



Corporate Identity Manual / 2013

This document was developed to promote the appropriate and consistent use of the Engineerica Corporate Identity.

The elements of image and identity are among the most obvious things we notice when we are first exposed to printed or published materials from any company. Whether it's an advertisement, a web site, or even a business card, we immediately make judgments about a company based on the appearance, quality, and consistency of its identity.

Careless or haphazard identity usage can reflect negatively on our company. On the other hand, recognizable and consistent identity standards strengthen the Engineerica name, our brands, and our products.

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The logo is available for use in the following formats

The logotype

04



Main Logo



Main Logo with slogan

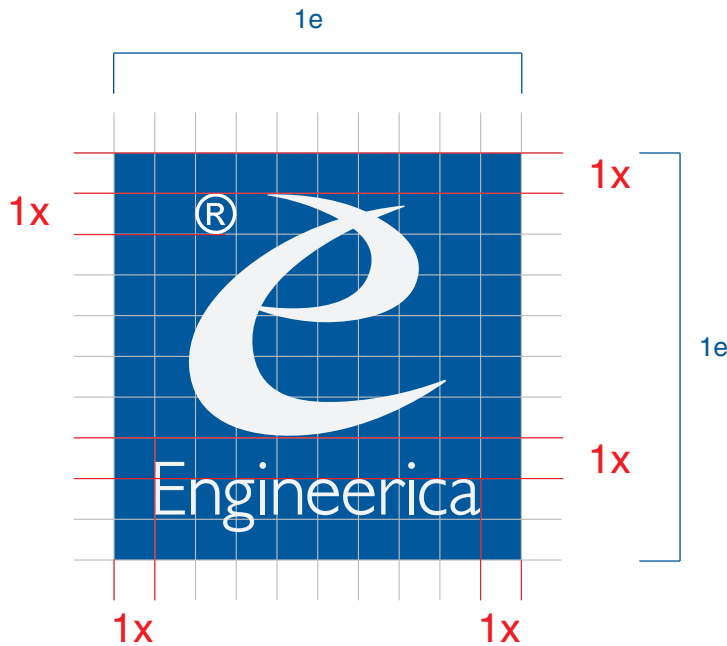


Secondary Logo (alternate)

$$1e = 5x$$


Proportion: height = 1e
width = 1e

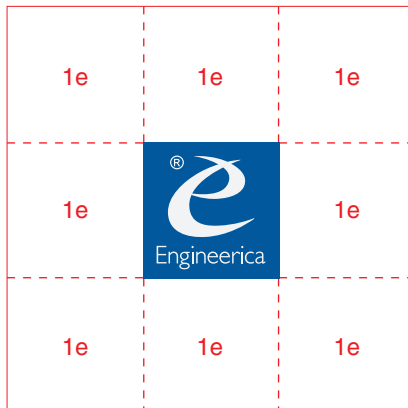
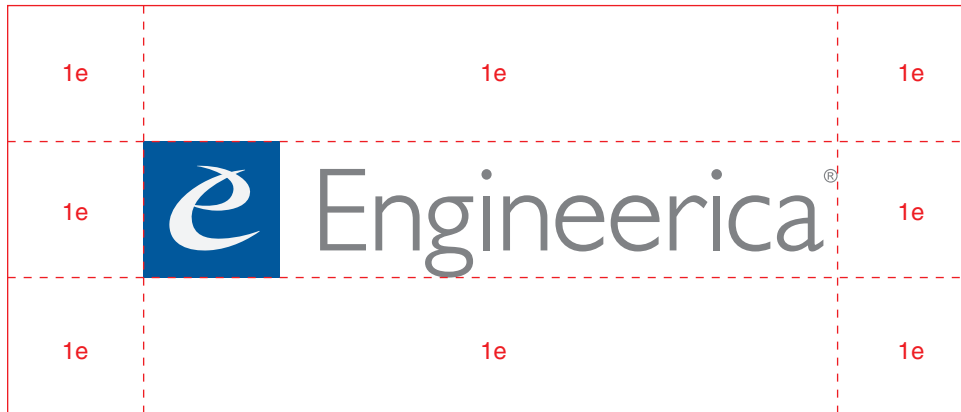
$$1e = 10x$$



Secondary Logo (alternate)

Establishing a clear space around the corporate mark is very important. If crowded by other text or design elements, the logo may appear hidden. On every application, we need our identity to be obvious and proudly displayed so it can be instantly recognized.

Clear spaces



Determining a minimum size

To ensure that the logos are always legibly and accurately reproduced, minimum size guidelines have been determined. Never reproduce the signature at sizes less than those shown below. As illustrated below, the minimum size is determined by measuring the width.



40 mm
minimum

13 mm
minimum

7 mm
minimum

10 mm
minimum

17 mm
minimum

IMPORTANT: In case you need to print the logo at a minimum size in CMYK (four colors process printing), we recommend using a “single color” version or “Pantone colors”.

The chromatic identity consists of two corporate colors.

Corporate colors

10



- **CMYK print:** C=100; M=60; Y=0; K=15
- **Pantone:** 287 C
- **RGB:** R=0; G=83; B=151
- **RGB web:** R=00; G=53; B=97 (#005397)



- **CMYK print:** C=0; M=0; Y=0; K=70
- **Pantone:** Pantone Cool Gray 10
- **RGB:** R=112; G=113; B=115
- **RGB web:** R=70; G=71; B=73 (#6F7072)

Secondary colors

The set of secondary colors can be used for promotional items, event posters, brochures, or to add variation and life to publications (backgrounds). These colors are associated with certain products of the company.



- **CMYK print:** C=100; M=45; Y=0; K=0
- **Pantone:** 300 C
- **RGB:** R=0; G=112; B=184 (#0070B7)



- **CMYK print:** C=65; M=80; Y=0; K=12
- **Pantone:** 520 C
- **RGB:** R=105; G=66; B=135 (#694287)



- **CMYK print:** C=50; M=100; Y=15; K=0
- **Pantone:** 512 C
- **RGB:** R=147; G=21; B=113 (#931571)



- **CMYK print:** C=0; M=90; Y=24; K=12
- **Pantone:** 214 C
- **RGB:** R=209; G=44; B=104 (#D12C68)



- **CMYK print:** C=0; M=60; Y=100; K=0
- **Pantone:** 158 C
- **RGB:** R=238; G=127; B=0 (#EE7F00)



- **CMYK print:** C=30; M=40; Y=100; K=0
- **Pantone:** 111 C
- **RGB:** R=153; G=191; B=12 (#C1970C)



- **CMYK print:** C=60; M=20; Y=100; K=0
- **Pantone:** 377 C
- **RGB:** R=124; G=158; B=34 (#7C9E22)

Primary corporate typeface: Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz / 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz / 1234567890

Gill Sans light italic
Secondary texts or paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz / 1234567890

Gill Sans regular
Secondary texts or paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz / 1234567890

Gill Sans regular italic
Secondary texts or paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz / 1234567890

Gill Sans bold
Secondary texts or paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz / 1234567890

Gill Sans bold italic
Secondary texts or paragraphs

How to apply the chromatic uses for the logo when printing in a single color.

Monochrome logo Positive

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Pantone 287 C (100%)



Pantone Cool Gray 10 (100%)



Black in high resolution

- Isotype: Black 100%
- Logotype: Black 60%



Black in low resolution

- Isotype: Black 100%
- Logotype: Black 100%

100%



In dark backgrounds, the logo
colors must be in negative (white).
Range of 60% to 100%

60%



30%



In light colors (50% or less), you
must use the logo in positive
version. Black or gray.



Corporate colors



Secondary color set



Black and white

A consistent presentation is essential for the signature to perform at its best and command instant recognition wherever it appears. This is why the Engineerica signature must never be altered in any way. Some undesirable modifications are illustrated here to highlight the general rule that the signature must always be reproduced intact and always respect the guidelines in this document.

Misuse of the brand



Do not reverse the logo colors



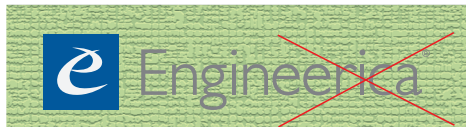
Do not change the logo colors



Do not change the font of the logo



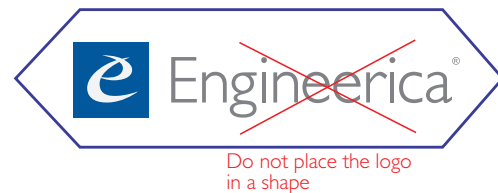
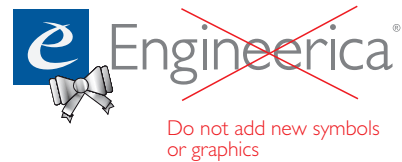
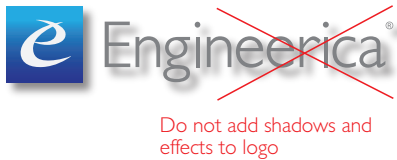
Do not place the logo on an angle



Do not place the signature on a textured background

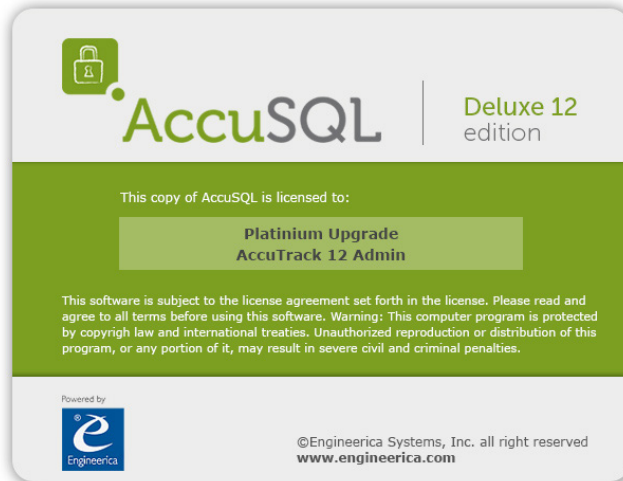


Do not distort the logo



This logo is used in confined spaces or on the footer to mention products and brands of the company. (Optional)

Using the secondary logo



- Example one

- Example two

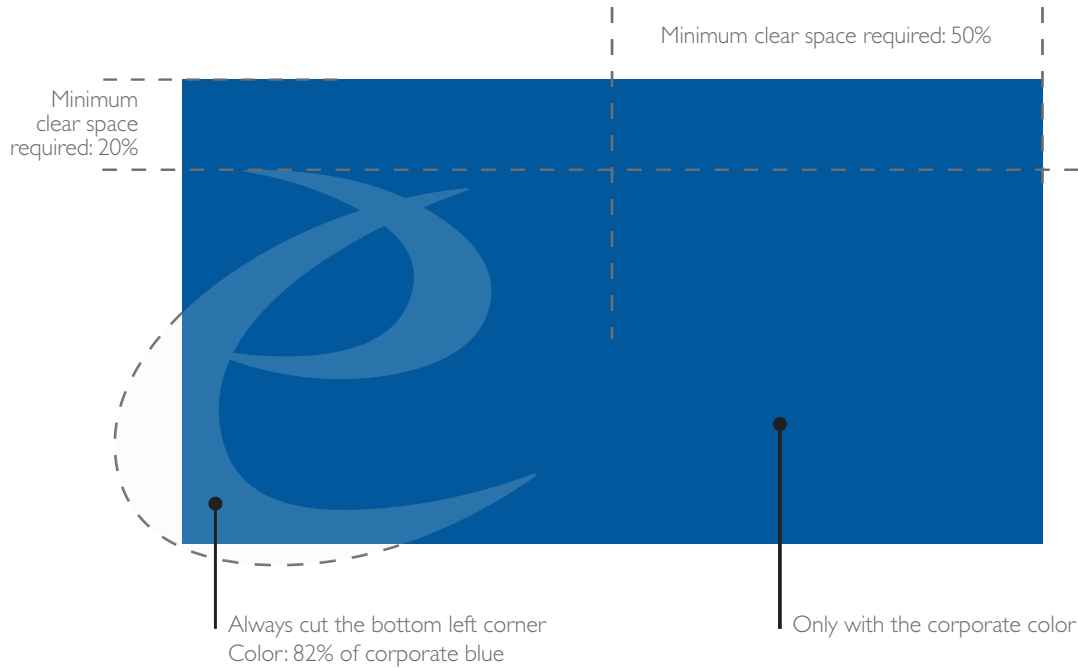


You can use the "e" to reinforce brand communication.
It can be applied to backgrounds, screens, stationery, etc.
Preferably alone or in very clean spaces. (Optional)

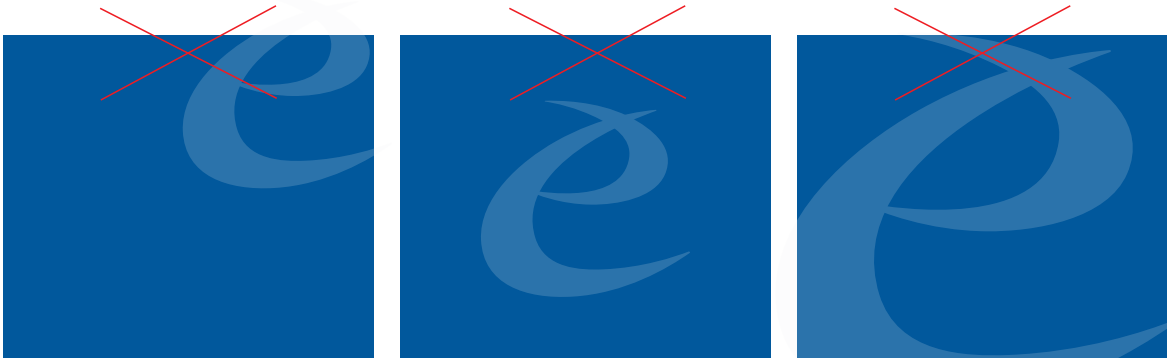
Supergraphic

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Improper application





www.engineerica.com