



C O R P O R A T E I D E N T I T Y M A N U A L

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The logo

The brand image is developed on a line that represents the shape of a house. It is not a closed house, but has a beginning and an end, back and forth, construction / deconstruction... It tries to simulate the main objective of the project, the circular economy.

With bright and warm colours, the green evokes the "ecological" and shares the limelight with the strength and warmth of orange.

The text is designed with Elephant typography slightly modified the tracking in order to make it more continuous graphics.

Layout versions

Different versions of the logo are developed according to the compositional needs

Complete logo



Vertical logo



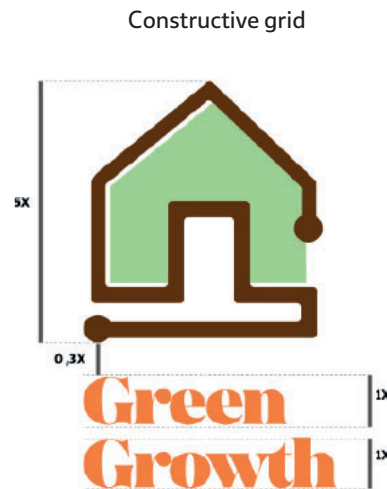
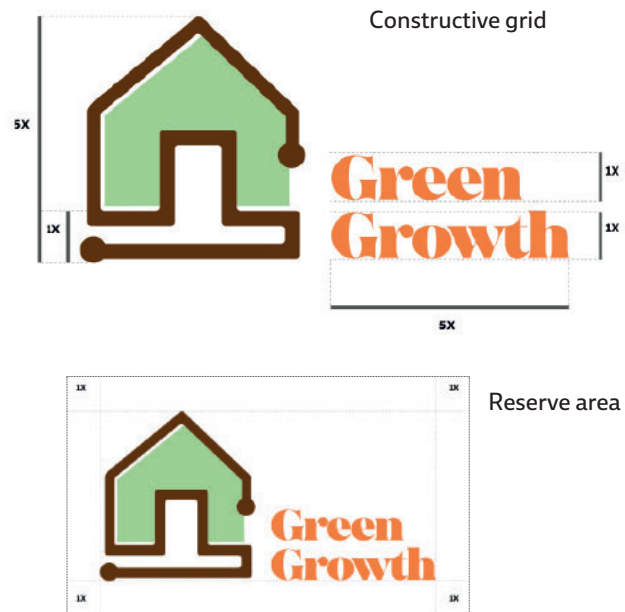
Avatar



Favicon



Construction of the logo



MINIMUM REDUCTIONS

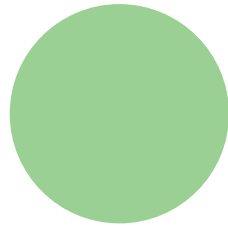
Print



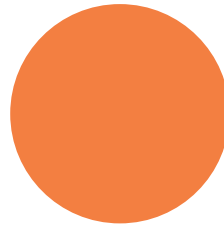
Screen



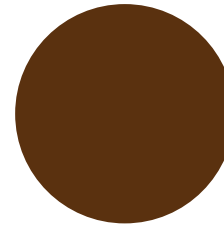
Corporate colours



R168 G209 B145
WEB #aada91
C40 M0 Y55 K0
PANTONE 358 C



R239 G123 B55
WEB #ef7b37
C0 M62 Y82 K0
PANTONE 7577 C



R99 G53 B16
WEB #633510
C38 M73 Y95 K55
PANTONE 732 C

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Typography of the logo

The main corporate typeface is Elephant. It includes uppercase and lowercase characters. It is to be used occasionally and exceptionally.

Elephant

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789? ! \$ % &

Corporate typography



To facilitate implementation, the extensive (18) free-to-use (Google Fonts) **Ebony** font family will be used in all its variants.
For use in internal and external communication.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789? ! \$ % &

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789? ! \$ % &

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789? ! \$ % &

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789? ! \$ % &

Versions

The greyscale logo

Different versions of the logo are developed according to the compositional needs.



Grayscale version



Monochrome line version



Monochrome version



Monochrome line on colour



Negative dark background



Monochrome negative on colour

Incorrect versions

The original versions must always be respected in terms of proportion, colour, typography and layout.
Any version not covered in this manual is incorrect.



Background images

Different versions of the logo are developed according to the compositional needs.

The logo will be applied on images (or areas) where an adequate contrast is guaranteed that does not hinder legibility in any case.

The logo will be applied in the area of the image where there is the greatest contrast, both in terms of tone and figure/background.

Where this is not possible due to the colour or type of image, the logo shall be applied inside a white box as required.



Identity Manual

Green Growth



The appropriate contrast should always be sought to make the logo stand out from the background where it is applied, both in form and tone.



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