# pinta

# Branding Guidelines

Basic design elements

# pinta

Pinta is the leading platform for the promotion of Latin American art. Each year, it brings together artists, galleries, curators, collectors, and art enthusiasts through its three contemporary art fairs: Pinta Lima, Pinta BAphoto, and Pinta Miami.

In addition, it develops the Pinta Art Weeks—specially curated cultural programs in collaboration with museums, art galleries, and city-wide artistic activations. In 2025, it launched the 1st edition of Pinta Panamá Art Week and will host the 4th edition of Pinta Asunción Art Week.

Pinta is supported by its publishing house, Arte al Día Internacional—founded in 1980—which also runs the Gallery program, a series of art circuits with over 25 years of experience fostering encounters between the public and contemporary art.
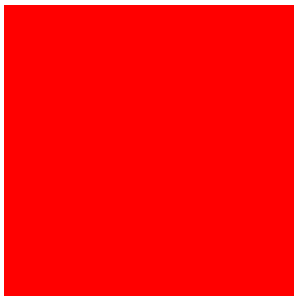
# Contents

**pinta**

**pinta**

Clear space

**pinta** aaaa **pinta** aaaa **pinta** aaaa **pinta** aaaa **pinta**

Miami                Lima            BAphoto          ART WEEK   Panamá         ART WEEK   Asunción

Each logo represents a Pinta event.

Cropping or repositioning any of its elements — including city names or event types — is not allowed
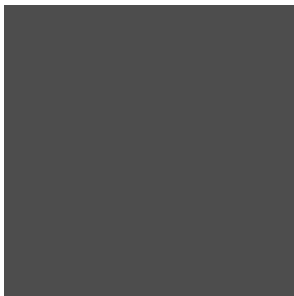
# Our Brand

RGB 255 Red

#Ff0000

Pantone 485 C

CMYK Y100/M100

This colors are intended exclusively for print applications

R77/G77/B77

#4D4D4D
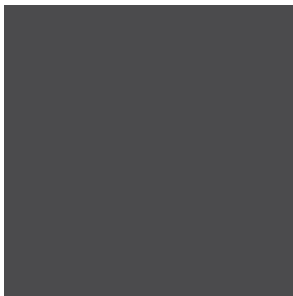
Pantone Neutral Gray 11 C

CMYK 90

# Our Brand

**pinta** Miami

**pinta** Lima

**pinta** BAphoto

ART WEEK
**pinta** Panamá

ART WEEK
**pinta** Asunción

The Pinta logotype is custom illustrated, not set in a specific font.

City Fonts: Raleway Regular

ART WEEK: Franklin Gothic

Typography: Franklin Gothic used across web and print materials.

*These fonts are available on Google Fonts for free use and download.

# Our Brand

**pinta**

ART WEEK
**pinta**
**Asunción**

3 cm

The logo must remain readable and recognizable at small sizes, preserving both legibility and aesthetic quality

Print use / Logo Minimum Sizes

Rasterized (300 dpi): 3 cm width  /  Vector (AI, EPS, SVG): fully scalable

*Always provide vector versions for maximum flexibility and quality.

**pinta**

ART WEEK
**pinta**
**Asunción**

100 px

Digital use

100 px width / JPG, PNG, SVG, GIF

# Our Brand

The positive logo is reproduced in the red from the color palette. For monochromatic applications, always use black or white.

The negative logo is used only on when red does not display clearly.

Do not modify the logo in any way, such as slanting, warping, or other distortions.

 Logo on photographs: use sufficient contrast, a clean background, or an approved color container,
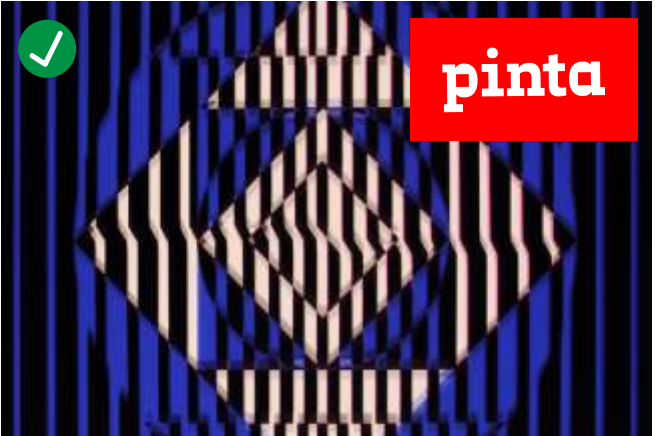while respecting clear space.

# Our Brand

click here to access image

Photography themes: Images are provided by the communications team.

Always refer to the Press section on the website for the graphic materials used for this event.

# Thank you

For any questions about Pinta branding or
graphic design elements, please contact: press@pinta.art

www.pinta.art