CIRSA

Visual Identity Manual

Introduction

This manual outlines the basic guidelines for the correct use and graphical application of the CIRSA brand in all its possible expressions.

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

The correct and consistent use of the CIRSA brand will help us achieve our goals of identification and brand reinforcement. It is a team effort in which we all contribute to ensuring that CIRSA remains a strong and outstanding brand.

CIRSA

01

Basic Symbolism

To avoid undesired outcomes in the application of the CIRSA brand, a set of general rules must be followed.

To prevent weakening the brand's visual message, it is essential to avoid counterproductive effects in its application.

The basic graphical form of the CIRSA brand is composed of a symbol, a logo, and corporate colors that must be respected and correctly applied.

Disorganized use of the visual identity creates confusion and negatively impacts the brand's profile and the public's perception of its values and services.

Logosymbol

The logosymbol is the brand identifier commonly used across all applications.

It is composed of the logo and the symbol.

CIRSA 🍎

LOGO   SYMBOL

03

Positioning & Clear Space

The positioning and clear space relationship between the logo and the symbol provides two possible versions for use:

. Horizontal (preferred)

. Vertical

Vertical Version

Protected Area
& Scalability

To ensure the optimal application and perception of the logosymbol across all media and formats, a protected area has been defined. This establishes a minimum distance from text and graphic elements, equivalent to the top part of the apple within the symbol itself.

The minimum size at which the vertical version of the logosymbol can be reproduced is 20 mm wide.

X

X

CIRSA

X

CIRSA

20 mm

Protected Area
& Scalability

To ensure the optimal application and perception of the logosymbol across all media and formats, a protected area has been defined. This establishes a minimum distance from text and graphic elements, equivalent to the top part of the apple within the symbol itself.

The minimum size at which the horizontal version of the logosymbol can be reproduced is 30 mm wide.

X

X —

CIRSA

30 mm

Scalability for
Online Use

The minimum size for online use is 80 pixels wide.

X —

CIRSA

80 px

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Logosymbol in Color

Whenever possible, the logosymbol should be used in its primary gradient version.

If technical limitations arise, the version with multiple flat colors will be used.

As a third option, the outline version will be applied.

Primary Version
Gradient in Positive

Primary Version
Gradient in Negative

Flat Colors in Positive

Flat Colors in Negative

Outline Version in Positive

Outline Version in Negative

Logosymbol in Black and White

When it is not possible to apply the logosymbol in color, it should be used in black and white.

As the first option, the gradient version should be applied.

Secondly, the flat colors version.

Lastly, the outline version in black.

Gradient in Positive

Gradient in Negative

Flat Colors in Positive

Flat Colors in Negative

Outline Version in Positive

Outline Version in Negative

08

Unaccepted Logo Variations

A. Do not change the typography
B. Do not change the color
C. Do not rotate the brand
D. Do not reposition the symbol
E. Do not distort the brand
F. Do not invade the protected area
G. Do not apply the brand on non-standardized color backgrounds
H. Do not alter the proportions
I. Do not create sub-brands

A

B

C

D

E

F

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismincidunt.

G

H

I

Corporate Colors
Color

For each of the applications defined in the previous sections, the color references are specified below.

Secondary Colors

CIRSA

PANTONE COOL GRAY 11 C	C27 M44 Y89 K0	C49 M69 Y97 K14	C6 M26 Y86 K0	C50 M59 Y98 K8
C0 M0 Y0 K80	R198 G147 B50	R135 G84 B36	R241 G191 B50	R141 G104 B37
R88 G88 B90	HTML #C69332	HTML #875424	HTML #F1BF32	HTML #8D6825
HTML #58585A				

CIRSA

PANTONE COOL GRAY 11 C	**PANTONE 125 C**	**PANTONE 110 C**
C0 M0 Y0 K80	C0 M26 Y100 K26	C0 M12 Y100 K7
R88 G88 B90	R202 G156 B0	R244 G206 B0
HTML #58585A	HTML #CA9C00	HTML #f4ce00

CIRSA

PANTONE COOL GRAY 11 C	**PANTONE BLACK 6C**	**PANTONE 135C**	**PANTONE 3305C**
C0 M0 Y0 K80	C87 M76 Y57 K78	C0 M26 Y72 K0	C88 M46 Y67 K40
R88 G88 B90	R16 G24 B32	R251 G197 B88	R6 G78 B66
HTML #58585A	HTML #101820	HTML #FBC558	HTML #064E42

Corporate Colors
Black & White

For each of the applications defined in the previous sections, the black and white color references are specified below.

CIRSA

C0 M0 Y0 K100
R26 G23 B27
HTML #1A171B

C0 M0 Y0 K30
R198 G199 B200
HTML #C6C7C8

C0 M0 Y0 K85
R75 G75 B77
HTML #4B4B4D

C0 M0 Y0 K15
R227 G228 B228
HTML #E3E4E4

C0 M0 Y0 K75
R100 G101 B103
HTML #646567

CIRSA

C0 M0 Y0 K100
R26 G23 B27
HTML #1A171B

C0 M0 Y0 K50
R156 G158 B159
HTML #9c9e9f

C0 M0 Y0 K25
R207 G209 B210
HTML #cfd1d2

CIRSA

C0 M0 Y0 K100
R26 G23 B27
HTML #1A171B

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Corporate Typography

The corporate typography is the Open Sans family, designed by Steve Matteson.

It is used in its Light, Regular, SemiBold, Bold, and ExtraBold versions, as well as their italic variants.

https://fonts.google.com/specimen/Open+Sans

OPEN SANS LIGHT
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

OPEN SANS REGULAR
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

OPEN SANS SEMIBOLD
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

OPEN SANS BOLD
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

OPEN SANS EXTRABOLD
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

Corporate Typography

For headlines, the Noto Serif Display typeface will be used in its Light, Regular, Medium, and SemiBold versions, as well as the italic variants of Light, Regular, and Medium.

https://fonts.google.com/noto/specimen/Noto+Serif+Display

NOTO SERIF DISPLAY LIGHT
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

NOTO SERIF DISPLAY REGULAR
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

NOTO SERIF DISPLAY MEDIUM
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

NOTO SERIF DISPLAY SEMIBOLD
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

NOTO SERIF DISPLAY LIGHT ITALIC
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

NOTO SERIF DISPLAY ITALIC
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

NOTO SERIF DISPLAY MEDIUM ITALIC
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 (.:,;&%€)

Corporate Typography
for Online Use

Header1
NOTO SERIF DISPLAY MEDIUM (500) 4.5 rem / 72 px

Header2
NOTO SERIF DISPLAY MEDIUM (500) 3.75 rem / 60 px

Header3
OPEN SANS REGULAR (400) 1.5 rem / 24 px

Body Text
OPEN SANS REGULAR (400) 16 px

Header1
NOTO SERIF DISPLAY LIGHT ITALIC (300) 4.5 rem / 72 px

Header2
NOTO SERIF DISPLAY LIGHT ITALIC (300) 3.75 rem / 60 px

Header3
OPEN SANS ITALIC (400) 1.5 rem / 24 px

Body Text
OPEN SANS ITALIC (400) 16 px

Secondary Typography

In cases where technical limitations prevent the use of the corporate typography, the Calibri font will be used, preferably in its Light version.

If this option is not available, the Regular version will be used.

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

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

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Textual Expression
of the Brand

When the CIRSA brand is typed, it must always be written in uppercase, as shown in the example.

Correct Writing

Example of How the **CIRSA** Brand Is Written

Incorrect Writing

Example of How the **Cirsa** Brand Is Written

Incorrect Writing
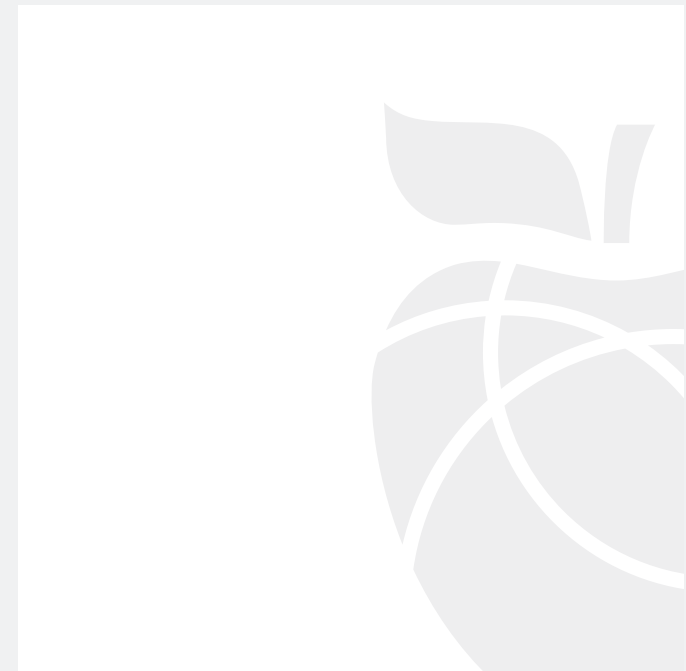
Example of How the **cirsa** Brand Is Written

Graphic Application of the Brand

This graphic application of the cropped symbol is permitted.
It is specifically designed for use as a background, both in its color version and in its outline version.


Color Background

Outline Background

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Use of Images
General Rule

It is recommended to choose clean images that convey a sense of clarity and simplicity, avoiding visual overload.
The following guidelines should be taken into account:

. The image should include a subtle touch of yellow/gold in details or elements present.

. Avoid overly literal images with forced poses.

. Use simple images with authentic aesthetics and natural poses.
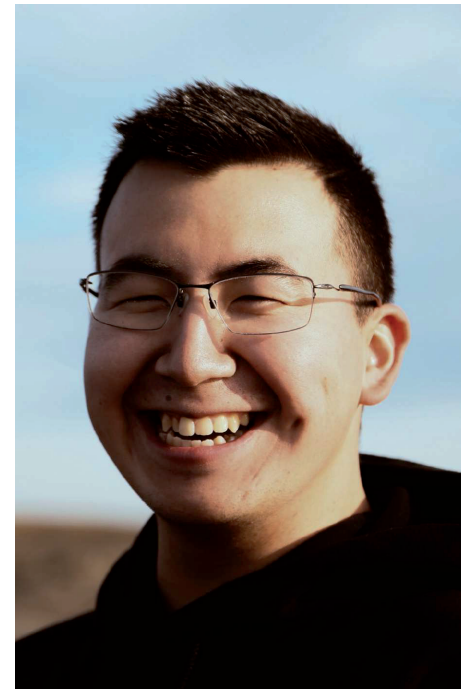
18
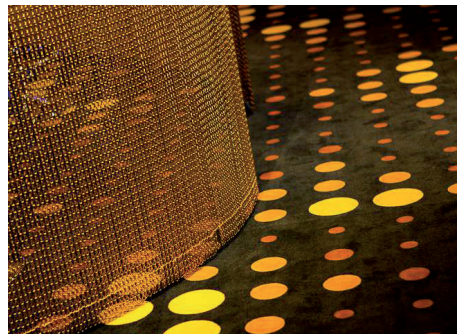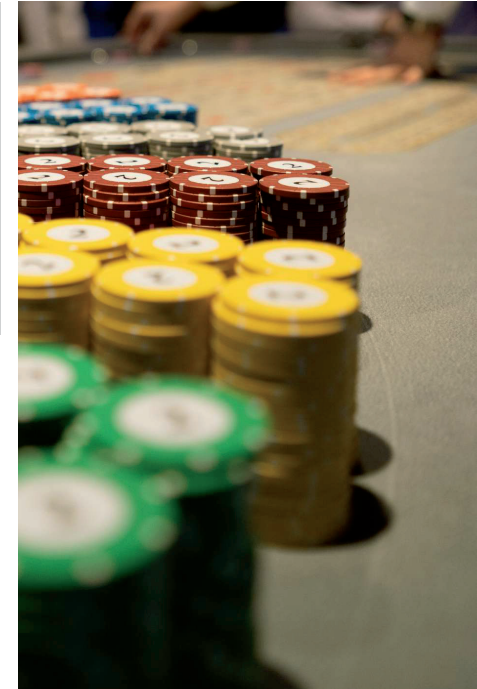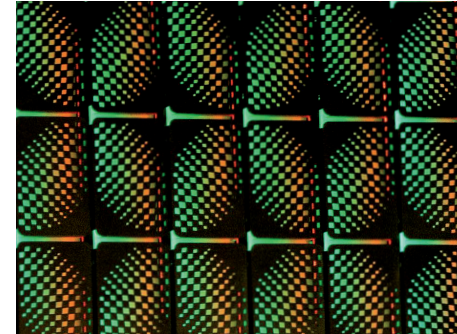
Use of Images
People

The attitude of the photographed person should be relaxed and comfortable.

The aim is to accurately reflect CIRSA's audience in all its diversity.

Use clean backgrounds that do not distract attention from the person portrayed.

Focus on close-up shots to convey a sense of closeness and humanity.

Avoid overly artificial poses.

For any inquiries regarding the guidelines, please contact:

Helena Ramia
Corporate Image and Identity Manager
Image and Communication Department
hramiap@cirsa.com

cirsa.com