



Corporate identity programme
Rules for application

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Always use one of the approved logos.

Always use one of the approved logo sizes.

Always use the approved digital files for reproduction.

Always maintain a blank space (safe area) as defined in the control zone.

Misuse of the logo

Misuse of the logo weakens the brand's identity.



Image


The new image is formed of a red isosceles triangle with rounded ends and with the **cype** text in lowercase in white, situated in the centre of the triangle.



Corporate colours

The Corporate Identity image of **CYPE** is symbolised by the Corporate Identity Set, and consequently by the colours in which this is expressed.

White is used for the **cype** name, and **red** for the triangle that surrounds it.

	HTML	PANTONE	CMYK	RGB
	#CD202C	Pantone 1795	C 0 M 96 Y 90 K 2	R 205 G 32 B 44

Construction

The grid shows the construction of the new image. This diagram is useful for formats in which the image has to be manually reproduced.

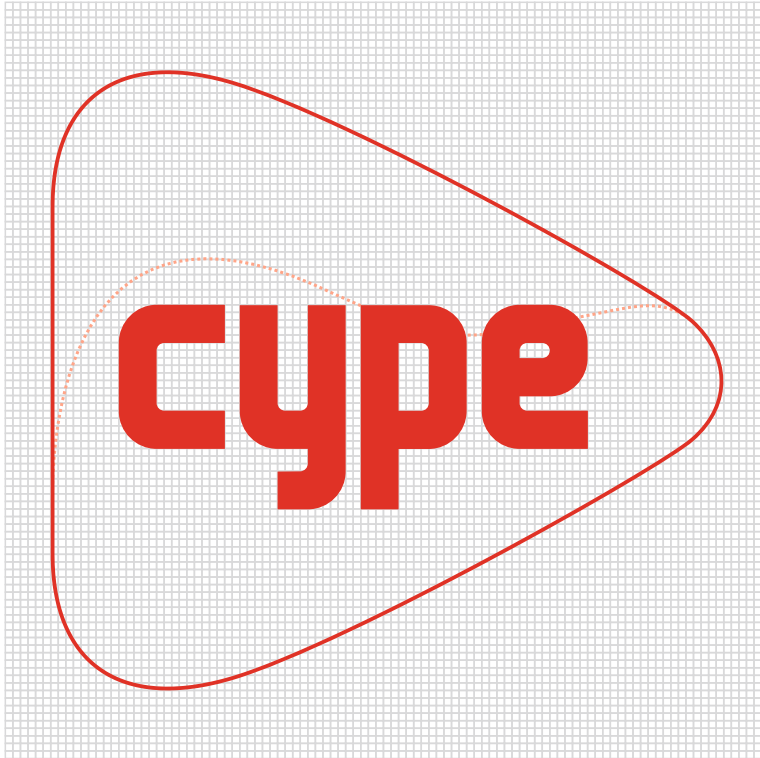
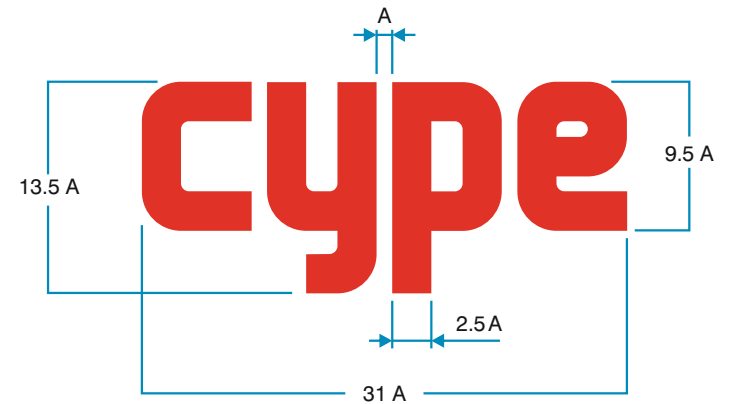
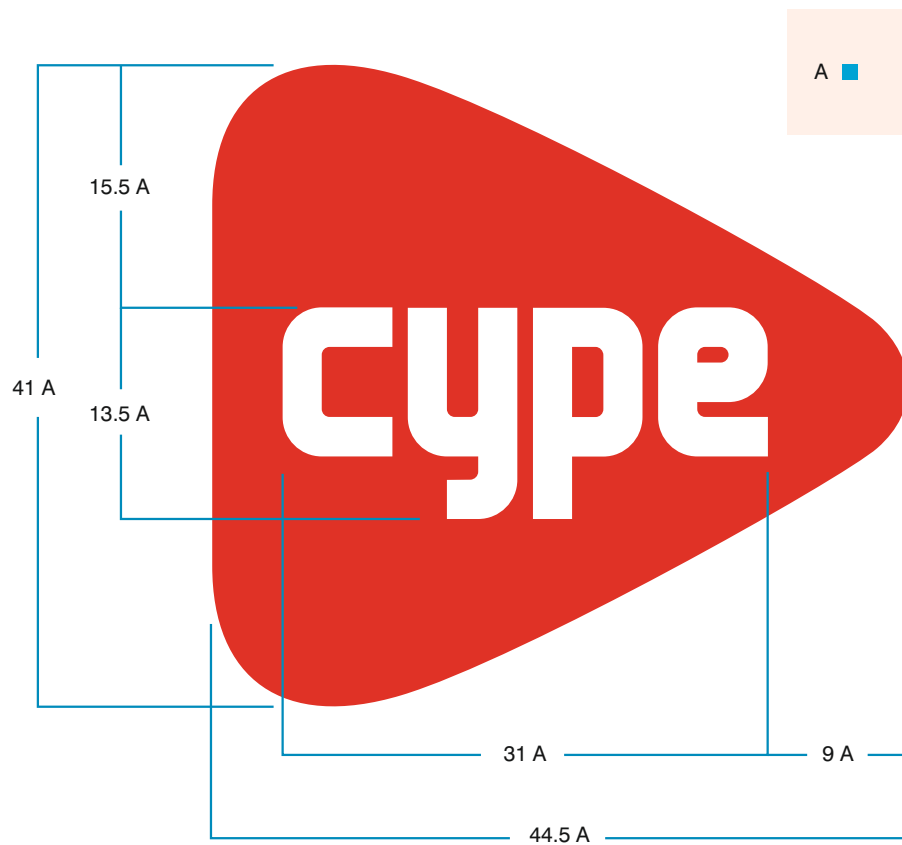


Image size

With the aim of enabling design possibilities in different communication mediums, the creation of the logo has been structured, which defines with precision the correct creation of the image.



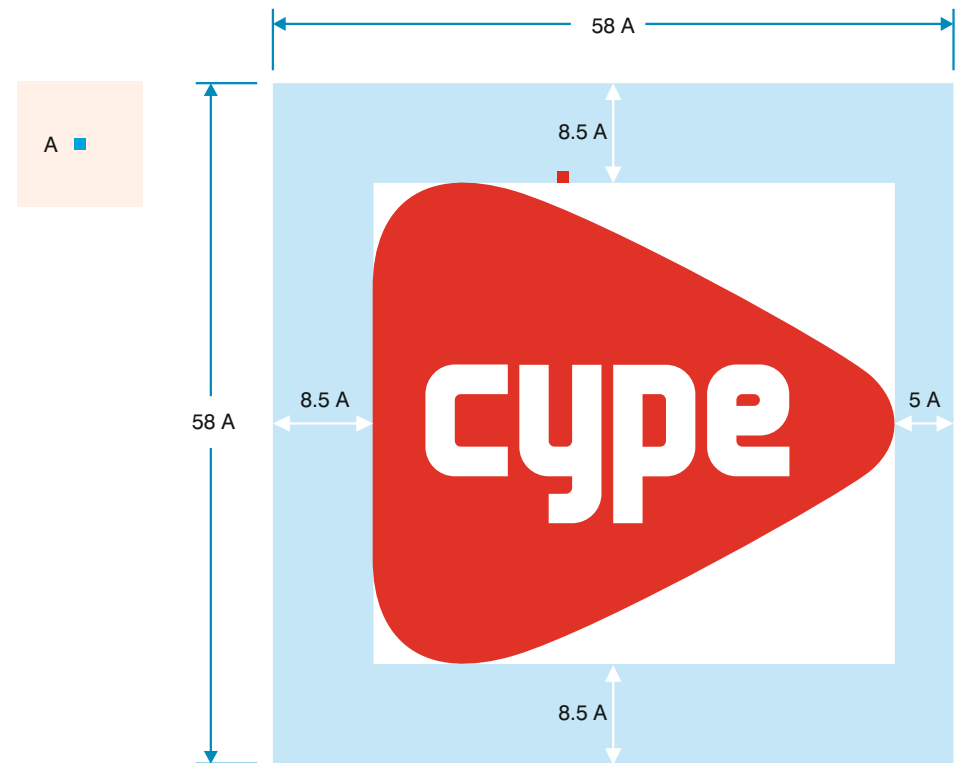


Safe area

The trademark will be protected by a blank space that no other element must cross, in order to perfectly define its boundaries and maintain the integrity and correct display.

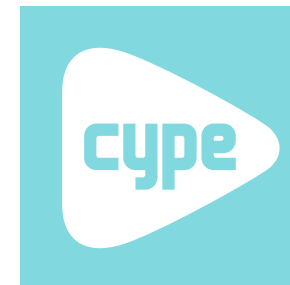
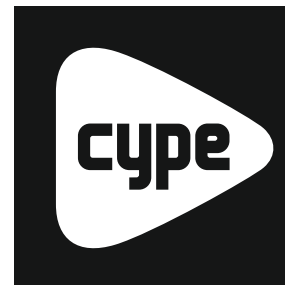
This space is determined by an imaginary line, whose construction rules are visually shown in the **Construction** section.

This space is also used as a measurement reference to place a white “box” when the trademark has to be reproduced on halftone or photographic backgrounds, which risks its legibility.



Application of negative version

The logo will always be used in a single colour only, with the **cype** name in the same colour. The triangle will not be coloured, and will therefore be the same colour as the background colour of the application medium.



Variations in printing _____

1 - colour version

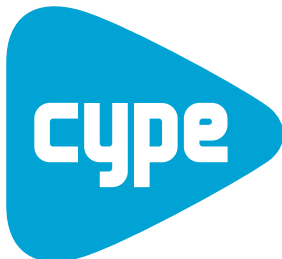
When printing low-cost communication mediums, the Identity Set will appear in a single colour whenever possible, preferably **RED** (Pantone Red 1795) or **BLACK** (Pantone Process Black) as a second option.

The logo shall be used 100% in the colour used in the publication, and in no case shall a colour scale version be used in printing.



1 - colour version / different colours

For cases in which the use of the preferred colours is not possible, the logo shall be used 100% in the colour used in the publication, and in no case shall a colour scale version be used in printing.



Typeface

The use of a common typeface contributes to the diffusion and consolidation of a harmonious Corporate Identity.

The typeface to be used at CYPE Ingenieros for the creation of any text will belong to the **Swis 721** family.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Swis 721 BT
Swis 721 BT
Swis 721 BT
Swis 721 BT

Swis 721 Cn BT
Swis 721 Cn BT
Swis 721 Cn BT
Swis 721 Cn BT

Swis 721 Ex BT
Swis 721 Ex BT

Swis 721 Hv BT
Swis 721 Hv BT

Swis 721 Lt BT
Swis 721 Lt BT

Swis 721 LtCn BT
Swis 721 LtCn BT

Swis 721 LtEx BT

Swis 721 Md BT
Swis 721 Md BT

Swis 721 Th BT
Swis 721 Th BT

Download digital files

To facilitate the correct use of the Corporate Identity we provide a web address where you can access the digital files of the logo.

http://www.cype.com/en/cype/corporate_identity.htm



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