



# Corporate Identity Manual

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# Corporate Identity Manual

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# Corporate Identity Elements

# 1.1

## Corporate Identity Elements Introduction

The identity of a company or institution is the unique and particular personality that defines and makes it unlike from anything else. This personality is expressed visually in the graphic identity.

The graphic identity is the image of a company or corporation, whose main objective is to communicate through essential characteristics of the shape, color, texture and typography assembled into a balanced composition.

This manual is an imperative parameter for **.tube** to preserve the identity of .tube, in a consistent way and even in any artwork where applied (facilities, services, stationery, vehicles, electronic media, etc.) in order to be perceived as belonging to a strong visual unity.

All the guidelines established in this document must be strictly followed to not break that unit. Issues such as the use of color, are included typography, and different applications.

This manual is designed to be a useful guide for designers, printers, communications specialists, marketers and all professionals involved in the visual communication processes of **.tube**. Any further questions should be discussed with the Marketing Area of **.tube**.



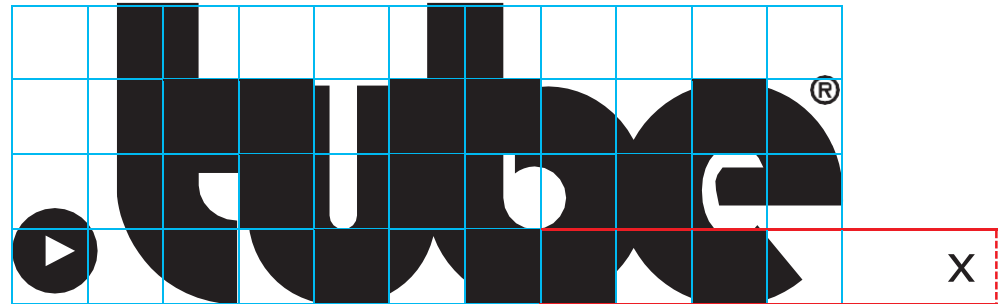
# 1.2

## Corporate Identity Elements **Modular Network**

This structure shows the geometric construction of the graphic identity **.tube**.

It is wrapped, on a rectangular web, in ratio of **11 : 4** units. As **X** unit is considered the width of the low curve of the letter **b**.

It is of fundamental importance NEVER alter the proportion of the elements, and their arrangement, to avoid distorting distort the essence of its image.



# 1.3

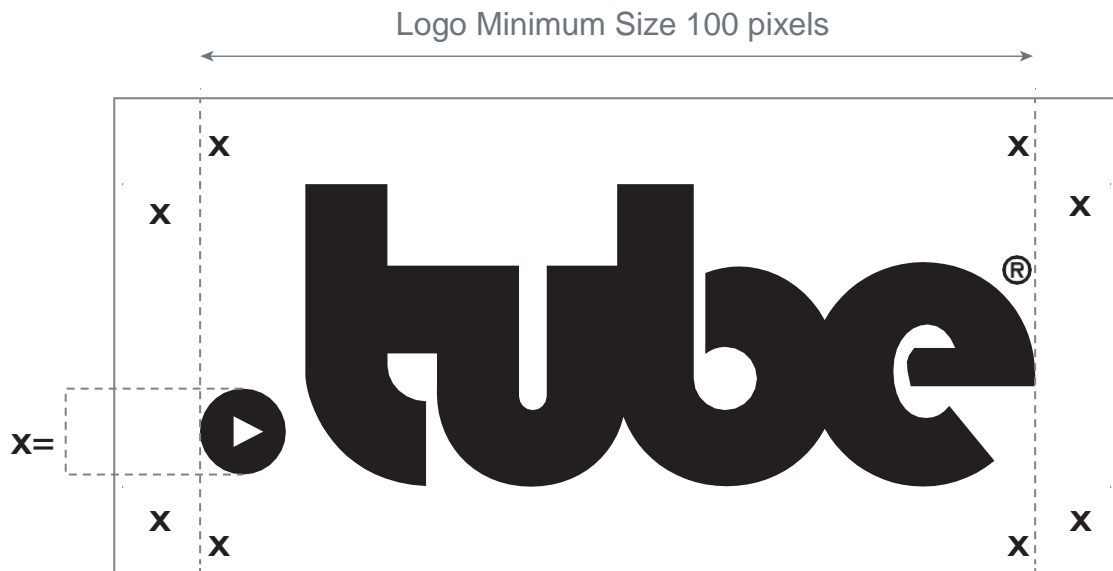
## Corporate Identity Elements **Buffer Zone, Minimum Size**

To ensure optimal viewing of identity **•tube** a is established around the logo.

This free area is an area of insulation that should always be respected, in the way that any visual element cannot invade it.

The measurement unit X corresponds to the height of symbol **▶** logo **•tube**.

This dimension is the minimum to be considered free around the graphic identity.



# 1.4

## Corporate Identity Elements **Proper Use**

Here are shown the authorized uses of graphical identity of **•tube**.

Any other applications not showed in this page cannot be used.



# 1.5

## Corporate Identity Elements **Improper Use**

The identity of .tube must be strictly respected, not to lose its character and essence.

Any change in size, location proportion, color structure, or use of any of its elements separately is not allowed.





# 1.6

## Corporate Identity Elements

### Secondary Typeface

Stationery **.tube**, is based on the typeface Corporate **Futura Bold** , and **futura Medium** for secondary information, such as names, titles , addresses, phones, etc.

Typography for supporting materials is **Metrophobic**.

# Aa

**Helvetica (Bold)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

# Aa

Helvetica (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Aa

Helvetica (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# 1.7

## Corporate Identity Elements **Color**

The corporate colors of **.tube** are based on a combination of warm tones.

This range gives dynamism and modernity to the brand.

Pantones and the corresponding colors of 4x4 ink (CMYK) and the system of color selection (RGB) (HTML) are shown here.

BLACK	PANTONE COATED pantone 7474C	PANTONE COATED pantone 807C	PANTONE COATED pantone 2727C	PANTONE COATED pantone 802C	PANTONE COATED pantone 171C
CMYK 0C/0M/0Y/100K	PANTONE UNCOATED pantone 7474U	PANTONE UNCOATED pantone 807U	PANTONE UNCOATED pantone 2727U	PANTONE UNCOATED pantone 802U	PANTONE UNCOATED pantone 171U
RGB 35R/31G/32B	CMYK 100C/37M/44Y/10K	CMYK 15C/85M/0Y/0K	CMYK 76C/49M/0Y/0K	CMYK 67C/0M/100Y/0K	CMYK 0C/78M/81Y/0K
HTML #231f20	RGB 0R/116G/129B	RGB 241R/40G/193B	RGB 47R/125G/225B	RGB 60R/213G/46B	RGB 255R/91G/53B
	HTML # 007582	HTML # f02bc2	HTML # 2b7de1	HTML # 3ad531	HTML # ff5c36

# 1.8

## Corporate Identity Elements Photography

The recommended **.tube** photographs represent freshness , nature, lifestyle, technology and images with tubular content.



# 1.9

## Corporate Identity Elements **Background Textures**

When using color with photography, the use of color should always feel complementary to the image.

To achieve this, choose a color from the full palette that is closest to the dominant color in the selected photograph.



