EQUUS AREA®

Brand Manual

This manual gathers the basic tools for the correct use and graphic application of the EQUUS AREA brand.

It has been designed with the needs of all those professionals responsible for interpreting, communicating, and applying the brand in mind in various fields and forms.

The correct and consistent use of the brand will help us achieve the objectives of identifying and reinforcing it.

EQUUS AREA®

EQUUS AREA™

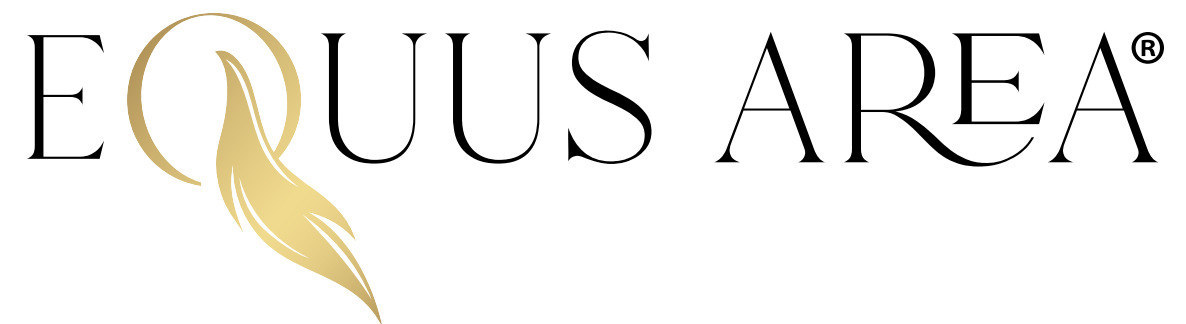# 1A.

CORPORATE HORIZONTAL MAIN LOGO

The main logo is the brand identifier in common use in all applications.

1B.

CORPORATE
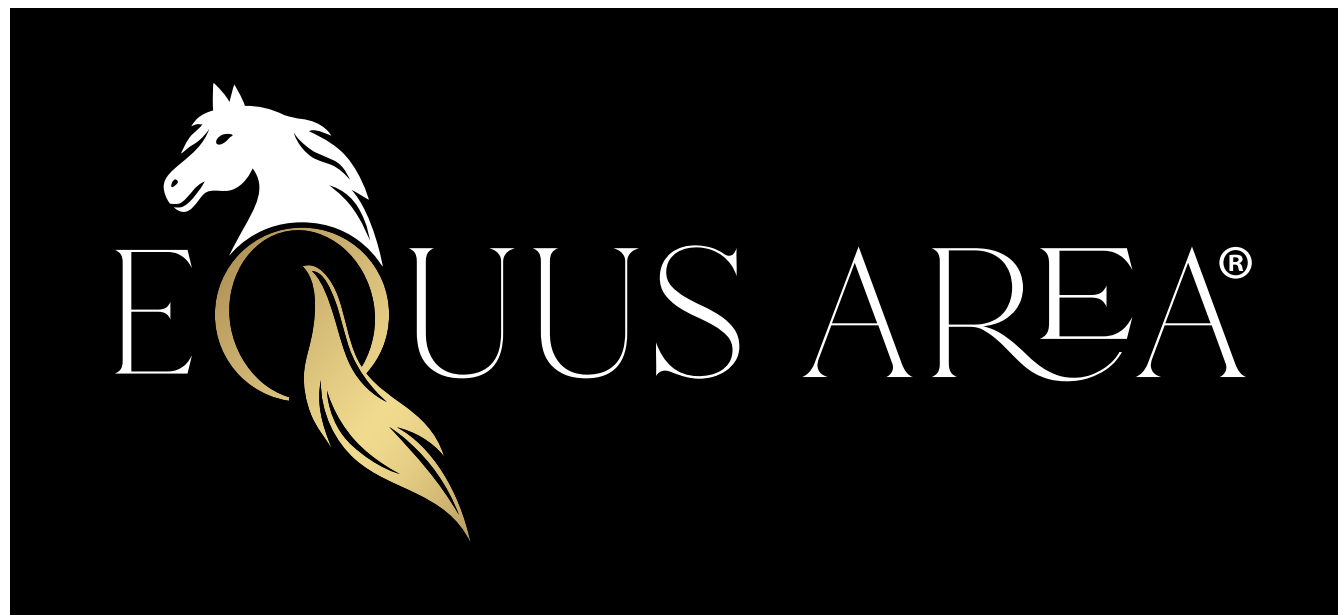## HORIZONTAL
SECONDARY LOGO

Main logo version.

1c.

HORIZONTAL MAIN CORPORATE LOGO
(dark backgrounds version)

This version should be used when you need to use the main logo on dark backgrounds, so as not to lose legibility.

2.

SECONDARY SQUARE CORPORATE LOGOS

Versions of the main logo, in square-rectangular format.

3.

SAFETY AND REDUCTIBILITY AREA

To ensure optimal application and perception of the logo on all media and formats, a security area has been determined that establishes a minimum distance from texts and graphic elements: 10 mm.

The minimum size to which the logo can be reproduced is 12mm high x 19.5mm wide.

Area of security:
10 mm

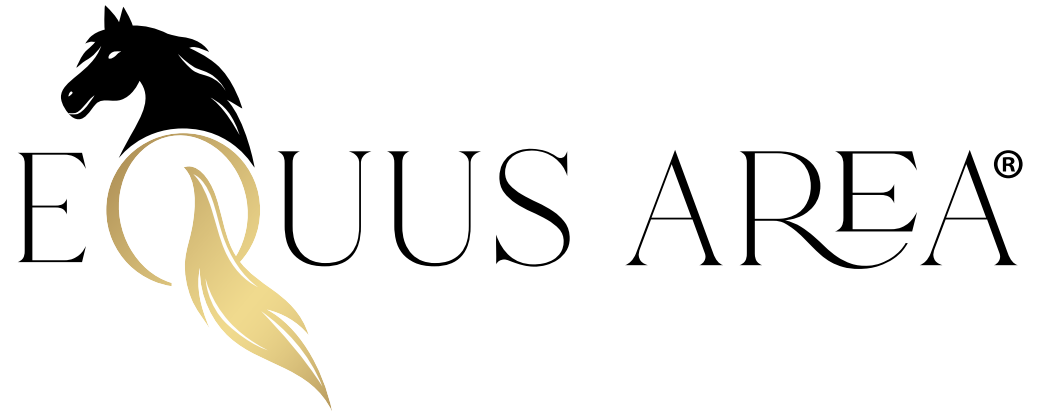Minimum size:
9.5 mm high
23.3 mm wide

Minimum size:
9.7 mm high
13.2 mm wide

4A.

CORPORATE COLORS

The color references, for printing in various inks and for the web, are the Pantones and conversions specified here.

EQUUS AREA®

Pantone Black
C= 0 M= 0 Y= 0 K= 100
R= 0 G = 0 B= 0
html #000000

Pantone White 000C
C= 0 M= 0 Y= 0 K= 0
R= 255 G = 255 B= 255
html #ffffff

Golden
It is made up of 2 different colors:

Pantone 7562
C= 27   M= 35   Y= 69   K= 12
R= 179   G = 149   B= 90
html #b3955a

Pantone 1205
C= 8   M= 12   Y= 53   K= 0
R= 240 G = 218 B= 142
html #f0da8e

4B.

SPECIAL COLOR

On special occasions, to bring shine, reality, and majesty to the gold color, print with the PANTONE color specified here.

It should be noted that the tonality will vary from the gold-tone on page 8.

This ink should not be converted to CMYK or RGB.

Pantone Metallic Gold 871

5.

TYPOGRAPHS

The EQUUS AREA® corporate font is HELLO PARIS SERIF in REGULAR version.

The ideal typeface for web texts and presentations is JOSEFIN SANS, as it is an easily readable typeface and very rich in versions since it has Thin, Extra Light, Light, Regular, Medium, Semibold, Bold.

The ideal font for web titles and/or presentations is CRIMSON TEXT, preferably in the Semibold or Bold version.

HELLO PARIS SERIF
(THIN, EXTRA LIGHT, LIGHT, REGULAR, MEDIUM, SEMIBOLD, BOLD).

ABCDEFGHIJKLMNOPQR
STUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.:,;&%€)

JOSEFIN SANS

(Thin, Extra Light, Light, Regular, Medium, Semibold, Bold).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.:,;&%€)

CRIMSON TEXT

(Regular, Semibold, Bold).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.:,;&%€)

6A.

BLACK AND WHITE VERSION HORIZONTAL MAIN LOGO

Whenever possible, the mark will be applied in its color version.

In the case that it is not possible for technical reasons, the following will be used black or white versions.
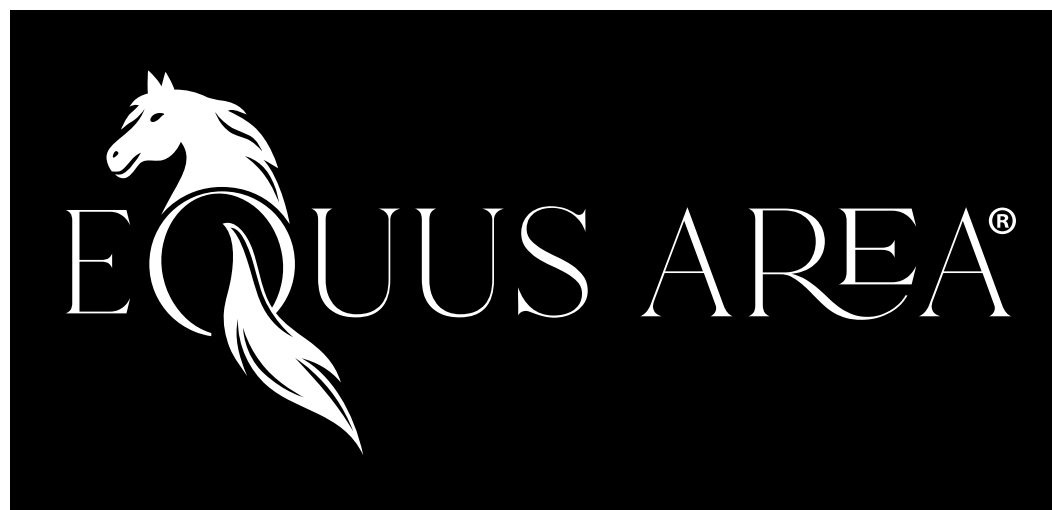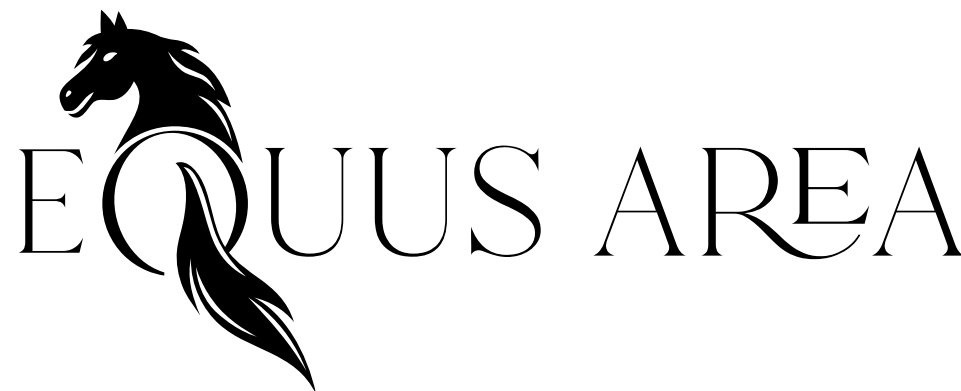
6B.

BLACK AND WHITE VERSION SQUARE SECONDARY LOGO

Whenever possible, the mark will be applied in its color version.

In the event that this is not possible for technical reasons, the following black or white versions will be used.

7A.

MONOCOLOR VERSION HORIZONTAL MAIN LOGO

Whenever possible, the mark will be applied in its color version.

In the event that this is not possible for technical reasons, the single-color version will be used.

7B.

MONOCOLOR VERSION SQUARE MAIN LOGO

Whenever possible, the mark will be applied in its color version.

In the event that this is not possible for technical reasons, the single-color version will be used.

8A.

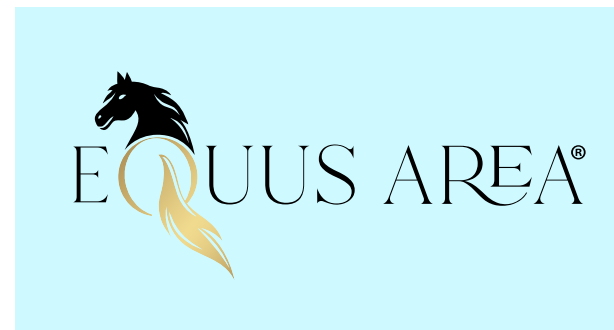## RANGE OF SUITABLE COLORS TO COMBINE WITH THE CORPORATE COLOR LOGO IN POSITIVE

Maximum visibility, legibility, and contrast have to be ensured in all applications.

If the logo has to be applied on a light-colored background, the positive logo will be used.

Pastel or light yellows

Pastel or light blue

Intense greens

Pastel or light oranges/reds

Pastel or light brown/ocher

Pastel or Light Violets/Magentas

8B.

RANGE OF SUITABLE COLORS TO COMBINE WITH THE CORPORATE COLOR LOGO IN NEGATIVE

Maximum visibility, legibility, and contrast have to be ensured in all applications.

If the logo has to be applied on a dark-colored background, the negative logo will be used.

Garnets/dark reds

Dark blues

Dark greens

Dark brown

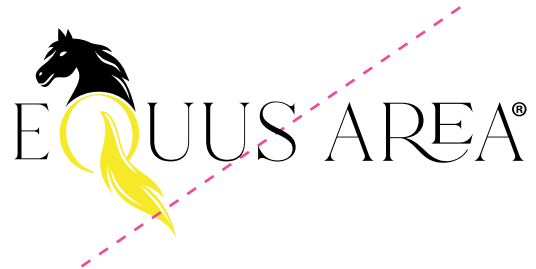Dark grays

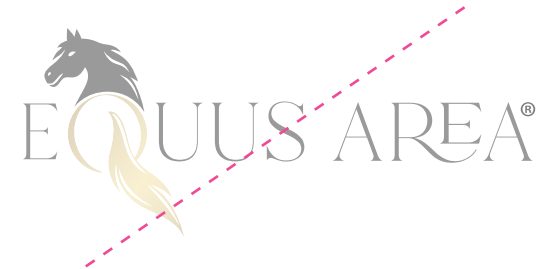Violets/Dark Magentas

9.

INCORRECT APPLICATIONS

The logo has relative measurements and proportions determined by the criteria of composition, hierarchy, and functionality.

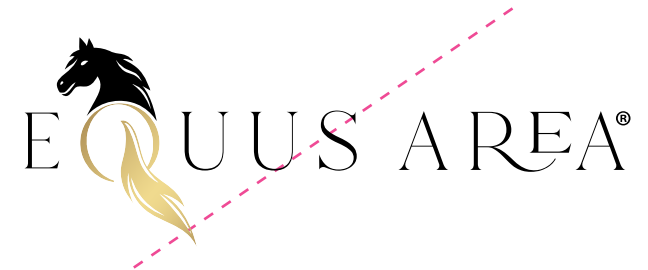In no case will modifications of these sizes and proportions be made.

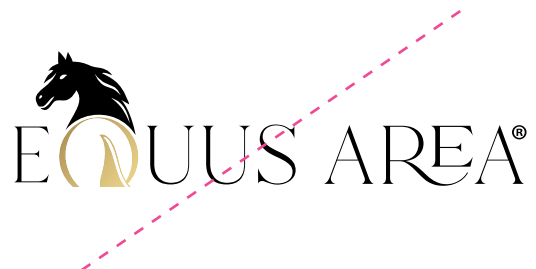Color misapplication

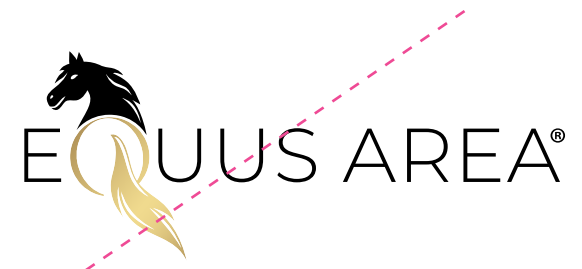Percentages or color opacity

Deformation

Wrong spacing

Ocultación

Tipografía incorrecta

10.

TEXTUAL EXPRESSION
OF THE BRAND

When the EQUUS AREA® brand is typed, it will be written as shown in the example.

Example of how the brand should be written EQUUS AREA®

Example of how the brand should be written EQUUSAREA®

Example of how the brand should be written Equus Area®

Example of how the brand should be written equusarea®

EQUUS AREA®