

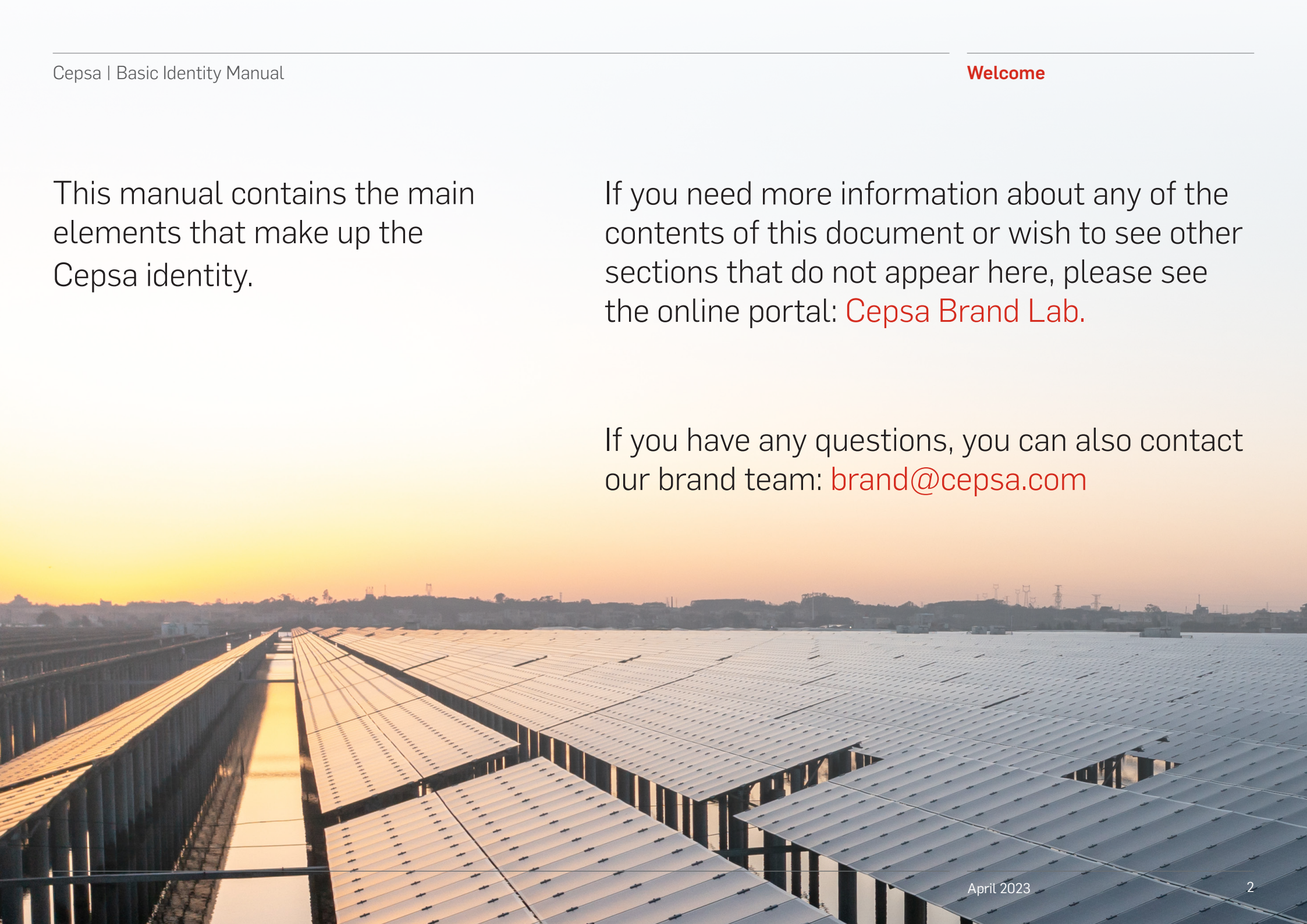


CEPSA BASIC IDENTITY MANUAL

This manual contains the main elements that make up the Cepsa identity.

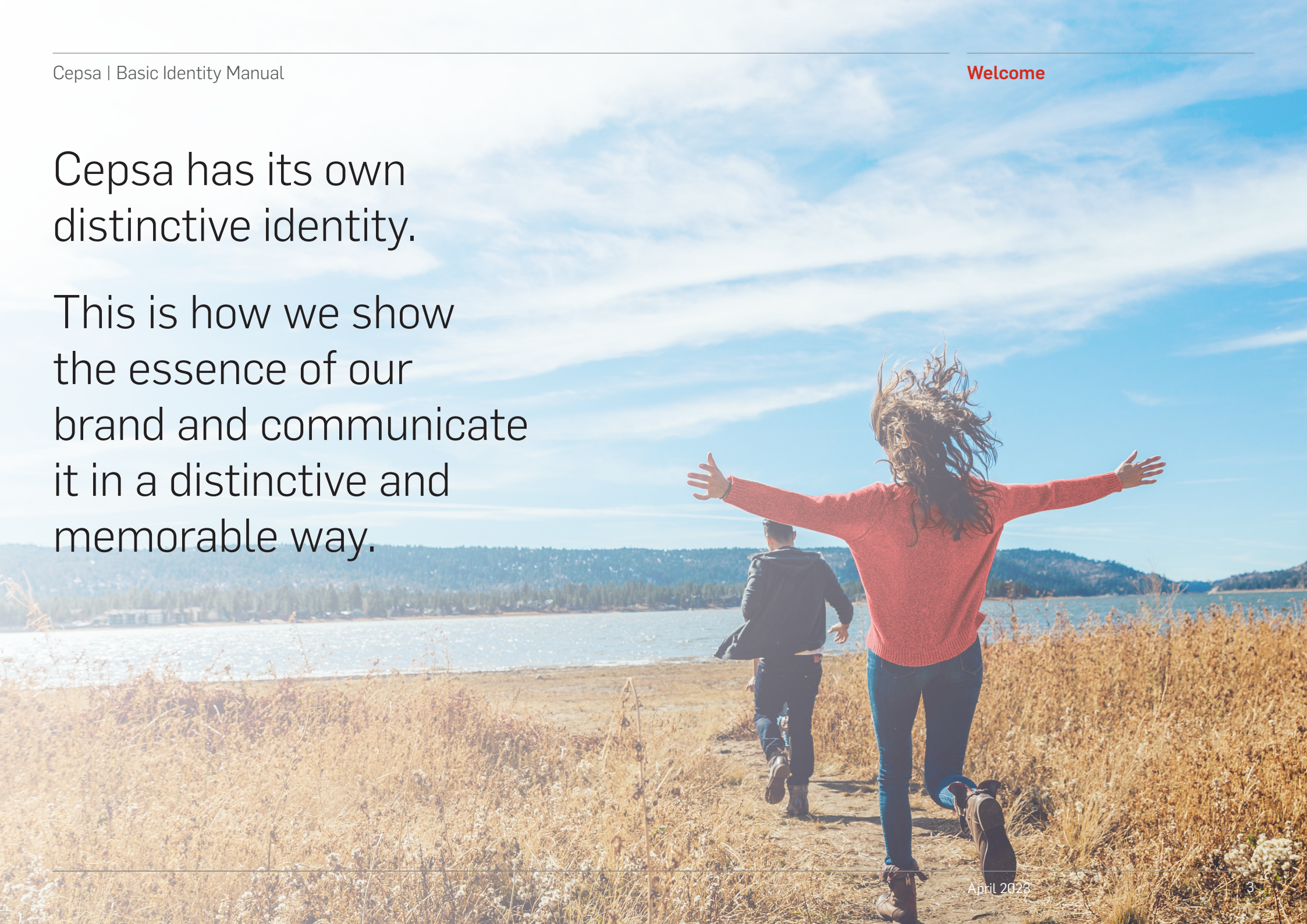
If you need more information about any of the contents of this document or wish to see other sections that do not appear here, please see the online portal: [Cepsa Brand Lab](#).

If you have any questions, you can also contact our brand team: brand@cepsa.com



Cepsa has its own distinctive identity.

This is how we show the essence of our brand and communicate it in a distinctive and memorable way.



WHO IS THIS MANUAL FOR?

This manual is for all of us at Cepsa.

It is also for all those who, directly or indirectly, depend on the management and correct application of our brand: partners, suppliers, designers, distributors, etc.

We all share the responsibility for protecting and caring for our brand. If we work together, we will ensure Cepsa has a coherent, unified, strong, recognized and admired brand every day.

WHAT IS THIS MANUAL FOR?

The manual works as a toolkit, condensing to a few pages the basic elements of our identity are helping ensure that they are applied correctly and consistently in all our messages and points of contact.

This manual is an essential tool that will help maintain a strong identity always.

HOW SHOULD IT BE USED?

This document is in PDF format, which will make it easy for you to search for the content you need at any moment.

Here you will find basic guidelines that define Cepsa's visual style.

If you need additional information not found in this manual, please contact brand@cepsa.com

BASIC ELEMENTS

Introduction
Toolkit
Logo
Typeface
Color
Photographic style

Logo



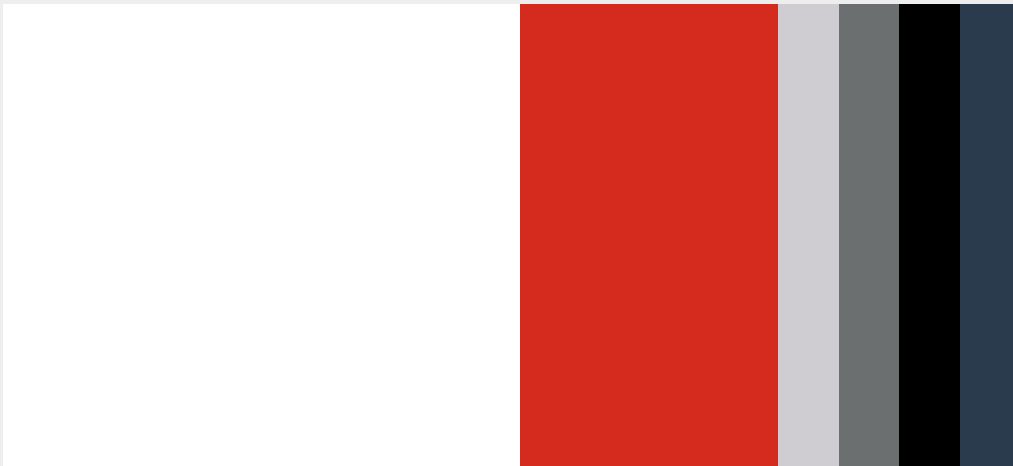
Typeface

Flama **Flama**

Cepsa Hero **Cepsa Hero**

Cepsa Display Cepsa Display

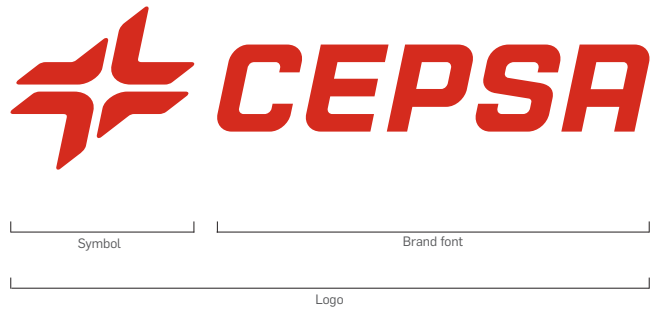
Color palette



Photographic style



1. Primary version



Padding



2. Vertical secondary version



Padding



Logo

Attached version

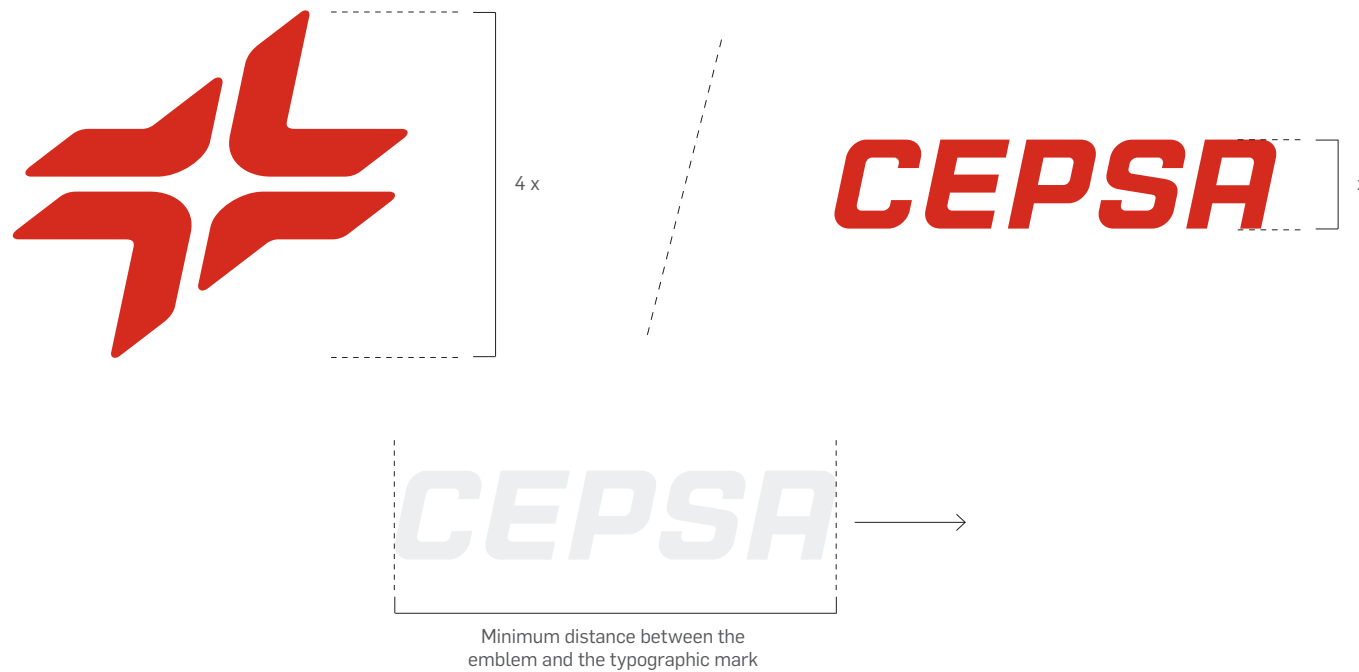
The logo is one of the basic components of the Cepsa identity.

This page shows the primary and secondary versions, which can appear in various colors. The primary color version is the one shown on the left—red on a white background.

Our brand now appears on bright, clean backgrounds and red is the bright color that is transmitted through our logo.

The **attached version** must be used in all institutional applications, like stands, ephemeral architecture, merchandising, office materials, product identification and sponsorships, as well as on stationery and for digital media.

The **vertical secondary version** of the logo is an exception and should only be used in special cases, such as photocalls and signage.



Logo

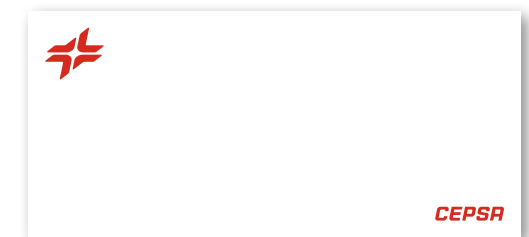
Detached version

The detached version of the primary logotype allows more flexibility when using it as a sign-off because it is less rigid. For vertical pieces, it is acceptable to use the logotype in a larger format without having to resort to the secondary version.

Disconnection also allows you to give more prominence to the symbol and better identify the Cepsa brand.

The disconnected version of the logo must always follow the proportions specified on this page. The symbol and the name must always be visible on the same plane and are never separate.

The detached version should be used in communication materials, advertising and leaflets or posters amongst others. The logo, symbol and name must always be visible on the same surface and never alone.



Example of a horizontal format

Logo

Applying the different versions of the logotype

Applications	Attached version	Detached version
Stationery	●	
Literature	●	●
Advertising	●	●
Digital media	●	●
Audiovisual resources	●	●
Email signature	●	
PowerPoint© Presentation	●	●
Office© documents	●	
Internal documents	●	
Signage	●	●
Stand, events	●	●
Uniforms	●	●
Merchandising	●	●
Vehicles	●	●
Product, Packaging	●	
Sponsorships	●	●
Service Stations	●	●

● Principal applications

● Optional applications

The attached version must be used in all institutional applications, like stands, ephemeral architecture, merchandising, office materials, product identification and sponsorships, as well as on stationery and for digital media.

The detached version should be used in communication materials, advertising and leaflets or posters amongst others.

The table on this page shows how to use both versions of the logo, noting in red the environments we cover in this manual.

Logo

Example of how to use both versions of the logotype

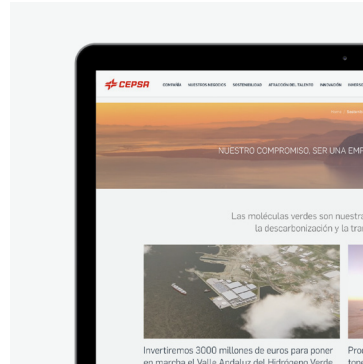
Attached logotype



Stationery



Merchandising



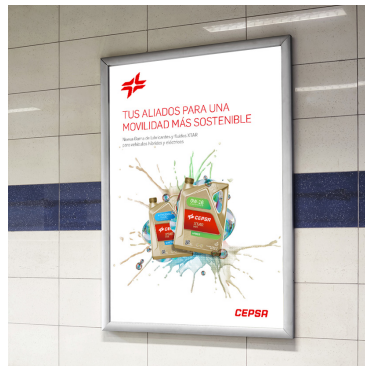
Digital media



Fair stand

On this page you can see examples of how to use the attached and detached versions of the logotype.

Detached logotype



Advertising



Advertising



Poster



Publication

Note: The images in the examples are for reference only in order to demonstrate Cepsa's photographic style. If you want to use these photographs, you will have to acquire their licenses, either from the individual photographer or from the image bank.

Cepsa has its own image bank containing a wide range of images of its various business areas.
<http://bancodeimagenes.cepsacorp.com>

And if you need new images, contact the Brand Office: brand@cepsa.com

1. Positive/Negative



The logotype only exists in two color versions: red and black. It also has a negative version (white), which is used on a red background.

The main color version, which is the one that should be used in most is red on a white background.

2. Black/White



Black/white versions are applicable for black and white documents only. There use must be exceptional.

3. Physical (signage, retail)



Versions only applicable for physical objects such as signage.

1. Light backgrounds



The copy of the logo on photographic backgrounds must ensure and prioritize fully legible of the logo on the image.

1. Dark backgrounds



The copy of the logo on photographic backgrounds must ensure and prioritize fully legible of the logo on the image.



Logo

Uses on photographic backgrounds

When using the logotype on photographic backgrounds, please ensure the logotype is reproduced to a good quality and is readable.

The use of images with strong contrasts must be avoided, as they may weaken the power of the brand and reduce its visibility, such as images with a strong presence of blue, green, or orange.

Logo

Dark backgrounds
(recommendation)

Size 1 (main use)

CEPSA

Lubricantes de Cepsa, tus aliados para la excelencia

Llega más lejos con tus embarcaciones.

Sabemos que tu trabajo requiere la mayor exigencia, por eso la gama de Lubricantes de Cepsa GAVIA y Cepsa LARUS han sido desarrollados acorde a la nueva normativa medioambiental IMO de 2020 con la última tecnología en refinados y aditivos. Y por supuesto, con la garantía de servicio de Cepsa.

Descubre los Lubricantes de Cepsa en cepsa.es/lubricantes

Size 2

Lubricantes de Cepsa, tus aliados para la excelencia

Llega más lejos con tus embarcaciones.

Sabemos que tu trabajo requiere la mayor exigencia, por eso la gama de Lubricantes de Cepsa GAVIA y Cepsa LARUS han sido desarrollados acorde a la nueva normativa medioambiental IMO de 2020 con la última tecnología en refinados y aditivos. Y por supuesto, con la garantía de servicio de Cepsa.

Descubre los Lubricantes de Cepsa en cepsa.es/lubricantes

CEPSA

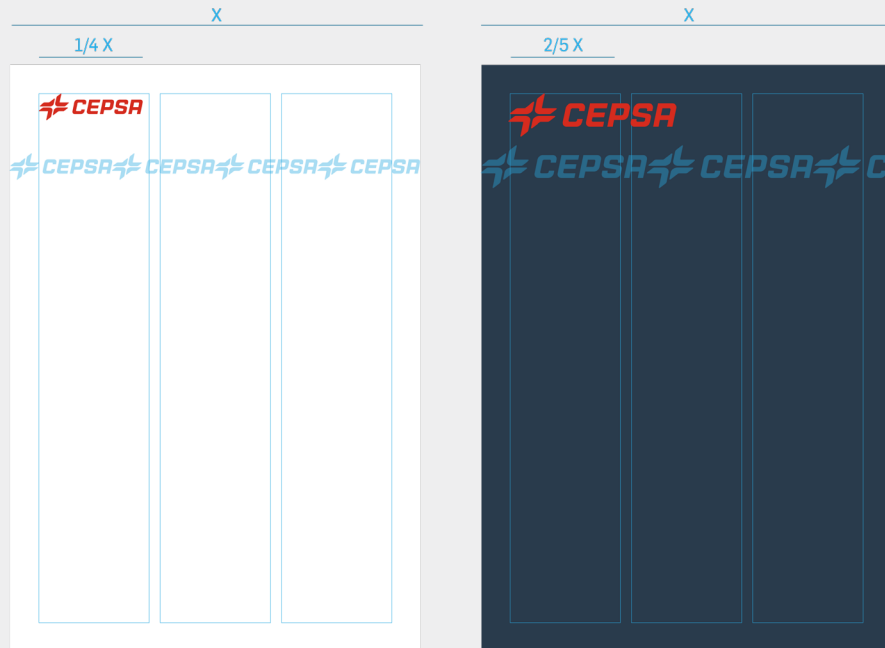
To the extent possible, always try to use the connected version of the logo on dark backgrounds.

If you want a greater impact of our red logo on the background, you can use the disconnected version.

The use of dark backgrounds is not recommended unless justified by the creative needs of a campaign.

Two sizes of signature system are available for our connected and disconnected versions.

Attached version



Size 1

Primary use

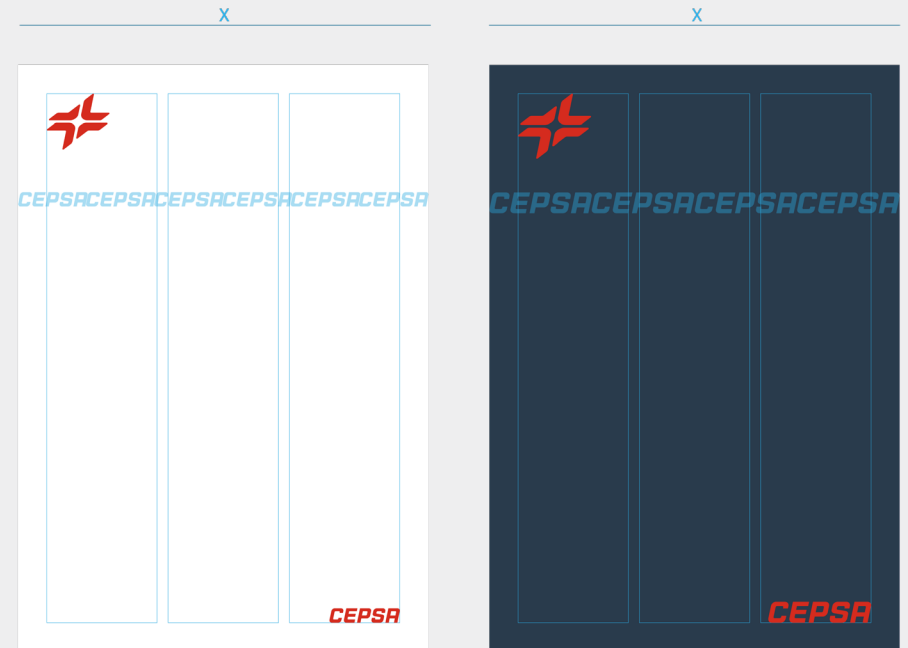
Size 2

Recommended use only when you have a **dark background***.

Proportion



Detached version



Size 1

Primary use

Size 2

Recommended use only when you have a **dark background***.

Logo
Signature versions

*The use of dark backgrounds is not recommended unless justified by the creative needs of a campaign.

Two sizes of signature system are available for our connected and disconnected versions.

Attached version



Size 1

Primary use



Size 2

Recommended use only when you have a **dark background***.

Detached version



Size 1

Primary use

Logo

Signature versions



Size 2

Recommended use only when you have a **dark background***.

Proportion



*The use of dark backgrounds is not recommended unless justified by the creative needs of a campaign.

Be Concept. Be Cepsa.

Be The Future. Be Cepsa.

Be Sustainable. Be Cepsa.

Be Safe. Be Cepsa.

Be Inclusive. Be Cepsa.

Be Global. Be Cepsa.

Be Digital. Be Cepsa.

Be Safe. Be Cepsa.

Be Your Best. Be Cepsa.

Logo

Internal communication

There is no need to use our logo in internal communications, as it is in a Cepsa environment.

The Cepsa logo is replaced by the "Be Cepsa" concept, an umbrella concept created for our internal communication, which helps us to rationalize and organize our communication and those priority issues for the Company.

It is important to understand from the beginning that "Be Cepsa" will always be accompanied by a concept in front of it. This concept will help identify the subject of the communication.

According to the types detected in Cepsa, the following coexistence scenarios are established:

Key



Cepsa Sub-brand
(Product, service, initiative)



Joint Venture.



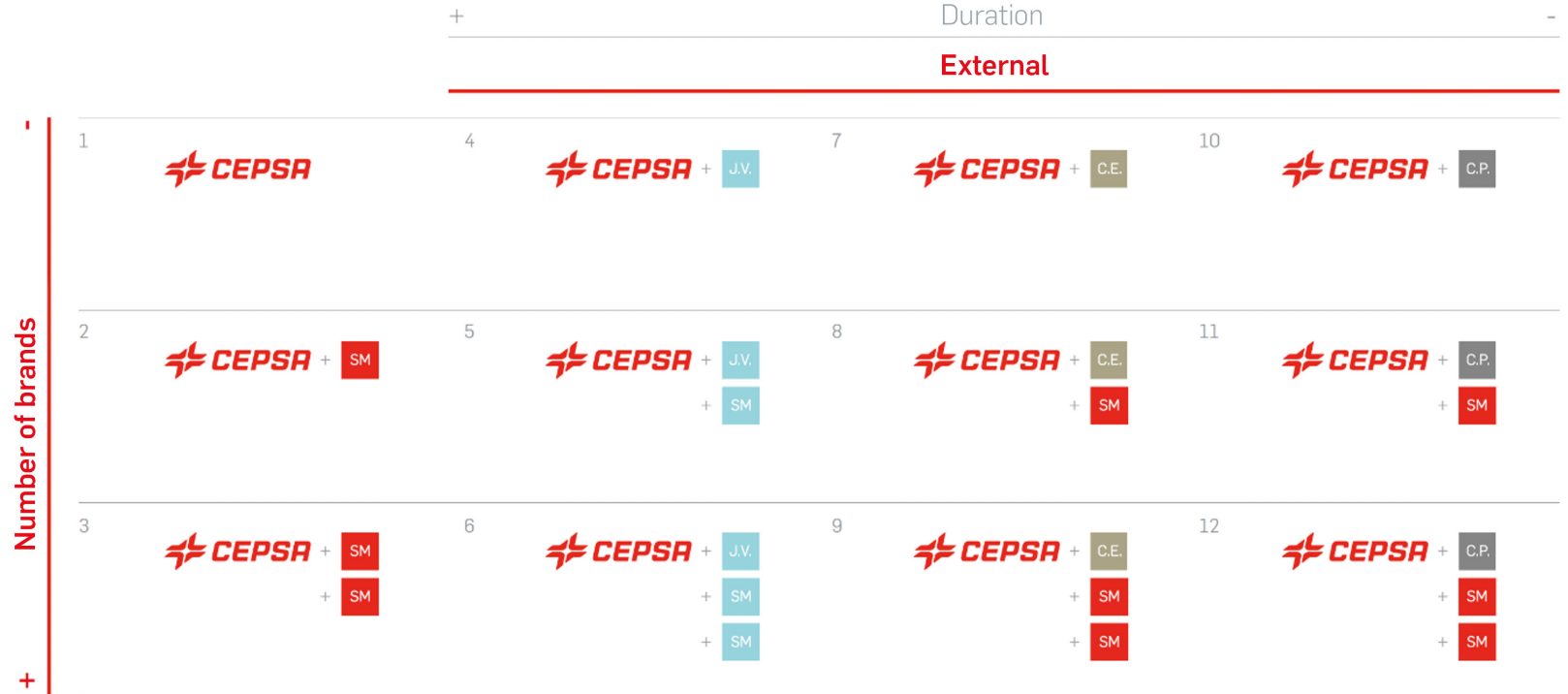
Resulting sub-brand
of the Joint Venture (e.g. Product)



Strategic Cobranding (Long term)

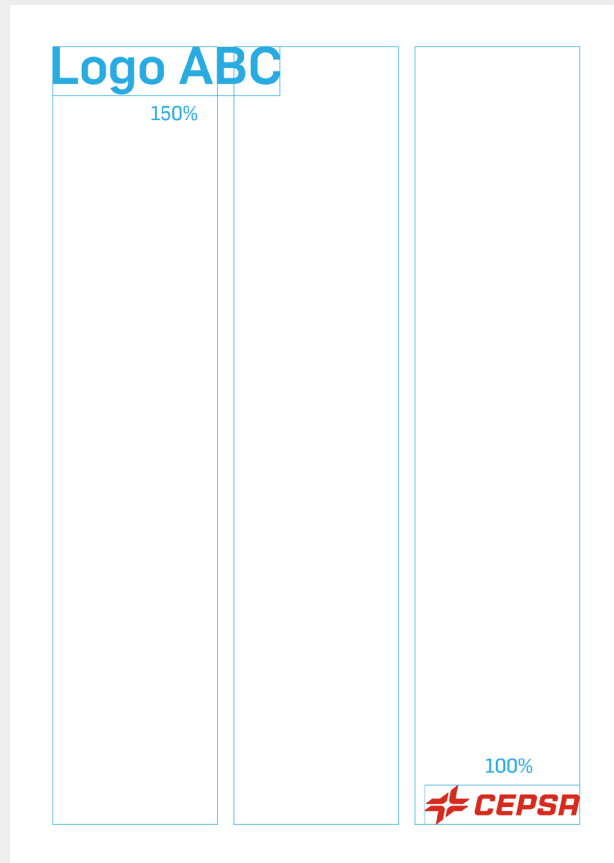


Occasional Cobranding (Short term)



For the correct application of logos in case of cobranding and to understand the different scenarios in greater depth, you can consult the Cepsa **Brand Lab** online portal.

Standard



Application



Logo

Cobranding
Standard for launch pieces

New specific standard for **communications for the launch of a Cepsa product or service.**

In a launch campaign, you can include the product logo at 150% of the Cepsa logo.

For the correct application of logos in case of cobranding and to understand the different scenarios in greater depth, you can consult the Cepsa **Brand Lab** online portal.



Flama Typeface

Abc Abc
Abc Abc

Cepsa Hero Typeface

Abc Abc
Abc Abc

Cepsa Display Typeface

Abc
Abc

Tahoma Typeface

Abc
Abc

Corporate typeface:

It is very widely used across the board.

- Texts, headlines, body copy, etc.
- Creation of event logos, brand initiatives, tools (app, web platform), actions or programs.

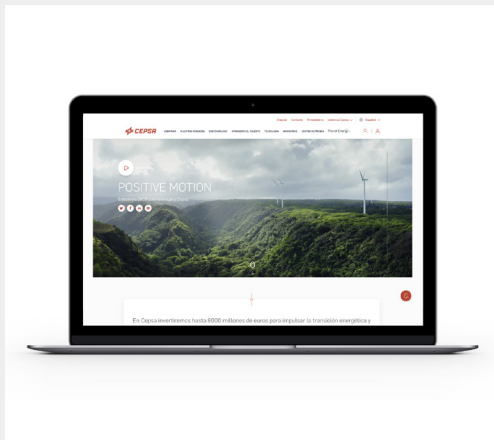
Cepsa Hero typeface is the choice for the creation of all these **products (e.g. lubricants), services and sub-brands** not directly related to fuels.

The use of Cepsa Display is limited to the creation **of fuel logos.**

For example: Óptima, gas.

Replacement typeface.

For internal electronic media, like **Microsoft® Office** applications (e.g. PowerPoint) and web pages, the Tahoma replacement typeface is allowed.



In long headlines, you must always use lowercase letters.

(more than 7 words or more than 3 lines)

Descubre la nueva oferta
en tu zona, ahora las botellas
de butano de Cepsa 1 € más
ligeras que las demás

In short headlines, you can use both upper and lower case letters, depending on the needs of the piece.

(7 words or less or 3 lines or less).

AHORA 1 € MÁS LIGERAS
QUE LAS DEMÁS

Typeface

Use of uppercase and lowercase letters

Lowercase letters are used when it is more appropriate due to the length of the headline.

Uppercase letters are used depending on the number of words in the headline.

If the words are long and the headline is more than 3 lines long, use lowercase letters, even if the headline has seven words or fewer.

The new standard is explained on the following page subject to the specific needs of each piece to achieve the best reproduction. Depending on the format, size or distance at which it will be reproduced.

More than seven words

In headlines longer than seven words, use lowercase letters.



Typeface

Use of uppercase and lowercase letters

Fewer than seven words

In headlines of seven words or fewer, use uppercase or lowercase letters, depending on the needs of the piece.



Use of italics

The use of italics is restricted to texts and headlines, mainly of short length, as long as they enable:

- 1. **Impact:** focus attention on the message or highlight a part of it.
- 2. **Functionality:** when you want to convey visually with the headline concepts in line with the communication (dynamism, speed, agility, etc.).

Use of boldface

Free use of boldface is allowed.

SAVE MORE

Short headline in uppercase letters, bold and italic to generate impact.

ENJOY THE
FASTER SERVICE

Short/medium-length headline in uppercase letters, with part in bold, to visually accompany the message.

We transform **energy**
into your energy

Short generic headline in lowercase.

Encuentra tu nueva estación de
servicio más cercana y empieza
a disfrutar de nuestras ofertas

Long generic headline in lowercase.

Text composition

Depending on the message and the objective of the piece, you can compose the headline in two different ways:

1. Playing with word sizes.
2. Same size in all text.

**Our
staff**
will serve you right
at the pump

Alignment and justification

Two types of text alignment are allowed in communication pieces:

1. Left-aligned text without justification.
2. Text centered and left and right justified.

Our staff will
serve you right at
the pump

Primary colors


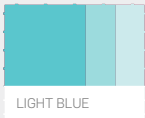
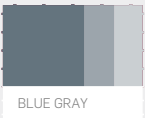
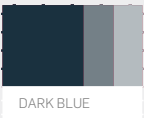
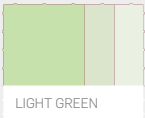
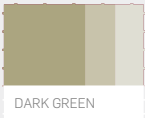
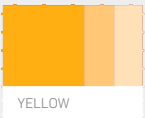


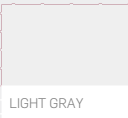
					
WHITE	PANTONE® 485 C	PANTONE® COOL GRAY 2C	PANTONE® 424 C	PANTONE® 7546 C	PANTONE® BLACK C
C0 M0 Y0 K0	C0 M100 Y100 K0	C06 M04 Y06 K13	C60 M48 Y48 K15	C63 M37 Y21 K57	C0 M0 Y0 K100
R255 G255 B255	R213 G43 B30	R210 G208 B205	R108 G111 B112	R41 G59 B76	R0 G0 B0
HTML #FFFFFF	HTML #D52B1E	HTML #D2D0CD	HTML #6C6F70	HTML #263746	HTML #000000
RAL 9016	RAL K7-3020	RAL K7-7047	RAL K7-7037	RAL K7-5008	RAL K7-9005
NCS S1002-G50Y	NCS 1080-Y80R	NCS 1502-Y	NSC 5500-N	NSC 7502-B	NCS 8502-R
Textil 11-0601 TCX	Textil 18-1763 TPX	Textil 14-4002 TPX	Textil 18-4006 TPX	Textil 19-4021 TPX	Textil 19-1111 TPX
3M 100-20	—	—	—	—	3M 100-22
3M 3630-20	3M 3630-043	—	—	3M 3630-77	3M 3630-22
Oracal Mate 751M-010	—	Oracal Mate 751M-072	Oracal Mate 751M-074	—	Oracal Mate 751M-070
—	Avery 5521 QM	—	—	Avery 5545 QM	—

Primary colors should be used in most applications.

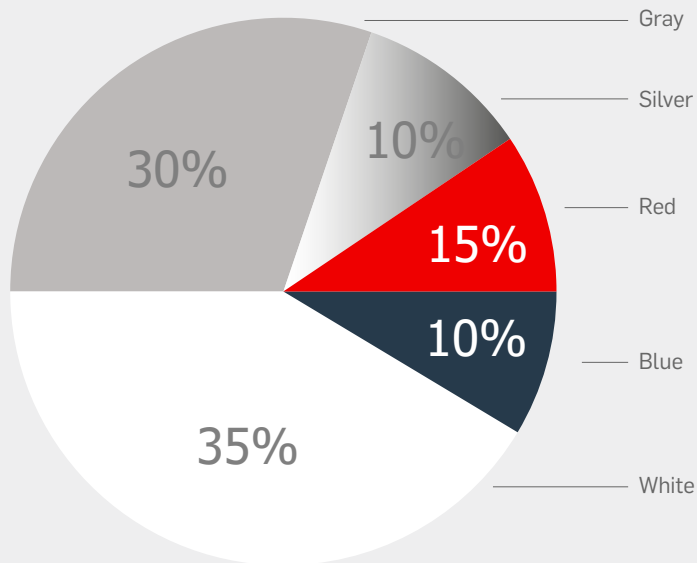
Secondary colors serve as accent colors for specific uses.

Their use should be limited to elements that stand out in the digital environment, illustration or as an exception for sub-brands or important Cepsa initiatives.

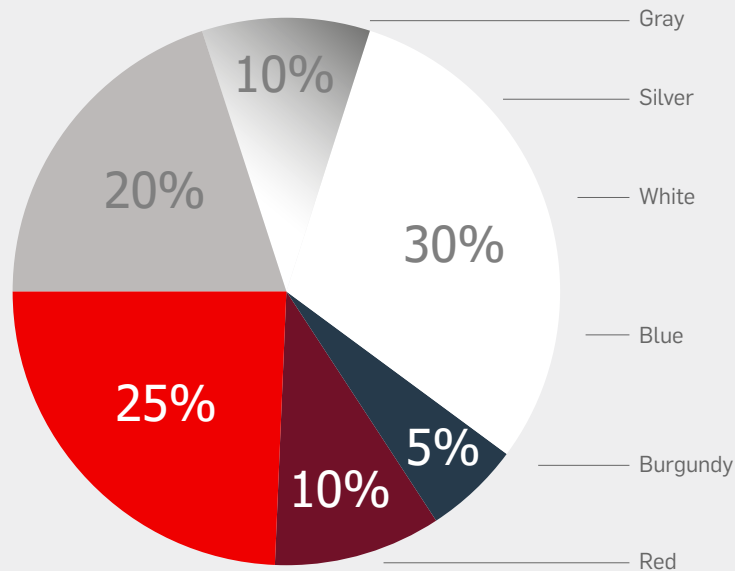
Secondary colors

									
PANTONE® 202 C	LIGHT BLUE	BLUE GRAY	DARK BLUE	LIGHT GREEN	DARK GREEN	YELLOW	PANTONE 7472C	SOFT GRAY	LIGHT GRAY
C10 M90 Y55 K45	C45 M0 Y15 K0	—	—	—	C25 M20 Y40 K5	C0 M35 Y80 K0	C65 M3,5 Y35 K1	—	—
R114 G19 B41	R121 G201 B209	R103 G115 B125	R31 G48 B62	R204 G225 B178	R170 G165 B132	R249 G179 B66	R0 G165 B159	R238 G237 B237	R245 G245 B245
HTML #8B2332	HTML #79C9D1	HTML #67737D	HTML #1F303E	HTML #CCE0B2	HTML #AAA584	HTML #F9B342	HTML #00A59F	HTML #EEEEED	#F5F5F5
RAL K7-3003	RAL 6027	—	—	—	—	RAL 1033	RAL 6027	—	—
3M 100-2400	—	—	—	—	—	—	3M 3630-236	—	—
—	—	—	—	—	—	—	65 16 47 5 Vinilo Impreso	—	—

Primary style



Promotional and retail style



Primary style

The primary style is a more corporate world.

White, gray and silver tones prevail, with red and blue hues according to the proportions defined here.

Promotional and retail style

The promotional and retail style is a more promotional world.

The colors white and red predominate.



Photography is a key element in representing the Cepsa image.

A number of criteria must be taken into account when selecting possible images:

- Put people in the spotlight.
- They must portray equal numbers of men and women.
- The people must be real, natural and up close.
- Use interesting settings.
- Reflect the value of safety: the activity/action must comply with all safety standards, for example:
 - People wearing PPE in industrial environments.
 - If there are people going down stairs, they need to be holding on to the handrail, etc.

Original image



In order to strengthen the brand image, it is the images should be retouched by adding **brightness and contrast** to the image and **including some element of red color** whenever possible.

Retouched image (Brightness and contrast + Levels + Red Touch)





If you are unsure about the contents of this manual or want to ask any questions, please write to:

brand@cepsa.com



April 2023