



BASIC MANUAL OF CEPSA IDENTITY

This manual contains all the elements that make up the Cepsa identity.

This manual contains all the elements that make up the Cepsa identity. If you need more information about the brand uses or other sections, you should consult the complete Brand manual.

If you have any questions, please contact: brand@cepsa.com



WHO IS THIS MANUAL FOR?

This manual is for anyone who is part of Cepsa.

It is also for all those who, directly or indirectly, work with the brand: partners, suppliers, designers, distributors, etc.

We all share the responsibility for protecting and caring for our brand. If we work together, we will ensure Cepsa has a coherent, unified, strong, recognized and admired brand every day.

WHAT IS THIS MANUAL FOR?

This manual will help you understand the essence of the Cepsa brand. It will teach you about the brand idea that defines us, our values and our personality.

It will also help us ensure that the elements of our identity are correctly and consistently used in all our messages and points of contact.

This work is based on Cepsa's strategic plan. A strong and consistent brand helps us optimize the company resources and makes communication and marketing much easier.

This manual is an essential tool that will help maintain a strong identity always.

HOW SHOULD IT BE USED?

This document is in PDF format so it will be very easy to search for contents. Here you will find the basic guidelines that define Cepsa's visual and verbal style and how to implement them in multiple applications.

If you need additional information not found in this manual, please contact brand@cepsa.com

1. BASIC ELEMENTS

Logotype
Color versions
Color versions on backgrounds
Incorrect uses
Typeface
Color

1. Logotype



The basic elements help us build the Cepsa image.

If we use these elements correctly, we will convey and project a consistent brand image.

Summary of the elements:

- 1. Logotype**
- 2. Typeface**
- 3. Colors**

2. Typeface

Corporate

Flama Light
Flama Semibold

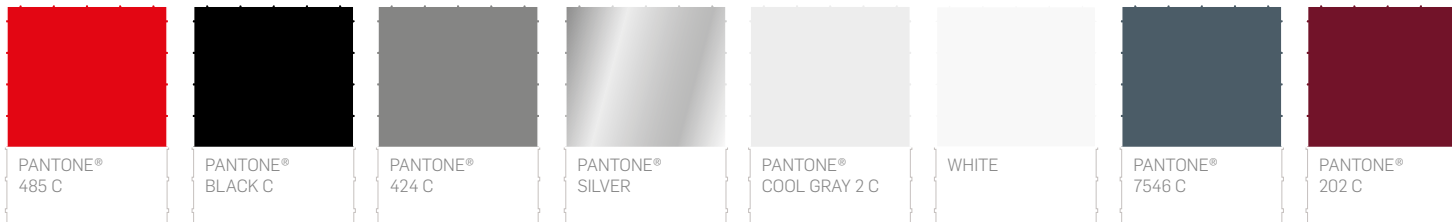
Sistem

Tahoma Regular
Tahoma Bold

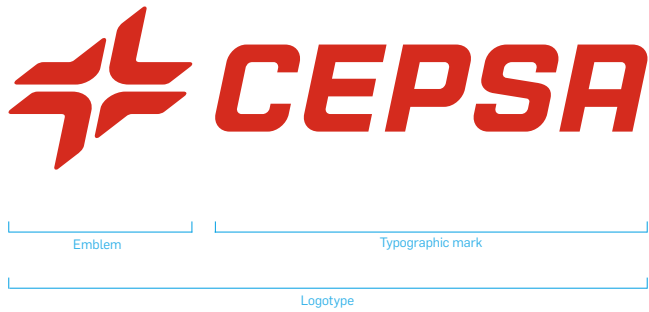
Display

Display Light
Display Bold

3. Colors



1. Primary version



Clear space



2. Vertical secondary version



Clear space

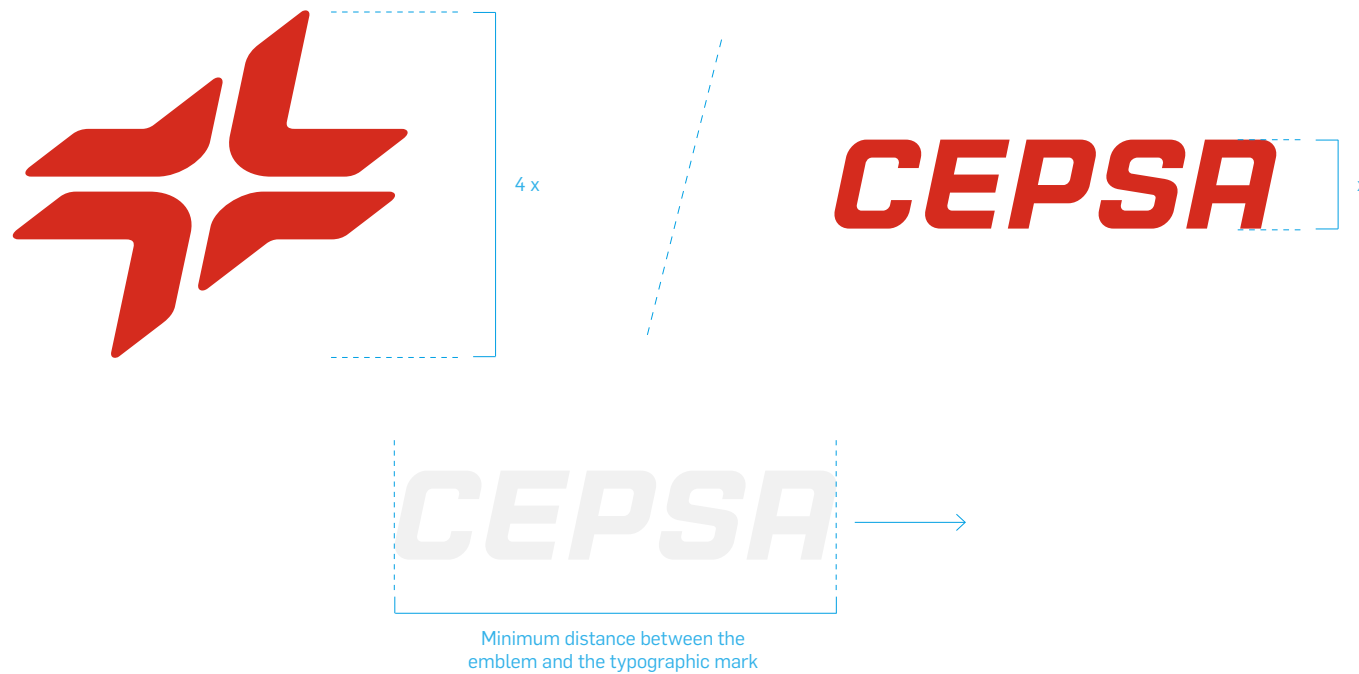


Logotype
Primary version

The Logotype is one of the basic elements of the Cepsa identity.

The primary and secondary version of our logotype is shown on this page. Our logo can be printed in different colors, but the primary version is the one shown on the left; logotype in red on a white background

Our brand now lives on bright, clean and technological backgrounds and red is the color accent that comes to life through our logotype.



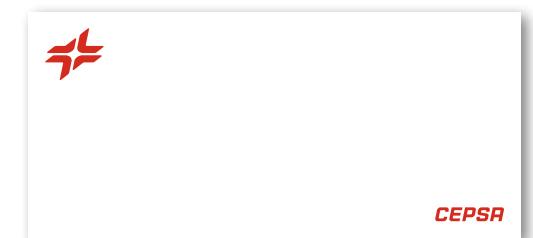
Logotype

Primary detached version

The detached version of the primary logotype allows more flexibility when using it as a sign-off because it is less rigid. For vertical pieces, it is acceptable to use the logotype in a bigger format without needing to resort to the secondary version.

The disconnection also allows you to give more prominence to the emblem and create greater identification with the Cepsa brand.

The proportions specified on this page must always be used for the detached version of the logotype. The emblem and the name must always be visible together on the same surface and should never be separated.



Example of a horizontal format.

Primary logotype attached



Primary logotype detached



Vertical secondary logotype



Although there is no maximum size for our logotype, it is important to delimit its reduction.

The minimum size for the attached version is 30 mm.

For the detached version, the minimum size is set by the height of the letter "A", which is 4 mm, as in the attached version. This is also the case for the vertical secondary version.

The word Cepsa should never be less than 4 mm in height.

The same guidelines apply to the versions in Chinese and Arabic.

Logotype

Using the different versions of the logotype

Applications	Attached logotype	Detached logotype
Stationery	●	
Literature	●	●
Advertising	●	●
Digital media	●	●
Audiovisual media	●	●
Email signature	●	
PowerPoint® Presentation	●	●
Office® documents	●	
Internal documents	●	
Signage	●	●
Stand, events	●	●
Uniforms	●	●
Merchandising	●	●
Vehicles	●	●
Product, Packaging	●	
Sponsoring	●	●
Service stations	●	●

- Principal applications
- Optional applications

The attached version should be used in all institutional applications, like stands, ephemeral architecture, merchandising, office materials, product identification and sponsorships, as well as on stationery and for digital media.

The detached version should be used in communication materials, advertising and leaflets or posters amongst others.

The table on this page shows how to use both versions of the logotype.

Attached logotype



Stationery



Merchandising



Digital media



Exhibition stand

Logotype

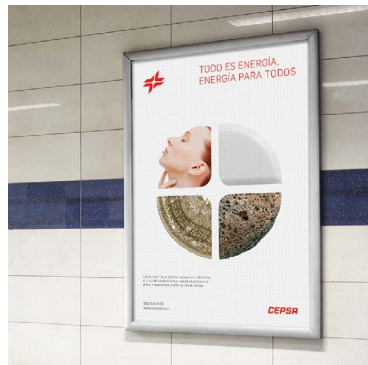
Example of how to use both versions of the logotype

On this page you can see examples of how to use the attached and detached versions of the logotype.

Detached logotype



Advertising



Advertising



Poster



Scientific publication

Note: The images in the examples are for reference only since they show Cepsa's photographic style. If you would like to use these photographs, you will need to acquire their license from the photographer or the image bank.

Cepsa has its own image bank containing a wide range of images of its various business areas.

<http://bancodeimagenes.cepsacorp.com>

If you need new images, please contact the Brand Office: brand@cepsa.com



1. Red version on a white background



2. Red version on a gray or silver background



3. Negative version on a red background



5. Silver version on a black background



6. Red version on a light image



7. Red version on a light image with graphic device



8. Red version on a dark image



9. Red version on a dark image with graphic device

Logotype Color versions

The logotype only exists in two color versions: red and black. It also has a negative version (white), which is used on a red background.

The primary version, which is the one that should be used in most applications, both print and digital, is red on a white background.

When using the logotype on photographic backgrounds, please ensure the logotype is reproduced to a good quality and is readable.

The use of images with a strong contrast must be avoided, as they may weaken the power of the brand and reduce its visibility, such as images with a strong presence of blue, green or orange.

To learn more about the incorrect uses of the logo, see the Cepsa identity manual.



Incorrect uses

The incorrect use of the logotype damages the impact of our communication, because it sends an inconsistent message to our audiences.

This page shows examples of how the logotype on backgrounds with images and graphic devices should not be used.

This page shows examples of how the logotype is used incorrectly:

1. Do not distort the logotype.
2. Do not rotate the logotype in any way.
3. Do not change the color.
4. Do not add gradients.
5. Do not recreate the logotype in a different typeface.
6. Do not use the logotype in line.
7. Do not add any effect.
8. Do not use the logotype in low resolution.
9. Do not use the logotype with shadowing.
10. The logotype must never appear crossed-out.
11. Do not apply the logotype in white on any other colored background other than those specified in this manual.
12. Do not apply the logotype in red on any other colored background other than those specified in this manual.
13. Never encase the logotype.
14. Do not use the logotype in negative in white or black.

FLAMA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Flama light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Flama light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890@#\$\$%&**

Flama Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Flama Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Typeface

The Flama corporate typeface

The Cepsa corporate typeface is Flama in the versions shown here.

Use it consistently, always respecting the typographic rules. This way you'll help strengthen the visual identity of the company and you will also contribute to its notoriety. The colors that we use are mainly white and gray, and red is always used as an accent and never a principal color. We can also use red and gray but only in office environments.

If you have design responsibilities and therefore need the Flama typeface, please contact the Brand Office: **brand@cepsa.com**

In the event an application needs to be seen by and shared with third parties who do not have our corporate typeface installed on their computers, you will need to use the Tahoma replacement typeface.

Abc



PowerPoint presentation

Tahoma Regular (Default font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:!?%&@€\$£¥

Tahoma Bold (Default font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:!?%&@€\$£¥

Typeface

Tahoma replacement typeface

For internal electronic media, like Microsoft® Office applications (e.g. PowerPoint) and web pages, the Tahoma replacement typeface is allowed.

The Tahoma typeface should only be used when its application needs to be seen by and shared with third parties who do not have our corporate typeface installed on their computers. In these cases it will be necessary to use the Tahoma typeface.

Important

The replacement typeface should never be used for professional applications or support media for printed communications.

Abc

Display bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*

Display light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890@#%&**

Examples of application

Optima
Diesel

Star
95

Auto
gas

Typeface

Display Typography

A new exclusive typography line to identify Cepsa products.

The Display typography should be used in the following cases:

- Products and services of EESS.
 - Other products (especially B2C) requiring prominence.
- This prevents excessive use of logos
- Products or services that are communicated extensively through points of contact that are very visible to the general public.

If you have design responsibilities and therefore, require Display typography, please contact the Trademark Office.
brand@cepsa.com

Origin



Color
Primary palette

White

Color is a determining differentiating factor.

Therefore, the correct use of color is very important for the success of our brand. White, red and grays are the colors that dominate the Cepsa visual identity.

Clear gray

Pantone Cool GRAY 2 C

Silver

Pantone Silver C

Dark gray

Pantone 424 C

Cepsa red

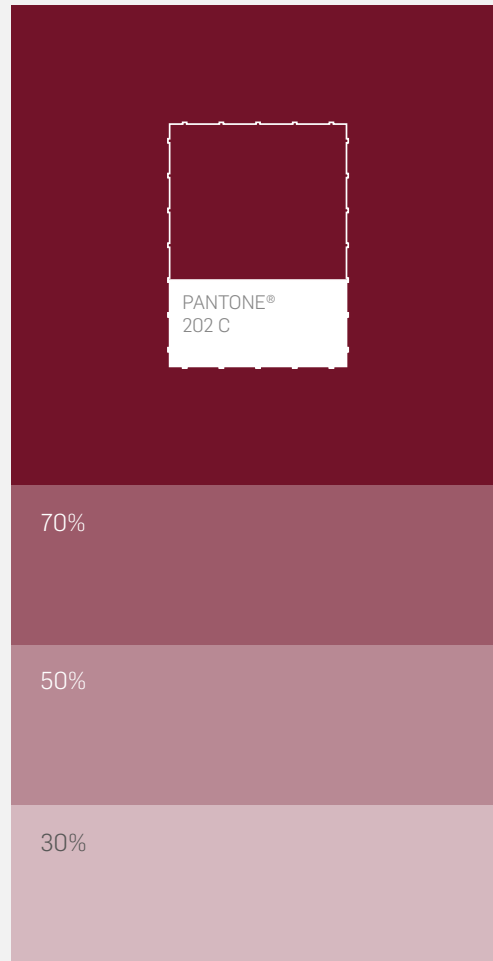
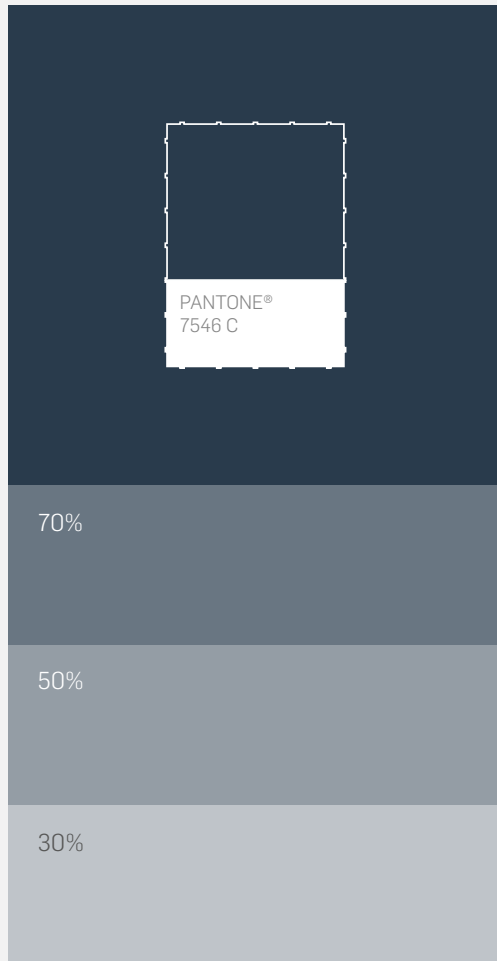
Pantone 485 C

Black

Pantone Black C

Color

Secondary palette



It is important to make proper use of the color palette. Not all colors are used in the same way or in the same proportion.

Secondary colors should be used moderately and only when necessary.

The secondary colors selected should be used in promotional and retail styles like posters and leaflets in commercial points of sales.

To learn more about the Cepsa visual styles, please refer to pages 115 to 119 of complete Cepsa identity manual.

Pantone®

It is the main reference for all printed applications. Whenever possible, use the Pantone® spot color..

RGB

Red, Green, Blue - colors used in monitors and scanners.

CMYK

Cyan, Magenta, Yellow, Key (black) – subtractive color model used in the four-color printing process

and in color printers.

HTML

It is used to define colors for web pages. Normally corresponds to RGB color specifications.

RAL

These references are used for industrial paints, industrial design and architecture.

NCS

These are used when the Pantone®

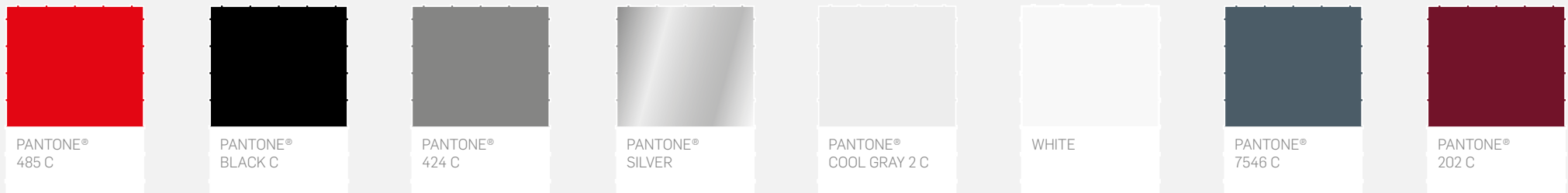
references cannot be interpreted. This may be the case of paint for industrial use (lacquered, plastic paint, etc.).

3M

Reference in adhesive vinyl.

Textil

XXX.



CO M100 Y100 K0	CO M0 Y0 K100	C60 M48 Y48 K15	—	C06 M04 Y06 K13	CO M0 Y0 K0	C63 M37 Y21 K57	C10 M90 Y55 K45
R213 G43 B30	RO GO B0	R108 G111 B112	—	R210 G208 B205	R255 G255 B255	R41 G59 B76	R114 G19 B41
HTML #D52B1E	HTML #000000	HTML #6C6F70	—	HTML #D2D0CD	HTML #FFFFFF	HTML #263746	HTML #8B2332
RAL K7-3020	RAL K7-9005	RAL K7-7037	RAL K7-9006	RAL K7-7047	RAL 9016	RAL K7-5008	RAL K7-3003
NCS 1080-Y80R	NCS 8502-R	NCS 5500-N	NCS Metálico	NCS 1502-Y	NCS S1002-G50Y	NCS 7502-B	NCS 4050-R
3M 100-368	3M 100-12	3M 100-1833	3M 100-2438	3M 100-11	3M 100-10	3M 100-112	3M 100-2400
Textil XXX	Textil XXX	Textil XXX	Textil XXX	Textil XXX	Textil XXX	Textil XXX	Textil XXX

If you have any queries regarding the content of this manual or you would like to ask a question, please write to:

brand@cepsa.com



April 2018

