



BASIC IDENTITY MANUAL CEPSA

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

If you need more information about any of the contents of this document or wish to see other sections that do not appear here, please see the full version of the identity 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, depend on the management and correct application of our 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 is a toolkit boiled down to a few pages containing the basic elements of our identity, helping ensure that they are applied correctly and consistently in all our messages and points of contact.

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, which will make it easy for you to search for the content you need at any moment.

Here you will find the basic guidelines that define Cepsa's visual style.

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

1. BASIC ELEMENTS

Introduction
Logo
Minimum size
Incorrect use
Typeface
Color

1. Logo



The basic elements help us build the Cepsa image.

If we use these items correctly, we will be able to convey and project a coherent brand image.

Summary of the elements:

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

2. Typeface

Corporate

Flama Light

Flama Semibold

Hero

Hero Light

Hero Bold

Display

Display Light

Display Bold

System

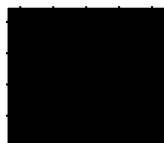
Tahoma Regular

Tahoma Bold

3. Colors



PANTONE®
485 C



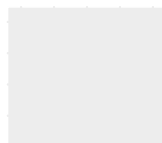
PANTONE®
BLACK C



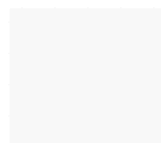
PANTONE®
424 C



PANTONE®
SILVER



PANTONE®
COOL GRAY 2 C



WHITE

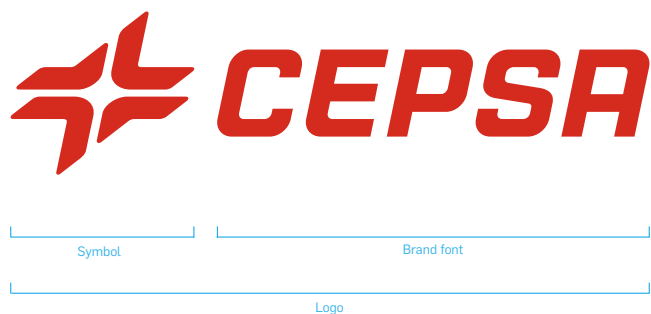


PANTONE®
7546 C



PANTONE®
202 C

1. Primary version



Padding



2. Vertical secondary version



Padding

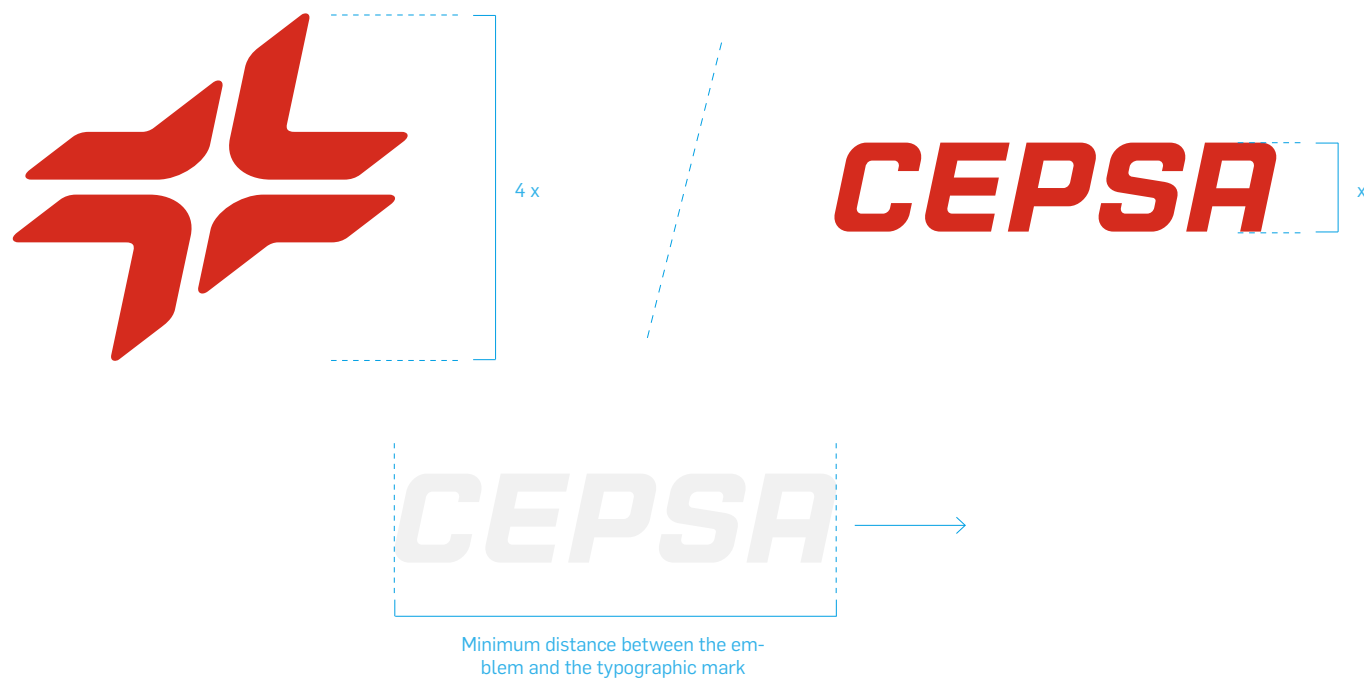


Logo Versions

The logo is one of the basic components of the Cepsa identity.

This page shows the primary and secondary versions, which can appear in various colors. The primary color version is the one shown on the left—red on a white background.

Our brand now appears on bright, clean, and high-tech backgrounds and red is the bright color that is transmitted through our logo.



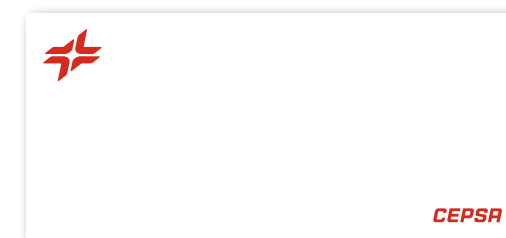
Logo

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 larger format without having to resort to the secondary version.

Detachment also allows you to give more prominence to the symbol and better identify the Cepsa brand.

The detached version of the logo must always follow the proportions specified on this page. The symbol and the name must always be visible on the same plane and are never separate.



Example of a horizontal format

Logo

Applying the different versions of the logotype

Applications	Attached version	Detached version
Stationery	●	
Literature	●	●
Advertising	●	●
Digital media	●	●
Audiovisual resources	●	●
Email signature	●	
PowerPoint© Presentation	●	●
Office© documents	●	
Internal documents	●	
Signage	●	●
Stand, events	●	●
Uniforms	●	●
Merchandising	●	●
Vehicles	●	●
Product, Packaging	●	
Sponsorships	●	●
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 logo, noting in red the scenarios covered in this manual.

Attached logotype



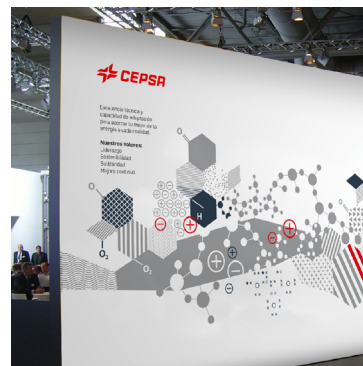
Stationery



Merchandising



Digital media



Fair stand

Logo

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 in order to demonstrate Cepsa's photographic style. If you want to use these photographs, you will have to acquire their licenses, either from the individual photographer or from the image bank.

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

<http://bancodeimagenes.cepsacorp.com>

And if you need new images, 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



4. Silver version on a black background



5. Red version on a light image



6. Red version on a light image with graphic device



7. Red version on a dark image



8. Red version on a dark image with graphic device

Logo

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 main color version, which is the one that should be used in most 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 strong contrasts 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.

For more information on proper logo use, check the Cepsa identity manual.

Attached primary logotype



Detached primary logotype



Vertical secondary logotype



Although no maximum size is set for our logo, it is important to define how much it can be reduced.

The minimum size for the connected version is 30 mm.

For the disconnected version, the minimum size is defined by the height of the "A," which is 4 mm, like in the connected 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.



Incorrect use

Incorrect use of the logo damages the impact of our communication, because it sends an inconsistent message to our audiences.

Only what is explicitly described in this manual is correct. Any variation of color, orientation, proportion or combination is incorrect and is therefore prohibited.

This page shows some examples of things that must not be done:

1. Do not distort the logo.
2. Do not rotate the logo in any way.
3. Do not change its color.
4. Do not add color gradients.
5. Do not recreate the logo using another typeface.
6. Do not use the logo in a line.
7. Do not add any kind of effect whatsoever.
8. Do not use the logo in low resolution.
9. Do not use the logo with shadow.
10. The logo should not appear crossed out.
11. Do not apply the logo in white on any background colors other than those specified in the manual.
12. Do not apply the logo in red on any background colors other than those specified in the manual.
13. Never put the logo in a box.
14. Do not use the logo in negative in black and white.

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

Flama corporate typeface

Cepsa's corporate typeface is Flama in the versions presented here.

Use it consistently, respecting the typography rules. This way, you'll help bolster the company's visual identity and contribute to the public's awareness of it. The colors that we use are mainly white and gray, and red is always used as an accent and never a principal color. Red or gray can also be used, but only in office environments.

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

In cases where an application has to be seen and shared by others who do not have our corporate typeface installed on their computers, you must use Tahoma instead.

Abc

CEPSA HERO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$%&*

Cepsa Hero Thin

Cepsa Hero Light

Cepsa Hero Regular

Cepsa Hero Semibold

Cepsa Hero Bold

Cepsa Hero Thin Slanted

Cepsa Hero Light Slanted

Cepsa Hero Slanted

Cepsa Hero Semibold Slanted

Cepsa Hero Bold Slanted

Typeface

Cepsa Hero Typeface

A new exclusive typography line to identify Cepsa products and services.

Cepsa Hero has a very recognizable design reflective of the Cepsa logo's DNA. This allows for a direct association between the parent brand and the product and service sub-brands.

Its clean design allows for graphic manipulation, so each sub-brand can have own distinct feel, while being based on the same origin.

Depending on business and communication needs, current sub-brands can be updated without losing their distinctive features.

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

Abc



PowerPoint presentation

Tahoma Regular (Default font)

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

Tahoma Regular (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:

- Service station products and services.
- Other products (especially B2C) requiring significant prominence. This prevents logo overuse.
- Products or services that are often the subject of communications at points of contact very visible to the general public.

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

Origin



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
Used to define colors for web pages. These usually correspond to RGB color specifications.

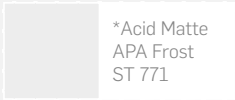
RAL
These references are used for industrial paints, industrial design and architecture.
NCS
These are used when the Pantone® references cannot be interpreted.

This may be the case of paint for industrial use (lacquered, plastic paint, etc.).
Textile
To apply color in textiles we will use the references TPX and TCX.

3M
Reference in adhesive vinyls.

Color
Color references

3M Transparent vinyl
This is the type of adhesive vinyl intended for use on glass or transparent surfaces.



This acid vinyl will be used on glass.

Primary Palette

 PANTONE® 485 C	 PANTONE® BLACK C	 PANTONE® 424 C	 PANTONE® SILVER	 PANTONE® COOL GRAY 2 C	 WHITE	 PANTONE® 7546 C	 PANTONE® 202 C
C0 M100 Y100 K0	C0 M0 Y0 K100	C60 M48 Y48 K15	—	C06 M04 Y06 K13	C0 M0 Y0 K0	C63 M37 Y21 K57	C10 M90 Y55 K45
R213 G43 B30	R0 G0 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 Metallic	NCS 1502-Y	NCS S1002-G50Y	NCS 7502-B	NCS 4050-R
Textile 18-1763 TPX	Textile 19-1111 TPX	Textile 18-4006 TPX	Textile 16-0000 TPX	Textile 14-4002 TPX	Textile 11-0601 TCX	Textile 19-4021 TPX	Textile 19-1555 TPX
3M 100-368	3M 100-12	3M 100-1833	3M 100-2438	3M 100-11	3M 100-10	3M 100-27	3M 100-2400
3M 3630-43	—	3M 3630-61	—	3M 3630-51	—	3M 3630-77	—

Secondary Palette

If you are unsure about the contents of this manual or want to ask any questions, please write to:

brand@cepsa.com



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