

# Corporate Identity Manual

**OTADUY**  
TECHNOLOGY FOR **WOOD PROFESSIONALS**

# CONTENTS

- 3** INTRODUCTION
- 4** OBJECTIVES
- 5** LOGO AND COLOURS
- 8** INTEGRATION
- 9** TYPOGRAPHY
- 10** CONTACT

# INTRODUCCION

## WELCOME TO THE OTADUY 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 OTADUY.

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 OTADUY 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

**OTADUY**

TECHNOLOGY FOR **WOOD PROFESSIONALS**

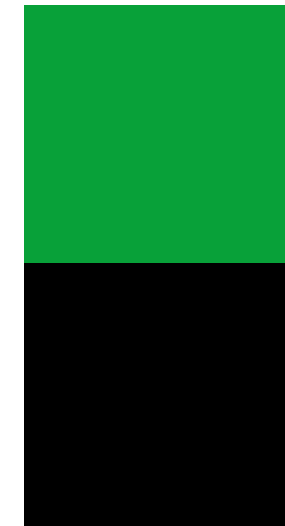
# LOGO AND COLOURS

This page reproduces the brand in its corporate color 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 568  
CMYK 81/4/100/0  
RGB 8/161/57  
#08A139



OTADUY

OTADUY

\_ Negative Version



CMYK 0/0/0/0

OTADUY

# LOGO AND COLOURS

This page reproduces the logo alongside the brand's claim.

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 568  
CMYK 81/4/100/0  
RGB 8/161/57  
#08A139



PANTONE 419  
CMYK 0/0/0/100

**OTADUY**  
TECHNOLOGY FOR **WOOD PROFESSIONALS**

**OTADUY**  
TECHNOLOGY FOR **WOOD PROFESSIONALS**

## \_ Negative Version



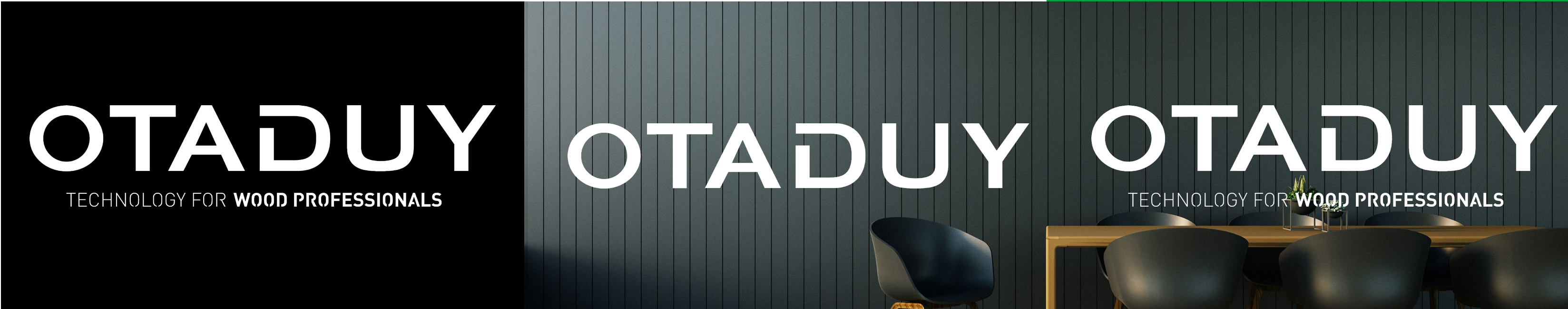
CMYK 0/0/0/0

**OTADUY**  
TECHNOLOGY FOR **WOOD PROFESSIONALS**

# 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 typography associated with the OTADUY brand in its corporate applications is Streetvertising.

## - Streetvertising Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 &()\*? ! @

## - Streetvertising Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 &()\*? ! @

# CONTACT

If you need further clarification,  
please contact us.

EMAIL

**info@irurenagroup.com**

PHONE

**943 15 70 99**

ADDRESS

**Carretera de Tolosa s/n, Apartado 30  
Azpeitia CP 20730**

**Thank you**

**OTADUY**

TECHNOLOGY FOR **WOOD PROFESSIONALS**