CEMEX

Brandbook

Introduction

The correct application of the guidelines contained herein guarantee the correct recognition of the brand and, ultimately, contribute to its success.

This document defines a system of shapes, shapes, colors and basic concepts that allow the development of a unique personality for Cemex.

The Brandbook was not created to inhibit or limit our creativity in communication, but on the contrary, it is a starting point to encourage the creative development of the brand.

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Visual Identity

Brandmark

The brandmark is the corporate signature; a key element of a company's identity is the sum of the symbol, wordmark, and corporate colors.

The symbol represents the brand attributes. The wordmark is the graphic form of the name, differentiated by typographical style and color, where it is essential to respect its morphology.

The wordmark should never be used without the symbol, but the symbol can be applied without the wordmark if the brandmark is used in another space of the same communication.

PANTONE 293c
C 100 **R** 0
M 76 **G** 0
Y 0 **B** 179
K 9 **#0000b3**

PANTONE RED 032c
C 0 **R** 242
M 90 **G** 35
Y 76 **B** 49
K 0 **#f22331**

Secondary versions

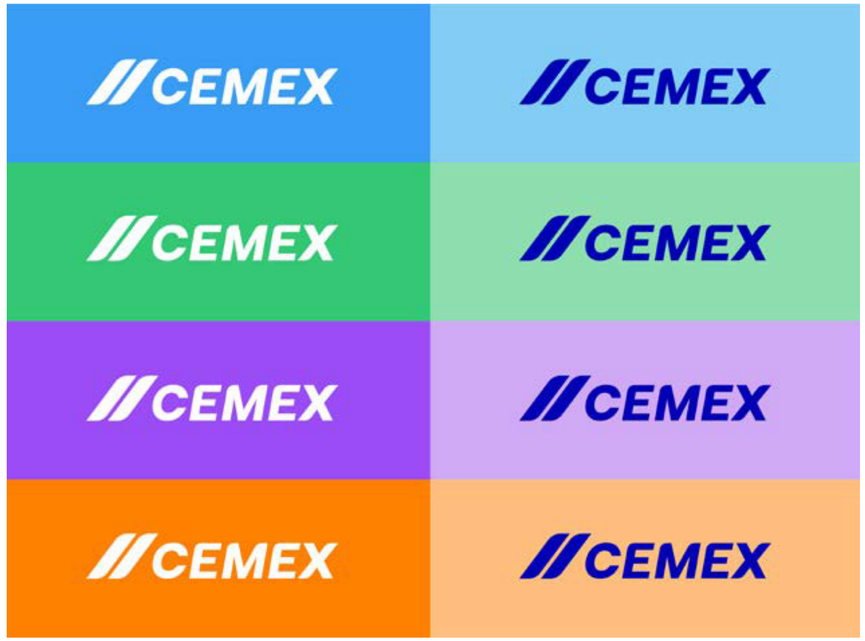
The secondary version of the brandmark is monochrome and white for when it should apply over colors that are not white.

Secondary versions

The blue monochrome version will only be applied when the printing system does not allow using more than one color of ink, and the brandmark must apply over a white background.

Versions secondary color

Likewise, this blue version could be used when you have to apply the brandmark over one of the secondary colors, as indicated in the image.

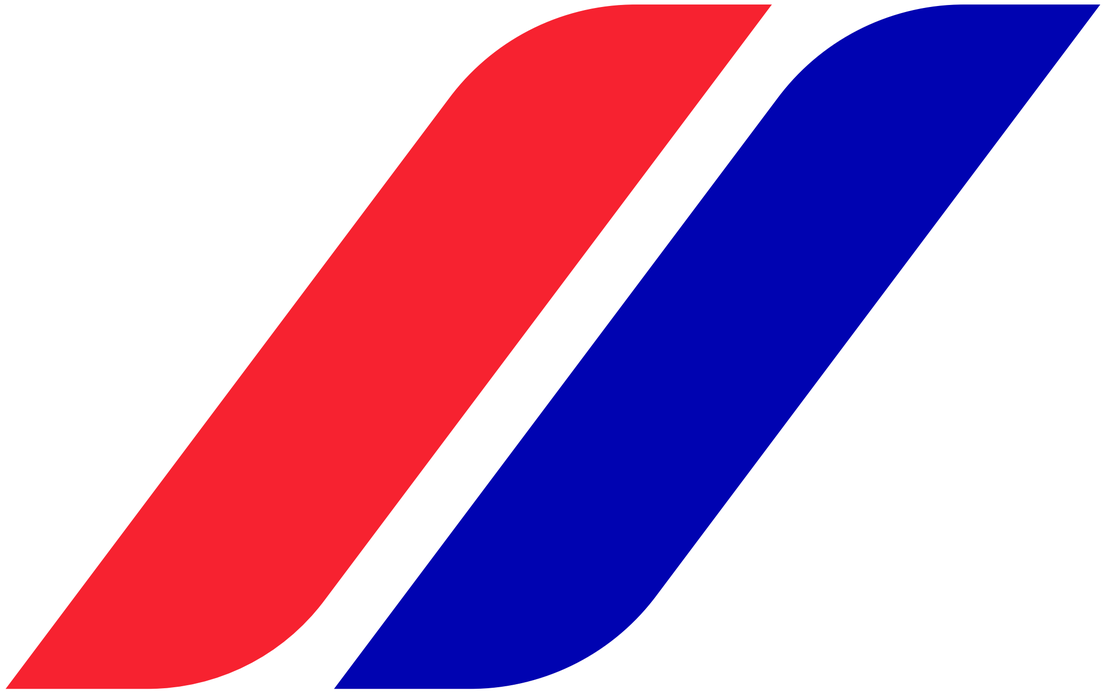


Black and white versions

The white and black monochrome version is established for applying it when the printing system does not allow color usage.

Symbol

The symbol can be used without the wordmark only on controlled brand environments such as helmets and merchandising material for collaborators.



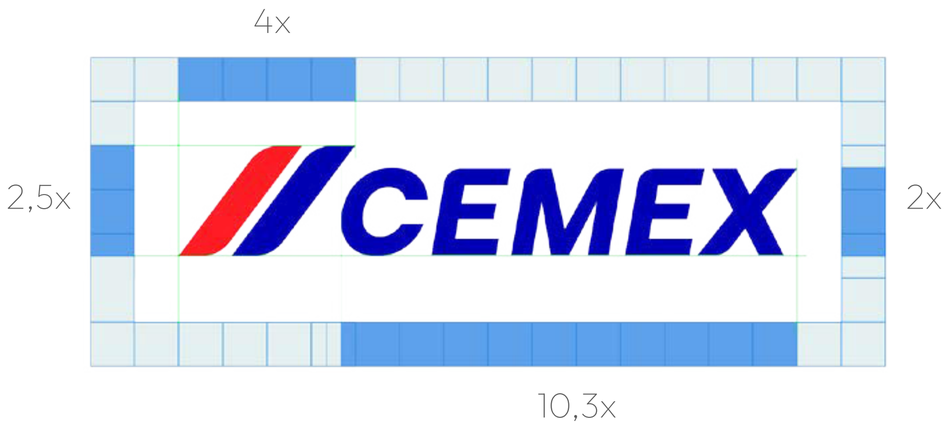
Brandmark over images

When applying our brandmark over any image, we must ensure its good readability.

Construction

The present structure shows the relationships between elements and their arrangement in space.

These relationships may not be modified or altered to preserve the brand's visual identity intact.



The size of the X represents one fourteenth path of the length of Cemex brandmark.

Clear space and minimum size

Our logo combines a simple and modern wordmark and a symbol. The clear space ensures the visibility and prominence of the logo.

Please leave a clear area around the logo and isolate it from competing visual elements such as text and supporting graphics.

The clear space is equivalent to the size of the letter “C” for “Cemex,” both on the horizontal and vertical sides. This zone should be considered the absolute minimum safe distance; in most cases, the logo should be given more room to breathe.

2cm - 10px

Incorrect usage

The visual identity should not be modified to avoid destroying the structure on which it is based.

Therefore, applying the established regulations regarding the use of the logotype must be very careful.

As a guide, here are some misapplications that should be avoided to protect brand integrity.

1 • The red version of the identifier is prohibited.
2 • Do not alter the colors of the symbol.
3 • Do not change the font.
4 • Do not alter the structure of the identifier.
5 • Do not use low quality files.
6 • Do not change their colors.
7 • Do not alter the proportions of the identifier.
8 • Do not stretch the identifier.
9 • Do not use vertical down application.

1.

2.

3.

4.

5.

6.

7.

8.

9.

Co-branding

Below are different examples or situations of co-branding with the Cemex identifier.

The height will govern the height of all identifiers of Cemex and the buffer area, as shown in the schematics.

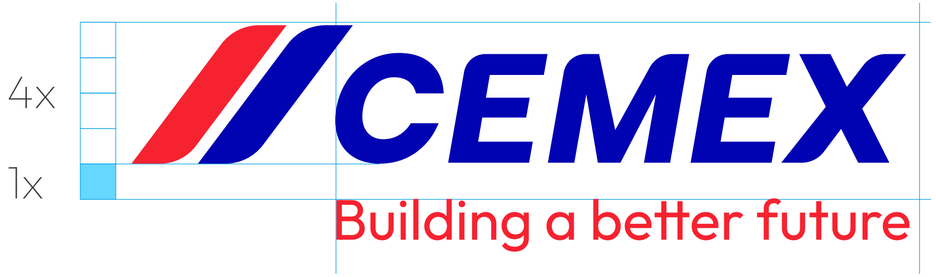
Verbal complement

The phrase “Building a better future” / “Building a better future” is our brand’s tagline or verbal complement. The tagline is part of the brand and is primarily used to communicate Cemex promise. As it is a complementary element, it can sometimes be dispensed with*.
Whenever the logo and tagline are used together, follow the same grid as the clear space lockup.
The width of the logotype defines the text size of ‘Building a better future”.
For written texts, our brand’s name should be “Cemex,” with capital C and the other letters in lowercase.
The regulations on when to use or not the tagline are less rigorous than those established regarding the use of the isotype or iso-logotype. That is why we present a series of guidelines/examples to help the
Communication managers determine the best opportunities to use this phrase, considering the communication objective, target audience, available space, etc.

We must use it in the following: Invoices.

We can use it in the following: Graphic or audiovisual promotional communications, Print (flyers, inserts, catalogs *), particularly those aimed at the final consumer, Communication of brand spirit in own or distributors’ physical contact points (banners, posters, posters), Website, Product packages, and merchandising (depending on the surface and reproduction system).
*In multi-page print materials, the tagline mark may be used one to two times to avoid multiple occurrences. In the rest of the pages, the tagline, and even the iso-logotype, can be dispensed with, as it is clearly a Cemex piece where the graphic system works, guaranteeing cohesion and continuity.

We cannot use it in: Canopies, Business Cards, Business stationery, Applications with strong technical limitations (corporeal in small sizes, for example), or Foliated signatures on pages.



*In multi-page printed materials, the mark with a tagline may be used one or two times, to avoid multiple appearances. In the rest of the pages, the tagline, and even the identifier, can be dispensed with, as it is clearly a Cemex part where the graphic system works guaranteeing cohesion and continuity.

Motion principle

Main colors

The color palette is one of the most powerful tools for communication. It helps emphasize who we are and how we present to the world, strengthening our brand vision, mission, and values.

The decisions on the chromatic choices and their combinations have been designed to highlight legibility, maintain hierarchy and convey the expressiveness of the brand.

#0000b3

#ffffff

#f22331

#398ef4

#53cc80

#9a4cf5

#ffb000

#ff8000

#808080

#3d3d3d

#8ad0f4

#b2e6bf

#cfa8f4

#ffd290

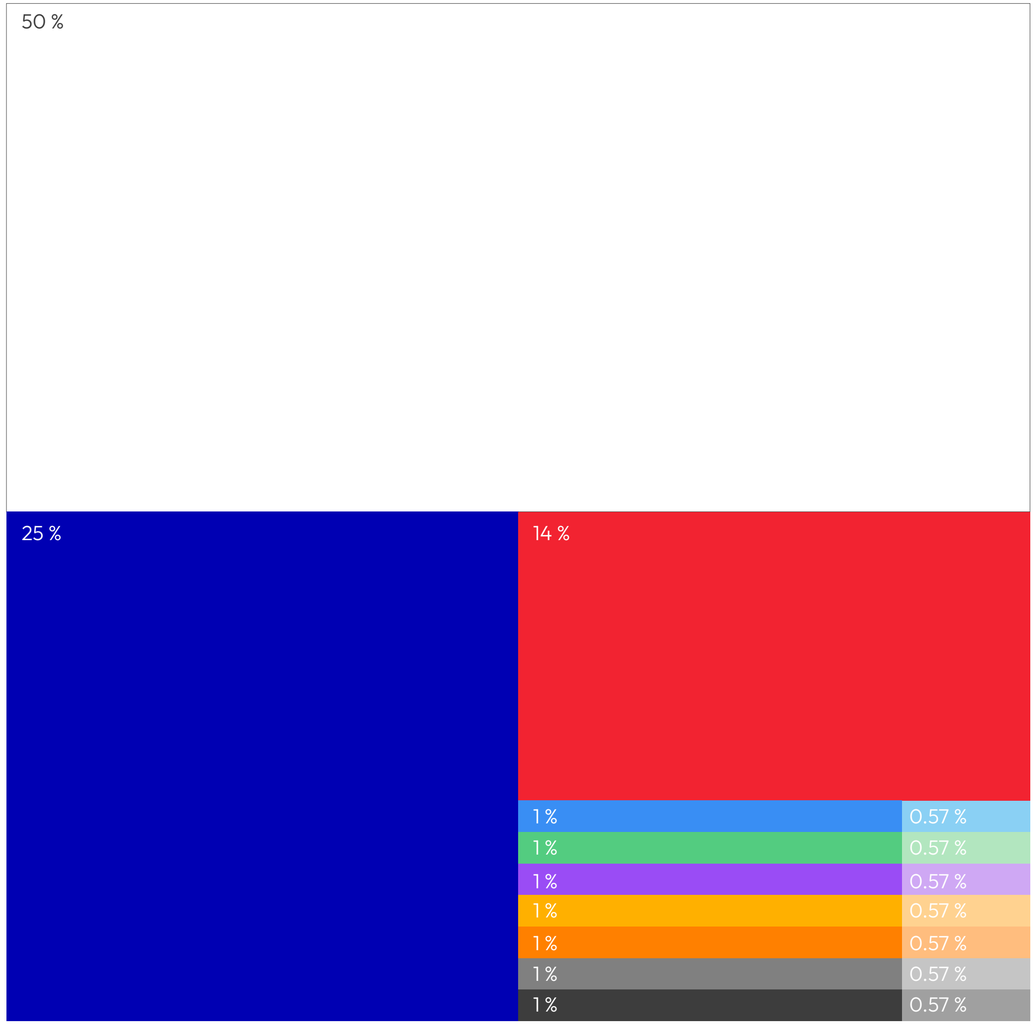
#ffbd7e

#c5c5c5

#a0a0a0

Proportions of colors

The color proportion scale is a perfect way to demonstrate how much the colors should be used.



Color palette primary

White, blue, and red are the core colors of Cemex, the colors that hold the most brand equity and which current users will associate with the brand.

WHITE
R 255
G 255
B 255
#ffffff

PANTONE 293c

C 100	**R** 0
M 76	**G** 0
Y 0	**B** 179
K 9	**#0000b3**

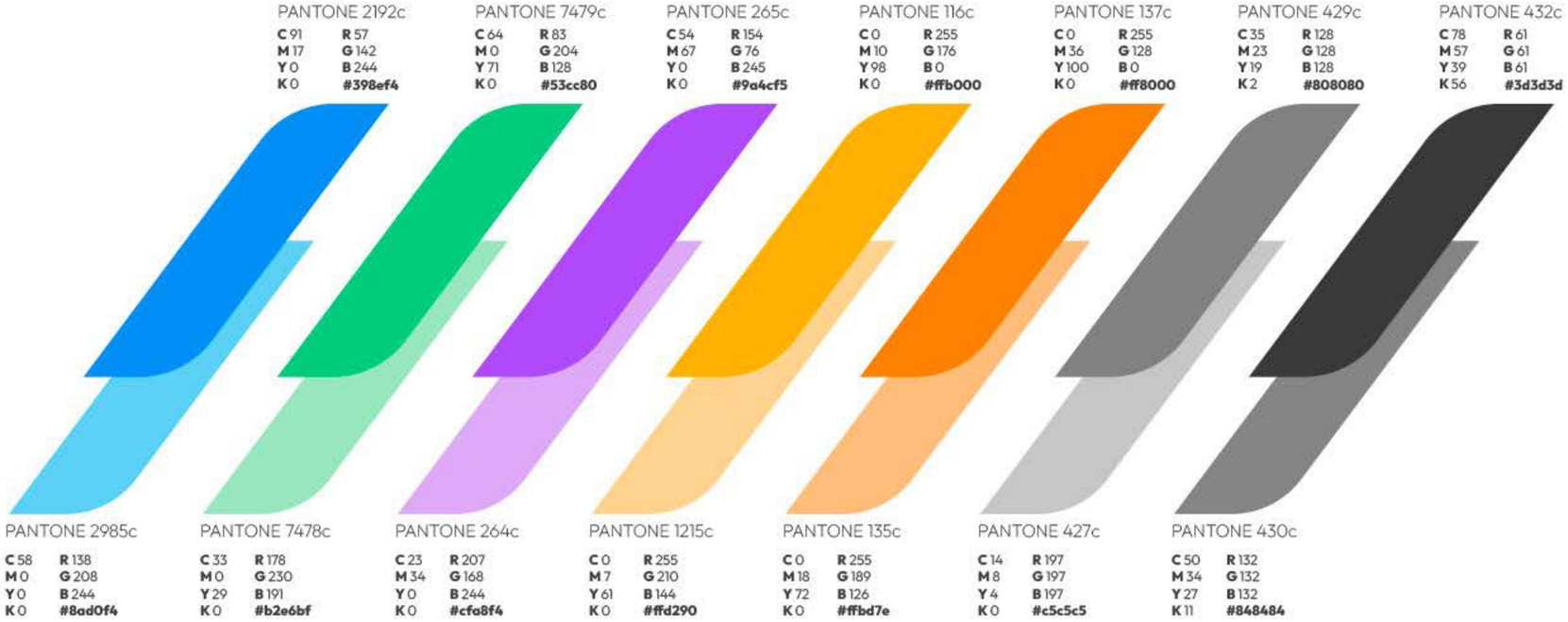
PANTONE RED 032C

C 0	**R** 242
M 90	**G** 35
Y 76	**B** 49
K 0	**#f22331**

Color palette secundary

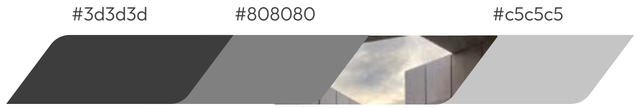
The secondary color palette contains 6 colors plus its lighter versions.

These colors are used only for exceptional cases, with several amounts of information to differentiate it, such as presentations or reports.



Color balance

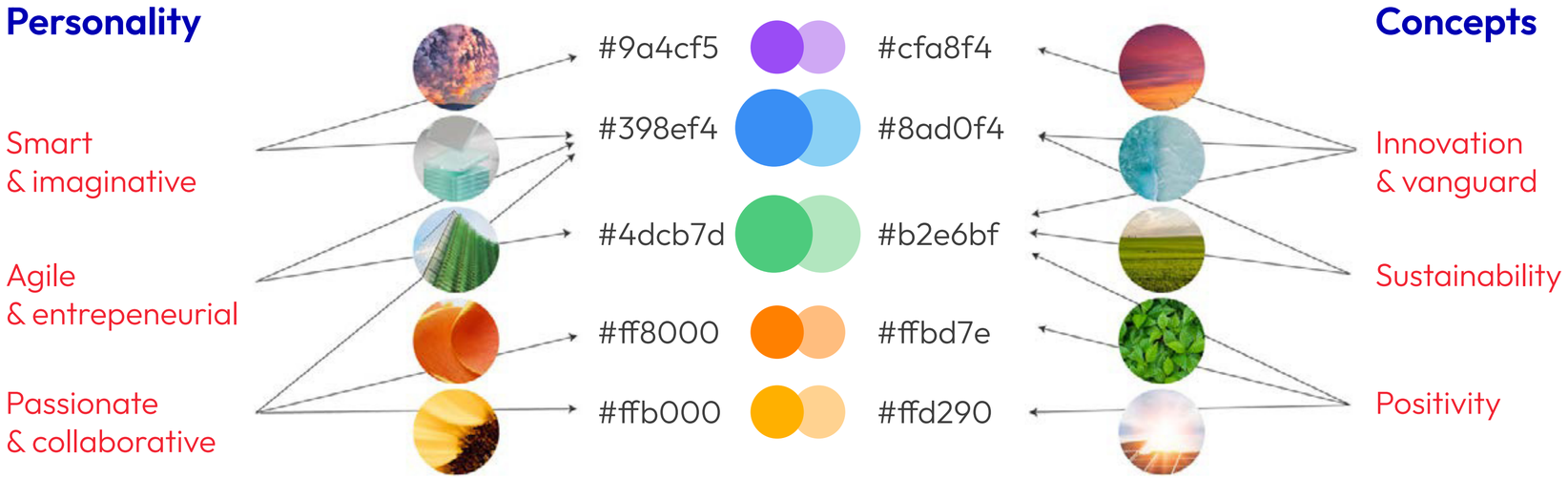
Main colors. Always, in every communication



Complementary colors

Secondary colors

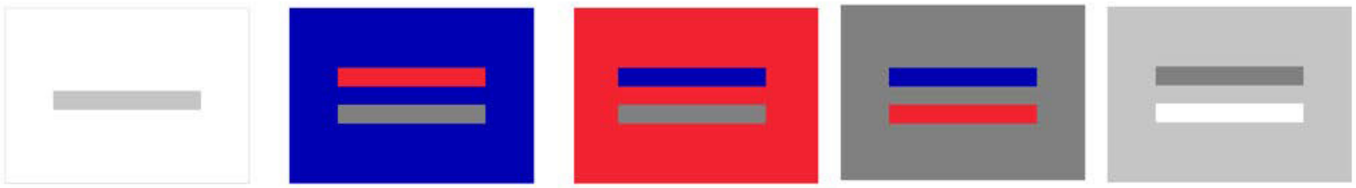
For specific communicactions



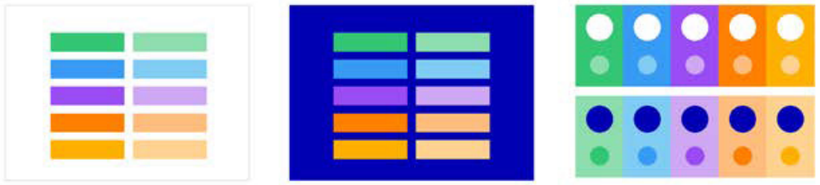
Scheme usage chromatic

Main chromatic scheme
Right

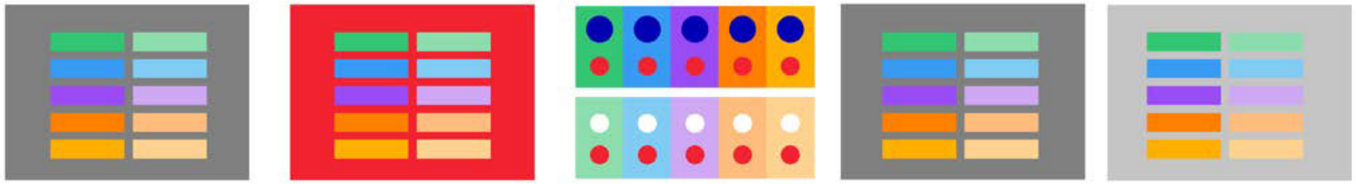
Main chromatic scheme
Wrong



Secondary chromatic scheme
Right



Secondary chromatic scheme
Wrong



Main typography

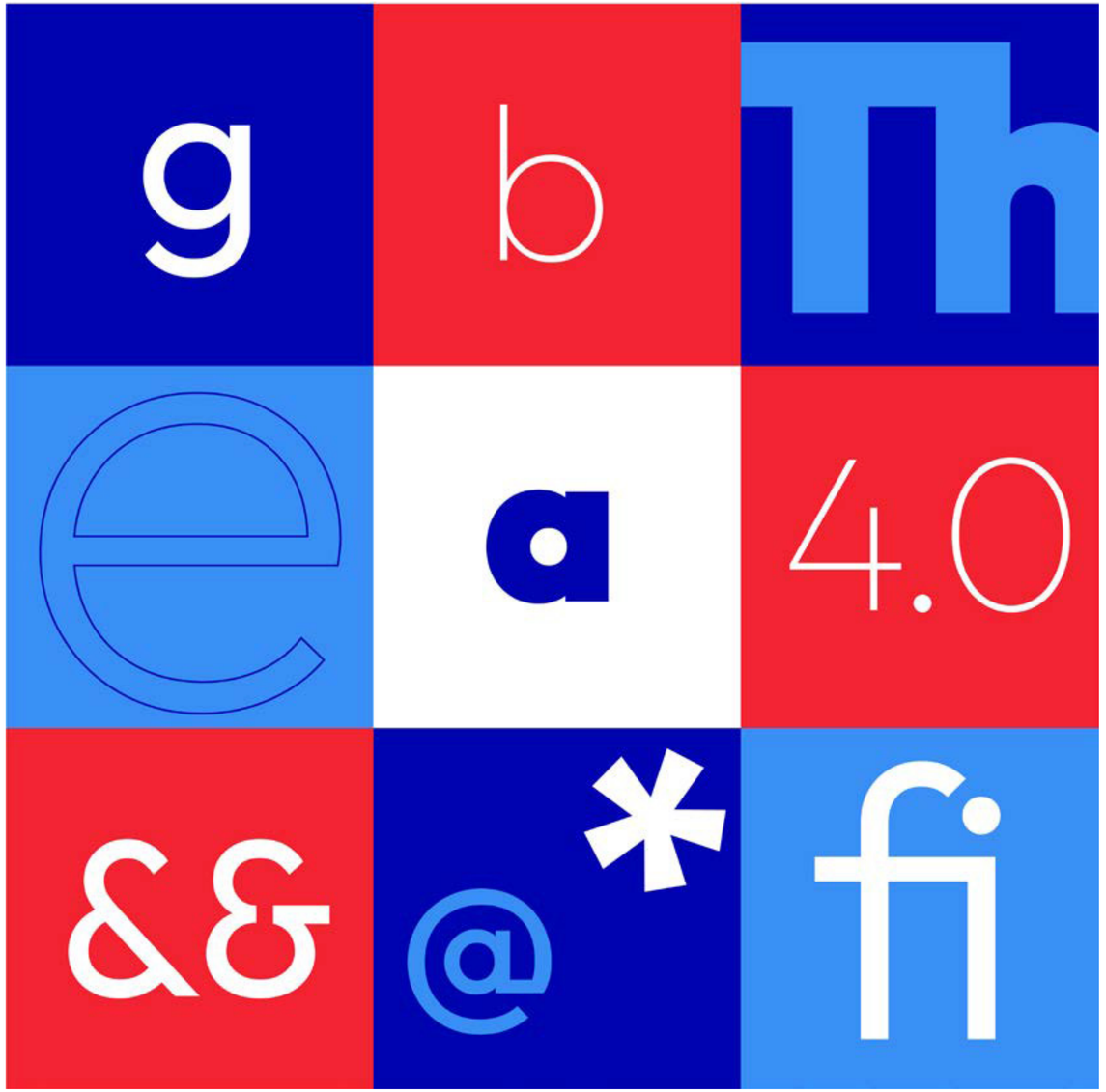
Outfit typography is a free font from Google Fonts.

It has a geometrical and modern composition.

This geometrical aspect is also present in the brandmark, building a bond between the messages and the brand.

Typography without italics has been selected to avoid a repetitious use of diagonals.

This diagonal aspect already lives within the symbol, the wordmark, and the complementary graphic.



Typesetting style

Outfit

Thin
Light
Regular

SemiBold
Bold
ExtraBold
Black

https://fonts.google.com/specimen/Outfit

Outfit light — Headline

Outfit thin — Headline

Outfit extra bold — Subhead/display

Outfit bold — Body head or subhead

Outfit regular — Body

Outfit regular — Legal and disclosures, charts

Outfit black — Detail

Alternative font

Arial use is only for exceptional cases where we cannot use Outfit for software reasons.

Arial

Regular **Bold**

Arial

Arial Bold — Headline
Subhead/display
Body head or subhead

Arial Regular — Body
Legal and disclosures, charts

People

Visions of the future
Action
Human
Diversity

Preferably, people should not look at the camera to generate action, agility, teamwork, and commitment.

Likewise, whenever people appear in the construction, they must do so with all the regulatory safety equipment.

The brand may appear on the scene, but this is not always mandatory. It may appear on helmets, uniforms, and, in a subtle way, somewhere in the scene (ex: walls, desk objects).

Medium and close shots
These shots will help generate close communication to represent the different audiences, causing the feeling of being part of the scene.

Low-angle shots may also be used to generate a sensation of looking/imagining what is to come, favoring an association towards a hopeful future with no intention of allowing distance.

Illumination
The lighting should highlight the realism of the settings and characters. Mainly, natural light should be used to achieve a close photographic style. As much as possible, they should be photos in daytime situations. Saturated tones will predominate to convey warmth.

* Photographic licenses are for the exclusive use of digital format.

Collaborators

Frankness
Camaraderie
Naturalness

In the case of corporate photos, people should look at the camera to connect the viewer from peer to peer. Relaxed postures and expressions are suggested, which invite dialogue.

If possible, it is recommended that the brand appears more frequently in these cases: on a pin or a wall from behind, for example.

Regarding their clothing, they should look neat with the clothes and uniforms they use in their daily work environment.

Short shot
This type of framing is recommended to focus on the person portrayed and thus achieve a closer and more particular frame. Always from the waist up.

Lighting & context
As previously stated, natural lighting is preferred and recommended to show the person as they are and in a warmer way.

Typical work environments of the person being portrayed are preferred if they have good lighting. You can also opt for outdoor spaces. In both cases, the person must generate a good contrast against the background to avoid too much visual contamination. The person must be the protagonist; background blur effects can be used.

* Photographic licenses are for the exclusive use of digital format.

Cemex
and the community

Camaraderie
Closeness
Cooperation

When Cemex wants to refer to instances of collaboration with the community, it will do so in a cheerful, warm, and familiar way. The photos must have natural light, preferably on sunny warm days.

The images must contain different action scenes in which Cemex collaborates with its communities. Specific work situations can be shown, such as teamwork with communities or the results of the action. The brand identifier and its graphic elements may be present in the images as long as it does not break the credible character of the action.

* Photographic licenses are for the exclusive use of digital format.

Infrastructure

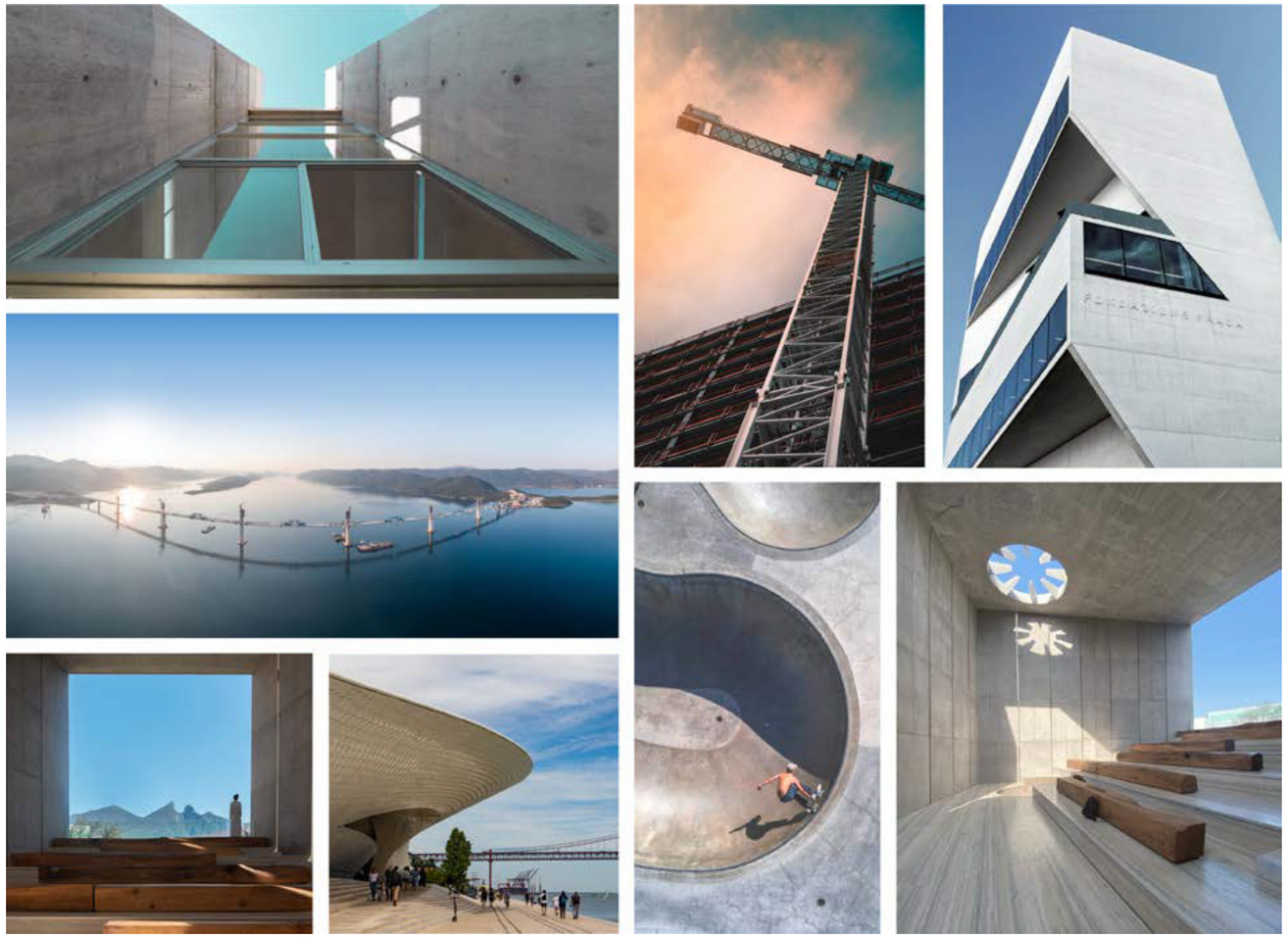
Direction
Leadership
Solidity
Precision
Innovation

Clean images will be sought, where the materials look cared for, the works look impressive, and build their own forms in space. Each material must stand out and be the protagonist.

Medium and far planes
Images that speak of Cemex's capacity for leadership, safety, and reliability can be achieved from photographs with medium and distant planes, which portray greatness and solidity. Likewise, frames will be sought where the concrete has a dialogue with natural environments, whether they are the sky or the landscape.

Illumination
It is key to use light within the infrastructure images as an ally, which generates a good feel for the material and harmony with the rest of the portrayed space. Spaces can be developed where there is a bit of high contrast, but we should use it to a lesser extent.

* Photographic licenses are for the exclusive use of digital format.



Facilities

Leadership
Solidity
Order

When Cemex has to show its facilities, it will be essential that the spaces look as clean and orderly as possible. Distant shots are recommended to capture the magnitude of the company's spaces in the best possible way. In the images, there may be people, preferably with Cemex uniforms appropriate to their positions.

* Photographic licenses are for the exclusive use of digital format.

Sustainability

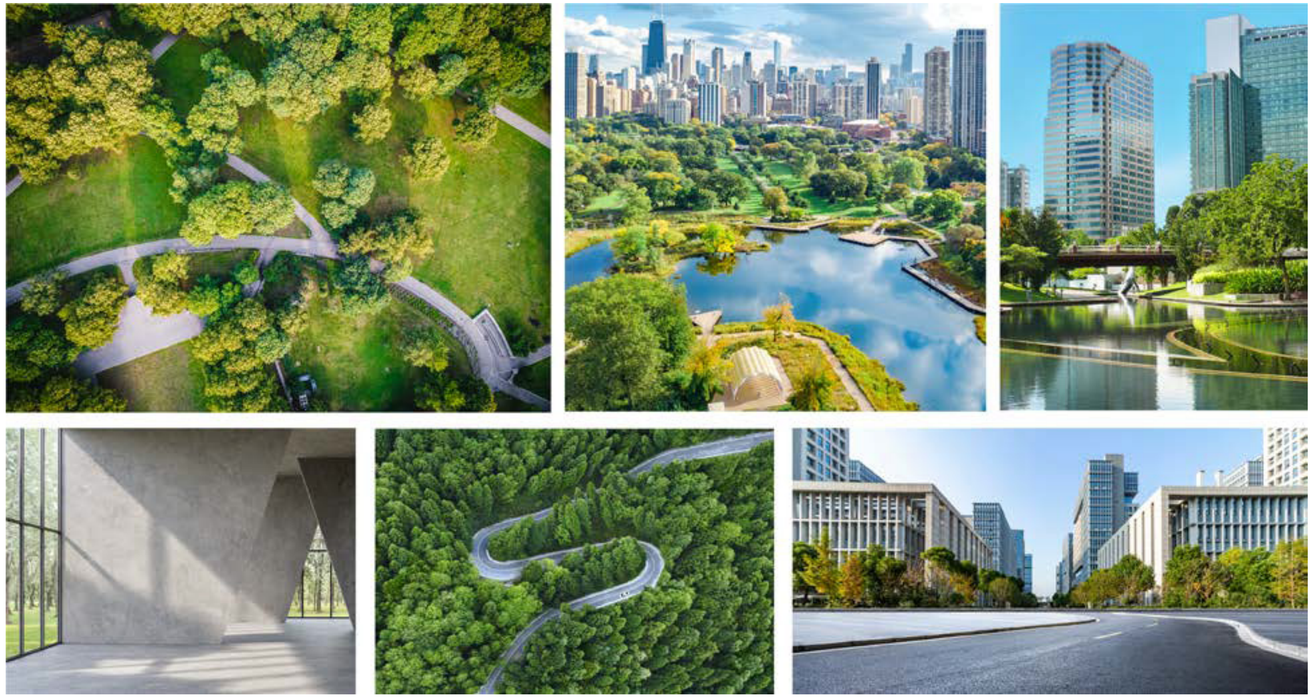
Collaboration
Closeness
Warmth

To highlight our “sustainable” attributes, images where cement interacts with natural spaces and people can be used.

Medium & far planes
The use of medium and distant frames is recommended to make the most of the beauty and grandeur of nature.

Illumination
As previously stated, natural light should be used to achieve a close photographic style where nature’s colors are the protagonists. The photos should be of daytime situations.

* Photographic licenses are for the exclusive use of digital format.

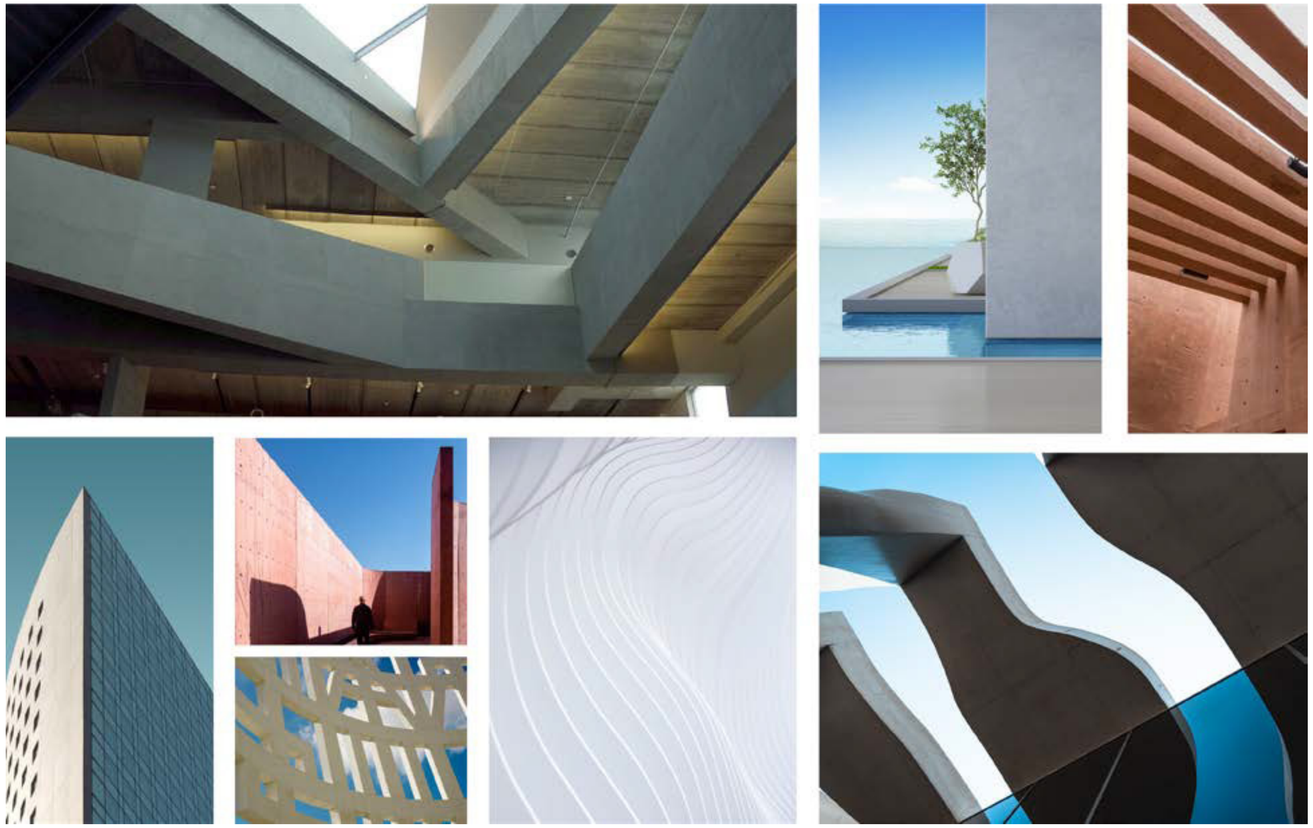


Textures

Details
Focus
Consistency
Imagination

To address themes such as innovation and technology in the construction industry, images, where materials and their contexts are seen more abstractly and creatively, may be used. In this series, images, where the object portrayed, is slightly lost based on the framed shapes, are key.

* Photographic licenses are for the exclusive use of digital format.



Technology

Light
Future
Clarity
Movement

To address technology-related issues with an advanced perspective, the use of images where illuminated spaces and clean imagery are protagonists is suggested.

This chapter contemplates using digitally created images as long as they present warm, refractory, and luminous structures where their digital creation is apparent without simulating a reality.

Using a human presence relating to these technological environments will be possible without forgetting the previous points.

* Photographic licenses are for the exclusive use of digital format.

Innovation

Action
Precision
Compromise
Tendencies

When Cemex deals with topics related to innovation, it must show images that speak of processes aligned with the latest related tools. This way, the company can showcase itself as a category leader.

The planes may be close if something must be shown in detail. The planes can be medium or distant if the showcased context requires it and it is in good condition. Images of enclosed spaces where order and cleanliness are essential should be abundant. Artificial light should be used, preferably white.

* Photographic licenses are for the exclusive use of digital format.

Vehicles

Efficiency
Cleanliness
Agility

Our vehicles should always be displayed in context, preferably in some natural setting. Also, images that show vehicles in motion or operation must be prioritized, although they can also be shown in a static state.

Vehicles should always look clean and illuminated with natural light. Shots where the branding is clearly visible should also be used. Low-angle, medium, or distant shots can also be used.

Additionally, it is of the utmost importance that all Cemex vehicles are always seen with an updated visual identity.

* Photographic licenses are for the exclusive use of digital format.

* Photographic licenses are for the exclusive use of digital format.

Packaging

Attention to detail

When showcasing our products, we must ensure that the containers look cared for from any perspective. It must be possible to read all product details. The containers must be illuminated from the front and overhead. Products can be displayed individually or in sets of two to create depth.

Real images and renderings of the product that imitate the bag's material may be used interchangeably. The use of images without a background or neutral (simple) backgrounds is recommended to make the product appear as clear as possible.

* Photographic licenses are for the exclusive use of digital format.

Materials

Precision
Cleanliness

When showcasing our materials, they must be seen clearly and carefully. The use of close planes should be a priority.

Materials may be displayed in context and the background. The material should always be the protagonist in these types of photos.

For technical images, it is important to use white light and that the materials have shadows underneath them so they can be visualized as lying on a surface rather than floating. Each material's details must be highlighted.

Unset prepared concrete does not have the necessary aesthetic characteristics to be featured.

Incorrect usage

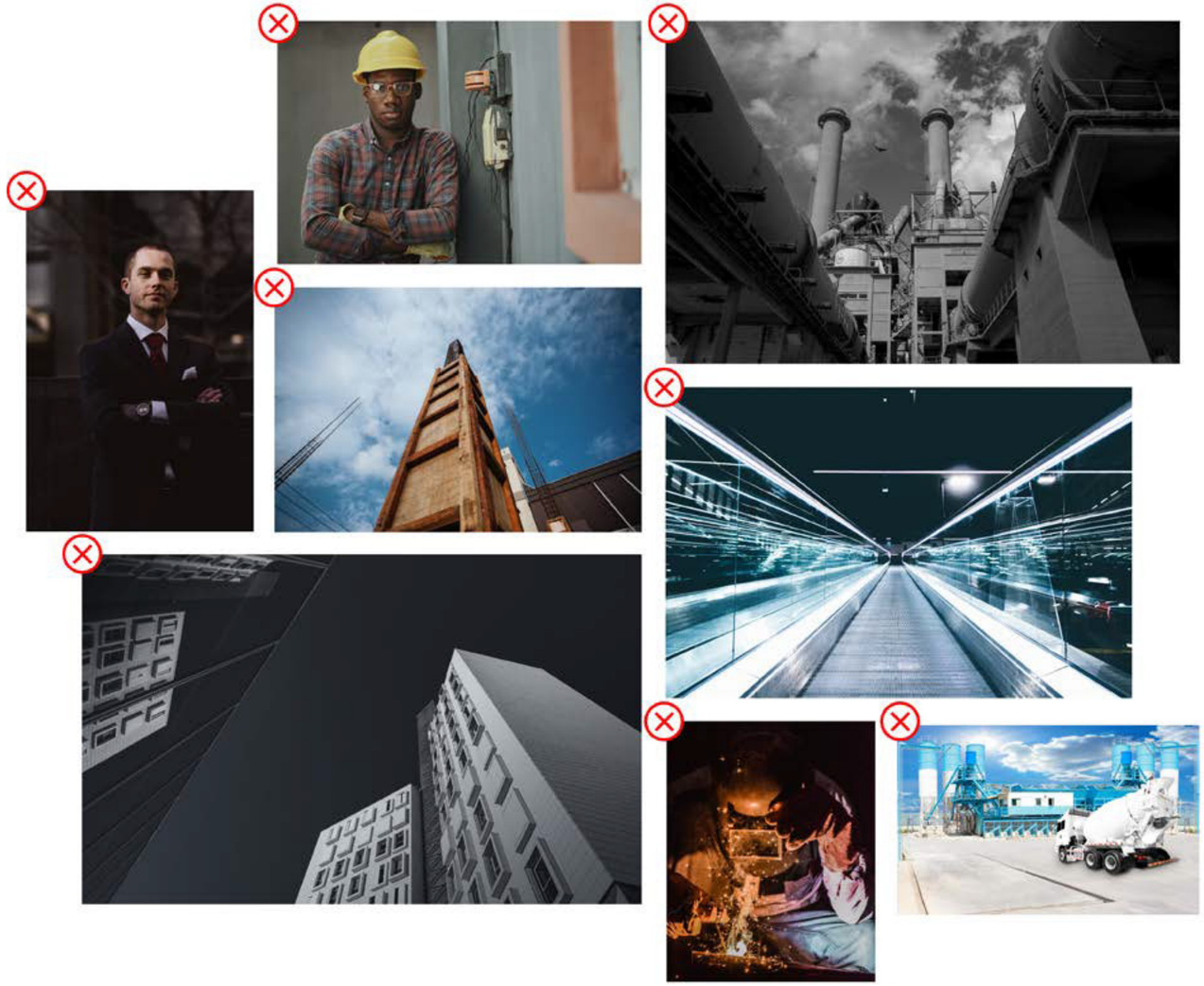
Do not present planes that are too enclosed, which do not allow the object in question to be recognized. Planes that are too open, which do not allow the identification of a leading element, are also to be avoided.

Avoid listless poses, and do not overuse looking at the camera.

Do not present dirty construction sites or low-quality elements where the materials may look unclean.

Do not use black and white or low-light images.

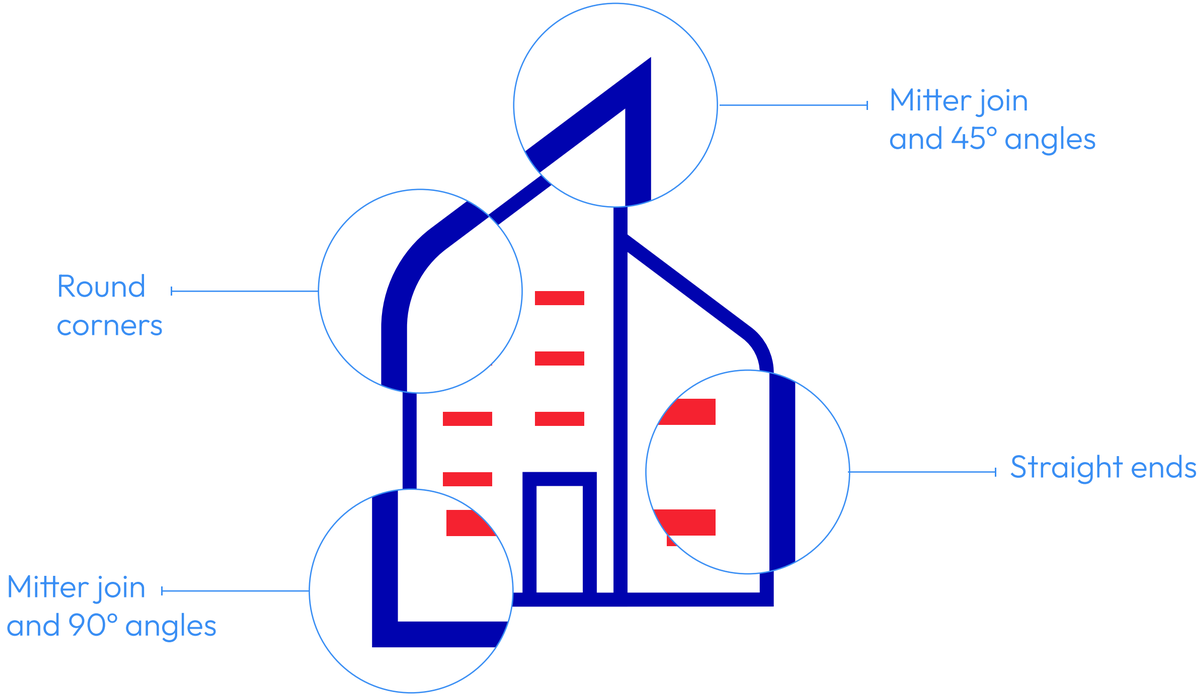
Do not use images that look confusing or look surreal with excessive postediting.



Icon family and role

This section presents the suggested iconographic style for Cemex's identity. As indicated below, it must have straight ends and be built from geometric and linear shapes. Likewise, you can play with straight vertices at 90 and 45 degrees. You can also have some rounded vertices, alluding to the shape of the strips.

They can be used in combinations of blue and red. Blue must always be predominant. When they should apply with one ink, they can do so in white or blue, as is the case of the brandmark.

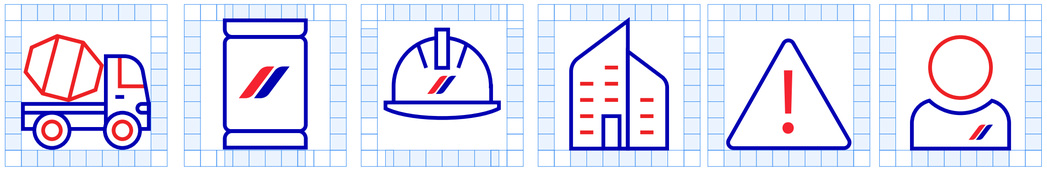


Icon family and role

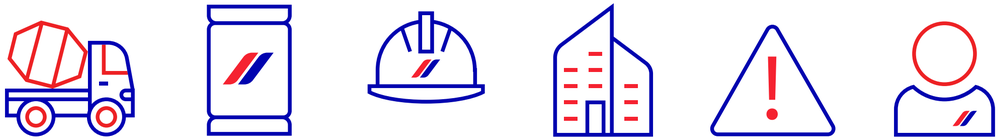
When applying at small sizes, it is recommendable to use their reduced versions. Better readability for small bodies will be obtained, avoiding overlapping components.

Cemex's symbol can be included in some icons. It would make them more particular and personal. However, we must not abuse this resource.

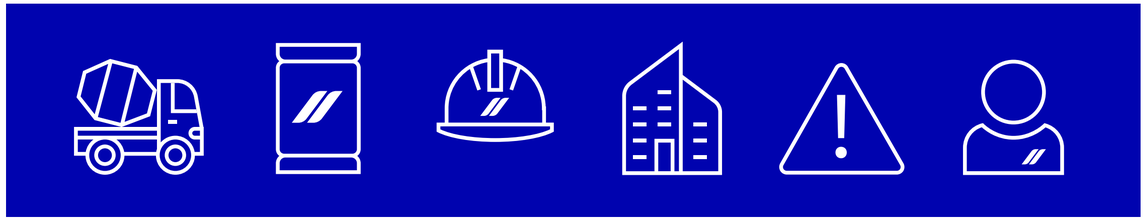
Structures



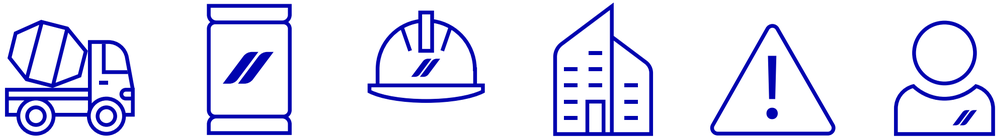
Full color



Negative



One color

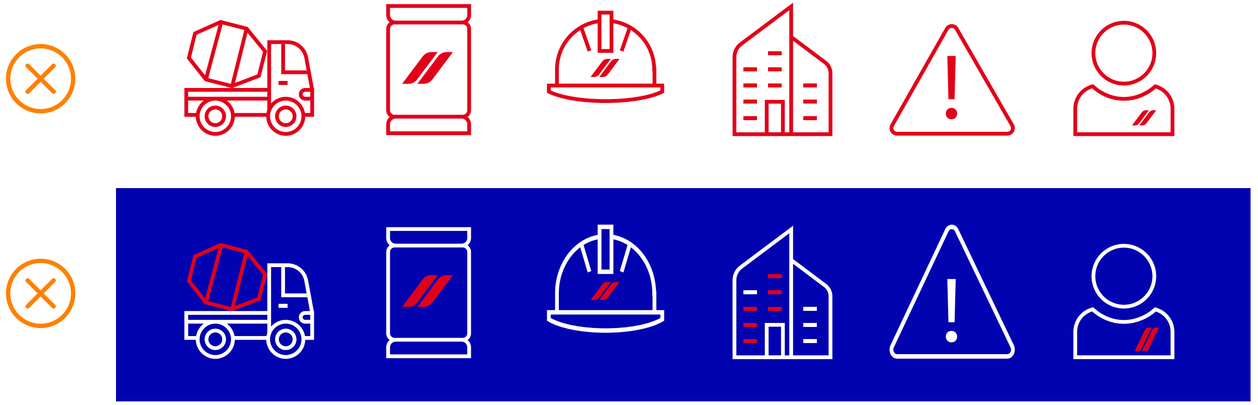


Simplified for minimun size

Incorrect usage

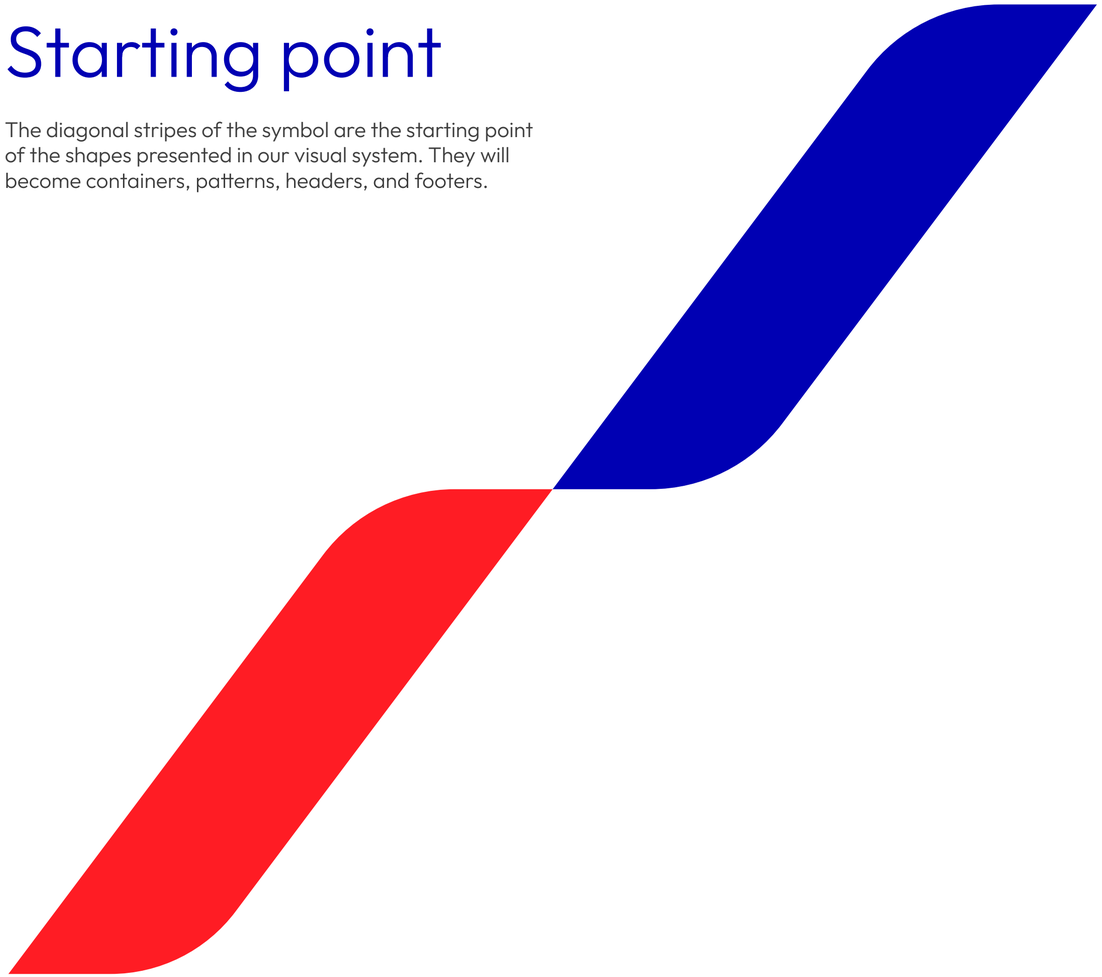
As it happens with our brandmark, the icons must not use red. Nor should combinations be made between red and white.

Also, as explained in other sections of this guide, red must not apply over blue. Finally, it is recommendable to use original files to prevent them from being distorted or losing quality.



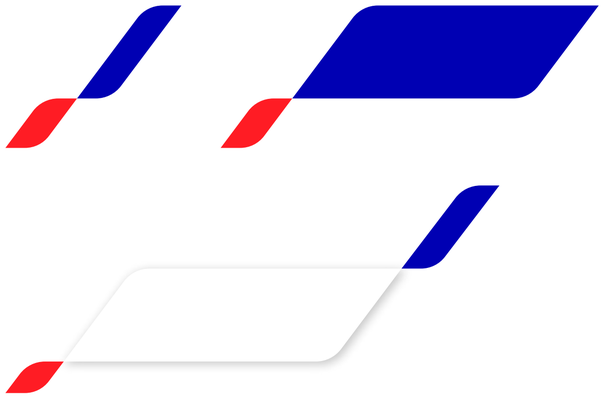
Starting point

The diagonal stripes of the symbol are the starting point of the shapes presented in our visual system. They will become containers, patterns, headers, and footers.



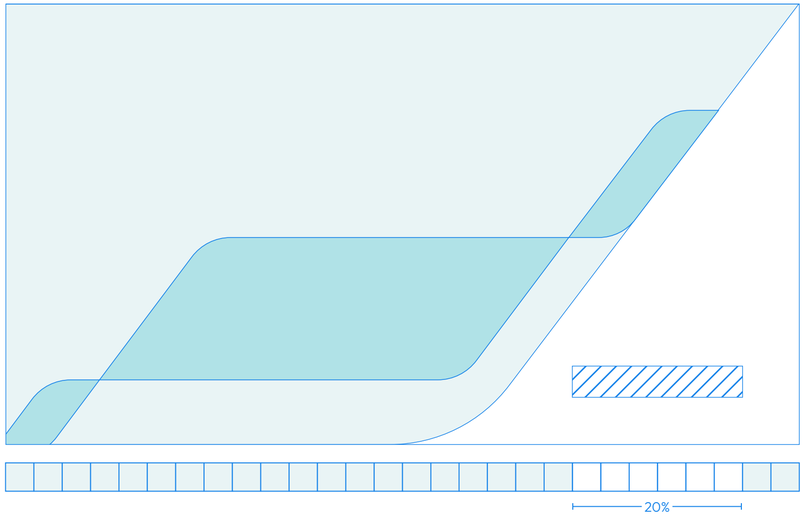
Containers and bars

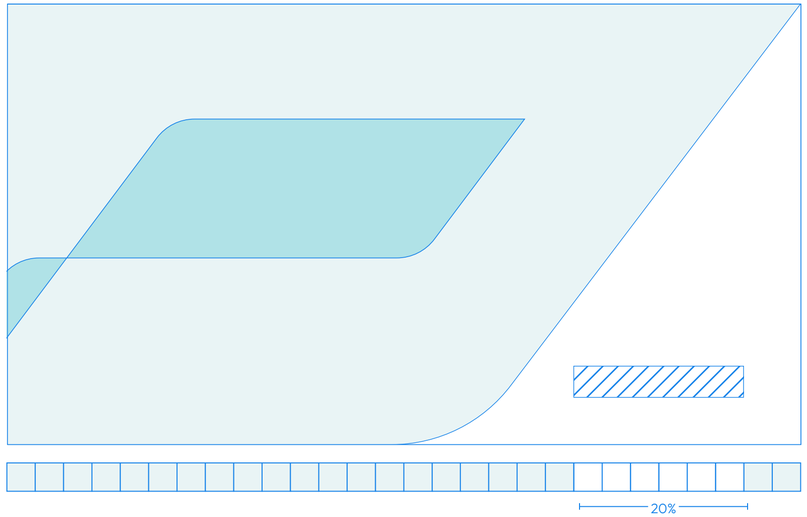
Bars must always join at their angle corners. They can be used in different sizes (altering their width or height), but they must always consider 2 rounded vertices and 2 angle corners in opposition. They must always keep the same inclination and use the 3 brand colors.

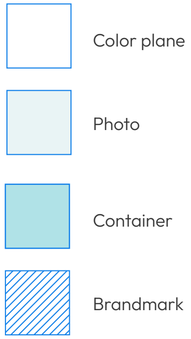


Construction of horizontal applications

These diagrams show some examples, as a guide, of how the Cemex system can be articulated. We can see different combinations of bar sizes and different ways of framing them to serve, for example, as containers.

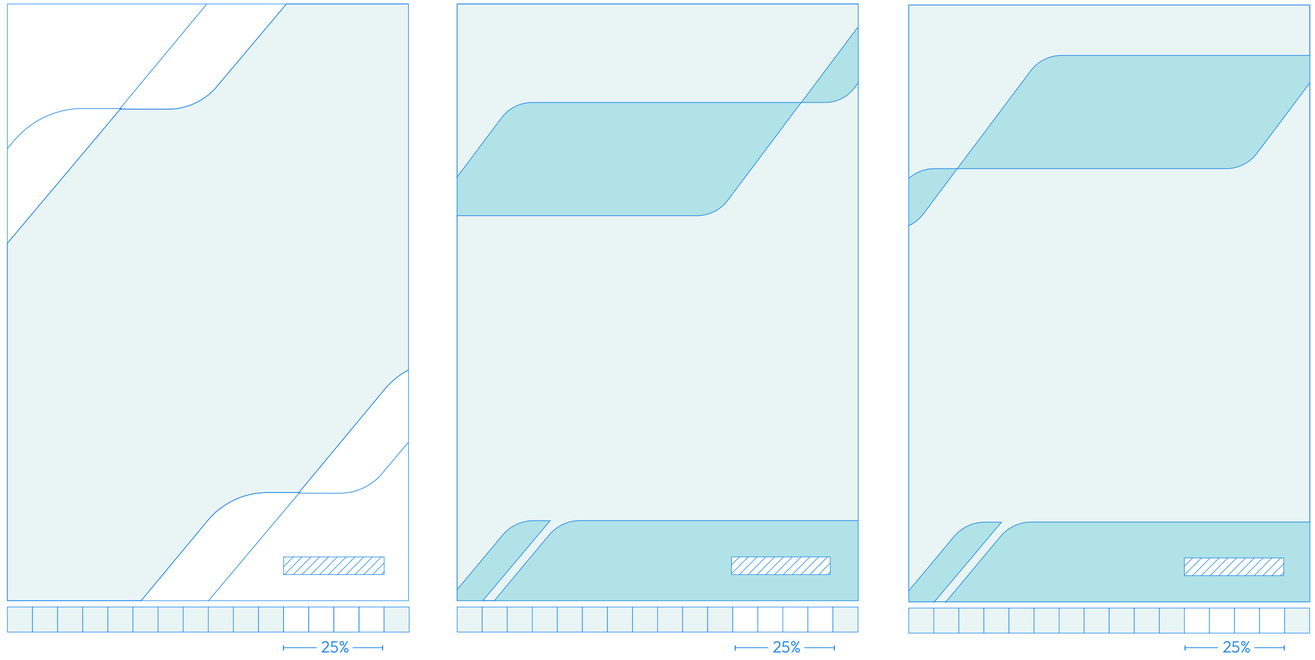


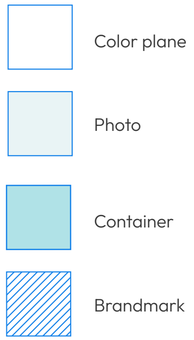




Construction of vertical applications

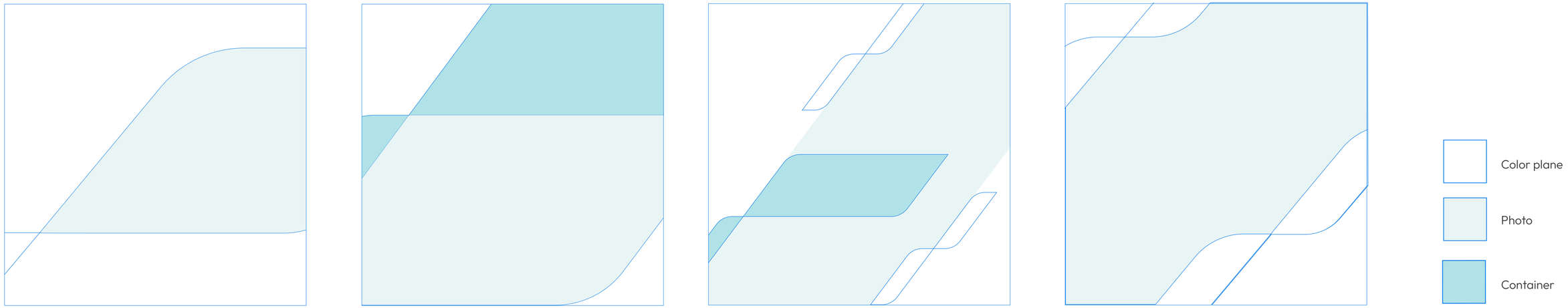
These diagrams show some examples, as a guide, of how the Cemex system can be articulated. We can see different combinations of bar sizes and different ways of framing them to serve, for example, as containers.





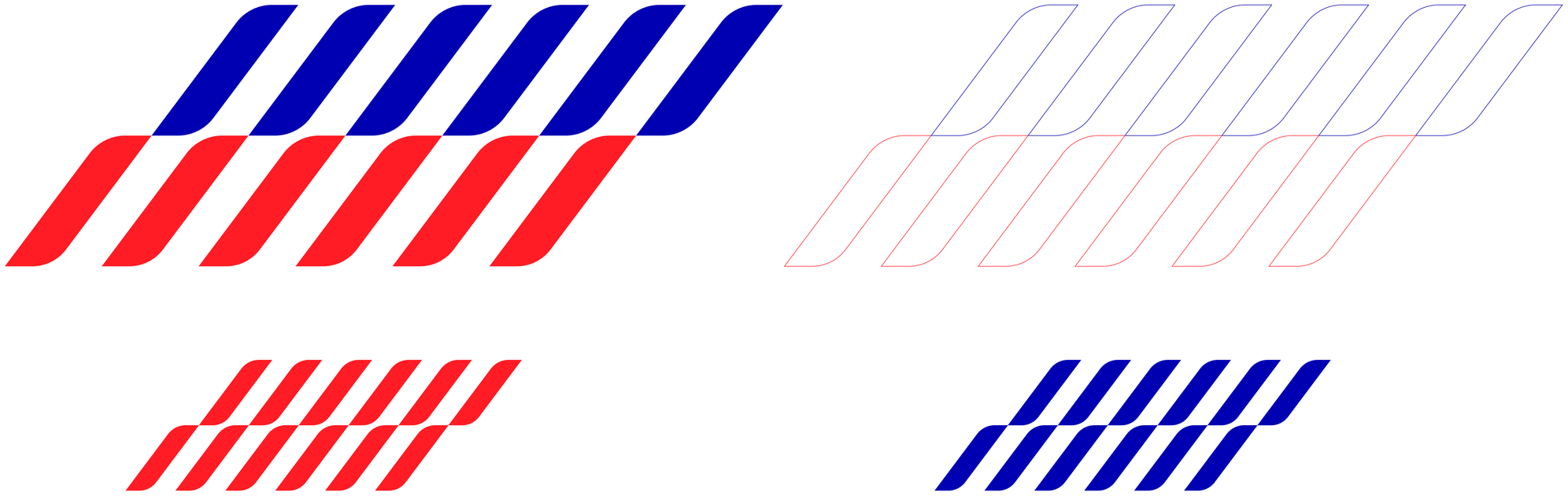
Construction of square applications

These diagrams show some examples, as a guide, of how the Cemex system can be articulated. We can see different combinations of bar sizes and different ways of framing them to serve, for example, as containers.



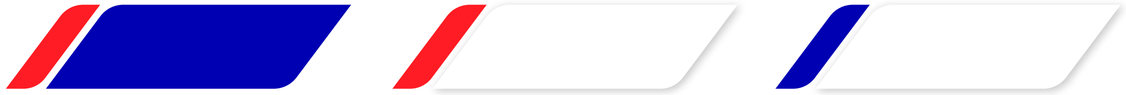
Patterns

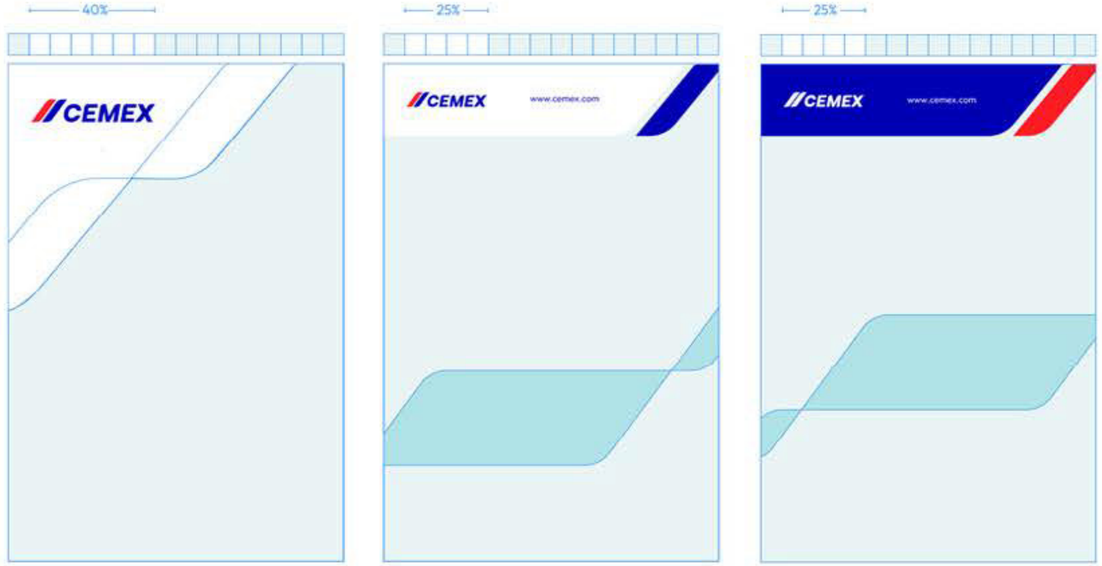
This pattern should be used for corporate pieces in stroke (without fill). The pieces should not be too saturated, and white must always be predominant.

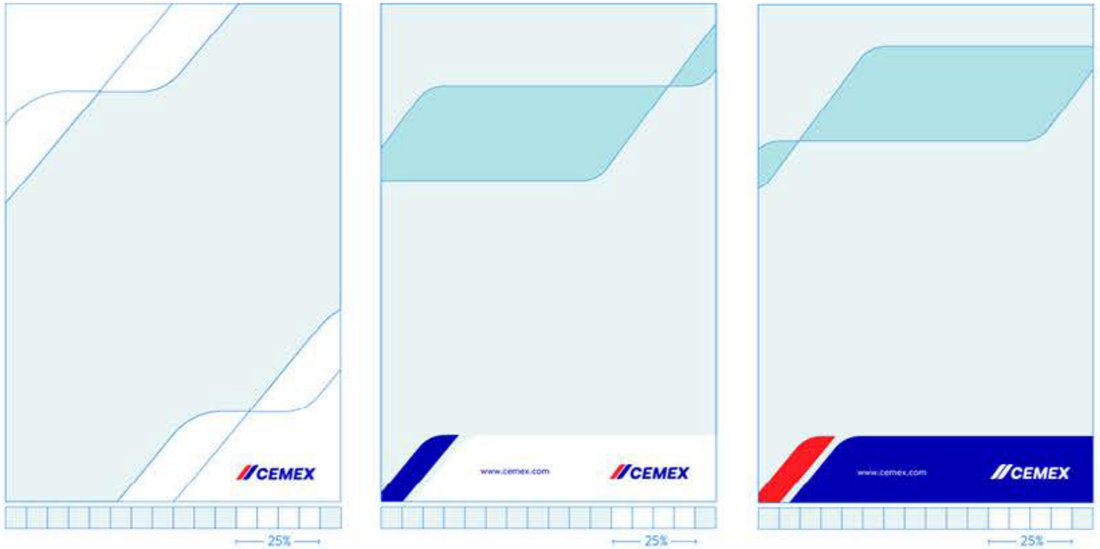


Brandmark header and footer

The brand has an institutional header and footer that must be used, as shown in the diagrams. They may only contain the brand identifier and contact information, such as the web.







Misuses

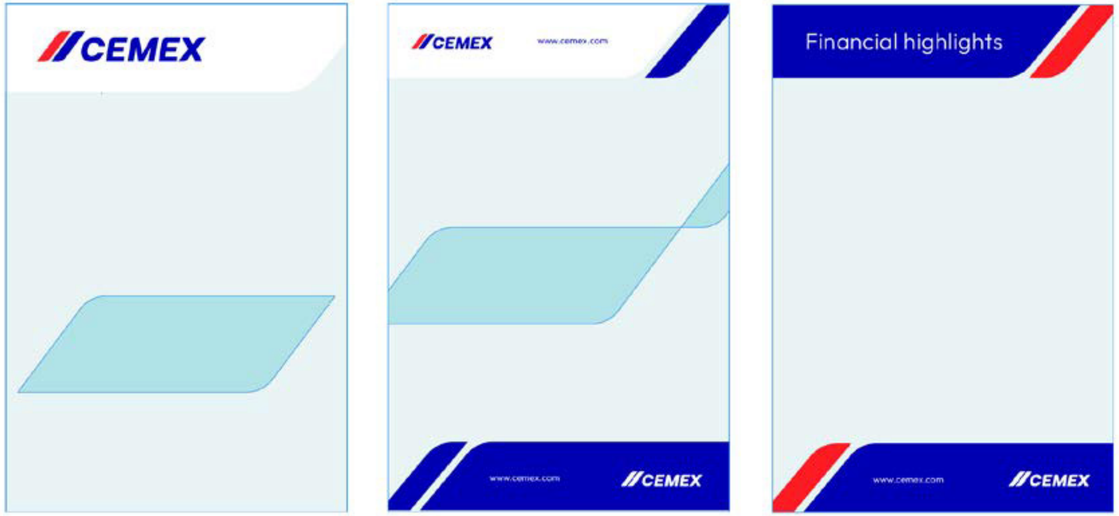
These diagrams indicate some examples of misuse of Cemex's graphic system:

• The header or footer must not be altered in size nor lose components.

• Never use the header and footer in the same piece. Their use will depend on the rest of the components the work has and will be the responsibility of the person making the pieces. When making this decision, it is always recommended to consider the excellent legibility and visibility of each component of the work and avoid building a piece too saturated with elements.

• The bars should always be supported on one margin of the piece.

• The header and footer are used exclusively to contain contact info and the brandmark.

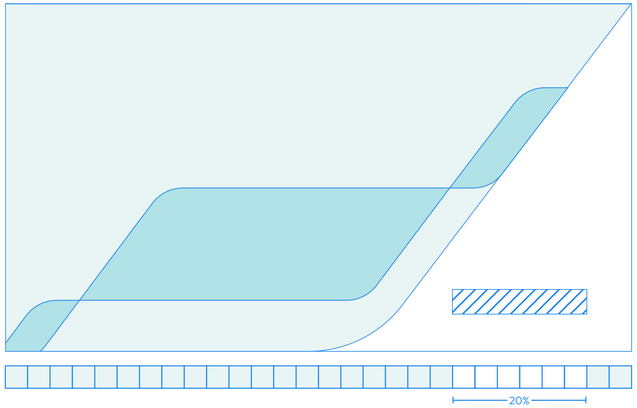


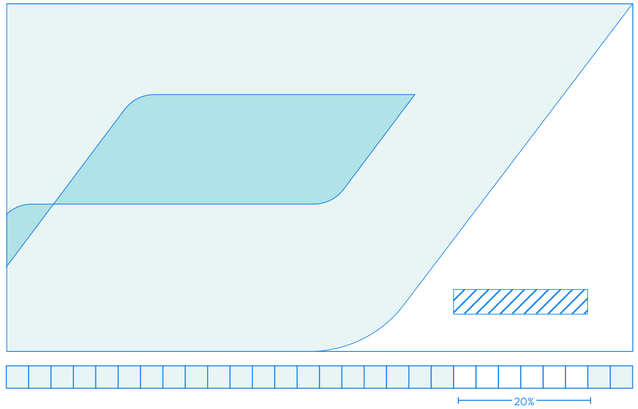
Layout and diagramming guidelines

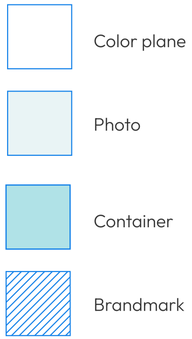
Horizontal applications

The images' modules are derived from the brand's isotype, just like the miscellaneous items and banners that support the text.

The brand identifier is always located on the lower right part of the piece, occupying 20% of the total width.







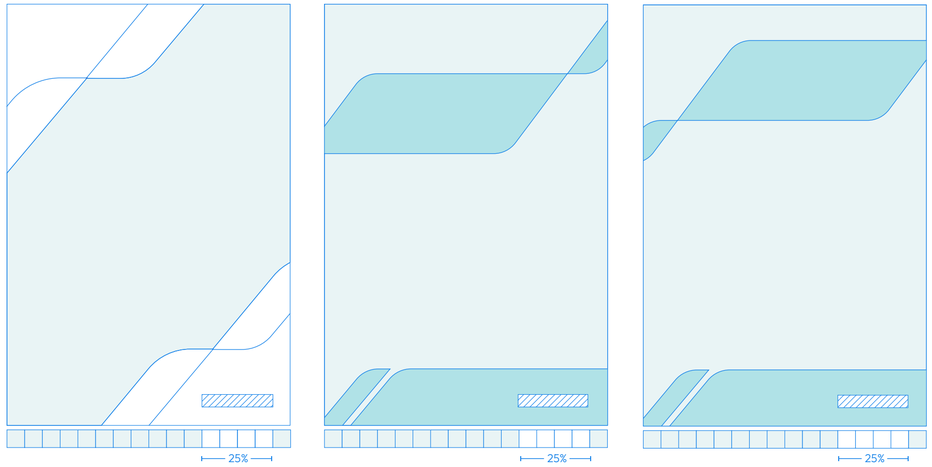
Layout and diagramming guidelines

Vertical applications

Containers and bars will emerge from the starting point, forming part of the different communication pieces.

They will be used as containers for text and images. The forms' presence and modulation will depend on the piece and its proportions.

The brand identifier must always be placed on the left bottom side of the pieces, occupying 25% of the total piece's width.



Color plane

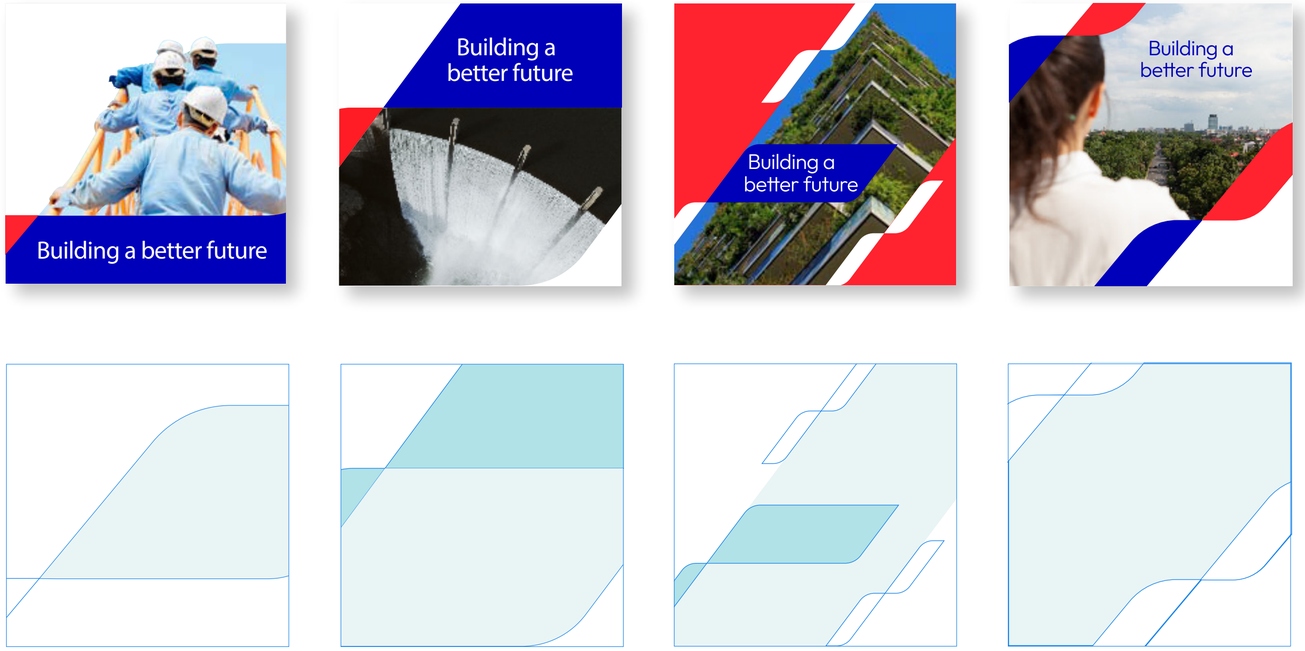
Photo

Container

Brandmark

Layout and diagramming guidelines

Square applications



Color plano

Fotografía

Contenedor

Report

CEMEX
Annual Report
2022

Financial
Highlights
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut fringilla, purus et viverra faucibus, libero lectus scelerisque massa, a dictum nisl felis quis nibh.
CEMEX

PowerPoint Template

Mixer Truck

Find the detailed guides
in Mixer Guidelines.

Mixer Truck

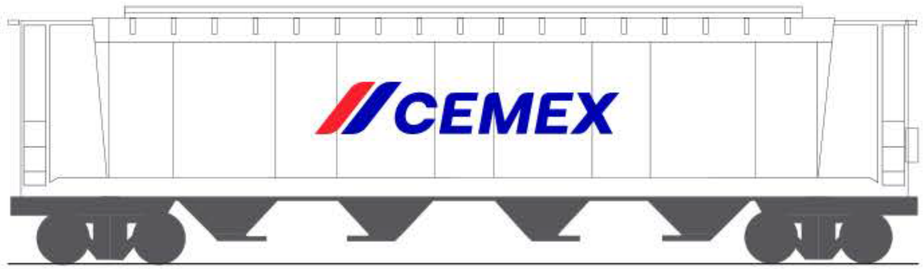
Mixer Truck

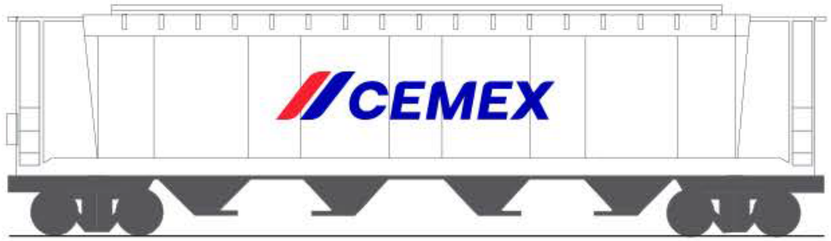
Mixer Truck

Find the detailed guides in Mixer Guidelines with a Priority Brand and Communication.

Wagon

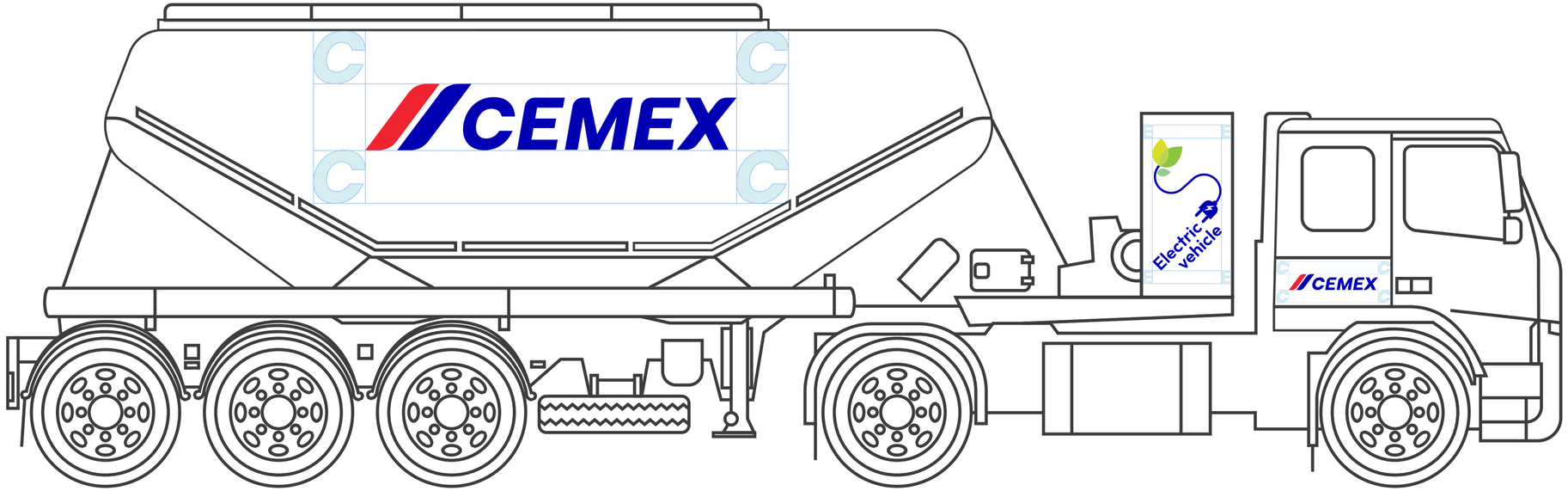
Find the detailed guides
in Hopper Guidelines.





Hopper

Hopper



Vehicles

Find the detailed guides in Corporate Vehicle Guidelines.

Vehicles

Silos

Find the detailed guides
in Silos Guidelines.

Company Signage

Find the detailed guides
in Company Signage Guidelines.

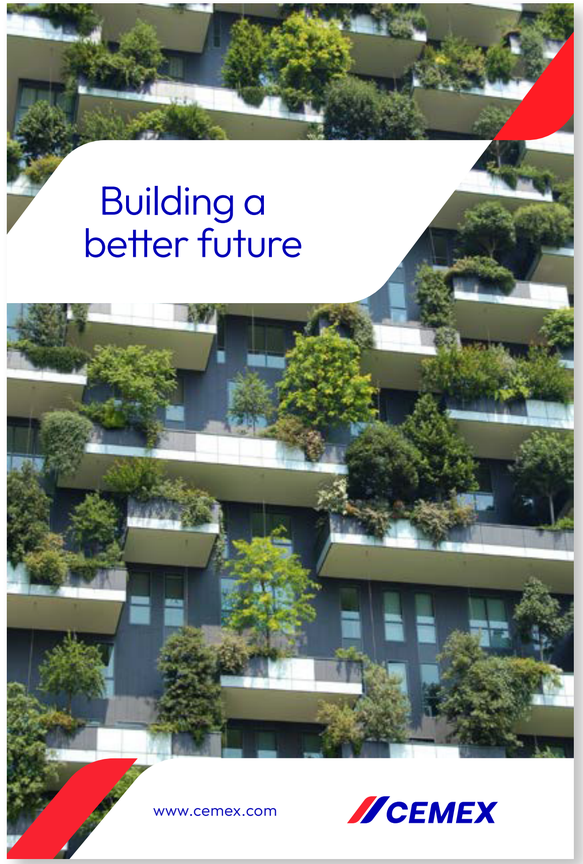
Uniforms

Billboard

Building a
better future
CEMEX
Building a
better future
CEMEX

Brochures

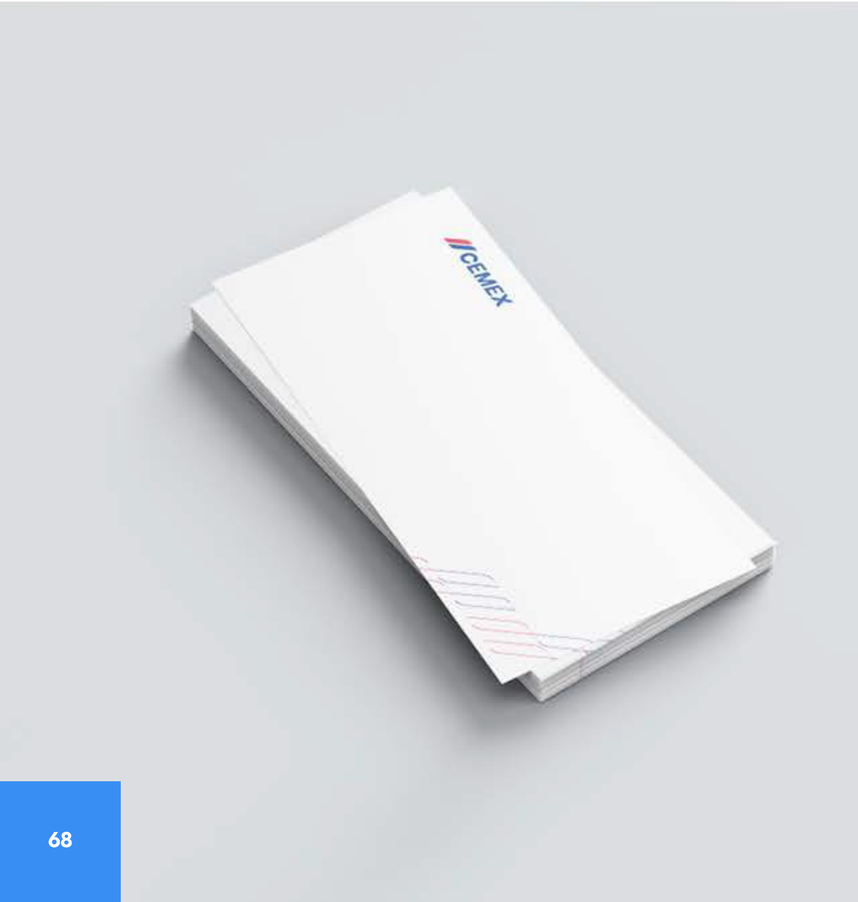
Building a
better future
CEMEX


Building a
better future
www.cemex.com
CEMEX

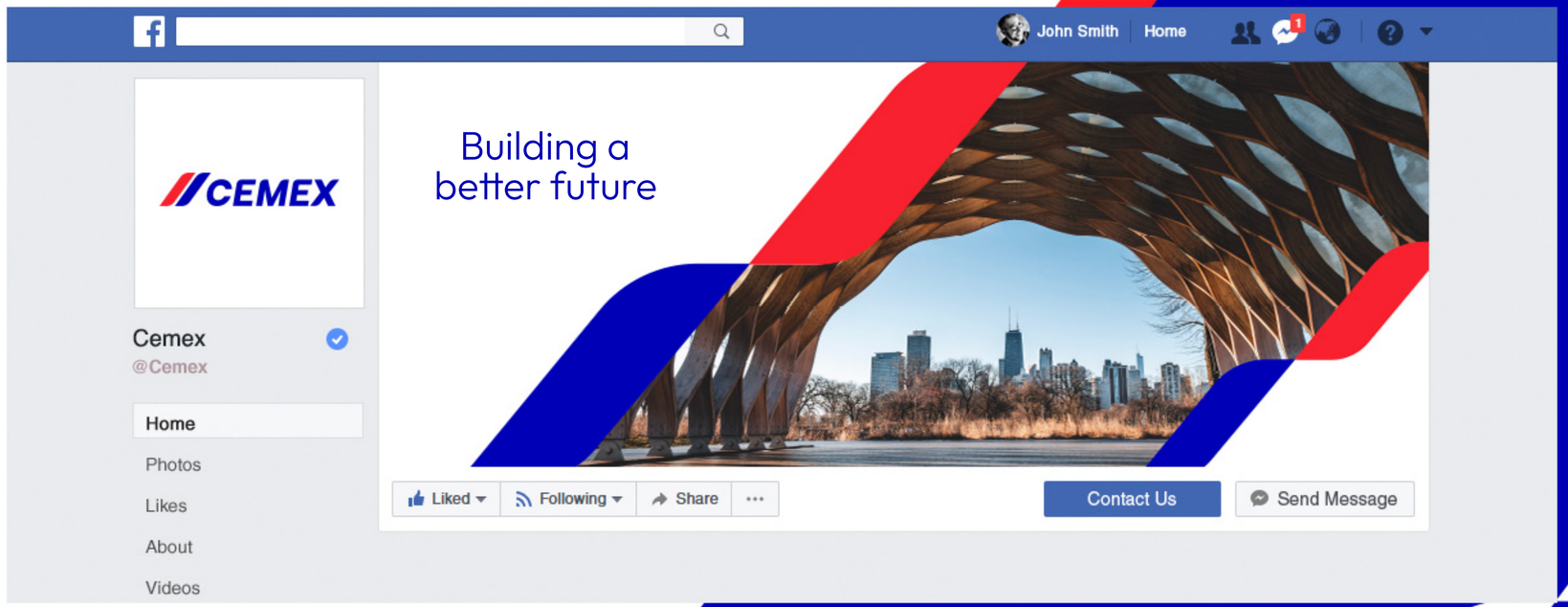
Building a
better future
www.cemex.com
CEMEX

Stationary

Find the detailed guides in
Stationary Guidelines.



Facebook Profile



Sub-Brands

Cemex Go

Main Version and permitted applications

PANTONE 293c
C 100 R 0
M 76 G 0
Y 0 B 179
K 9 #0000b3

PANTONE 2192c
C 91 R 57
M 17 G 142
Y 0 B 2
K 0 #398ef4

PANTONE RED 032c
C 0 R 242
M 90 G 35
Y 76 B 49
K 0 #f22331

WHITE
R 255
G 255
B 255
#ffffff

Cemex Go App Icons

Other permitted applications

Cemex Go

Clear space and minimum size

The clear space ensures the visibility and prominence of the brandmark.

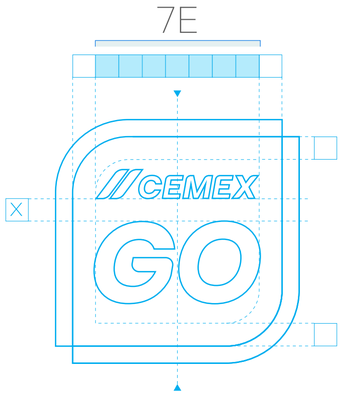
Please leave a clear area around the brandmark and isolate it from competing visual elements such as text and supporting graphics.

The clear space is equivalent to the size of the letter “G” for “Go,” both on the horizontal and vertical sides. This zone should be considered the absolute minimum safe distance; in most cases, the logo should be given more room to breathe.

1cm - 36px

Proportions

The present structure shows the relationships between elements and their arrangement in space. These relationships may not be modified or altered to preserve the brand’s visual identity intact.



CEMEX =1.06x

Cemex
Endorsed Brands

PANTONE 293c
C 100 **R** 0
M 76 **G** 0
Y 0 **B** 179
K 9 **#0000b3**

PANTONE 7479c
C 64 **R** 83
M 0 **G** 204
Y 71 **B** 128
K 0 **#0000b3**

PANTONE RED 032c
C 0 **R** 242
M 90 **G** 35
Y 76 **B** 49
K 0 **#f22331**

WHITE
R 255
G 255
B 255
#ffffff

Cemex Endorsed Brands

Clear space and minimum size

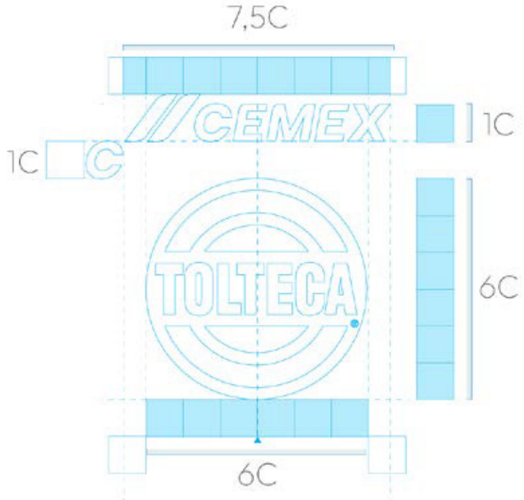
The clear space ensures the visibility and prominence of the brandmark. Please leave a clear area around the brandmark and isolate it from competing visual elements such as text and supporting graphics.

The clear space is equivalent to the size of the letter “C” for “Cemex,” both on the horizontal and vertical sides. This zone should be considered the absolute minimum safe distance; in most cases, the logo should be given more room to breathe.

Proportions

The present structure shows the relationships between elements and their arrangement in space.

These relationships may not be modified or altered to preserve the brand’s visual identity intact.



Cemex Ventures

PANTONE 293c
C 100 **R** 0
M 76 **G** 0
Y 0 **B** 179
K 9 **#0000b3**

PANTONE RED 032c
C 0 **R** 242
M 90 **G** 35
Y 76 **B** 49
K 0 **#f22331**

WHITE
R 255
G 255
B 255
#ffffff

Cemex Ventures

Clear space and minimum size

The clear space ensures the visibility and prominence of the brandmark.

Please leave a clear area around the brandmark and isolate it from competing visual elements such as text and supporting graphics.

The clear space is equivalent to the size of the letter “C” for “Cemex,” both on the horizontal and vertical sides. This zone should be considered the absolute minimum safe distance; in most cases, the logo should be given more room to breathe.

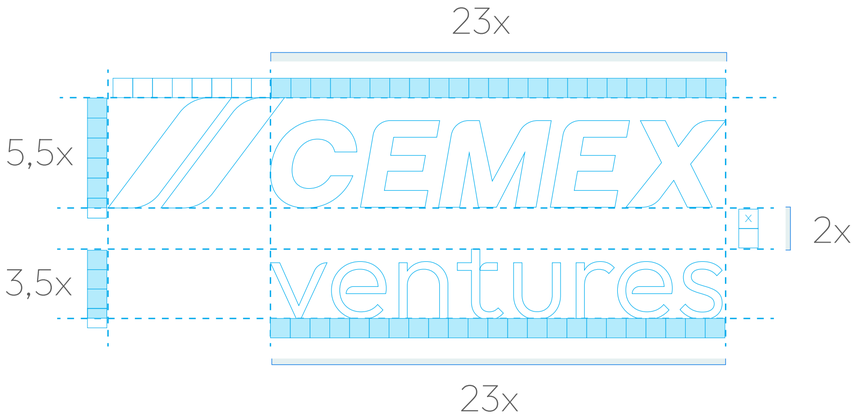
The descriptors go in red.

2,5cm - 70px

Proportions

The present structure shows the relationships between elements and their arrangement in space. These relationships may not be modified or altered to preserve the brand’s visual identity intact.

Outfit and Poppins typefaces are enabled for building Cemex sub-brands. The descriptors may use resources for semanticizing the end of the activity.



CEMEX = 4.4x

Cemex Nature

Main and negative versions

PANTONE 293c
C 100 **R** 0
M 76 **G** 0
Y 0 **B** 179
K 9 **#0000b3**

PANTONE RED 032c
C 0 **R** 242
M 90 **G** 35
Y 76 **B** 49
K 0 **#f22331**

WHITE
R 255
G 255
B 255
#ffffff

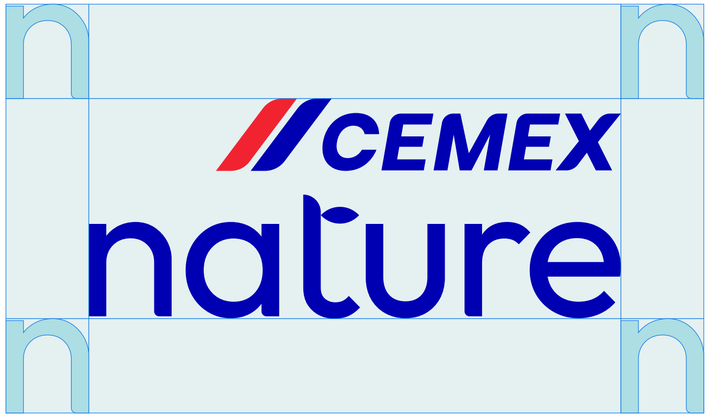
Cemex Nature

Clear space and minimum size

The clear space ensures the visibility and prominence of the brandmark.

Please leave a clear area around the brandmark and isolate it from competing visual elements such as text and supporting graphics.

The clear space is equivalent to the size of the letter “n” for “nature,” both on the horizontal and vertical sides. This zone should be considered the absolute minimum safe distance; in most cases, the logo should be given more room to breathe.

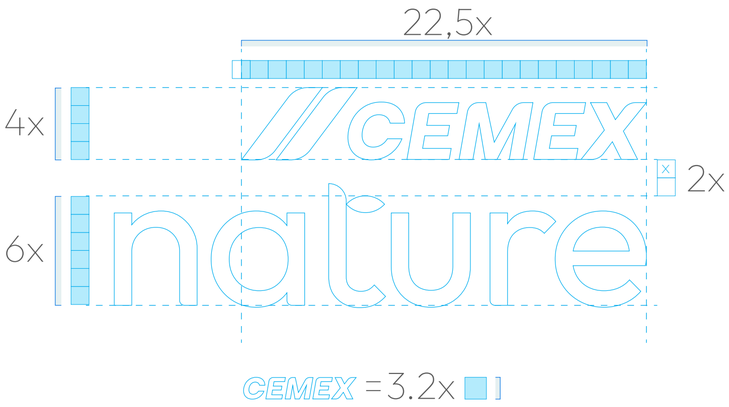


4cm - 112px

Proportions

The present structure shows the relationships between elements and their arrangement in space. These relationships may not be modified or altered to preserve the brand’s visual identity intact.

Outfit and Poppins typefaces are enabled for building Cemex sub-brands. The descriptors may use resources for semanticizing the end of the activity. In this case, Cemex should be on the right side of its descriptor. Cemex width should not be smaller than 75% of the width of the action.



For any questions about the use of the Cemex brand identity, please contact:
corporate.branding@cemex.com