

Basic guide to brand application

Version 1.0

July 2012

Questions?

Please contact Mary Usovicz, Vice President of External Affairs at
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Colour versions

Primary version

This is the version that, due to its layout, is known as “vertical”. We have selected it as the primary version because it reinforces the visibility of the symbol, which is our most famous element; the one with the most personality.

The primary version must always be applied as the first option. Only in cases in which the format so requires can the secondary, or horizontal, version of the logo be used.

Primary version



AF_REPSOL_PV_POS_CMYK.eps

Primary version in negative



AF_REPSOL_PV_POS_CMYK.eps

Secondary or horizontal version

The horizontal version of the brand is applied in cases in which legibility or visibility of the primary version might be compromised. This version is recommend in reduced horizontal format applications.

Secondary or horizontal version



AF_REPSOL_SV_POS_CMYK.eps

Secondary version in negative



AF_REPSOL_SV_NEG_CMYK.eps

Special versions

Primary version in grey scale

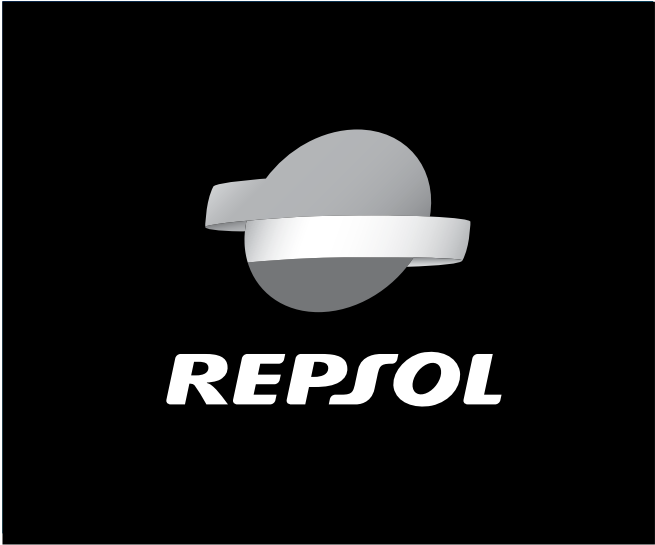
The monochrome version of our logo will be applied in cases in which it is not possible to reproduce the primary version in four-colour format.

Primary version in grey scale



AF_REPSOL_PV_POS_GREY.eps

Primary version in negative grey scale



AF_REPSOL_PV_NEG_GREY.eps

Horizontal version in grey scale

The monochrome version of the logo will be applied in cases in which the legibility and visibility of the vertical version are compromised.

Secondary version in grey scale



AF_REPSOL_SV_POS_GREY.eps

Secondary version in negative grey scale



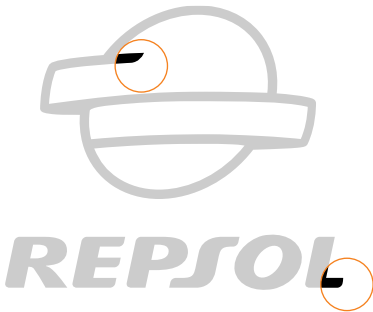
AF_REPSOL_SV_NEG_GREY.eps

Special versions

Line version

This version will be applied in cases in which special reproduction techniques must be used that do not allow for the use of colour or grey scale.

The thickness of the line is defined by the horizontal height of the “L” in Repsol. This way the brand respects the proportions in all its forms.



Primary line version



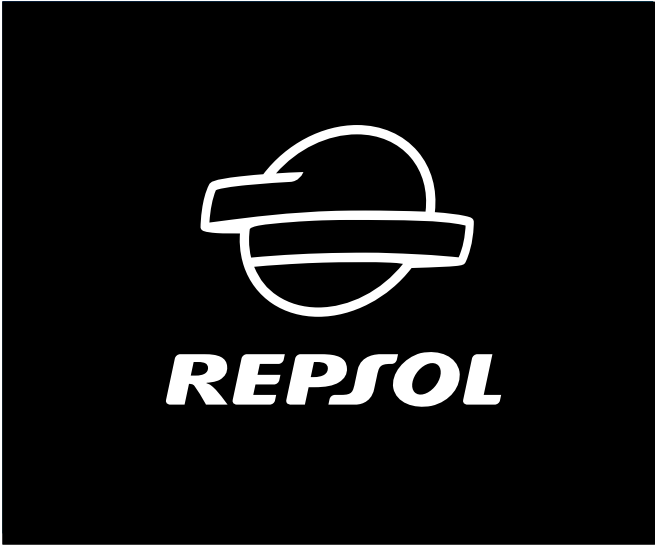
AF_REPSOL_PV_POS_LINE.eps

Secondary line version



AF_REPSOL_SV_POS_LINE.eps

Primary line version in negative



AF_REPSOL_PV_POS_LINE.eps

Secondary line version in negative



AF_REPSOL_SV_NEG_LINE.eps

Reserved area

The brand and its visibility must be respected through the reserved area or security perimeter. It is defined using the height of the "R" in the wordmark as a reference. That size is used to create a square that will serve as a unit of measure, referred to as X. The area will be defined as two X.

The space must never be reduced, nor invaded by adjacent elements, whether texts, photographs or other brands.

AF_REPSOL_RESERVE_PV_POS_CMYK.eps



Minimum size

The logo must always be reproduced at a size that makes it perfectly legible. That is why we recommend that it never be reduced below the measurements indicated below in any of the versions.

If the format or size of the medium does not allow for the use of the primary or horizontal version, the wordmark may be used exceptionally at a minimum size of 10 mm.

The same minimum size applies to the line version.



Colour version



10 mm width



25.6 mm width

REPSOL

10 mm width

Line version



10 mm width



25.6 mm width