



Corporate identity manual  
and specifications documents



## Corporate identity manual and specifications documents

This manual serves as a guide to the use of  and is a unique reference for determining its image.

The brand goes beyond a merely graphic presence and its character is conveyed in each of its applications. Therefore, the examples serve as a sample of the  philosophy, which must be aimed to be followed in order to incorporate and unify one single image without the location of the establishment being significant.

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For any questions or suggestions, please contact



[info@tierradesabor.es](mailto:info@tierradesabor.es)



is a registered mark of the Instituto Tecnológico Agrario de Castilla y León (ITACYL)  
Dirección: Ctra. Burgos Km. 119 - FINCA ZAMADUEÑAS  
47071 - Valladolid



Corporate identity manual  
and specifications document

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USE OF THE LOGO

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APPLICATIONS



## Corporate identity manual

### USE OF THE LOGO

- .05 Logo
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- .09 Incorrect uses and minimum sizes
- .10 Protection area

Logo on a white background



B&W logo on a white background



Logo on a black background



\* All products must use the Heart of Spain logo mentioning Castilla and León with the exception of those belonging to the wine and meat producing sectors which will use it without Castilla and León with two unique exceptions: P.G.I. Wine from Castilla and León and P.G.I. Roast suckling pig from Castilla and León, which will follow the general regulations.

Logo on a white background



B&N logo on a white background



Logo on a black background





PANTONE 116 C  
C0 M19 Y98 K0  
R242 G204 B7



PANTONE PROCESS BLACK C  
C0 M0 Y0 K100  
R0 G0 B0



PANTONE 485 C  
C0 M100 Y95 K0  
R211 G0 B24



Unique font for all applications of the brand.

# AaBbCcDdEeFf0123456

## Din Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Din Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Din Medium

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Din Bold

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Din 1451 Std Engschrift

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## ITC New Baskerville Roman

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## ITC New Baskerville Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



Incorrect uses



Minimum acceptable sizes

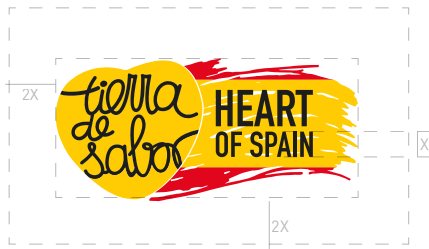


20 mm  
for printing



100 px  
for screens

Minimum space to be used  
when using the logo.






## Specifications documet

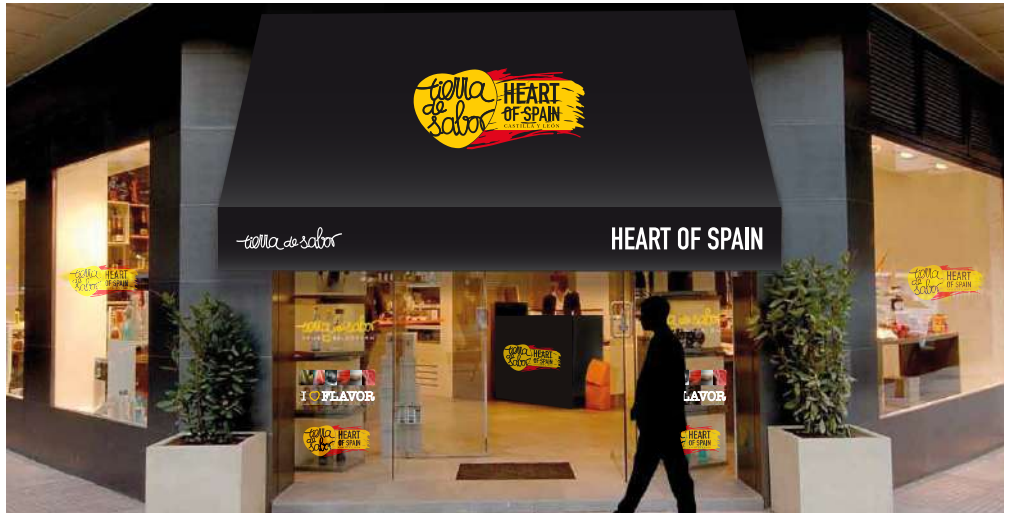
### ÍNDICE

- .12 Exterior facade
- .13 Sales area
- .18 Tasting area
- .19 Signage


The design of the entrance and the shop windows will be integrated with the rest of the premises and will be in line with the aesthetics, identity and colour of "Heart of Spain" and "Tierra de Sabor". As the focus, the  brand will always stand out when viewed from outside. In this way, it will be possible to take advantage of public recognition "Tierra de Sabor". The facade, whenever the regulations and technical possibilities allow it, shall be black.

The inscription on the glass will consist of vinyls with the mark  and  , as well as decoration on the awning and smaller canvas as in the image below.

I ♡ FLAVOR



The SALES AREA is the first thing the customer should encounter upon entering. It will thus be set up as an initial showcase, the aim of which will not only be to provide the necessary service, but also to convince the visitor that it they are entering a location of unquestionable gastronomic quality and desing.

The WALL will function as a link between all the  premises, an exhibitory element with a markedly decorative character that will enhance the quality of the "Tierra de Sabor" product.



**Lighting.**

The lighting system in the sales area will be carefully studied in order to achieve a colour and natural light that does not alter the physical appearance of the products. The lighting in the sales area shall be warm.

The interior shelves shall be illuminated by means of a point or linear system of warm light LEDs in accordance with the needs and the specified design.



**Wine bar**

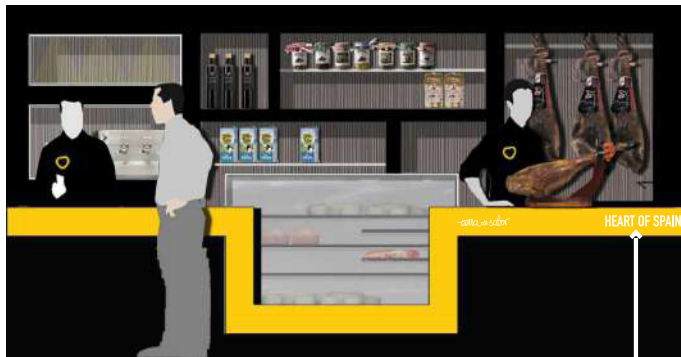
A fundamental staging element in the project, which will have its own character.

The wine bar will be accompanied by a map of the geographical areas of the quality marks of Wines of Castilla y León that will reinforce this space and will serve as a backdrop to marketing of their wines explaining the origin of each of them.



**BAR AREA - COUNTER**

The design of this area, in establishments that integrate sale and tasting, shall be fully consistent with the rest of the location..



Inside the bar used as the sales area and always within the design that we specify for each location, it shall be possible to house a cold storage room within the design of the bar itself, with a change in level created to delimit this area.

HEART OF SPAIN

Unfilled engraving of the logo on a bar built with KRION or similar material.

The front thickness of the bar shall be 12 cm. and the upper base approximately 58-60 cm.



The height of the bar and/o counter in the sales area will be the same as in the rest of the store: 110 cm.





**BAR AREA - COUNTER**

Alcoholic beverages shall be covered by the various cabinets with smoked doors to the rear of the bar.


The cabinets for the wine bar shall have a door with a button and smoked glass, with consistency throughout the entire wine bar.



The **beer tap** shall be integrated into a side cabinet, so that it is not overly visible upon entry and when moving around the premises.



**TASTING AREA**

This is an element that will lend meaning and boldness to the establishment, becoming one of the characteristic pieces of .

A strip of the material marked in the Specifications Document in yellow shall run throughout the establishment. Thus, it will confer unity and link the SALES AREA, which is more open to the public, with the TASTING AREA.



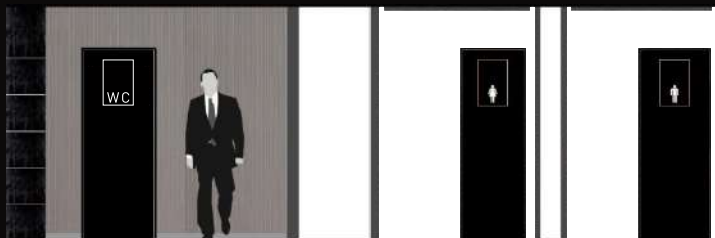
## WC

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The wall material and the design of the doors will be in line with the modern character of the rest of the premises.

The doors shall be made of panelled wood varnished in a matte black coating with the inclusion of a vinyl according to the design specified in the plans.



## SIGNAGE

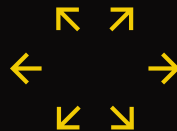
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### EXIT

## DISPLAYS

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The DIN font in white or Pantone 116 C shall be used for any display within the establishment.







## Corporate identity manual

## APPLICATIONS

All the applications in this manual are prototypes and the final production does not have to be exactly the same as the proposed example

No weights, textures or finishes are determined, which must be in accordance with the quality of the  products.

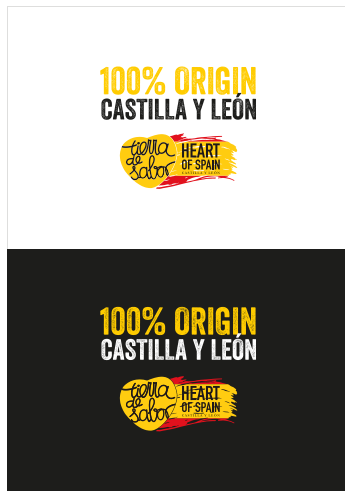
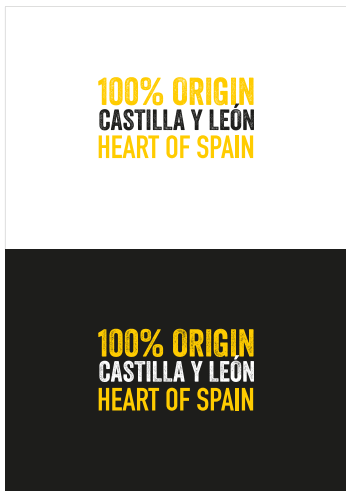
However, these samples must serve as inspiration for the implementation of the  brand for any graphic purposes.



## Corporate identity manual

## APLICACIONES

- .22 100% origin
- .23 Bags
- .24 Headers for social media
- .25 Shirt
- .26 T-shirt
- .27 Folder
- .28 Gift tape
- .29 Chef
- .30 Order pads
- .31 Cups
- .32 Ice bucket
- .33 Apron
- .34 Bottle cooler
- .35 Vacuum pack A
- .36 Vacuum pack B
- .37 Squared product pack box
- .38 Case for ham
- .39 Graphic example of a warehouse door
- .40 Gráfica filosofía establecimiento
- .41 Establishment philosophy graphic  
SALES AREA - 'WALL'
- .42 Hat
- .43 Sheet and envelope
- .44 Timetable
- .45 Place mat
- .46 Wine map
- .47 Snacks
- .48 Table module
- .49 Packaging for wine: bag
- .50 Packaging for wine: box
- .51 Paper
- .52 Charcuterie paper
- .53 Stickers
- .54 Horizontal stickers
- .55 Exterior board
- .56 Price holder
- .57 Coaster
- .58 Recommended product
- .59 Tasting programme
- .60 Tapas promotion
- .61 Chef's Corner
- .62 Roll-up
- .63 Generic labelling
- .64 Gourmet suggestions
- .65 Stamp and ticket
- .66 Cards
- .67 Home delivery card
- .68 Gift card
- .69 Impulse goods
- .70 Awning and shop window
- .71 Discount coupon
- .72 Billboard 2 formats
- .73 Vehicle













460 mm

230 mm

330 mm



Calle del Sabor, 27  
47008 Valladolid  
tlf. +33 1 54 20 45 38  
info@heartofspain.com



[www.heartofspain.com](http://www.heartofspain.com)



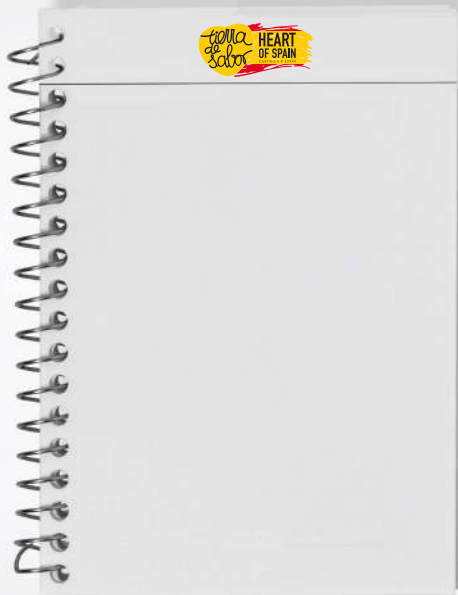
**HEART OF SPAIN**

**HEAR**

*tierra de sabor*

*or*

















A. Generic corporate stickers on the outside of the pack.



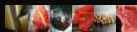
B. Rigid label inside the pack.







WE ARE THE PROUD  
CUSTODIANS  
OF THE FINEST  
SPANISH FOOD  
*tierra de sabor*

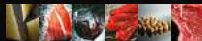


I ♡ FLAVOR

tierra de sabor

OFFERS YOU  
THE BEST FOODS  
FROM CASTILLA Y LEÓN.

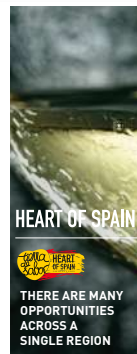
THE BEST BREAD, THE FINEST SAUSAGES,  
THE MOST DELICIOUS MEATS,  
THE MOST GENUINE CHEESE,  
THE HIGHEST QUALITY WINE.  
ENJOY THEM WITH



I ♡ FLAVOR



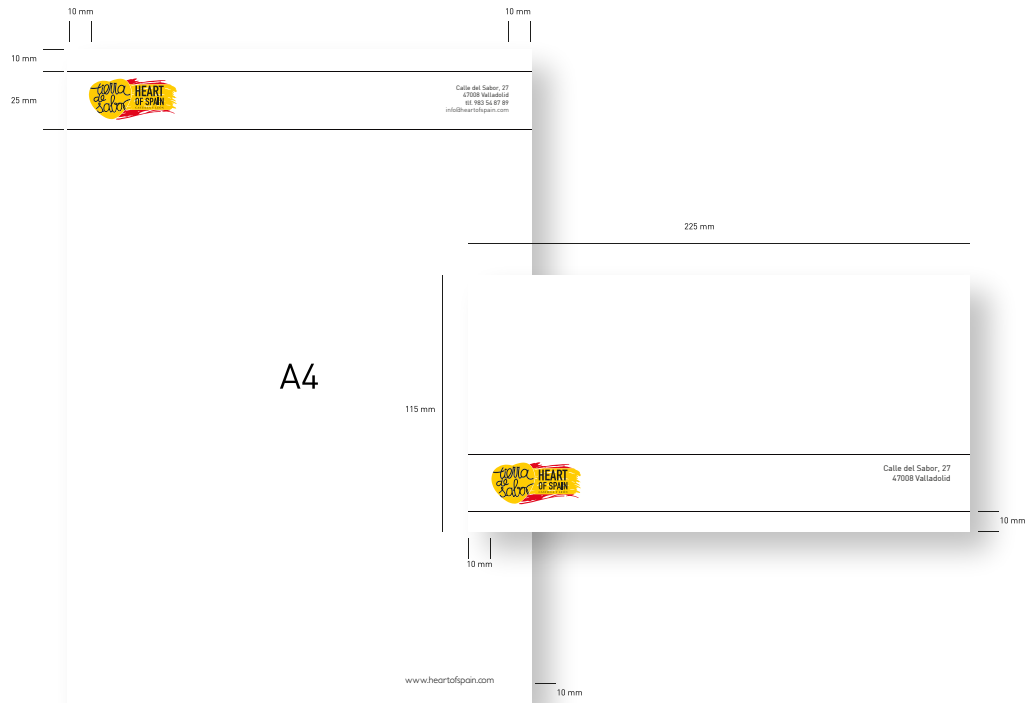
BLIND PANELS BEARING IMAGES



WINE BAR







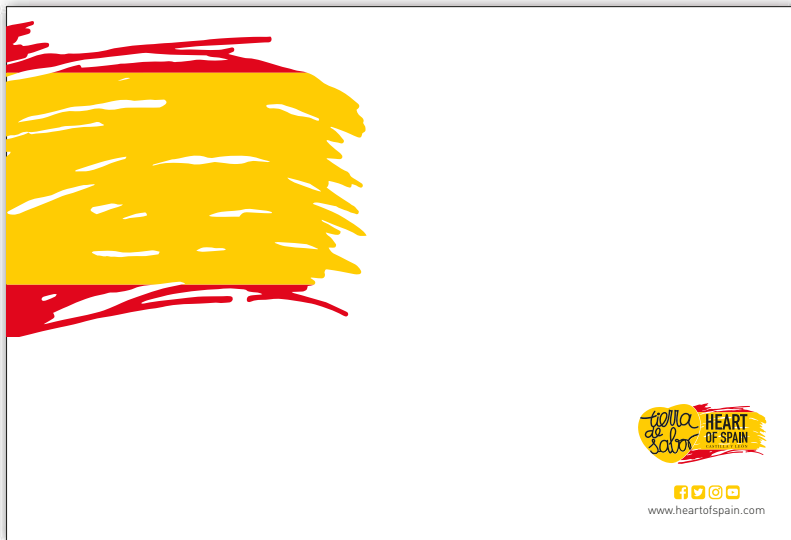


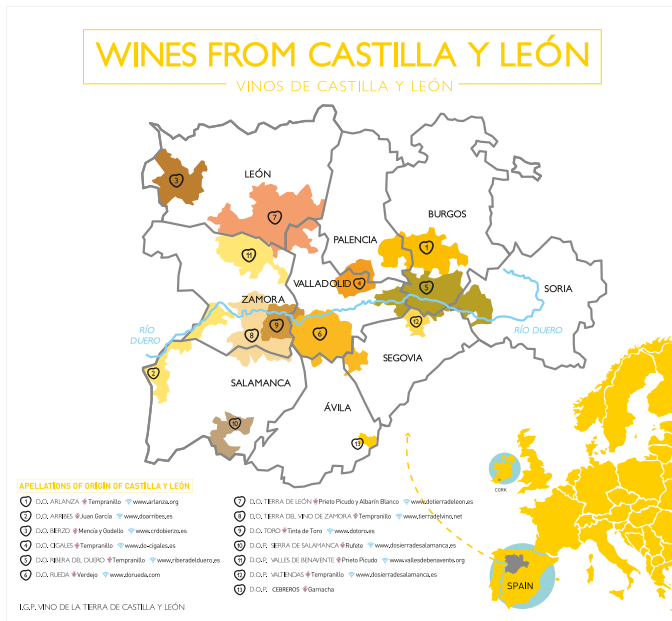
# BUSINESS HOURS

From Monday to Friday,  
08.00 H. to 23.30 H.

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Saturdays, Sundays and Holidays,  
10.00 H. to 00.00 H.







# MINUTE

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Cecina de León Tierra de Sabor



Remolacha Tierra de Sabor



Cochinillo de Segovia  
Marca de Garantía



Tarta de miel de Sabor de  
Zanahoria y Requesón con  
Miel de la Infanta y frutos secos

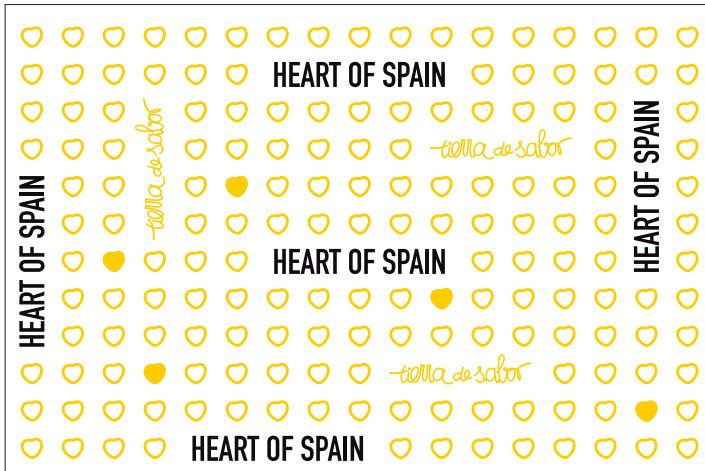


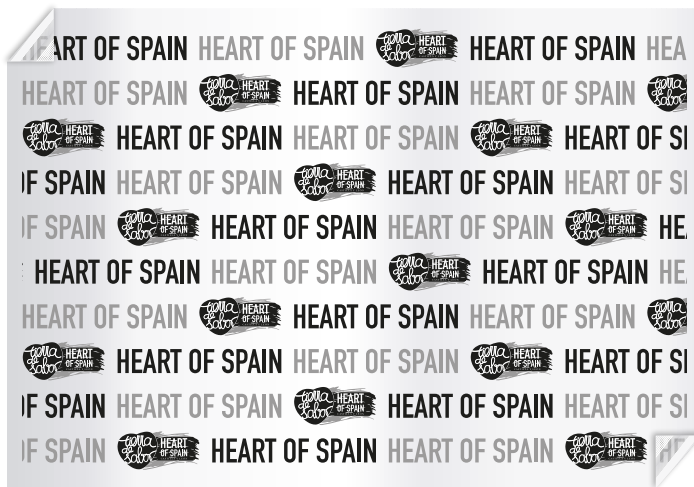












Aluminium or silver foil printed in one ink (Pantone Process Black C)

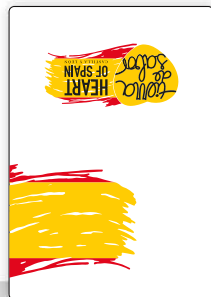
7cm



10 cm

bag and gift stickers

product stickers









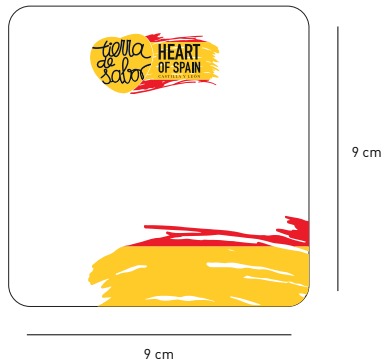
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SEMI-CURED  
CHEESE

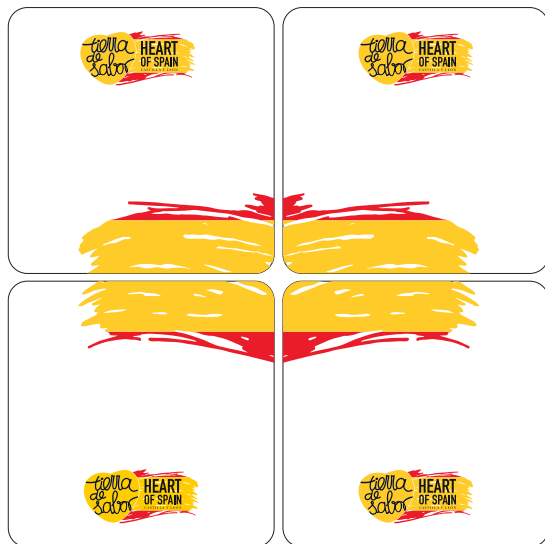
**13** euros/LB



A



B



# Recommended **PRODUCT**



HEART OF SPAIN

**botta de sabor HEART OF SPAIN**

# Tasting THURSDAY

21:00 h Jueves de catas **15 euros**  
25 plazas Venta anticipada **12 euros**

|            |  |            |                               |
|------------|--|------------|-------------------------------|
| 12 febrero | VI CABALLERO ROJO<br>BODEGAS GORDONZILLO | 14 febrero | CASCAJARES<br>CILLAR DE SILOS |
| 13 marzo   | DIAPYNA<br>RED BOTTLE                    | 16 marzo   | CARNE DE CENIZA<br>D.O IGUALS |

**HEART OF SPAIN**





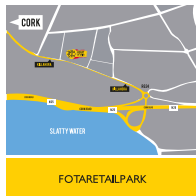


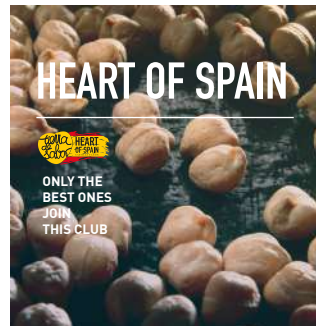
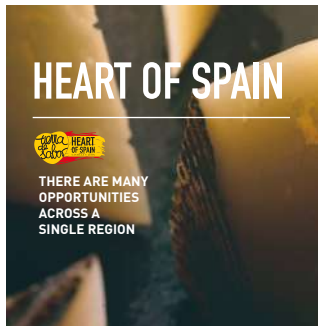
I R E L A N D



info@heartofspain.com  
www.heartofspain.com

**100% ORIGEN**  
**CASTILLA Y LEÓN**  
*tierra de sabor*





# Gourmet **SUGGESTIONS**



HEART OF SPAIN





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Calle del Sabor, 27  
47008 Valladolid  
B-63538640



Calle del Sabor, 27  
47008 Valladolid  
B-63538640

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Ref: 000000

| Product | Price |
|---------|-------|
|---------|-------|

---

|        |       |
|--------|-------|
| AMOUNT | 00.00 |
|--------|-------|

---

Thanks for sharing the flavor!





DO YOU LIKE OUR PRODUCTS?  
DO YOU WANT US TO  
SEND THEM HOME?

GIVE US A CALL OR SEND US AN EMAIL  
AND WE WILL EXPLAIN HOW TO DO IT.  
IT'S VERY EASY.



[www.heartofspain.com](http://www.heartofspain.com)  
[info@heartofspain.com](mailto:info@heartofspain.com)  
+33 65221521533

FOTARETAILPARK

21 cm

10 cm

SOMEONE  
**WANTS**  
YOU TO JOIN  
THE **CLUB**

GIFT CARD

**50€**



Calle del Sabor, 27 tlf. 983 54 87 89  
47008 Valladolid

Selection of  
**TEMPTATIONS**



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TEMPTATIONS 1 - xx euros

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TEMPTATIONS 2 - xx euros

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TEMPTATIONS 3 - xx euros

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TEMPTATIONS 4 - xx euros


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TEMPTATIONS 5 - xx euros

HEART OF SPAIN







# DISCOUNT VOUCHER



FOTARETA PARK

— The best selection —

| WINE  | CHEESE  | CURED MEATS   | SWEETS  |
|---|---|---|---|
|  |  |  |  |

**100% ORIGEN** EXCLUSIVE SALE OF PRODUCTS *tierra de sabor*

SHOW THIS VOUCHER AND GET A

**10% DISCOUNT**

FOR PURCHASES OVER 15 EUROS



The billboard advertisement is divided into several sections. At the top left is the logo for 'tierra de sabor HEART OF SPAIN CASTILLA Y LEÓN', which includes a yellow heart shape with the words 'tierra de sabor' in a script font and 'HEART OF SPAIN CASTILLA Y LEÓN' in a bold, sans-serif font. Below the logo is a horizontal strip of five small images showing various food products: cheese, a cured ham, a glass of wine, red peppers, and a plate of nuts. To the right of the logo is a stylized map of the region, with a yellow path leading from 'CORK' to 'EXIT 3'. The map also shows 'KILLAGHODA' and 'SLATTY WATER'. A yellow banner at the bottom of the billboard contains the text 'THE QUALITY SEAL FOR CASTILLA Y LEÓN 'S FINEST FOODS'. Below the banner is the website address 'www.heartofspain.com'.

**tierra de sabor HEART OF SPAIN CASTILLA Y LEÓN**

**FOTARETAILPARK EXIT 3**

**CORK**

**SLATTY WATER**

**THE QUALITY SEAL FOR CASTILLA Y LEÓN 'S FINEST FOODS**

[www.heartofspain.com](http://www.heartofspain.com)





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