



Corporate Identity Manual

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Introduction

An organisation projects its image with the way it communicates, both to the outside and to the people who integrate it. The style, the formal coherence and the consistency in a company's communications define its personality, the corporate identity that outlines a company within the world of business and market services.

The objective of this manual is to describe Ineco's corporate identity in a neat and unambiguous way, and to explain how this identity must be developed in every piece of communication.

This manual intends to normalise and homogenise the graphic parameters to use by every person in charge of representing Ineco's image. It must be carefully read and understood before the application of any content of the identity.

When properly applied, this manual guarantees an homogenous, attractive and easily identifiable image, and optimises the efficacy of the company's communications.

1 • Basic identity elements

1.1 BRAND

1.1.1 Logo

1.1.2 Main graphic brand

1.1.3 Secondary graphic brand

1.1.4 Complementary graphic brand

1.1.5 Graphic brand construction

Corporate standards

The corporate standards establish the appropriate use of Ineco's brand.

These pages define symbols and attributes for the visual identity: brand, integration, black and negative versions, colours and typographies.

Ineco is established in the sector thanks to a single brand that has consolidated it and is recognisable everywhere the company has worked and in all its range of services.

1.1.1 Logo

The logo chosen to divulge the brand Ineco is based on Corbel, a sans-serif typography that enhances the values of innovation, technology and modernity that we want to associate to the brand.

The sans-serif font implies values related to engineering like rationality and balance.

The visual identity of Ineco is completed with the symbol.

The stripped Cube is a symbol that recalls the evolution and the steadiness of the company. It shows a total symmetry, the analysis of all the elements and all the solutions. Its “growing” construction recalls the challenges the company has taken on in its new stage of international spread. A new stage of evolution and opening. An evolution to a “lighter” and “more flexible” company, a company adapted to the client in each market and sector to offer the best solutions.



1.1.2 Main graphic brand

This page shows the brand in its corporate colour, in which it should be used when possible.

A different model is included in case the corporate identity needs to be delivered in black and white.

Positive version



Negative version



1.1.3 Secondary graphic brand

We provide examples of the brand on grey Pantone 7545C as secondary colour. Mustard Pantone 457C and stone Pantone 7528C will be used as complementary.

The use of the complementary logos will be preferably reserved for publicity or editorial needs.

Pantone 3155C



Pantone 7545C



Pantone 457C



Pantone 7528C



1.1.4
Complementary graphic brand

The use of these versions are strictly limited to advertising publications and editorials.

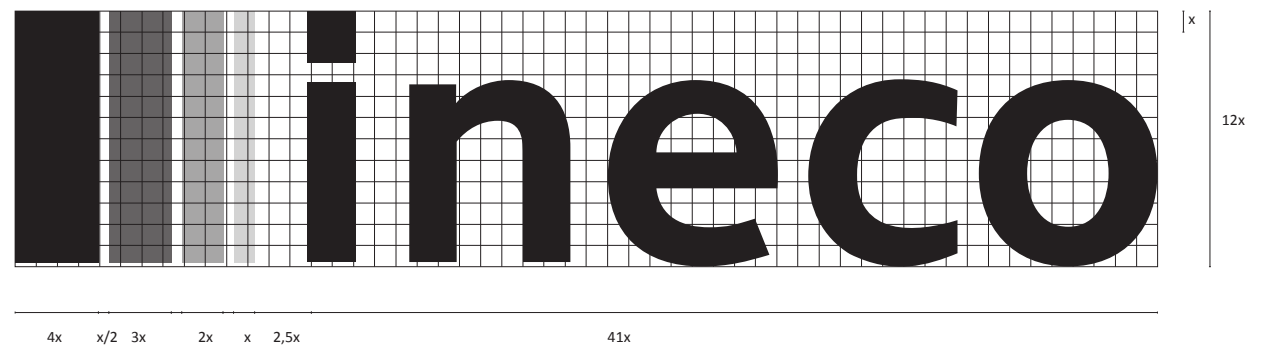
Positive version



Negative version



1.1.5
Graphic brand construction



1.2 BRAND RULES OF USE

1.2.1 Protection zone and minimum reduction

1.2.2 Chromatic use: Brand over corporate colour backgrounds

1.2.3 Chromatic use: Brand over black and white backgrounds

1.2.4 Chromatic use: Brand over other colour backgrounds

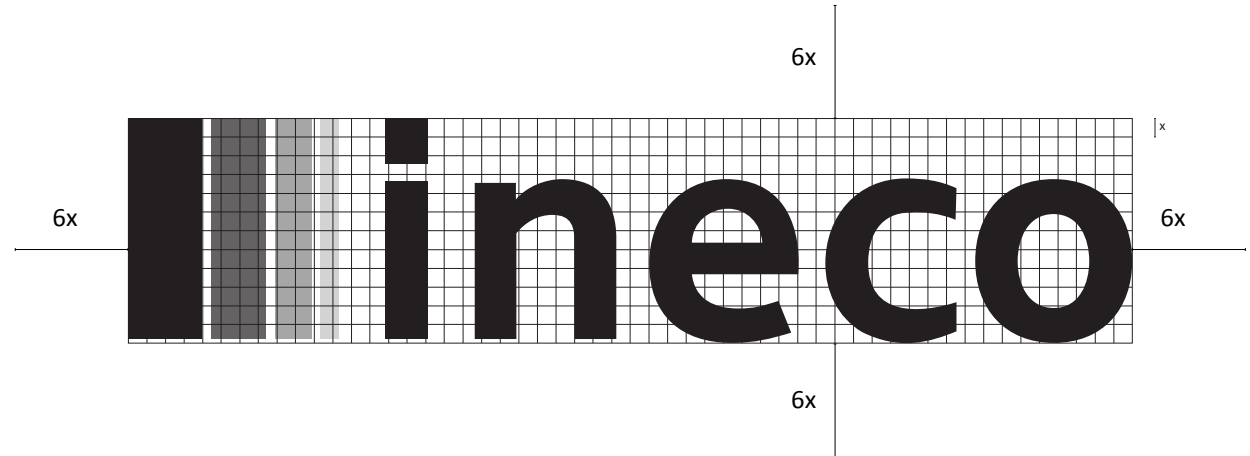
1.2.5 Incorrect uses

1.2.1 Protection zone and minimum reduction

To guarantee the legibility of the brand and its independency from other elements that could share visual space, we present in this page the minimum

margins of the protection zone and the smallest sizes in which the brand can be produced on digital and printed media.

Protection zone



Printed media



Digital media



1.2.2

Chromatic use: Brand over corporate colour backgrounds

This page shows how the brand must be used over corporate colour backgrounds, using the different versions (corporate color, black and negative) depending on each case.

Positive logo



Background: Pantone 3155C < 40%



Background: Pantone 7545C < 40%

Negative white logo



Background: Pantone 3155C 40%-100%



Background: Pantone 7545C 40%-100%

1.2.3

Chromatic use: Brand over black and white backgrounds

This page shows how the brand must be used over black and white backgrounds, using the different versions (black and negative) depending on each case.

Positive logo



Background: Black < 40%



Background: Black < 40%

White negative logo



Backgrounds: Black 40%-100%



Background: Black 40%-100%

1.2.4 Chromatic use: Brand over white backgrounds

As a general rule, the brand must never be displayed over a background that could reduce its visibility. Depending on each case, the brand must be used in its corporate colour or in negative.

Positive logo



Background: Pantone 457C < 40%



Background: Pantone 7528C 0% -100%

Negative white logo



Background: Pantone 457C 40%-100%



Background: Pantone 7545C 40%-100%

1.2.5
Incorrect uses

Then brand must always be displayed following the corporate criteria stated in this manual. The chosen colours and proportions will never be altered.

Incorrect



Correct



1.3 TYPOGRAPHY

1.3.1 Typography for internal use

1.3.2 Corporate typography

1.3.1

Typography for internal use

The typography to use for internal duties will be Calibri, a sans-serif font with great legibility.

Calibri Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Calibri Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Calibri Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

1.3.2 Corporate typography

Corbel will be the usual typography linked to the brand in its applications.

It inspires the brand Ineco. It's modern, sans-serif and easy to read.

Corbel Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Corbel Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Corbel Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Corbel Bold Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

1.4 COLOR

1.4.1 Corporate colour

1.4.2 Complementary colours

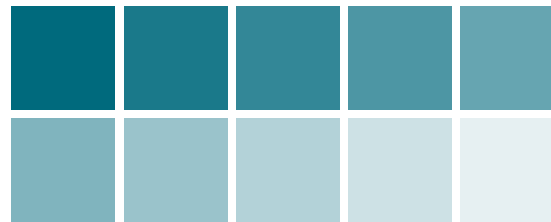
1.4.1 Corporate colour

Colour is an essential component of Ineco's visual identity, and contributes to standardise the company's communications.

We assemble in this page the various compositions and colour guides to guarantee the correct display of the brand in all kinds of platforms.

Pantone 3155C has been chosen as corporate colour.

Pantone 3155C



<i>CMYK/</i>	<i>RGB/</i>	<i>HTML/</i>	<i>RAL</i>
100	0	#006778	RAL 5021
10	103		
28	120		
47			

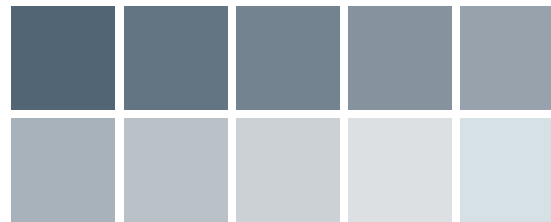
1.4.2 Complementary colours

The chosen complementary colours are Pantone 7545C, Pantone 457C and 7528C.

We assemble the different compositions of all the colours used to guarantee a good display of the brand in the different platforms.

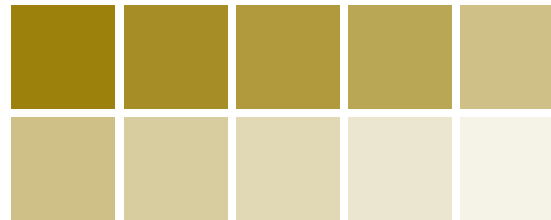
Pantone 7545C

<i>CMYK/</i>	<i>RGB/</i>
56	81
30	98
17	111
52	



Pantone 457C

<i>CMYK/</i>	<i>RGB/</i>
9	177
24	148
100	1
38	



Pantone 7528C

<i>CMYK/</i>	<i>RGB/</i>
5	202
10	192
17	182
15	

