

Brand guidelines

How to use Santo Pane and Riserva logos, colors and voice.

Brand system

Santo Pane is the mother brand and always occupies the first plane. Riserva is the keeping register, consistently endorsed and subordinate. Luxury is expressed through precision, space and time — never excess.

Official logos

The pack contains the essential Santo Pane and Riserva logos in vector and raster files where available, organized for immediate use. Download essential brand pack: <https://santopane.com.br/press/assets/santo-pane-brand-assets.zip>

Clearspace

Use the height of the fleur-de-trigo as unit X and keep at least 1X clear space on every side. Never place text, borders or other elements inside this area.

Minimum size

A definitive minimum size has not been approved yet. Request validation for small applications and never reduce the logo until legibility or detail is compromised.

Official palette

HEX values come from the design system tokens. Santo Pane uses Ink, Olive, Flour, Paper and Brass; Riserva uses Navy, Beige, Paper and Brass. Santo Pane: ink #23211E, inkSoft #34312C, olive #3B4A2C, oliveDeep #2C3821, flour #F5F2EA, flourWarm #EDE8DB, paper #FBFAF5, brass #9C7C4D, brass-Deep #836841, brassPale #C4A26B, stone100 #EFEBE1, stone200 #DED8C9, stone300 #C7BFAC, stone400 #A79E89, stone500 #837A66, stone600 #5E5747, stone700 #423D32, success #5A6B3C, error #8C3A2B, info #3C4A63. Riserva: navy #1C2A40, navySoft #27374F, brass #9C7C4D, brass-Forno #BD995E, beige #E6E2D6, ink #23211E, paper #FBFAF5, fornoSurface #182539, fornoRaised #213048, fornoSunken #111B2C, fornoLine #2C3A52.

Typography

Bodoni Moda is reserved for display headings. Mrs Eaves is the approved support face for licensed applications; the font is not redistributed through this kit. Uppercase descriptors use 0.18em or 0.32em tracking.

Photography and art direction

Use natural, directional and warm light from a single source, with soft shadows. Dark wood, raw linen, stone, flour and matte brass shape the visual world. Favor crumb, steam, hands and the cut, with negative space. Do not use stock, hard flash, HDR, food-blog flat lays or a logo over the image.

Motion

Motion is rare and functional: lamination, cutting, steam and fermentation in patient shots. Use opacity and position transitions, honor prefers-reduced-motion and avoid bounce, spring, decorative parallax, spinning logos or kinetic typography.

Santo Pane voice

Elegant, precise and mature. It speaks of time, technique and craft without excitement. It favors a well-stated fact over a superlative and never uses gourmet, delight, amazing, alpine language or a terroir claim.

Riserva voice

More solemn and ceremonial, connected to keeping, curing, gifting and vintage. It remains restrained and subordinate to the house voice; it never turns brass, rarity or heraldry into ostentation.

Co-branding and partnerships

Preserve clearspace and equivalent visual weight between partners without altering the files. Santo Pane remains legible as the origin; Riserva appears only when the partnership belongs to the keeping register. Every new composition requires approval before publication or production.

Usage approval

For physical applications, small sizes, co-branding, special production or uses not covered here, send the piece through the official contact before production. <https://santopane.com.br/en/contact>

Do

Use the official files from this kit, without redrawing.

Place the logo over backgrounds with sufficient contrast.

Respect Santo Pane's Ink, Olive, Flour, Paper and Brass palette and Riserva's Navy, Beige, Paper and Brass palette.

Always capitalize "Santo Pane" and "Riserva".

Don't

Do not distort, rotate or change the logo proportions.

Do not swap official colors or apply gradients.

Do not create new lockups or combine brands beyond the officially supplied files.

Do not place the logo over low-contrast photos.