



Company / Organization Information:

Paño is a Latino rave band. They incorporate their Latino culture into their awesome trap music, making it a unique experience. The predominant culture in this genre is American, and having their Latino flares sets them apart from all the other artists.

Concept Brief:

The color on the "n" creates a focal point on the "ñ", showing that it has Latino roots. There are lots of clean, flowing lines to show how they're music brings out the simple pleasures in life. The simple script allows it to be stylish, and still super readable.