MADRID TOURS & MORE

Brand sheet · madridtoursandmore.com · sister brand of Madrid Live

Logo lockup





Badge + wordmark + strapline. Use **on-light** on white/cream, **on-dark** on navy or photos. Never recolour the wordmark or restack the elements.

Badge



The Madrid bear & madroño tree (El Oso y el Madroño) in white on sea-blue, rounded square. Used as the favicon, app icon and standalone mark. Files in **Brand/Badges/**: **mtm-badge.svg** plus PNG at 64 (favicon), 256 (app-icon), 512 (social-media) and 1024 (hi-res).

Colour

Sea
#0B5E8A

Coral
#E8662A

Navy
#143A4E

Coral soft
#F0997B

Cream
#F5F2EB

Typography

ANTON – headings & wordmark

Inter — body, UI & captions (400 / 500 / 600 / 700)

TOURS · ATTRACTIONS · EXPERIENCES · MUSEUMS · DAYS OUT

Usage

- Keep clear space around the lockup equal to the badge height.
- Wordmark is always **MADRID** in sea (or white on dark) + **TOURS & MORE** in coral. Never all-one-colour.
- Badge sits left of the wordmark; do not separate the strapline from the wordmark.
- Minimum lockup height 28px on screen. Below that, use the badge alone.
- Do not recreate the badge — always use the supplied SVG/PNG.