corporate identity manual
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# Basics Elements

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1.1.1 Welcome

This manual has been developed in order to ensure that the graphic elements which make up the visual identity of SENER: the logo, the colors, the type font and design architecture are used correctly and consistently in all their applications.

The guidelines contained in this manual indicate how to use and combine the various elements so as to maintain visual consistency, their goal being the brand’s competitive differentiation and standardization of its use anywhere in the world. This tool helps to convey the idea, values and personality of SENER, and so it is very important to digest and apply its content.

Simple for our professionals, better for the brand

With your collaboration, this manual will be an essential tool in maintaining the strength and persistence of SENER’s identity over time.

Welcome to preserving our brand.
1.1.2 About this manual

Who is this manual for?
It is for you, as a part of SENER, as a supplier or as a partner/associate of our brand. It is aimed at graphic designers, printers and any external consultant or manufacturer with responsibility for the design, creation or production of any element owned by SENER.

What is this manual for?
This interactive manual is an aid to presenting ourselves as a brand in a specific, predetermined manner:

Professional: the equipment produced by SENER reflects the group’s philosophy of innovation and high quality.

Consistent: all elements are presented with a sense of unity and order; they are set out clearly and with a logical reasoning and also with a flexible and open attitude.

Convincing: the communication of our brand must be sound and easily recognizable.

A way of viewing a brand with a future
We all share responsibility for protecting and caring for our brand. Through our collective effort, we are protecting its future.

This icon indicates that one or more templates are available to download.

Text in magenta
1– Where text is in magenta, this means that it is optional.
2– It may also indicate that it can be “customized”, that it can be adapted to the language of each office.

In each case, it will indicate which of these two options applies.
The brand is an integrated whole, not merely a word with connotations relating to something intangible. It contributes to the growth and value of our companies, promotes customer loyalty and enhances our ability to attract and retain talent, thereby facilitating our potential to develop projects and services, and predisposing social, economic and institutional players to commit to contracts and agreements.

At SENER, we go further and we define ourselves through the belief that the brand is an integrated whole of infinite nuances, which must be drawn together and taken into consideration.

For SENER, the brand is:
A mirror in which we see ourselves.
A showcase displaying our image to the world.
A contract which holds an entire institution up to public gaze.

The SENER brand is defined by three fundamental elements:
An idea. A concept that summarizes the company’s essence, what it is that really makes us different.
A set of values which define a way of behaving and establish a personality that conveys what we are and how we express ourselves.
A personality which shapes our behavior and the things we do.
### 1.1.4 Brand values

SENER’s values underpin everything we do, what we say and how we project ourselves. They must be central to every project we carry out, to the initiatives we propose and they must be reflected in the outcomes of those initiatives.

<table>
<thead>
<tr>
<th>Brand values</th>
<th>Excellence</th>
<th>Commitment to quality</th>
<th>Commitment to independence</th>
<th>Commitment to innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“The only way to make men speak well of us is to do well” VOLTAIRE, François-Marie Arouet</td>
<td>At SENER we want to commit ourselves to what we believe to be the underlying foundations of excellence. Every one of our actions must be part of an integral, high-quality service to the customer and to society in general. To achieve this, we commit ourselves to the execution of projects, services and engineering activities which respect the environment and can guarantee people’s safety. Quality is another of our hallmarks.</td>
<td>At SENER we have absolute freedom to make decisions about business development and to confront new challenges in accordance with the policy established by Senior Management and the Board of Directors. This independence guarantees complete fulfillment of our commitments, including providing the most advantageous solutions for our customers and offering the requisite level of quality in all our projects. This leaves our professional teams free to carry out their work without external constraints.</td>
<td>People are our main asset and so SENER stands out for its innovative projects and solutions with high differential value. Talent, curiosity and hard work are recognized. Our actions are motivated by a constant thirst for knowledge; we make progress by using forward planning as a driver for international leadership. We grow through innovation. We create through effort. We invest in Research, Development and Innovation.</td>
</tr>
</tbody>
</table>
1.1.5 Brand personality

Personality dictates the brand’s style: it is a tone of voice, a twinkle in the eye. With a friendly, easy and recognizable appearance, in its audience’s eyes SENER’s calling card says:

- Sound
- Innovative
- International
- Loyal to its values
- Independent
- Constantly seeking excellence
- It has its own opinion and is highly regarded within the sector
- Constantly striving
Brand architecture defines and reflects the way in which a company or organization structures its brands, products and services.

At SENER, we have decided to develop the brand organization in a uniform way (consistent, solid, compact).

This means that the divisions of the parent brand have an identity as the successors of a family whose signature always leaves an impression and they must therefore always be defined through the global identity of SENER and its attractive proportions.

The first impression conveyed by the SENER logo is unequivocally, that it is square. Individual squares, sets of squares form a larger square incorporating letters which occupy the space in a perfect square.

The square is a stable form with a constant character that communicates solidity and good standing. Associated with concepts such as stability, permanence, honesty, rectitude, cleanliness, care and balance. Accompanying the Golden Square is the rectangle, which possesses similar properties.
1.2 - logo

1.2.1 Introduction
1.2.2 Corporate logo
1.2.3 Slogan
1.2.4 Reserved space
1.2.5 Correct uses
1.2.6 Color versions
1.2.7 Logo over backgrounds
1.2.8 Logo over photographic backgrounds
1.2.1 Introduction

The logo is one of the basic elements of SENER’s identity and it achieves impact when used in conjunction with the other elements. A consistent message is thereby created.

The SENER logo reflects our spirit and character, as it has been specially designed to represent our values and our brand idea. With its weight, it constitutes the solidity represented by a company that carries out engineering, construction and high-technology systems integration projects.

It is our “signature”, the digital fingerprint of our organization.
Back in 1976, a rough draft of the visual identity of what is now the SENER brand was born. After having opted for a defined type font and color, the logo was initially used in white on a navy blue rectangular banner.

In the mid-1970s, as the company grew and expanded its activities into other fields, so too did its visual identity.

**Empedocles** postulated the theory of the four roots, which Aristotle later called “elements”; bringing together the water of Thales of Miletus, the fire of Heraclitus, the air of Anaximenes and the earth of Xenophanes, which are mixed in the various entities on earth.

**Aristotle** is the inspiration for the current brand logo. **Nature’s four basic elements — fire, air, earth and water** — become central themes which correspond to the company’s fields of activity: Aerospace, Civil and Architecture, Power and Process and Marine. They have been incorporated into the logo and form an essential part of the brand. They are themes which perfectly define the brand and its areas of activity.

Since then, the logo has only undergone slight changes, such as the removal of the fish in the water symbol or a slight retouching of the R in SENER.

With their weight and angular design, the unique shapes of the letters convey the company’s firm character. The grouping formed by the symbol logo, combined with the symbols of the four elements, define SENER’s service orientation in universal engineering. This contrast gives it a recognizable, highly distinctive appearance that is easily legible in all sizes.

The logo must be always be reproduced using the original final artwork and adhering to the rules for application described in this manual on basic elements.
1.2.2 Alternative use of the logo:

When necessary and on special occasions requiring a vertical logo, this layout must be used. We should point out that this is an exception and will be used on very few occasions.

For this alternative use, the brand managers must be consulted. See Section 1.1.7 Brand managers.
Placement of the slogan
When the logo is to be accompanied by the company slogan, this will be printed in Benton Sans Regular, Pantone® Warm Grey 9 justified on both sides of the box containing the word SENER, and located at a height of 1/3 of, where is the height of the logo.

Language of the slogan
We will use the slogan in Spanish wherever the graphic and audiovisual material is aimed at a Spanish-speaking audience. In all other cases, or in case of doubt, the slogan will be used in English.

Slogan
The way to see the future
In order to maintain the logo’s visual impact, its reserved space must always be observed. This is equal to the height of the isotype square, around the logo. This also means that it is half the height of the logo.

This space must not be encroached upon by adjacent elements, whether text, photographs or other marks.

Minimum sizes (overall width)

- Without slogan: 25 mm
- With slogan: 32 mm
The incorrect use of the SENER logo adversely affects the impact of our communication, as it conveys an inconsistent message. Only the use explicitly described in this manual is correct. Any variation in color, orientation, proportion or combination is incorrect and is therefore prohibited.

Below are some examples of things that must be avoided.

- Do not distort the logo
- Do not try to recreate the type font
- Do not alter the elements
- Do not add other elements
- Do not change the color
- Do not rotate the logo
The SENER logo only exists in two chromatic versions: blue and black. No other color versions exist.

Where it is applied to a background of the same color, the logo will be edged with a white outline.

The size of the outline will be equal to that of the strips separating the isotype’s squares.
1.2.7 Logo over backgrounds

The logo can be applied over a background, provided that the safety outline referred to above is respected.

We distinguish between two types of background: Colored backgrounds and photograph backgrounds, which are described on the next page.

The four secondary colors can be used as a background for the color logo, provided such use is restricted to just a few applications.
1.2.8 Logo over photographic backgrounds

There are no restrictions in applying the logo over photographic backgrounds; simply ensure that it is correctly reproduced and is readable over any image.

This also applies where the logo is placed on a tool or machine. In this case, the SENER logo must be reproduced in the corporate blue with the safety outline referred to in previous chapters.

Images containing excessive contrast or movement should be avoided, since they can interfere with the logo's visibility. The blue or black version can be used.
1.3 - type font

1.3.1 Introduction
1.3.2 SENER typeface
1.3.3 Substitute typefaces
1.3.1 Introduction

SENER is a solid company. This is expressed in a reliable way and the words used convey consistency. Our tone of voice is formal, moderate and frank. The fact is that the words we use reflect the way we are and how we think and act. For SENER, every word counts and every word speaks volumes about us: it conveys everything we are.

For SENER, selecting a type font was no trivial task, since finding a font that transmits excellence — the brand’s core value — was the primary objective.

The typographic family chosen by SENER is Benton, a balanced and elegant type face. Its simplicity conveys reliability, competence, soundness and consistency.

From this extensive family, we will only use the style specified in this manual.

The Benton Sans typeface family

This is not a system typeface and so it must be installed on the computer in advance if it is to be used and viewed correctly.
1.3.2 SENER typeface

**Headlines**

The Modern family of the Benton typeface has been selected for constructing headlines. With its base, it has more weight for enunciating and proposing. It speaks with a louder tone of voice — just the tone we need for headlines: it grabs our attention without shouting.

We are allowing the possibility of choosing the Light or Bold family where necessary, provided this is done to achieve maximum visual sharpness.

**Body copy**

The Sans family of the Benton typeface has been selected for constructing text. Extremely simple and sharp, Benton Sans conveys a brand which is direct and frank. It communicates forcefully. Bold is used when we want to highlight text, while Italic is used for project names, works and foreign words and phrases.

---

**Benton Modern Display Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:¡!¿?
```

**Benton Modern Display Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:¡!¿?
```

**Benton Sans Regular Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:¡!¿?
```

**Benton Sans Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:¡!¿?
```

**Benton Sans Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:¡!¿?
```

**Benton Sans Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:¡!¿?
```

**Benton Sans Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:¡!¿?
```
1.3.3 Substitute typefaces

Trebuchet MS
A system typeface, installed on all PCs, with its four available faces (normal, bold, italic, bold italic). Ideal for content because of its high degree of legibility and its wide availability in office automation systems worldwide. It has a full punctuation system and accents.

Typeface Unicode
These are typefaces based on the UNICODE character coding standard, designed to facilitate IT processing, transmission and display of texts in multiple languages.

IMPORTANT:
The substitute typefaces must never be used for professional applications or printed communication materials.

Trebuchet
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;¡?%@€$£¢

Trebuchet MS
A system typeface installed on all PCs, with its four available faces (normal, bold, italic, bold italic).
Ideal for content because of its high degree of legibility and its wide availability in office automation systems worldwide.
It has a full punctuation system and accents.

Myriad Pro
A systems typeface installed on all PCs. It replaces the Benton Sans typeface for Polish or other languages with special characters.

Minion Pro
A systems typeface installed on all PCs. It replaces the Benton Sans typeface for Polish or other languages with special characters.

IMPORTANT:
The substitute typefaces must never be used for professional applications or printed communication materials.
1.4 - color

1.4.1 Introduction
1.4.2 Palette of colors
1.4.3 Primary color
1.4.4 Secondary color
1.4.5 Use of color
1.4.1 Introduction

Color is a fundamental element in communicating the brand's personality and in differentiating it from the competition.

Our basic color is Pantone® 281.

A deep, distinctive blue, which conveys authority and presence. It gives the brand an air of respect and reassurance.

Consistent use of this color is important for our brand’s expression.

Which came first, sea blue or the blue sea?
1.4.2 Palette of colors

The world in which the brand has to develop is growing.

For this reason, the main color (Pantone® 281) is now supported by grey, which adds to, and certainly does not detract from, the main color’s central role.

Blue is a cool, rational, consistent and elegant color. It is associated with balance and calm. It helps us to position ourselves as a brand conveying reliability through tranquility and gravity.

The SENER palette of colors, at corporate and divisional level, is balanced.
1.4.3 Primary color

SENER's primary color is Pantone® 281, a deep, distinctive blue.

Blue derives its principal significance from the symbols and feelings we associate with it.

This is a color conveying all the good qualities that accrue with time, the fine feelings not dictated by mere passion but rather that are based on reciprocal understanding.

There are no negative feelings where blue predominates. Thus, it is no surprise that blue elicits such acceptance.

The Pantone® colors are the main references for all printing applications. Wherever possible, the specific Pantone® color will be used. For any other system not mentioned here, the Pantone® specification is the base reference.

Pantone® 281

<table>
<thead>
<tr>
<th>CMYK:</th>
</tr>
</thead>
<tbody>
<tr>
<td>C: 100</td>
</tr>
<tr>
<td>M: 72</td>
</tr>
<tr>
<td>Y: 0</td>
</tr>
<tr>
<td>K: 32</td>
</tr>
</tbody>
</table>

Note: Cyan, magenta, yellow, key-color (black) – the subtractive color model used in four-color printing and in color printers.

RGB professional applications (InDesign, Illustrator...):

| R: 0   |
| G: 59  |
| B: 121 |

RGB office automation (Word, Excell, Power Point...):

| R: 0   |
| G: 38  |
| B: 100 |

HTML: 00377C

Hyper text markup language – web page coding. The html references normally correspond to the RGB color specifications.
The secondary color palette has been developed to identify each individual Business Units and/or to reinforce and highlight color 281 as the primary color. Use of Pantone Warm Grey 9 in text:

- Corporate: always for spot color printing, such as on paper printed materials. When printing using automated office systems, it must be substituted by 70% black.
- Editorial: the specific four-color values (0-5-10-50) or 70% black.

### Secondary colors

Secondary colors can be used as plain backgrounds, split boxes or in the design of graphics, tables or typographical elements such as highlighted items.

#### Pantone® 703
- **CMYK:** C: 7 - M: 95 - Y: 49 - K: 16
- **RGB:** R: 181 - G: 56 - B: 79
- **HTML:** #5384F

#### Pantone® 7496
- **CMYK:** C: 50 - M: 6 - Y: 99 - K: 42
- **RGB:** R: 166 - G: 127 - B: 16
- **HTML:** #6A7F10

#### Pantone® 5497
- **CMYK:** C: 40 - M: 24 - Y: 11 - K: 39
- **RGB:** R: 137 - G: 127 - B: 16
- **HTML:** #899F99

#### Pantone® 5415
- **CMYK:** C: 50 - M: 24 - Y: 11 - K: 39
- **RGB:** R: 137 - G: 127 - B: 16
- **HTML:** #6A7F10

#### Pantone® Warm Grey 9
- **CMYK:** C: 0 - M: 5 - Y: 10 - K: 50
- **RGB:** R: 156 - G: 151 - B: 146
- **HTML:** #9C9792

**Monochrome:** 70% black

**RGB:**
- R: 100 - G: 109 - B: 113

**HTML:**
- #696969
1.4.5 Use of color

In order to achieve a greater variety of color and graphic resources in information design, and thus allowing certain content to be structured, colors can be used in specific percentages. It is an advantageous option where budgets are limited or for communication materials printed with one or two inks.

The color percentages must not be overused, unless necessary in order to structure and improve the visualization of information.

Wherever possible, it is preferable to reproduce the colors 100%.

The reduced examples on this page demonstrate the use of color in graphics.
1.4.5 Use of color: idiomes

For bilingual SENER publications, the languages will be distinguished by the use of color.

SPANISH: Pantone® Warm Grey 9

ENGLISH: Pantone® 281 C

For SENER's international orientation, ENGLISH will be chosen as the main language for all bilingual publications. For this reason, elements such as the slogan or area names will, in this case, appear only in English.

The fact of being in a single language does not affect the rule for distinction between languages by color, so Warm Grey 9 will still be used.

Each division will have an identifying panel and a specific color.

This must be at least 12 mm high