



pinta

Branding Guidelines

Basic design elements



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 Bphoto**, 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 2026, Pinta hosts the 2nd edition of Pinta Panamá Art Week, along with the 1st editions of Pinta Medellín Art Week and Santo Domingo Art Week. The 4th and final edition of Pinta Panamá Art Week is completed in 2025.

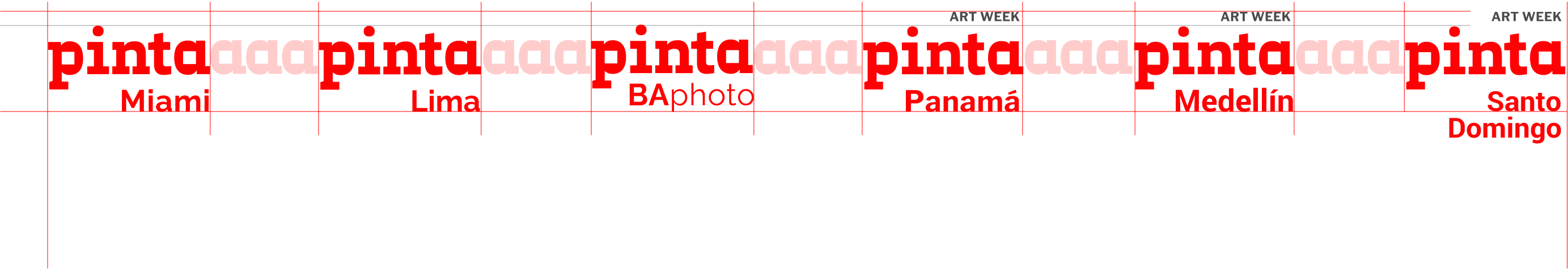
Pinta is supported by its publishing house, Arte al Día Internacional—founded in 1980—which also runs the Gallery program, a series of art circuits with over 25 years of experience fostering encounters between the public and contemporary art.

Our Brand

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pinta

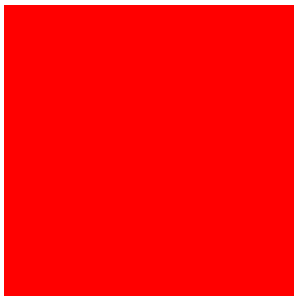


Each logo represents a Pinta event.

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

Our Brand

Logos | **Color** | Fonts | Size and Logo Usage | Photography themes



RGB 255 Red



#Ff0000

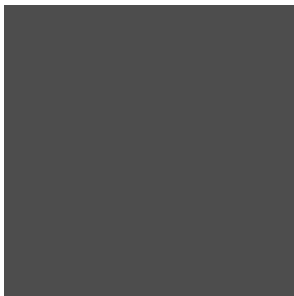


Pantone 485 C



CMYK Y100/M100

This colors are intended exclusively for print applications



R77/G77/B77



#4D4D4D



Pantone Neutral Gray 11 C



CMYK 90

Our Brand

Logos | Color | **Fonts** | Size and Logo Usage | Photography themes

pinta
Miami

pinta
Lima

pinta
BAphoto

ART WEEK
pinta
Panamá

ART WEEK
pinta
Medellín

ART WEEK
pinta
Santo
Domingo

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

Logos | Color | Fonts | **Size and Logo Usage** | Photography themes



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.



Digital use

100 px width / JPG, PNG, SVG, GIF

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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.

✓

pinta

✓

pinta

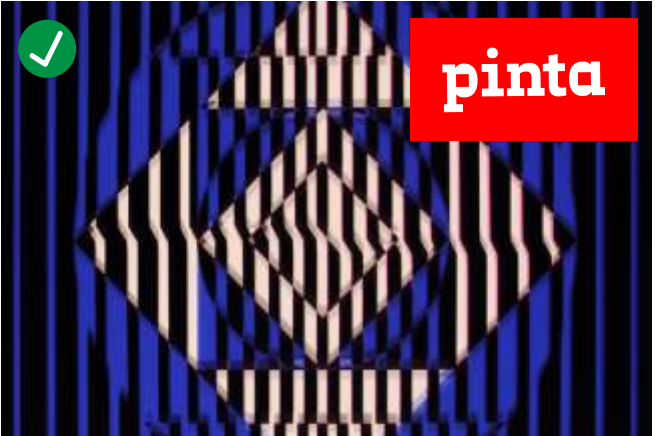
✗

pinta


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✓




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✓



✗



Our Brand

Logos | Color | Fonts | Size and Logo Usage | **Photography themes**



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