



Brand Book's aim is to be a valid instrument for all those who are responsible for operating with the image of the firm. It gives indications and solutions surrounding the main aspects of reproduction of the brand label and its corporate identity.

Inside this publication, you shall find the norms that regulate the use of the SECO image in different contexts and over different support systems.

## 4 branding style guide

**Important:**

For uses pertaining the brand, it is always necessary to request the preventive authorization of the General Administration Office.



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The first SECO brand dates back to 1981 and is characterized by three distinguishing elements: the symbol, which represents the sun seen from the wing of an airplane, reproduced in light blue and red, displaying the corporate identity; the “SECO” logotype, produced ad-hoc in black lettering; and the blue wedge-shaped border over a white background which closes and relates these elements by creating an unique ensemble. Subsequently, the brand was “metallized” in 1986 in order to consolidate aspects such as determination, engineering

## 6 evolution of the brand

and innovation. This evolution involved changes in the background texture and lettering. In 2009, the brand had its last modification so as to become more contemporary through the integration of its characteristic elements in a harmonious and balanced ensemble. The symbol has kept its institutional line and colours, representing two wings that embrace the logotype. The latter has been redesigned and rendered modular. The whole piece is enhanced and strongly distinctive.





1981



1986



2009

The present day label is characterized by two enclosing wings: at the base we find a blue diminishing line going from the bottom of S up to the closure of C, while above we find a red augmenting line that goes from the start of E to the closure of O (ref. 1). This alternation gives movement and notability to the brand and highlights the logotype enclosed within. The font designed for SECO visibly reinforces the concept of “modularity”. The SECO brand label can be considered as such only if all the elements identified by the image are included (ref.1)

## 8 present day brand logo

and if the reproduction of the same respects the relative weights, colours and proportions as described in this branding guide. Every use differing in any particular way from the image (ref.1) is to be considered an improper or illicit use of the brand label.



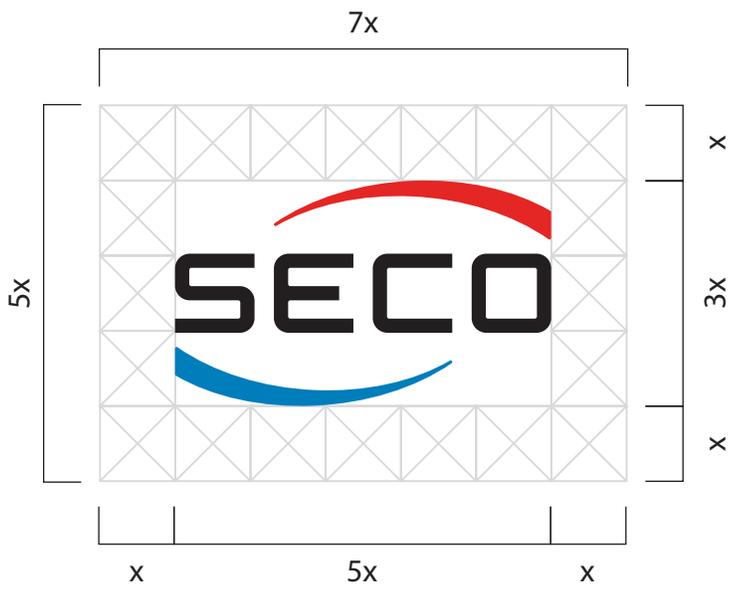


ref. 1

The brand must be reproduced in compliance with its surrounding minimum area (ref.1). This area, defined by the sequence of squares of size x, is distributed around the label. Every graphic and chromatic element that is foreign to the brand shall not rest on the surface defined by this area. Every application of the brand label in which the area dimensions are not respected is to be considered an improper or illicit use of the label.

## 10 **required minimum area**





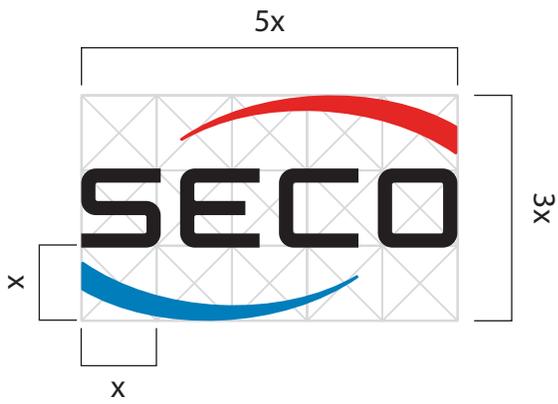
ref. 1

In the definition of the label, our unit of measure is a square with a side equal to  $x$ . Departing from this assumption, we can affirm that the label covers, with its spread, an area equal to  $5x$  for the width by  $3x$  for the height. In the reproduction of the label, these proportions and corresponding distances between elements shall be strictly preserved (ref. 1). There are some examples of wrong use as follows (ref. 2). Every distortion in width or length, together with any variation of the relative distance between the composing

## 12 proportions

elements of the label shall be considered to be an improper or illicit use of the label.

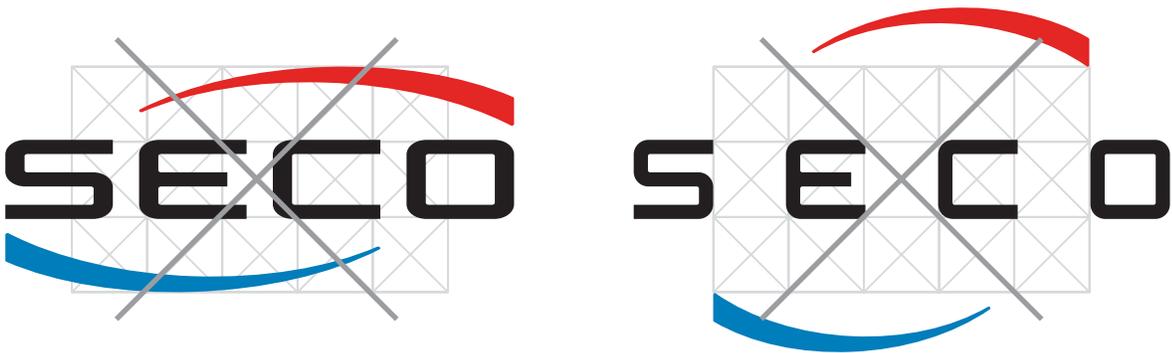




ref. 1



ref. 2



The label in colours can be used in reduced proportions up to a minimum width of 15mm (ref. 1), while a single colour can be used in a reduced format to a minimum size of 10 mm (ref. 2). Every reproduction of the brand label presenting a width below these values shall be considered to be an improper or illicit use of the label.

## 14 reduction





15 mm  
minimum width  
of reproduction of  
the label in colours

**ref. 1**



10 mm  
minimum width  
of reproduction  
of the label in  
a single colour

**ref. 2**

The reproduction of the label on a white background with institutional colours is to be retained as the optimal and preferable solution in every application. The institutional colours characteristic of the label are light blue (pantone 3005 C), redo (pantone 1795 C) and black.

Let's remember that depending on the type of application of the label and the support/medium over which it is reproduced, it is necessary to respect the corresponding colour code, as indicated in figure (ref. 1). The label may be used in black sporadically.

## 16 colours

Only in the case of reproduction of the label over promotional gadgets, where the reproduction of the label is not desirable in a colour version or a black version, it is allowed to use the label in a silver version (pantone 877 C). As follows, there are some examples of wrong use of the label (ref. 2). Every reproduction of the brand label differing from the identified institutional colours shall be considered to be an improper or thus illicit use of the label.





Red C 0% R 228  
M 94% G 38  
Y 100% B 24  
K 0%

PANTONE 1795 C RAL 3020



ref. 1

Light blue C 100% R 0  
M 34% G 123  
Y 0% B 192  
K 0%

PANTONE 3005 C RAL 5015



Black C 0% R 26  
M 0% G 23  
Y 0% B 27  
K 100%

PANTONE Black C RAL 9005



Black C 0% R 26  
M 0% G 23  
Y 0% B 27  
K 100%

PANTONE Black C RAL9005



Silver

PANTONE 877 C RAL 9006



ref. 2

Overall it is always preferable to use a dimensional or positive version for the colour label. Should there be a need to reproduce the label employing a one-colour background, it is advisable to reproduce it with a light blue background (pantone 3005 C), red (pantone 1795 C) or black, as visualized in figure (ref. 1). The reproduction of the label shall be negative if the background colour is solid (ref. 1), while the positive version must be used if the background colour is in a light shade (ref. 2).

For the reproduction of the label over

## 18 **positive and negative**

images, the version must be positive over light ones, while one may be able to choose when using it over dark images based on the dominant colours of the same, whether to use the negative version of the label or just the logotype in negative and the wings in colour (ref. 3). Every reproduction of the brand label differing from the identified graphic solutions shall be considered to be an improper or illicit use of the label.





ref. 1



ref. 2



ref. 2



ref. 3

The Myriad font in its formats: Regular, Semi bold, Bold, Black (ref. 1) must be used as a support font in all the internal and external communications of the company.

## 20 Institutional font



Myriad Pro Regular

ref. 1

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Myriad Pro Semibold

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789**

Myriad Pro Bold

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789**

Myriad Pro Black

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789**







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