A
120, 50, 26



Pantone 2627

#461A3F
70, 26, 63



Pantone 534

#2A3B64
42, 59, 100



Pantone 5605

#2D3A34
45, 58, 52

Bright colour palette



Pantone 3268

#41A18E
65, 161, 142



Pantone 611

#C5CB4B
197, 203, 75



Pantone 186

#B7181F
183, 24, 31



Pantone 159

#BF571F
191, 87, 31



Pantone 249

#7B2F63
123, 47, 99



Pantone 198

#C83568
200, 53, 104