cype

contents

Brand

Clear area

Placement area

Logo

Monochrome

Corporate colours

Font

Using fonts

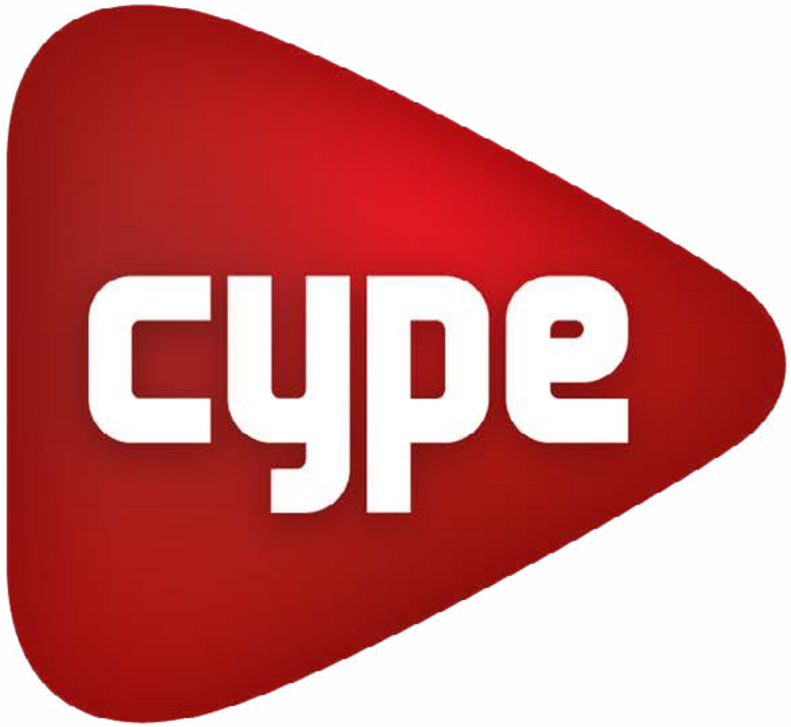
Misuse

Brand

Companies project their image, both to the outside world and to their employees, through the way in which they communicate. Form, style, consistency and coherence in communication define a company's personality and corporate identity.

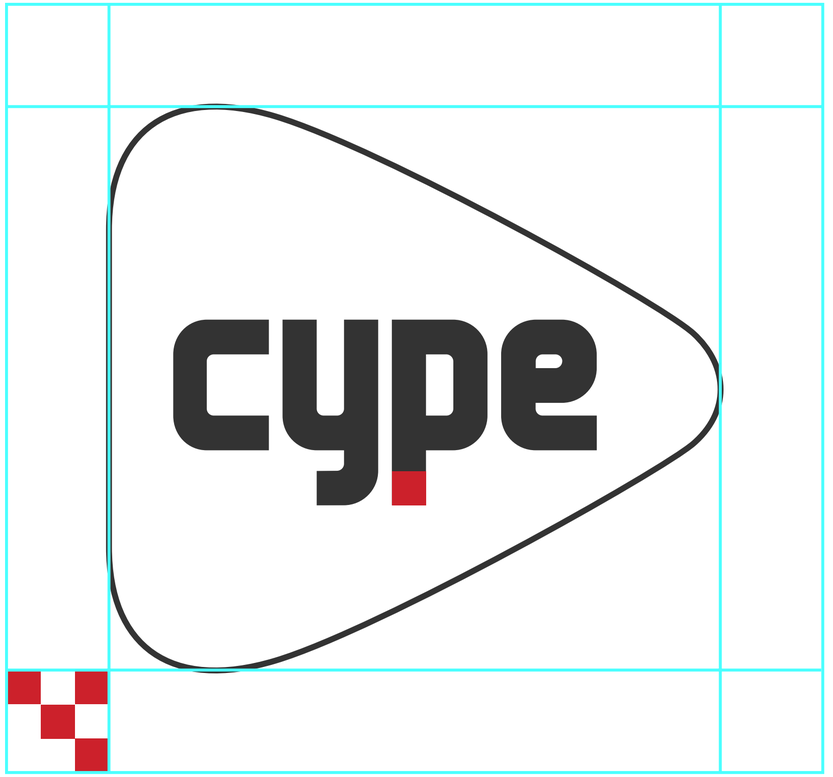
This manual contains several resources for applying the CYPE brand correctly in all its expressions, and its aim is to serve as a tool to help all those responsible for interpreting, communicating and applying it across its different domains.

An appropriate and consistent use of the CYPE brand will help us to achieve our aims of identifying and reinforcing it. We are all part of this team effort to achieve greater reach for CYPE.



Clear space

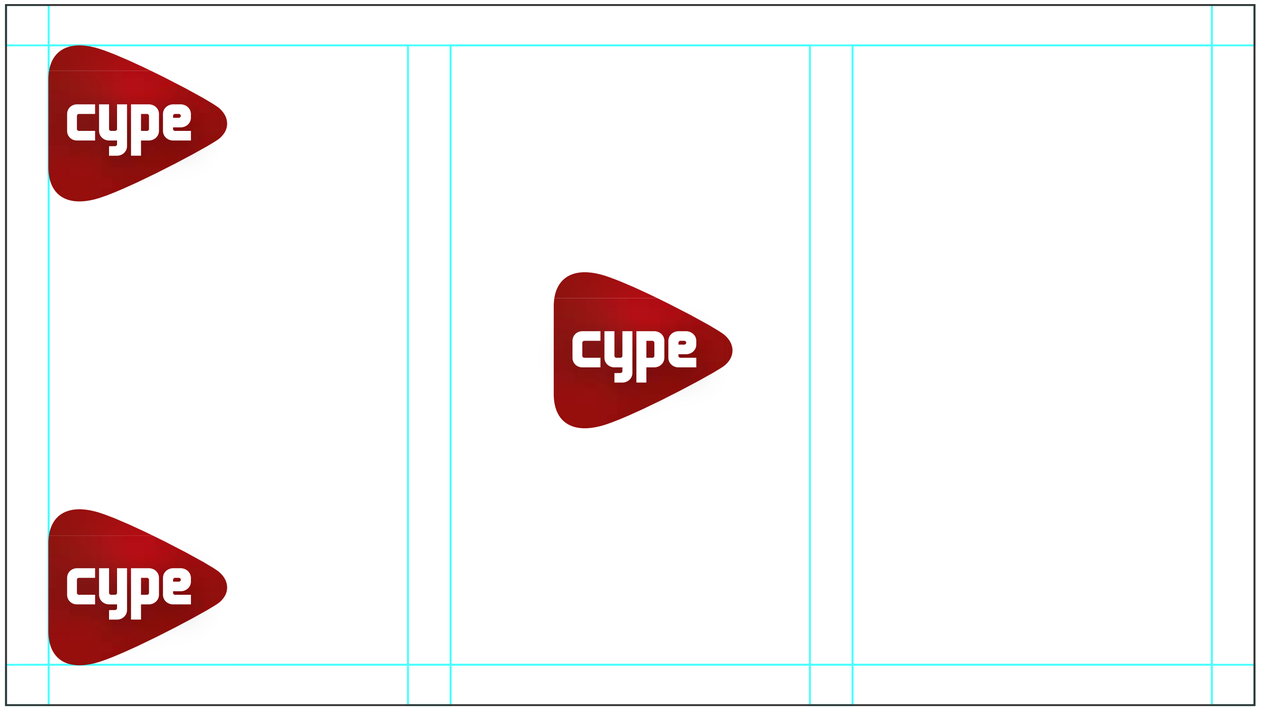
The logo will be shielded by a blank space that no elements can fill, in order to perfectly define its boundaries and maintain its integrity and correct display.



Placement area

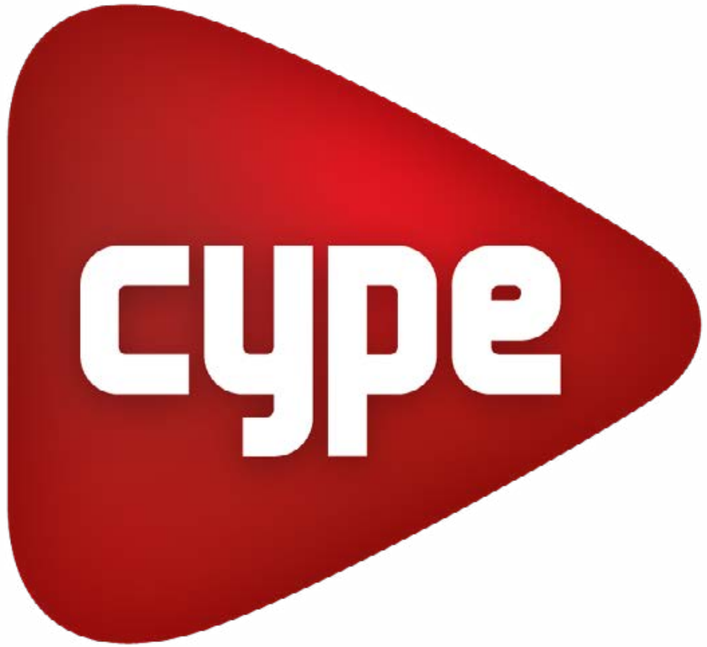
The CYPE logo will always be placed in the areas indicated in the image on the right.

It can be placed top left, bottom left or centred in the middle of the layout.



Logo

The main logo shall be the one that will always be used for all advertising, presentation, marketing materials, stationery and any other type of design, whether digital or printed.

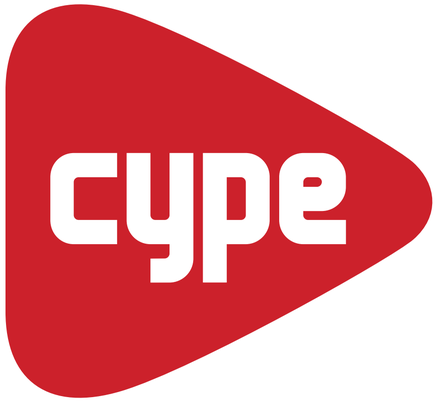


MAIN LOGO

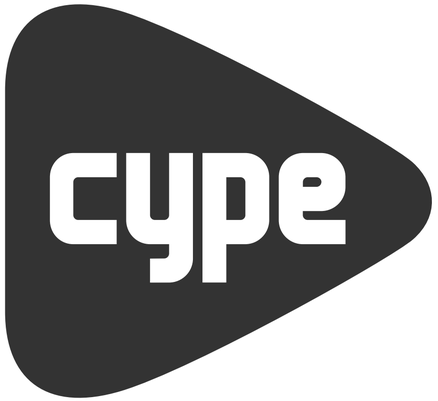
Monochrome

When the main logo cannot be used because the printing technique or the image background does not support the placement of the logo (e.g. a red background), a monochrome logo shall be used.

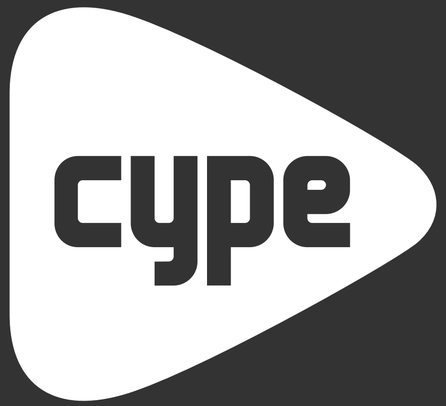
On the other hand, when used on a greyscale image, the logo shall be light or dark monochrome.



MONOCHROME
RED CYPE



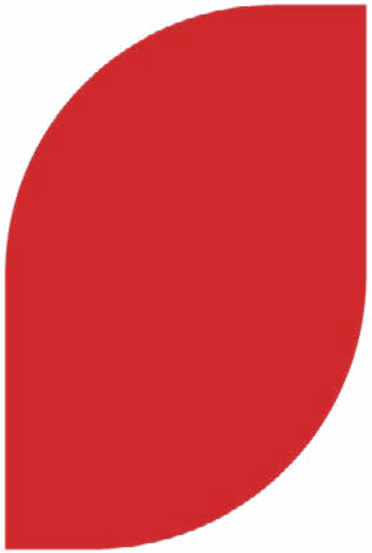
DARK
MONOCHROME



LIGHT
MONOCHROME

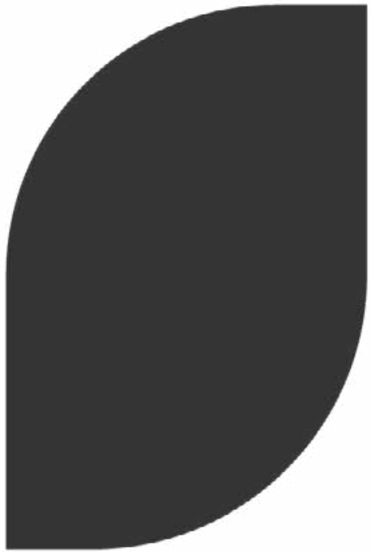
Corporate colours

The graphic elements of the images created for CYPE are composed of these three colours. The dominant colour will always be CYPE Red, which will be used to a greater extent than the other colours.



CYPE Red

#cd202c
R 205 ; G 32 ; B 44
C 15 ; M 95 ; Y 85 ; K 93



Dark Grey

#333333
R 51 ; G 51 ; B 51
C 0 ; M 0 ; Y 0 ; K 93

Pure White

#ffffff
R 255 ; G 255 ; B 255
C 0 ; M 0 ; Y 0 ; K 0

Font

The corporate font shall be the Roboto font family, which includes a large number of symbols and orthographic characters in most languages. It will be different for titles and headings on the one hand, and subtitles and body text on the other.

Roboto Black or **Roboto Bold Condensed** should always be used for **titles** and **headings**. **Medium**, **Regular** and **Light** styles should be used for **subtitles** and **body text**.

Roboto Black and Roboto Bold Condensed for titles and headings

abcdefghijklm
nñopqrstuvwxyz
ABCDEFGHIJKLM
NÑOPQRSTUVWXYZ
0123456789

Black *Black*
Bold Cn *Bold Cn*

Roboto Medium, Regular and Light for subtitles and body text

abcdefghijklm
nñopqrstuvwxyz
ABCDEFGHIJKLM
NÑOPQRSTUVWXYZ
0123456789

Medium *Medium*
Regular *Regular*
Light *Light*

Using fonts

Example of the use of title, subtitle and body text on light backgrounds.

Example of the use of title, subtitle and body text on dark backgrounds.

Using fonts

When composing the CYPE logo with text for publications, presentations, office material or any other graphic format, both the text and the logo must be aligned with the left margin (or in the centre if they are part of a centred composition) always adhering to, at the very least, the logo's clear space as well as the corporate font.

Incorrect uses

NON-CORPORATE COLOURS

DISREGARDING PROPORTIONS

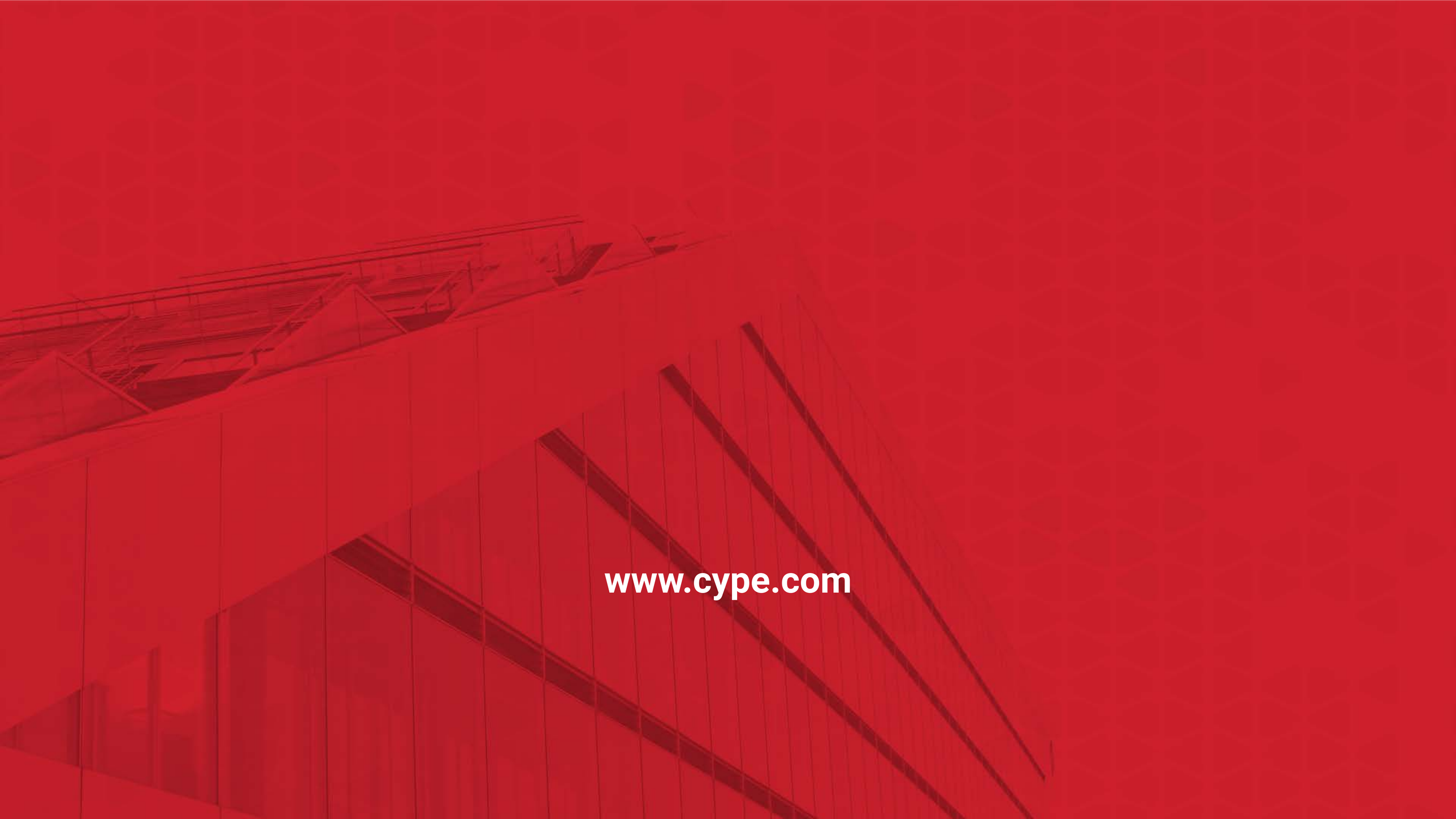
NON-TRANSPARENT BACKGROUNDS

LOW RESOLUTION LOGO

SHADING

TEXTS WITHIN THE LOGO

USING THE WORD CYPE ALONE



www.cype.com