BRAND GUIDELINE

CHITO

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THIS IS CHITO

Chito is dedicated to crafting T-shirts that combine comfort and style with high-quality fabrics and innovative designs. Our mission is to create T-shirts that not only look great but are also a joy to wear every day. Committed to quality, creativity, and customer satisfaction, Chito is a brand-built to last.

CHITO

LOGO & BRAND MARK

PRIMARY LOGO

CHITO

The primary logo must be used on all backgrounds except for dark or red mixed backgrounds.

The Chito symbol reflects the modernity of the Chito brand.

The inner circle represents the depth of the Chito concept

Bird feather indicates lightness and comfort

Red is an attractive and exciting color.

White is the color of purity

SECONDARY LOGO

Use on dark backgrounds with no red color range

MONOCHROMATIC LOGOTYPE

CHITO

Use in the red color range and when
a single-color logo is required

Give space to the logo

Give the logo as much space as the red letter ' C '

Minimum size for logo
On-screen: 70 **px**
Print: 1" (25 **mm**)

The logo has two components

The logo = symbol + logotype

symbol

logotype

Don’t modify the logo in any way other than the instructions above

A few examples are provided here

Do not change the logo color

Do not change the shape of the logo

Use the full logo

Don't split the logo

TYPOGRAPHY GUIDELINES

CHITO

CHITO

] Coco Gothic / Light

] **Coco Gothic / Bold**

PRIMARY TYPEFACE

Coco Gochic / LIGHT

Aa

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q,
R, S, T, U, V, W, X, Y, Z.

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q,
r, s, t, u, v, w, x, y, z.

SECONDARY TYPEFACE

Coco Gochic / BOLD

Aa

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

USE ‘Myriad Pro / Regular’ **FONT FOR NUMBERS**

0, 1, 2, 3, 4, 5, 6, 7, 8, 9

Coco Gochic

Coco is a sans-serif type family declined in a set of 8 fonts with regular, italic, bold, bold-italic, condensed, condensed-italic, condensed bold & condensed bold-italic which can be used for several type of projects from digital to print.

Myriad Pro

Myriad Pro is the OpenType version of the original Myriad font family. It first shipped in 2000, as Adobe moved towards the OpenType standard. Additional designers were Christopher Slye and Fred Brady.

CHITO COLORS

#000000
BLACK

R: 0 **C:** 75% **K:** 90%
G: 0 **M:** 87%
B: 0 **Y:** 67%

#ED1C24
RED

R: 237 **C:** 0% **K:** 0%
G: 28 **M:** 99%
B: 36 **Y:** 97%

#FFFFFF
WHITE

R: 255 **C:** 0 **K:** 0
G: 255 **M:** 0
B: 255 **Y:** 0

THANK YOU