



*Fundación  
Cepsa*

# FOUNDATION CEPSA MANUAL

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# 1. STRATEGY

Vision and Mission

**Our mission**

This is the route we will follow to do so.  
How are we going to contribute to the community?

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TO BE INVOLVED IN DEVELOPING  
INITIATIVES TO HELP PEOPLE THAT  
ARE ADAPTED TO THE NEEDS OF  
EACH COMMUNITY WE WORK IN.

---

**Our vision**

The ambition of our institution,  
where we want to go.

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BE A SOURCE OF ENERGY THAT  
DRIVES THE DEVELOPMENT  
OF COMMUNITIES.

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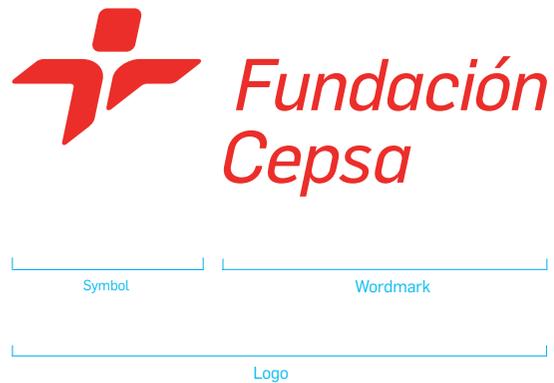
# 2. BASIC COMPONENTS

Logo  
Color versions  
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Typography  
Color  
Corporate background pattern

## Logo

### Main version

Construction



Protected area



Minimum size



The logo is one of the basic components of Fundación Cepsa's identity. It's our "signature" and the primary identifier of our entire foundation.

The main version of the logo is shown on this page. Our logo can be in several colors, but the main use of color is shown on the left; logo in red on white background.

To ensure proper readability of the logo we must always respect its protected area (shown in the margin). This is equivalent to the double-head of the symbol around the logo.

Although there is no maximum size set for our logo, it is important to define how much it can be reduced. (25mm width).

## Logo

### Secondary horizontal version

Construction



Protected area



Minimum size



The secondary horizontal version of the logo is shown on this page. Our logo can be in several colors, but the main use of color is shown on the left; logo in red on white background.

To ensure proper readability of the logo we must always respect its protected area (shown in the margin). This is equivalent to the double-head of the symbol around the logo.

Although there is no maximum size set for our logo, it is important to define how much it can be reduced. (30mm width).

## Logo

### Secondary vertical version

Construction



Protected area



Minimum size



The secondary vertical version of the logo is shown on this page. Our logo can be in several colors, but the main use of color is shown on the left; logo in red on white background.

To ensure proper readability of the logo we must always respect its protected area (shown in the margin). This is equivalent to the double-head of the symbol around the logo.

Although there is no maximum size set for our logo, it is important to define how much it can be reduced. (20mm width).

Construction



Protected area



Minimum size



This page shows the version of “Cátedra Fundación Cepsa” created from the secondary horizontal version of the Foundation’s logo. Our logo can be applied in various colours but it’s principal use is as shown on the left; the logo in red and grey on a white background.

This logo is only to be applied in environments where Cepsa sponsors or funds university research programmes or activities across the world.

To ensure proper readability of the logo we must always respect its protected area (shown in the margin). This is equivalent to the double-head of the symbol around the logo.

Although there is no maximum size set for our logo, it is important to define how much it can be reduced. (30,5mm width).



1. Red version on white background

The logo (in all versions) only exists in two color versions: red and black. In addition to its negative version (white), which is used on a red background.



2. Red version on gray or silver background.

The main color version, which is the one that should be used in most print and digital applications, is red on a white background.



3. Negative version on red background

There are also minor versions to be used exceptionally in graphic designs and its use is governed by the communication needs, the media, and so on.



4. Black version on white background

The black on white version can only be used in black and white documents and then only exceptionally.



5. Silver version on black background

The silver on black version is only applicable for indoor signage.

**N.B.: The color versions illustrated here should be applied in all three versions of the logo.**



6. Red version  
on light image



7. Red version  
on dark image

To apply the logo on photographic backgrounds, we must ensure that the logo can be properly reproduced and is legible on any image.

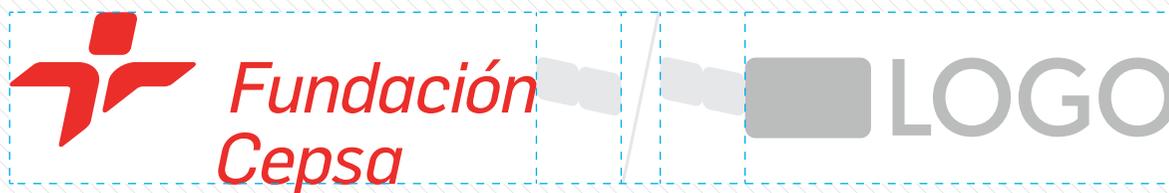
We must avoid the use of images with strong contrasts that weaken the power of the brand and reduce its visibility, such as images with a strong presence of blue, green or orange.

**N.B.:** The images used in the examples are for reference as they show Cepsa's photographic style. If you want to use these photographs, you will have to acquire their licenses, either from the individual photographer or from the image bank.

Cepsa has its own image bank that contains many images of its different business areas.  
<https://redpoint.gettyimages.com>

And if you need new images, contact the Brand Office: [brand@cepsa.com](mailto:brand@cepsa.com)

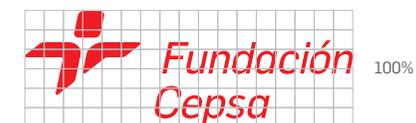
## Coexistence Internal initiatives



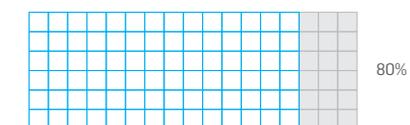
The main logo is to be used in a scenario of coexistence (logo on two lines). This reduces the horizontal dimension and optimizes the space in the format.

To compose coexistence in the right way, we must respect the composition explained in the illustration on the left.

We will take the size of the Fundación Cepsa logo as a reference to calculate the size of other brands.

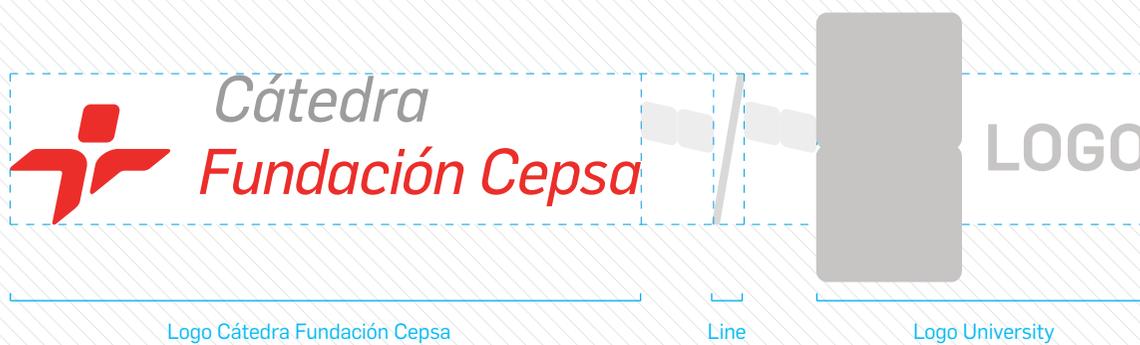
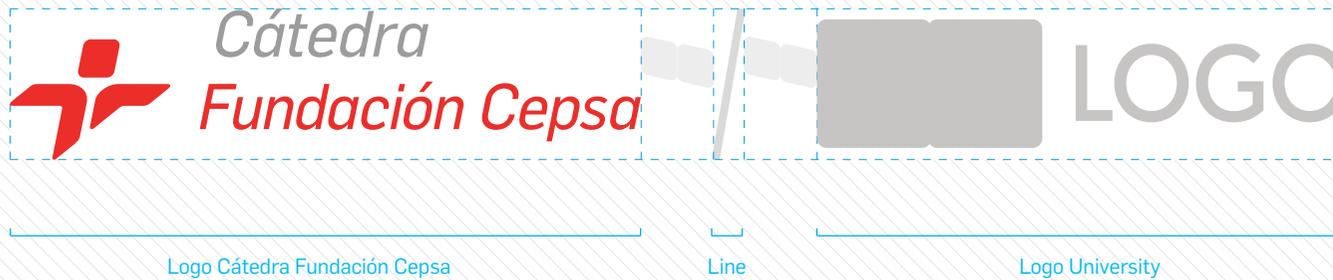


The other brands must be 80% of the size of the Cepsa logo.



The dividing line between logos must have the same inclination as the typographical part of our logo and must be Pantone Cool Gray 2C.

## Coexistence Chairs



In a coexistence scenario, we must use the following logo.

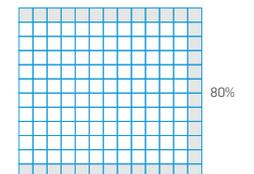
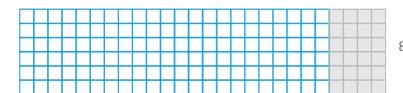
In this page we show the coexistence of Catedra Fundación Cepsa with other university logos in an horizontal format.

We will take the size of the Catedra Fundación Cepsa logo as a reference to calculate the size of other brands



The other brands must be 80% of the size of the Catedra Fundación Cepsa logo.

The dividing line between logos must have the same inclination as the typographical part of our logo and must be Pantone Cool Gray 2C.



## Convivencia

### Chairs examples



Logo Cátedra Fundación Cepsa



Line



ESCUELA TÉCNICA SUPERIOR  
DE INGENIEROS DE MINAS Y ENERGÍA

Logo University



Logo Cátedra Fundación Cepsa



Line



Logo University



Logo Cátedra Fundación Cepsa



Line



Logo University

These are examples of correct coexistence application in which the composition explained in the previous pages is respected.

The minimum size for coexistences with university logos depends on the minimum size of the Cátedra Fundación Cepsa logo.

FLAMA  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%&\*

Flama light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%&\*

Flama light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890@#\$\$%&\**

Flama Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@#\$\$%&\***

Flama Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890@#\$\$%&\****

## Typography

### Flama corporate typeface

Fundación Cepsa's corporate typeface is Flama in the versions presented here.

Use it consistently, respecting typographical rules. In this way, you'll help strengthen the company's visual identity and contribute to its awareness among the public. The colors we use are mostly white and gray, with the use of red for emphasis, but never as a main component.

If you have design responsibilities and therefore require Flama typography, please contact the Brand Office.

**[brand@cepsa.com](mailto:brand@cepsa.com)**

In cases where an application has to be seen and shared by others who do not have our corporate font installed on their computers, you must use the Tahoma font instead.

Abc

**Color**  
Color palette

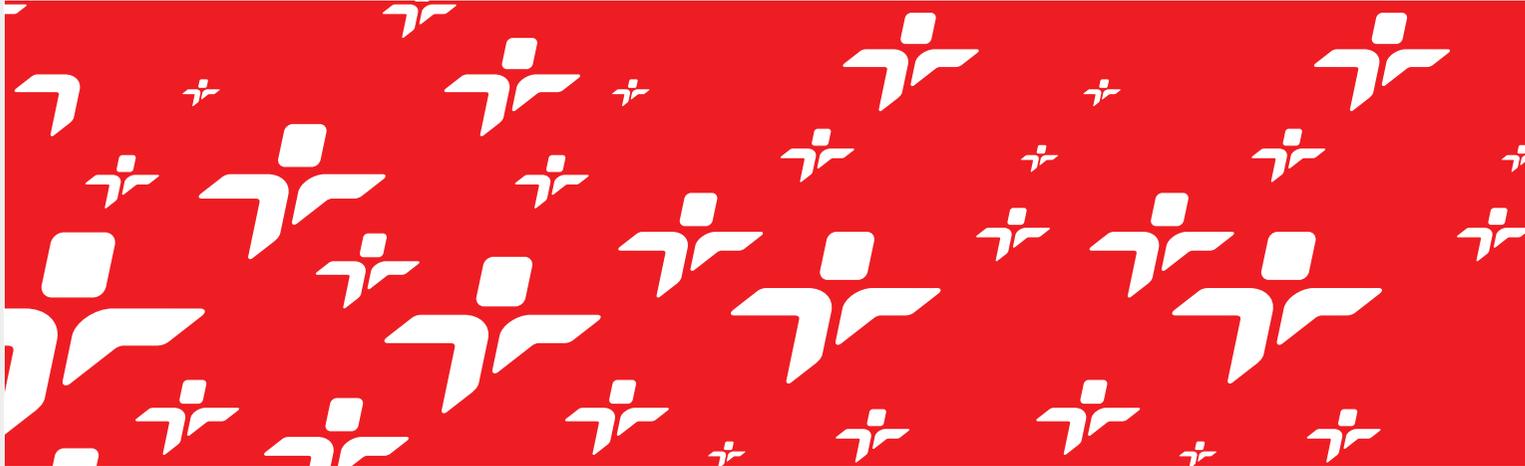
<b>White</b>	
<b>Light gray</b>	Pantone Cool GRAY 2 C
<b>Silver</b>	Pantone Silver C
<b>Dark gray</b>	Pantone 424 C
<b>Cepsa red</b>	Pantone 485 C
<b>Black</b>	Pantone Black C

Color is a determining factor when differentiating our identity.

Therefore, the proper use of color is very important to our brand's success. White, red and gray dominate the visual identity of Fundación Cepsa.

## Background pattern

### Corporate background pattern



A background pattern has been designed to help us generate dynamism and rhythm in communication. In addition it serves to appropriate a corporate element that distinguishes us and makes us recognizable.

The background pattern should be used primarily for backgrounds in corporate communication pieces.

The background patterns work on 2 different colored backgrounds: white and red, in positive and negative versions. Exceptionally, they can also be applied on silver backgrounds.



If you are unsure about the contents of this manual or want to ask any questions, please write to:

[brand@cepsa.com](mailto:brand@cepsa.com)



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