

Corporate Identity Manual

IRURENAGROUP
ADVANCED TECH COATINGS

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INTRODUCTION

WELCOME TO THE IRURENA GROUP CORPORATE IDENTITY MANUAL

This document has been created with the purpose of establishing the guidelines and directives that will govern the visual representation of our company.

Corporate identity is a fundamental part of our identity and reflects our vision, values, and personality. Through this manual, we aim to maintain a consistent and professional image in all our communications, both internal and external.

Corporate standards normalize the proper use of the IRURENA GROUP brand. These pages define the symbols and attributes of the visual identity: **brand, versions, colors, integration and fonts.**

The brand must always be reproduced following the corporate standards outlined in this manual. In this regard, the indicated colors and proportions must never be altered.

OBJECTIVES

01

Enhance brand image.

02

Maintain brand aesthetic consistency.

03

Proper use of the logo.

04

Provide necessary information to those who wish to implement the brand in their products.

Logo and colours

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LOGO AND COLOURS

This page reproduces the brand in its corporate colors which should always be used.

Models that should be followed in case the reproduction of the corporate identity in black and white is necessary are also included.

_ Positive version



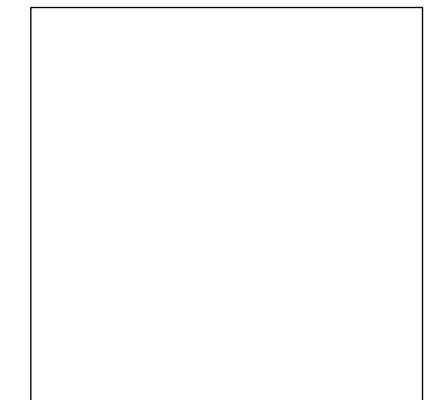
PANTONE 166 C

CMYK 0/68/100/0
RGB 237/107/6
#ED6B06



PANTONE 419

CMYK 0/0/0/100



CMYK 0/0/0/0

_ Variations



INTEGRATION

Color Usage: The brand on corporate-colored backgrounds and images.

We show how the brand should be reproduced on corporate-colored backgrounds and images, using the logo versions as appropriate.



TYPOGRAPHY

The corporate typefaces associated with the brand in its corporate applications are **Futura Bold** y Futura light.

— FUTURA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890€&()*?;!j@

It is the font that inspires the IRURENA GROUP brand. A sans-serif typeface with rationalist foundations influenced by the aesthetics of the Bauhaus from 1919-1933.

— FUTURA LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890€&()*?;!j@

CONTACT

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please contact us.

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Thank you

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