



Corporate Identity Manual

An organisation projects its image with the way it communicates, both to the outside and to the people who integrate it. The style, the formal coherence and the consistency in a company's communications define its personality, the corporate identity that outlines a company within the world of business and market services.

The objective of this manual is to describe ITNOG's corporate identity in a neat and unambiguous way, and to explain how this identity must be developed in every piece of communication.

When properly applied, this manual guarantees an homogenous, attractive and easily identifiable image, and optimises the efficacy of the company's communications.

BASIC IDENTITY ELEMENTS

- 1.1 Logo
- 1.2 Corporate typography
- 1.3 Corporate Colour
- 1.4 Protection zone and minimum reduction
- 1.5 Correct logotype uses
- 1.6 Incorrect logotype uses



1.1 Logo

The logo chosen to divulge the brand ITNOG is based on modular typography that enhances the values of innovation, technology and modernity that we want to associate to the brand. The modular font implies values related to engineering like rationality and balance.

The visual identity is completed with the symbol. The abstract sphere is a symbol that recalls the exchange of information and ideas among engineers as the basic essence of the company.



1.2 Corporate typography

Montserrat will be the usual typography linked to the brand in its applications.

It inspires the brand ITNOG. It's modern, sans-serif and easy to read in every media.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'&ç{}[]()!¿? @#€

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'&ç{}[]()!¿? @#€

Montserrat Bold

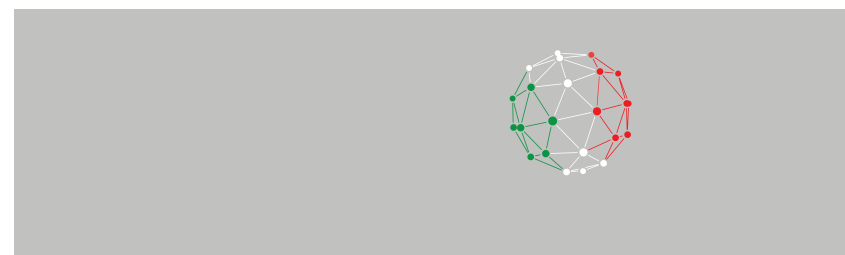
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'&ç{}[]()!¿? @#€



1.3 Corporate Colour

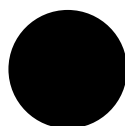
Colour is an essential component visual identity, and contributes to standardise the company's communications.

We assemble in this page the colour guides to guarantee the correct display of the brand in all kinds of platforms.



Grey pillow

PANTONE: Cool Gray 2 U
CMYK: 87 / 67 / 48 / 51
RGB: 37 / 54 / 69
WEB: 253544



Black

CMYK: 86 / 85 / 79 / 100
RGB: 0 / 0 / 0
WEB: #000000



Green Italy

PANTONE: 3425C
CMYK: 100 / 0 / 32 / 59
RGB: 0 / 104 / 71
WEB: #006847



Red Italy

PANTONE: 186C
CMYK: 0 / 92 / 82 / 19
RGB: 206 / 17 / 38
WEB: #Ce1126

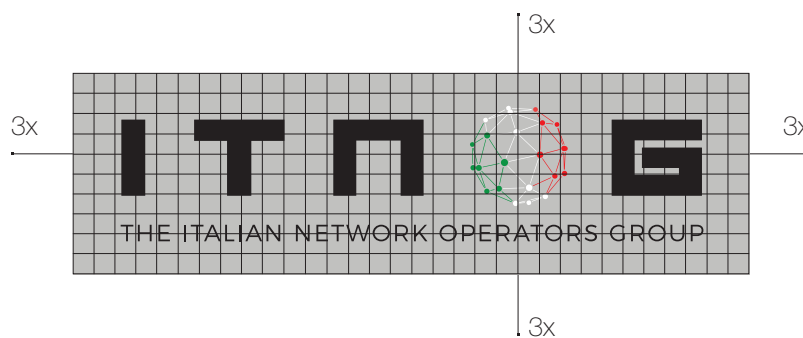


1.4 Protection zone and minimum reduction

To guarantee the legibility of the brand and its independency from other elements that could share visual space.

We present in this page the minimum margins of the protection zone and the smallest sizes in which the brand can be produced on digital and printed media.

Protection zone



Minimum printed media



Digital media



1.5 Correct logotype uses

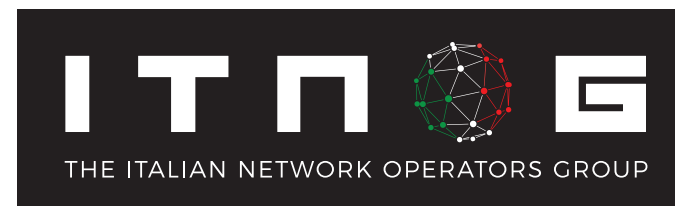
This page shows the brand in its corporate colour, in which it should be used when possible.

A different model is included in case the corporate identity needs to be delivered in black and white.

Positive version



Negative version



Photographic background with assorted colors version

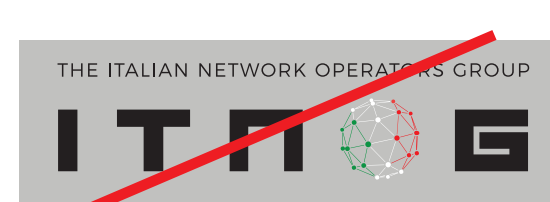
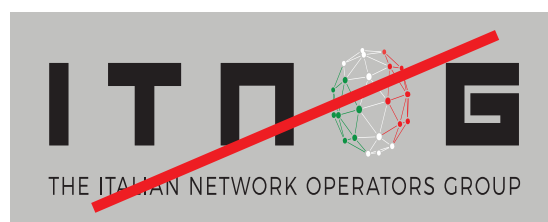
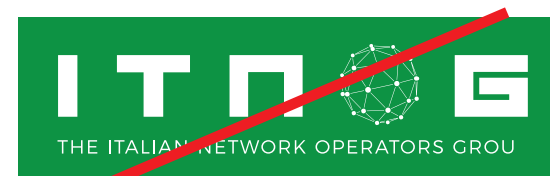
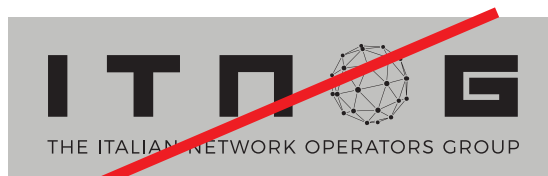


Light photographic background version



1.6 Incorrect logotype uses

Then brand must always be displayed following the corporate criteria stated in this manual. The chosen colours and proportions will never be altered.





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