



Brand Usage Guide



Our Brand

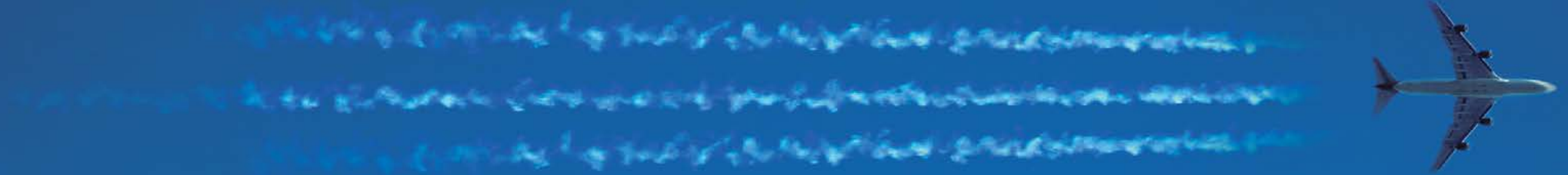


The brand, corporate colours, typography and iconography are the main elements of our graphic identity. The departure runway for our communications. This Guide offers the basic standards for its proper use. But in order to use it correctly, it cannot be viewed as a series of limitations, but rather as a constructive and creative tool.

Our brand starts here; by respecting its contents while seeking its constant evolution and improvement. A brand lives in its applications, and a brand's success relies on the professionalism employed in developing said applications.

This Guide is intended to be an example of this. Bon voyage.

Safety, order and fluidity





Tools of our identity

The basic elements of identity constitute the backbone of the identification system. Our identity consists of a series of elements created to promote brand concepts: Safety, Order and Fluidity.

These concepts are displayed and communicated through all the elements and pieces of our identity. The aim of this document is to provide clear guidelines on what this means in practice.

But this manual is not all-inclusive; rather, it provides a starting point. The aim is to make the ENAIRE brand a relevant and separate identity that communicates in the most effective way possible.

This is an interactive book. It is only half-written. You write the other half.

Our logo

ENAIREe

Our symbol



Our typography

ENAIRE Titillium
Thin / Light / Regular /
SemiBold / Bold

Our brand

ENAIREe 

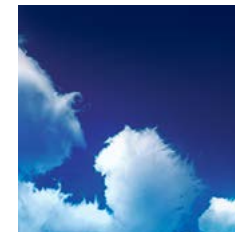
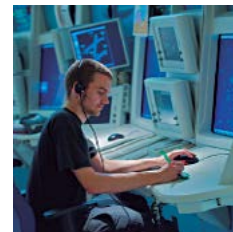
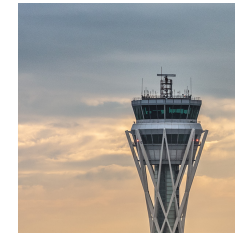
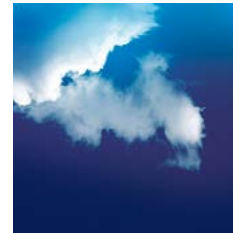
Our colours

ENAIRE
Dark Blue
Pantone
282

ENAIRE
Clear blue
Pantone
Process
Cyan

ENAIRE
White

Our images



Our iconography



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01.

Logo



01. Logo

Visualisation

The logo is the visualisation of the name, filling it with content and placing it in its proper graphical setting.

Starting point



ENAIRE

Step 1. Work the N



ENAIRE

Step 2. Work the A



ENAIRE

Step 3. Work the I



ENAIRE

Step 4. Work the R



ENAIRE

Step 5. Work the E



ENAIRE

Final layout



ENAIRE

Colour



ENAIRE

01. Logo

Our symbol

The symbol complements the logo. Three lines that reinforce the concepts of fluidity and motion. It serves to highlight the colour, like contrails in the sky.

Use of the symbol

It will always be marked by the presence of the logo. It can appear by itself provided that the complete configuration of the brand is used previously in the

same piece. The symbol is an identifying element. It must never be used as a graphic or decorative element: there is a separate custom iconography for this ([see page 21](#))

Common height

The vertical ratio between the logo and the symbol is the same, fixed and invariable.

Symbol

Common height

Fixed space between logo and symbol in every configuration



Size of use

As a general rule, it is determined by the height of the logo: both have a fixed ratio. In uses where only the symbol is shown, it must be in proportion to the logo. Never use an oversized symbol that is disproportionate with the format in which it appears. Its use is complementary, as a detail.



Note - Questions on use size

Symbol

Consult the Branding Department: slloriente@enaire.es

01. Logo

Ratio between the logo and symbol

Basic configuration

For more common and general uses. Required in applications of maximum institutional exposure (e.g. on the walls of buildings)

Fluid configuration

For more specific and creative uses. In this configuration, the brand is adaptive and adjusts to each format. ENAIRE's identity, instead of being

diluted, is reinforced, fully reflecting the concepts of fluidity and dynamism.

Basic configuration

Fixed space between the logo and symbol

**Fluid configuration**

Variable space between the logo and symbol

**Note - Use of fluid configuration****Brand configurations**

It has to be approved by the Branding Department: slorrente@enaire.es

01. Logo

Our brand

Our brand is our primary identifier of who we are, and it consists of two elements: the logo and the symbol.

Exclusion zone

The brand must be surrounded by as much free space as possible. It is important to keep it away from any other graphic element.

Minimum brand size

The minimum size for our brand is 3 mm high in all applications

Exclusion zone



Minimum brand size

ENAIRE   3 mm

01. Logo

Placement alongside other brands

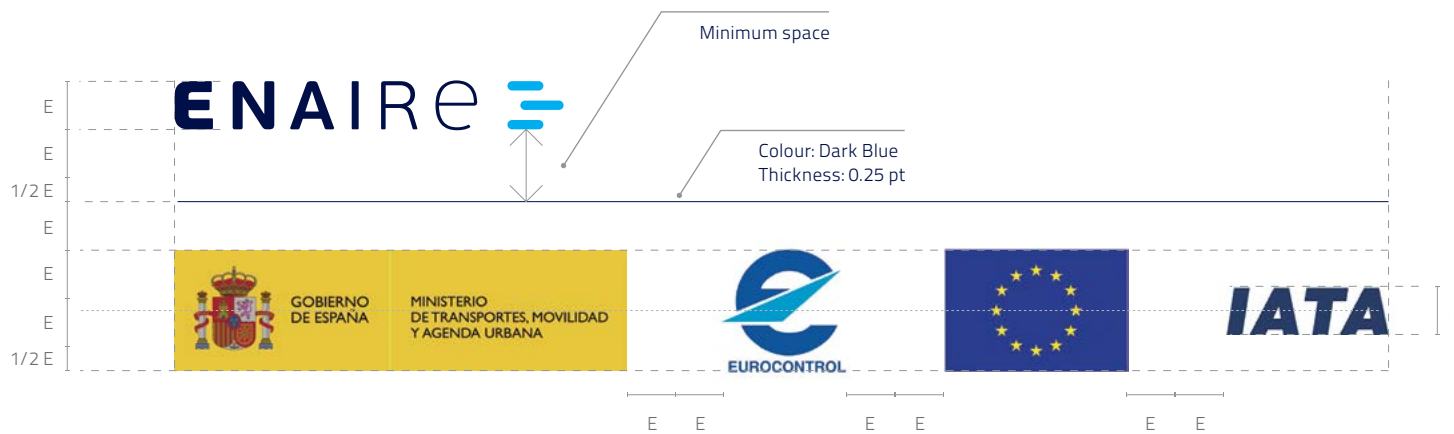
Examples of use with other brands.
The logos are illustrative. The aim in these configurations is to maintain a visual balance between our brand and the other brands.

This example of visibility must be applied in every configuration we have. A dividing line will be used to emphasise and highlight our brand from the rest.

Horizontal configuration



Vertical configuration



01. Logo

Incorrect uses

Our brand is an important asset and must never be changed or used incorrectly. When used systematically, it has a greater impact and creates brand recognition.

Precisely for this reason, the relative sizes and the component elements must never be altered or redrawn.

Below are a number of examples that provide a better understanding of these incorrect uses. Any other use not specified in this Manual will be equally incorrect.

To ensure the correct use of the brand, the digital files accompanying this Manual or those provided on ENAIRE's intranet must always be used.

DO NOT distort the corporate brand in any way.



DO NOT change the colours of the corporate brand.



DO NOT use the brand repeatedly or make patterns with it to create a design.



DO NOT put the corporate brand on a background colour that is not specified in the Manual.



DO NOT change the order of composition of the logo and symbol.



DO NOT change the ratio of the logo to the symbol in any way.



DO NOT put the corporate brand on a complex image or with a lot of information or detail.



DO NOT place the corporate brand at an angle.



DO NOT distort the brand with 3D treatments.



DO NOT use the brand in applications of low quality or with insufficient resolution.



02.

Colours



02. Colours

Chromatic uses

To make sure the brand is legible on different backgrounds, different versions are required. The coloured brand must be used whenever possible (1st and 2nd preferences).

First preference

When printing in 4 colours or Pantone colours. Our brand will always be used on a white background.

First preference

White background

Second preference

Background with corporate colours

Second preference

Colours of corporate backgrounds. (Our corporate brand must never be used on any other solid or gradient colour). When applying it to a four-colour

image, make sure that the logo is perfectly clear and legible. See the next page for more information.

Third preference

Clear grey/metallic backgrounds

Fourth preference

White negative and black positive

Fifth preference

Monochrome on photographic backgrounds

Sixth preference

Black positive

Clear Blue Positive (rubber stamps)

Third preference

On clear greys or clear metallic applications, use the monochromatic option in Dark Blue.

Fourth preference

When the background colour is not corporate (for example, green or yellow), legibility must be ensured: on dark colours, use the negative brand (White), and on light colours, the positive brand (Dark Blue colour).

Fifth preference

When printing on photographic backgrounds, the brand will be printed in monochrome, choosing between negative or positive, depending on the contrast with the background. When choosing between the two, optimal legibility takes priority.

Sixth preference

When production quality cannot be guaranteed, such as in fax or newspaper applications, always use the black brand. For rubber stamps, the Light Blue version is available.

02. Colours

Chromatic palette

Our colours

ENAIRe Dark Blue, Light Blue and White are the corporate colours that define us. They are bright and lively colours, and they must appear

in all our communications so that they can be immediately recognizable.

Corporate colours

ENAIRe Dark Blue

Pantone

282

Four-colour printing

C: 100 M: 80 Y:0 K: 70

RGB

R: 0 G: 34 B: 76

HTML

00224c

Vinyl adhesive

3M Scotchcal:

VS-9867

Avery:

900 QM/857 G

Paints

GLOSSY. Gloss 60%

Akzo Nobel/Sikkens:

FLINT 5015

Hempel:

554E2-3198E

Basf/Glasurit:

4022 S-22/18 4042

Roura/Cevasa:

RZAS-5117

ICI:

YNN5

MATTE. Gloss 20%

Akzo Nobel/Sikkens:

FLINT 5014

Hempel:

554E3-3213E

Basf/Glasurit:

4023 S-22/18 4043

Roura/Cevasa:

RZAM-5430

ICI:

YNN6

ENAIRe Clear Blue

Pantone

Process Cyan

Four-colour printing

C: 100 M: 0 Y:0 K: 0

RGB

R: 0 G: 159 B: 218

HTML

009fda

Vinyl adhesive

3M Scotchcal:

30.813

Avery:

700.748

Paints

GLOSSY. Gloss 60%

MATTE. Gloss 20%

For painting applications, the manufacturer will be asked to formulate the paint based on the type of material and finish on which it is to be applied so as to adjust it to the Process Cyan colour.

There is no colour on the pallets of the usual manufacturers that is faithful to ENAIRe's Light Blue.

This way, our colour will be distinctive any unique to our brand, since it will not match those used by other entities.



Note - Design/Production

Paints

When painting, the Clear Blue colour must be formulated specifically for each application type. This formulation takes approximately 3 days.

02. Colours

Chromatic palette

Our corporate colours communicate and establish an emotional connection with our audiences. That is why we must use them consistently in all our communications.

Use of our colours

Our three colours must be used in balance, in keeping with this use scale.

Corporate colours

ENAIRE
White

Four-colour printing

C: 0 M: 0 Y: 0 K: 0

RGB

R: 255 G: 255 B: 255

HTML

ffffff

Vinyl adhesive

3M Scotchcal:

100-20

Avery:

900 QM/918 A

Paints

RAL 9010

GLOSSY 60% gloss

Akzo Nobel/Sikkens:

FLINT 1005

Hempel:

554E2-1230E

Basf/Glasurit:

4025 S-22/18 4045

Roura/Cevasa:

RZBS-5313

ICI:

1KAT

MATE. 20% gloss

Akzo Nobel/Sikkens:

FLINT 4013

Hempel:

554E3-1259E

Basf/Glasurit:

4026 S-22/18 4046

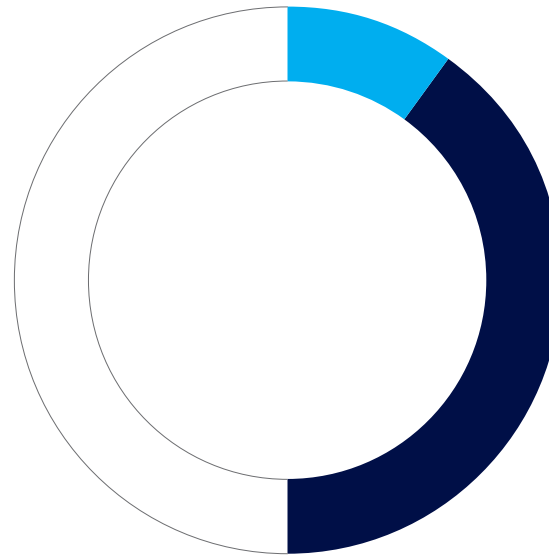
Roura/Cevasa:

RZBM-5449

ICI:

YNP3

Use scale



First predominant colour

In the vast majority of communication materials, white is the colour of the format, it is the background. At ENAIRE, the background becomes a figure; it is the whiteness of clouds, light as the air.



Second predominant colour

Dark Blue is our main colour. It is deep and elegant, it has power and contrast.



Third colour

Light Blue is modern, intense, bright and is to be used only for details, to highlight content or information.

03.

Typography



03. Typography

Our typography

ENAIRe Titillium is our corporate typography. We have chosen it specifically to reflect the properties of the brand and to visually complement our logo. It will be used on all printed materials, and even on

digital materials, provided that they are closed documents where the typography cannot be edited, meaning it cannot be distorted or replaced by another.

In office documents, when it is not possible to use our corporate typography, Arial will be used. Similarly, Arial will also be used in e-mail communications.

All types must be left justified and consist of upper and lower case letters.

Corporate typography

ENAIRe Titillium

Thin

Light

Regular

SemiBold

Bold



Note - Design/Use

Rights

Titillium and all its variations are subject to the SIL Open Font Licence, Version 1.1, which allows this typographical font to be used for free and to be modified.

How to write our name

ENAIRe

ENAIRe

ENAIRe

ENAIRe

ENAIRe

ENAIRe must always be written in capital letters. We have programmed the ENAIRe Titillium typography so that whenever the name is written, the last E is replaced by a font that is specially designed to resemble the logo, thus creating a brand through our texts as well.

This contextual change works with all professional design programs, as well as with version 2010 and later of Word.

03. Typography

How to properly use our type

How to use our font

The typography must always be left justified. This gives readers a constant initial reference that allows them to easily move to the next line. We also strengthen the concepts of order and fluidity in our identity.

ENAIRe Titillium Light: 18 pt
Line spacing: 24 pt

How to use our font

The standard rules for upper and lower case must be used in all materials.

ENAIRe Titillium SemiBold: 18 pt
Line spacing: 24 pt

Line spacing

The recommended line spacing can significantly affect readability. It must be taken into account and adjusted properly so that communications are clean and legible.

ENAIRe Titillium Light: 15 pt
Line spacing: 21 pt

DO NOT.
Right justify.

Right-justifying or centering text reduces readability and is not permitted.

DO NOT.
Centre

Right-justifying or centering text reduces readability and is not permitted.

DO NOT.
Justify.

Right-justifying or centering text reduces readability and is not permitted.

DO NOT.
Use all uppercase.

THE CONSTANT USE OF UPPER OR LOWER CASE IS NOT PERMITTED IN ANY BODY OF TEXT.

DO NOT.
Use all lowercase.

the constant use of upper or lower case is not permitted in any body of text.

DO NOT.
Space too closely.

Improper spacing between the lines of a text reduces readability and is not permitted

DO NOT
Space too far apart.

Improper spacing between the lines of a text reduces readability and is not permitted

04.

Iconography



04. Iconography

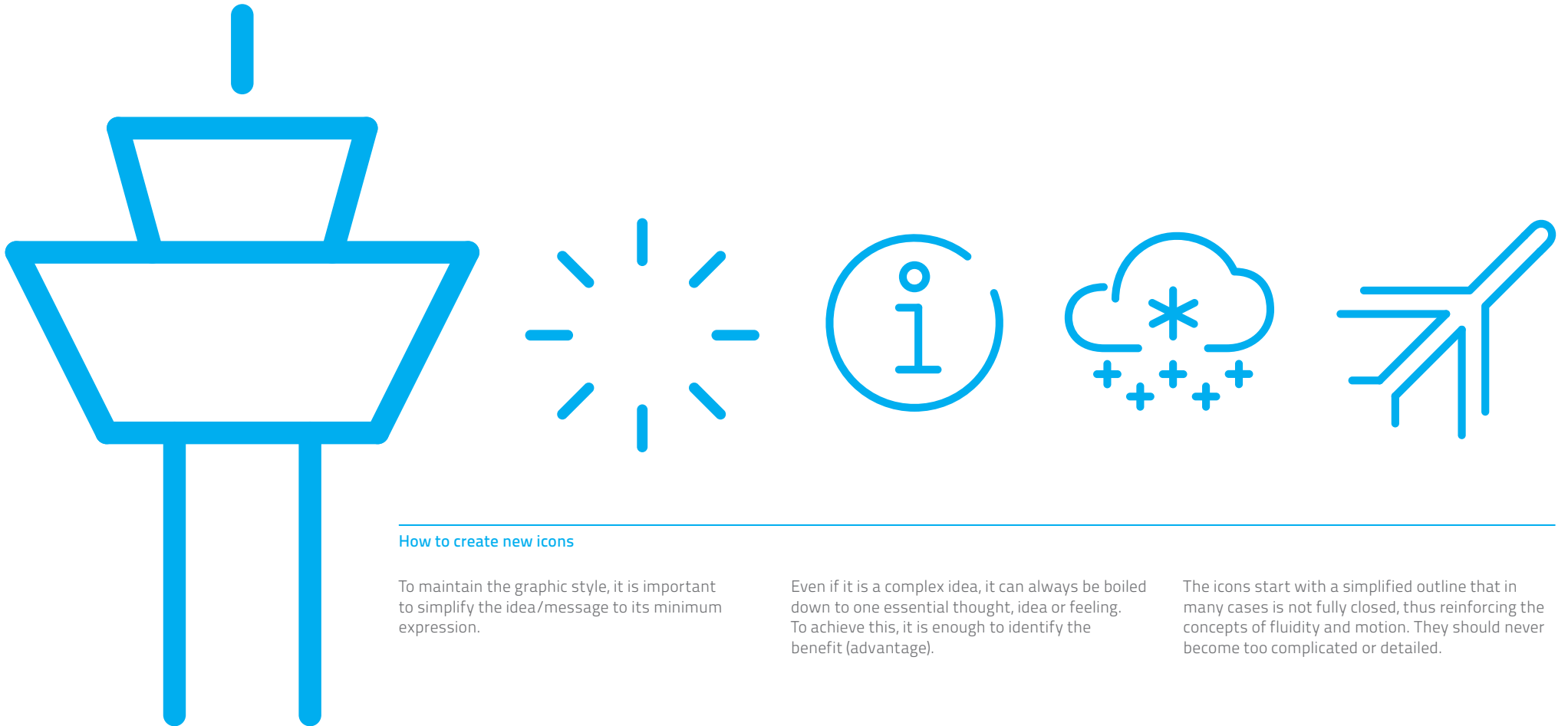
Our iconography

A series of icons have been specifically designed to strengthen our Brand. Their simplicity and graphic appearance comprise the essence of how we want to be seen.

Although we have created a set of basic icons, sometimes it will be necessary to create new icons as required.

Our iconography is a continuation of the lines that draw out our symbol. Lines with rounded finishes that define a simple graphic style, one marked by dynamism and fluidity. This construction allows

it to be used in variable sizes. It can also be made smaller without losing readability. Icons are always applied using a colour from our chromatic palette.



How to create new icons

To maintain the graphic style, it is important to simplify the idea/message to its minimum expression.

Even if it is a complex idea, it can always be boiled down to one essential thought, idea or feeling. To achieve this, it is enough to identify the benefit (advantage).

The icons start with a simplified outline that in many cases is not fully closed, thus reinforcing the concepts of fluidity and motion. They should never become too complicated or detailed.

04. Iconography

The colour in iconography

When using iconography, how colours are used is as important as which colours are used. Because of this, we have defined several basic guidelines that must be followed to ensure that they are used correctly:

- Only use colours in our colour palette.
- Do not mix colours in our palette in one icon.
- When there are several icons, use colour changes moderately to highlight certain information or content.

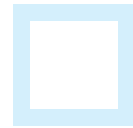
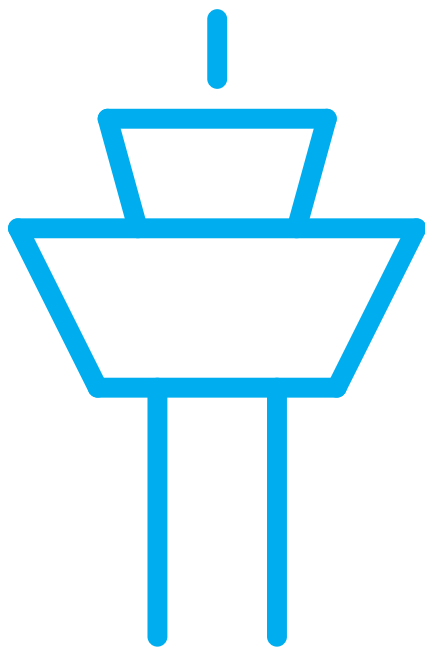


04. Iconography

Modulating the iconography

We have formulated a common baseline grid for building icons that helps to ensure consistency between the various icons. This grid has 38 modules and the strokes of each icon are made

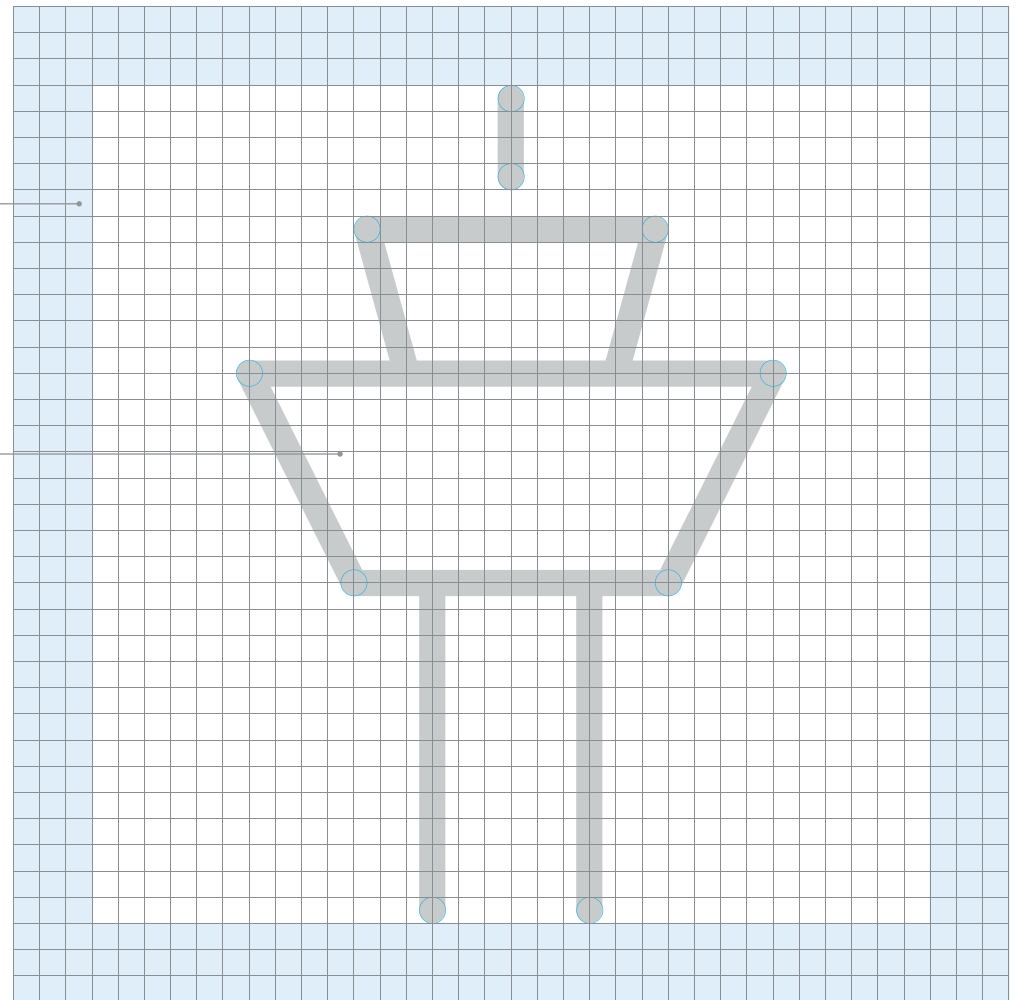
from a module and always end in a circular shape. Around the square that encloses the icon is a reserve area that, in some cases, can be invaded by the stroke of an icon if required by its shape.



Reserve area:
3 modules



Icon stroke:
1 module



Note - Icon construction

Grid

Consult the Branding Department: sllorente@enaire.es

05.

Images



05. Images

Our images

By engaging directly with the observer in a way that goes beyond words, images can give life to a brand.

We have developed two key areas of images that we call: 1. Sky and 2. Ground.

First level of images

Sky

Area 1: Sky

Whenever the image allows it, the sky must take priority, it must predominate over the ground. Chromatically, an effort will always be made to include blue colours in backgrounds or details.



05. Images

Our images

For use in different communication materials or as a decoration resource, we have a bank of specific images of the sky that contain the colours of our palette.

Use of the brand on the corporate Sky
The brand is to be applied to the dark blue area of the photograph, with the same specifications as when applying it on the corporate Dark Blue colour.

First level of images

Corporate Sky



Note – Images

Corporate Sky

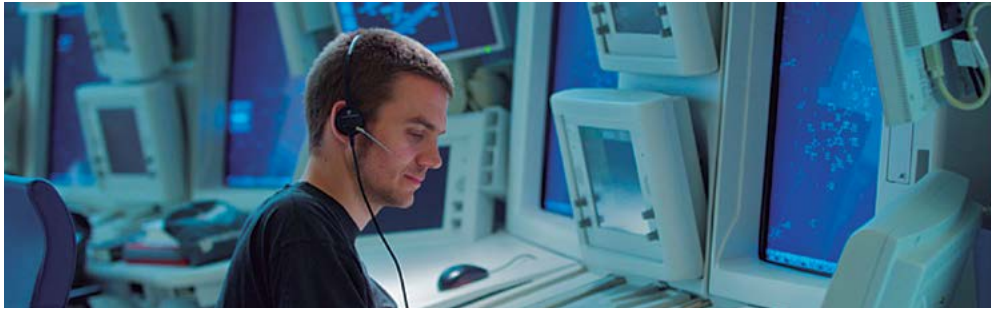
Consult the Branding Department: sllorente@enaire.es

05. Images

Our images

By creating these two image areas, communication materials will be more consistent and flexible

Second level of images



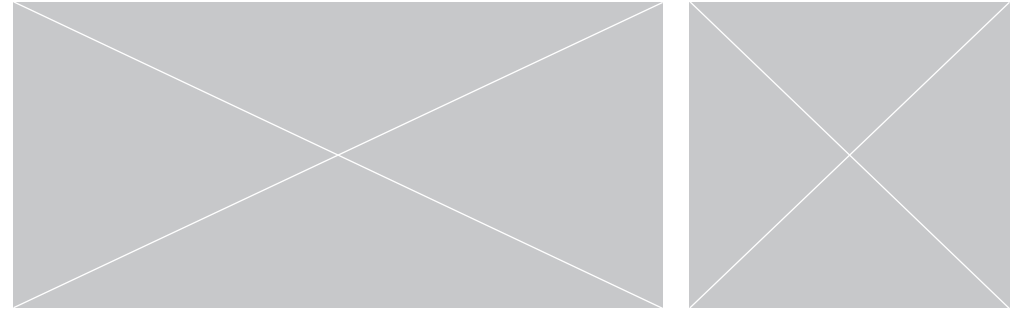
Ground

Area 2: Ground

Those cases in which it is not possible to include the sky in the image are called Ground. In these, the colour palette is important: blues should predominate, or there should be elements where the blue stands out, which bring us closer to our

colour palette; some aspects of the image may be highlighted or re-coloured to achieve this, but never anything that is not or cannot be naturally blue (like an apple).

Image tables



Horizontality (motion / fluidity)

Horizontal or square formats should be used for the frames or shapes of the images in the various publications or materials in general (example of proportion used on this page).

Hierarchies for using the two areas

The use of the Sky as the type of image to be used in any communication material will always be a priority. Especially in a full page, where the sky dominates everything (the previous page is an example of this use).

06.

Graphics



06. Graphics

Graphics / office use

Two types of graphics are defined, based on their use:

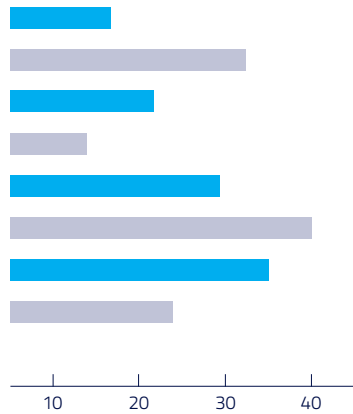
1. Office use
2. Professional use

1. Office use

For PowerPoint presentations or Word documents made internally. Some basic guidelines are laid out so that our graphics can be built in a way that is

consistent. The use of the corporate chromatic palette, extended to different intensities, is to be observed. Do not use shadows, textures, reliefs or volumes. Our charts are simple and legible.

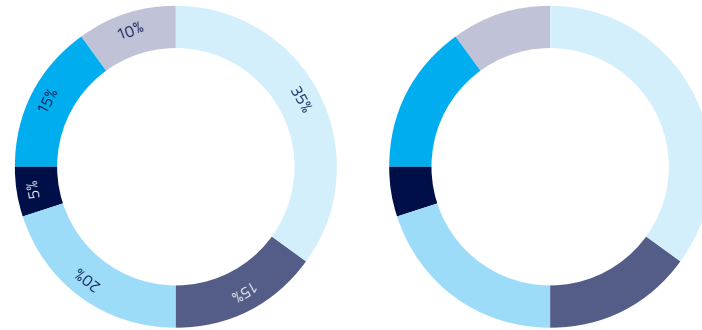
Bar charts



In the case of bar charts, it is important to alternate the colours used to increase readability. Horizontal application is preferred.

Pie charts

With and without percentages



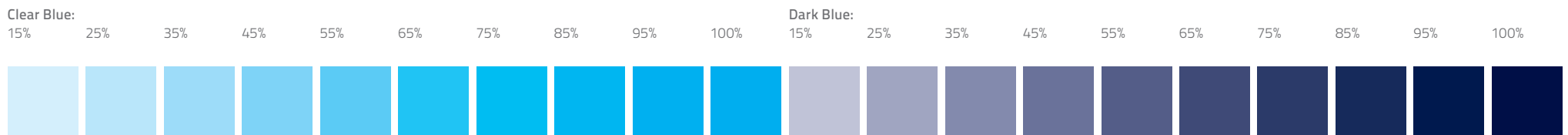
For pie charts, two scenarios are possible, depending on whether percentages have to be included or not.

Legends

- 35% ● Lorem ipsum
- 55% ● Consectetur adipiscing elit
- 20% ● Quisque interdum augue
- 5% ● Interdum et malesuada
- 15% ● Quisque fringilla diam
- 10% ● Donec scelerisque leo

The use of colours is similar to that of bar graphs, with the Dark Blue alternating with the Clear Blue, though it is possible to work with the different intensities of the corporate palette.

Different intensities of the colour palette for graphics



06. Graphics

Graphics / professional use

2. Professional use

For publications or communication materials, where an added graphical touch is desired. In both types, there is a treatment that establishes a

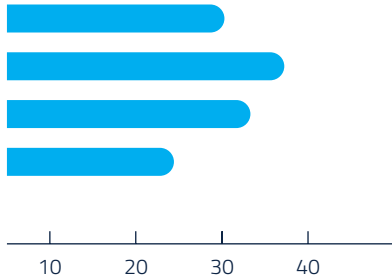
continuity between the symbol and iconography of ENAIRE. Because of their characteristic features, these graphics work as illustrations on the pages of our publications.

The use of colour is conditioned upon our colour palette.

Bar charts

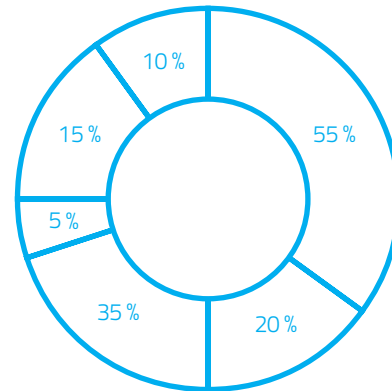
Graphic title

Lorem ipsum dolor sit amet



Pie charts

With percentages



Legends

Graphic title

Lorem ipsum dolor sit amet

- 35% — Lorem ipsum
- 55% — Consectetur adipiscing elit
- 20% — Quisque interdum augue
- 5% — Interdum et malesuada
- 15% — Quisque fringilla diam
- 10% — Donec scelerisque leo

Whenever possible, this type of graphics will be used. The bars and the graphic solution are reminiscent of the motion and fluidity of our symbol.

In the case of pie charts, the execution is simple, very similar to our iconography. The outer circle has two tips that do not meet, which are reminiscent of

the concept of fluidity and motion that is present in all our materials.



Contact

Branding, Advertising and Public Relations Department

When pressed for time, it is easy to approve pieces or materials without making sure they comply with the brand guidelines. It is important to make time to verify that all the work adheres to the brand guidelines.

By doing so, you will be an active participant in ensuring that the brand image presented is consistent.

Marta Cobo Gago / Susana Llorente Calderón
marca@enaire.es