



VISUAL IDENTITY HANDBOOK  
2023



# INTRODUCTION

This handbook contains the basic guidelines for the correct use and graphic application of the CIRSA brand in all its possible expressions. It has been developed keeping in mind the needs of those who are responsible for interpreting, articulating, communicating and applying the brand in its different fields.

The correct and consistent use of the CIRSA brand will contribute to achieving the brand's objectives of identification and reinforcement. This is the responsibility of the whole team and we all contribute to ensure that CIRSA remains a great brand.

# 01

## BASIC SYMBOLISM

To avoid undesired results in the application of the CIRSA brand, a series of generic norms must be followed.

In order to avoid weakening the visual message of the brand, it is important to avoid counterproductive effects in its application.

The basic graphic form of the CIRSA brand is built around a symbol, a logo and corporate colours, the application of which must be fully respected.

Inconsistent use of the visual identity creates confusion and has negative impact on the brand profile and the perception that the public has of its values and services.



# 02

## MAIN LOGO-SYMBOL

The main logo-symbol is the identifier of the brand for common use in all applications.

It is made up of the logo and the symbol.



# 03

## BUFFER AREA AND MINIMUM SIZE

To ensure the optimum application and perception of the logo-symbol across all supports and formats, a buffer area equivalent to the upper part of the apple in the symbol has been determined, establishing a minimum distance to be maintained with respect to texts and other graphic elements.

The minimum size to which the logo can be reproduced is to a width of 30mm.



# 04

## THE LOGO-SYMBOL IN COLOUR

Whenever possible, the logo symbol will be applied in its main version with a gradient.

If for technical reasons it is not possible, the version with several flat inks will be used.

As a third option, the pen version will be used.

Main version  
Positive gradient



Main version  
Negative gradient



Positive flat inks



Negative flat inks



Positive pen version



Negative pen version



# 05

## LOGO-SYMBOL IN BLACK AND WHITE

When it is not possible to apply the logo-symbol in colour, it will be applied in black and white.

As a first choice, it is to be applied with gradient.

As a second choice, it is to be applied with flat inks.

As a final choice, the pen version should be applied in black.

Positive gradient



Negative gradient



Positive flat inks



Negative flat inks



Positive pen version



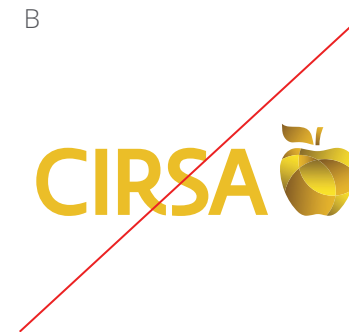
Negative pen version



# 06

## UNACCEPTABLE VARIANTS OF THE LOGO

- A. DO NOT CHANGE THE TYPOGRAPHY
- B. DO NOT CHANGE THE COLOUR
- C. DO NOT ROTATE THE LOGO
- D. DO NOT CHANGE THE POSITION OF THE SYMBOL
- E. DO NOT DISTORT THE LOGO
- F. RESPECT THE BUFFER AREA
- G. DO NOT APPLY THE LOGO-SYMBOL ON NON-STANDARD COLOUR BACKGROUNDS
- H. DO NOT ALTER THE PROPORTIONS
- I. DO NOT USE SUBBRANDS





# 07

## CORPORATE COLOURS COLOUR

For each of the applications defined in the previous sections, guidelines for the use of colour are specified below.



PANTONE COOL GRAY 11 C  
C0 M0 Y0 K80  
R88 G88 B90  
HTML #58585A



C27 M44 Y89 K0    C49 M69 Y97 K14  
R198 G147 B50    R134 G84 B36  
HTML #C69332    HTML #875424



C6 M26 Y86 K0    C50 M59 Y98 K8  
R241 G191 B50    R141 G104 B37  
HTML #F1BF32    HTML #8D6825



PANTONE COOL GRAY 11 C  
C0 M0 Y0 K80  
R88 G88 B90  
HTML #58585A



PANTONE 125 C  
C0 M26 Y100 K26  
R202 G156 B0  
HTML #a98419



PANTONE 110 C  
C0 M12 Y100 K7  
R244 G206 B0  
HTML #cda900



PANTONE COOL GRAY 11 C  
C0 M0 Y0 K80  
R88 G88 B90  
HTML #58585A



PANTONE BLACK 6C  
C93 M77 Y56 K78  
R16 G24 B32  
HTML #101820



PANTONE 135C  
C0 M27 Y73 K0  
R255 G198 B88  
HTML #FFC658



PANTONE 3305C  
C93 M40 Y67 K47  
R0 G78 B66  
HTML #004E42

## SECONDARY COLOURS

# 08

## CORPORATE COLOURS BLACK AND WHITE

For each of the applications defined in the previous sections, guidelines for the use of black and white are specified below.



C0 M0 Y0 K100  
R26 G23 B27  
HTML #1A171B



C0 M0 Y0 K30  
R198 G199 B200  
HTML #c6c7c8

C0 M0 Y0 K85  
R75 G75 B77  
HTML #4b4b4d



C0 M0 Y0 K15  
R227 G228 B228  
HTML #e3e4e4

C0 M0 Y0 K75  
R107 G108 B110  
HTML #6b6c6e



C0 M0 Y0 K100  
R26 G23 B27  
HTML #1A171B



C0 M0 Y0 K50  
R156 G158 B159  
HTML #9c9e9f



C0 M0 Y0 K25  
R207 G209 B210  
HTML #cfd1d2



C0 M0 Y0 K100  
R26 G23 B27  
HTML #1A171B

# 09

## CORPORATE TYPOGRAPHY

The corporate typeface is typographer Steve Matteson's Open Sans family.

It is used in its Light, Regular, SemiBold, Bold and ExtraBold versions, in addition to its italic versions.

<https://fonts.google.com/specimen/Open+Sans>

### OPEN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### OPEN SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### OPEN SANS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

# 10

## CORPORATE TYPOGRAPHY

For headlines, the Noto Serif Display font will be used in its Light, Regular, Medium, SemiBold versions, as well as the italic versions of Light, Regular and Medium.

<https://fonts.google.com/noto/specimen/Noto+Serif+Display?query=noto+serif+dis>

### NOTO SERIF DISPLAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### NOTO SERIF DISPLAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### NOTO SERIF DISPLAY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### NOTO SERIF DISPLAY SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### NOTO SERIF DISPLAY LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### NOTO SERIF DISPLAY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### NOTO SERIF DISPLAY MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

# 11

## SECONDARY TYPOGRAPHY

For media or applications that, for technical reasons, do not allow the use of corporate typography, the Calibri font will be used.

It will be used mainly in its Light version and, if not possible, the Regular version.

### CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

### CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

# 12

## TEXTUAL EXPRESSION OF THE BRAND

The CIRSA brand should always be typewritten in upper case, as shown in the example.

Correctly written

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Example of how the CIRSA brand is to be written

Incorrectly written

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Example of how the ~~Cirsa~~ brand is not to be written

Incorrectly written

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Example of how the ~~cirsa~~ brand is not to be written

If you have any questions  
about standards of brand use,  
please contact:

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