

# Corporate Identity Manual

SINCE 1969

**IRURENA**

— WOOD COATINGS —

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# INTRODUCTION

## WELCOME TO THE IRURENA CORPORATE IDENTITY MANUAL

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

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 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



CMYK 47/37/37/18  
RGB 134/134/134  
#868686

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\_ Negative Version

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# 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.



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# TYPOGRAPHY

The corporate typography associated with the IRURENA brand in its corporate applications is STAG SANS book.

— STAG SANS book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
1234567890€&()\*?¿!i@

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It is the typeface that inspires the IRURENA brand. A geometric, modern and highly legible sans-serif font.



# CONTACT

If you need further clarification,  
please contact us.

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Thank you

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