



Basic guide for use and application of the brand

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- 02 The Abertis brand
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This basic guide for use and application of the brand contains the standards for graphic and chromatic configuration of the basic elements of the Abertis corporate identity



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01 Introduction and basic terminology

As an introduction to the development of specific standards of design, graphic construction, typographic composition, formulation, and color reproduction to govern the use of the Abertis visual image, this page presents in one location the basic elements that represent the backbone of the established identification system, as well as the technical names used in the standards and their corresponding definitions.

The Abertis brand



Symbol

The graphic symbol, which evokes the current concept of Abertis' global presence and which projects the establishment of an international group.



Logotype

The typographic design for the corporate name, which uses the Bliss Regular font with the "s" character modified.



Corporate colors

Chromatic elements that intensify the perception of the identity symbols and their representation of the corporation.



Corporate alphabet

Alphabet produced using the Bliss Regular font, with the ends of the "s" character modified.



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02 The Abertis brand

The Abertis brand consists of the logotype, which is produced using the modified Bliss Regular font in lower case letters. The symbol is located to the left of the written form and above the letter "a".



03 Corporate alphabet



Corporate alphabet

Bliss Regular, letter "s" modified in the logotype

abcdefghijklmnop
ñopqrstuvwxyz



Modification of the inclination of the "s"

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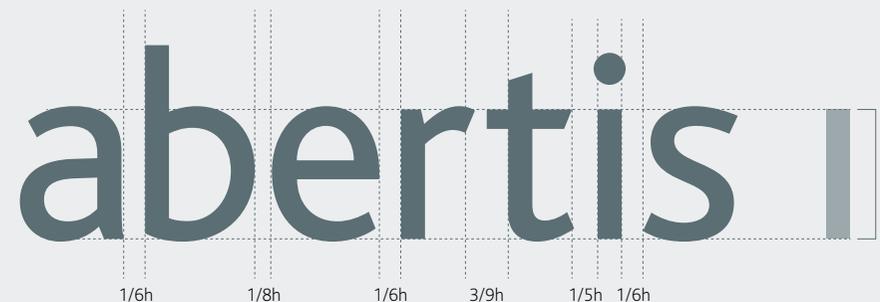
04 Logotype. Spacing between characters

The logotype or written form is the corporate name of the company. It is produced using the Bliss Regular font in lower case, with the inclination of the letter “s” modified. Inter-letter space is based on the height of the letter “i” without the dot, in order to obtain optimal visibility for the logotype at short, medium and long distances.

abertis

Spacing between characters

Viewable at short, medium, and long distances



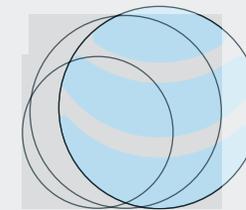
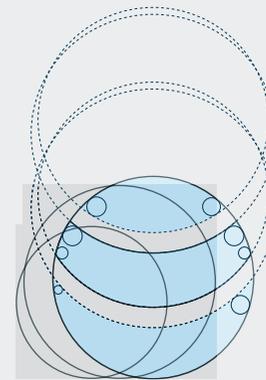
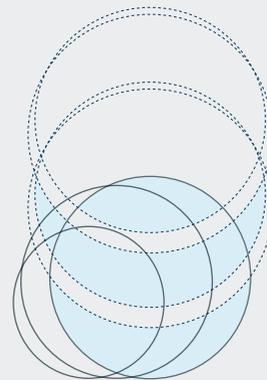
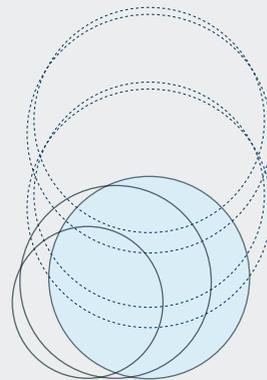
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05 Symbol. Graphic construction

La frase quedaría así: The symbol is the sign that, along with the logotype, forms the Abertis brand and represents the globalization and the internationalization of the group.



Graphic construction of the symbol



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06 Dimensional relationship and maximum size reduction of the brand

This section presents the dimensional relationship existing between the symbol and the logotype. The heights are calculated based upon "h", which corresponds to the height of the letter "i" without the dot.



Maximum reduction

To ensure optimal legibility of the brand, a minimum size to which the brand may be reduced has been established. Any smaller sizes must use the flat monochrome version.



Dimensional relationships



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07 Abertis colors. Color matching

The basic corporate colors for reproduction of the brand correspond to the Pantone +Plus guide in its C variety. All graphic arts reproductions of the brand in flat inks must coincide with these tones, regardless of the type of finishing, whether glossy or matte, or the type of paper or material used.

Color matching

The attached table shows the color matching: in CMYK colors, digital colors (RGB and hexadecimal), and the corresponding colors for adhesive vinyls and paints.



Chromatic space

A chromatic space has been established in which all of the group's visual image must be contained, where the highlighted identity elements create a differentiating graphic style and color scheme. This transmits a clean and expansive image.



Color matching

| | Inks | | RGB/Hexadecimal code | Vinyl | | Paint |
|---|--------------|--|--|------------|-------------|---------------------------|
| | Pantone® | Cuatricromía | | Opaque | Translucent | |
|  grey | +Plus 431 C | 67% cyan 46% magenta 42% yellow 17% black | 90 Red 110 Green 116 Blue #5a6e74 | Avery® 983 | Avery® 5571 | RAL K5 Classic 7031 |
|  blue | +Plus 3025 C | 100% cyan 0% magenta 0% yellow 80% black | 0 Red 54 Green 86 Blue #003652 | 3M 100-724 | – | RAL K5 Classic 5003 |

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08 Complementary colors

A complementary chromatic range has been established to serve as support in publishing applications, whether in print media or online. The supporting colors should not have a greater presence than the white, grey, and dark blue.

Complementary colors



Pantone 421

CMYK
 36% cyan
 26% magenta
 26% yellow
 0% black

RGB
 176 red
 185 green
 185 blue



Pantone 2915 C

CMYK
 60% cyan
 9% magenta
 0% yellow
 0% black

RGB
 98 red
 181 green
 229 blue



Pantone 7717 C

CMYK
 94% cyan
 36% magenta
 55% yellow
 16% black

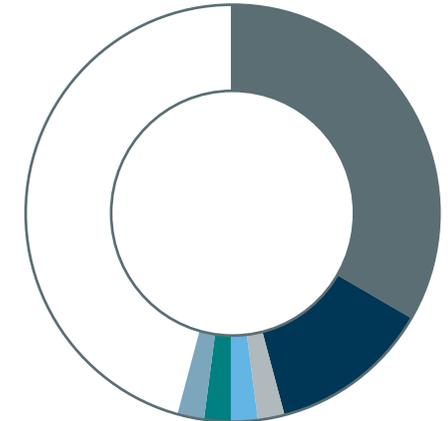
RGB
 0 red
 128 green
 128 blue



Pantone 7695 C

CMYK
 57% cyan
 25% magenta
 18% yellow
 0% black

RGB
 123 red
 166 green
 187 blue



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09 The brand. Version in negative

In order to obtain an optimal reproduction of the brand in negative, a special version has been established with an exterior circle around the symbol to isolate it from its background. The illustration shows the relationship existing between this exterior circle and the symbol.



Dimensional relationship between the symbol and the exterior circle



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10 Grey brand

This section presents the version of the brand in grey, which will preferentially be reproduced in CMYK colors. The version in Pantone color will be used in printed material that do not require CMYK color.



Colors for reproduction

| Printing systems | |
|---|---------------------|
|  | 67c-46m-42y-17n |
|  | Pantone +Plus 431 C |
| Digital media | |
|  | r90-g110-b116 |

Version in negative



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11 Bi-chromatic brand

This section presents the bi-chromatic version of the brand. The symbol will be reproduced with a fading from dark blue to light blue, with the logotype in grey. This version will be reproduced in CMYK color.



Colors for reproduction

| Printing systems | |
|------------------|-----------------|
| ● | 67c-46m-42y-17n |
| ● | 100c-0m-0y-80n |
| ● | 100c-0m-0y-0n |
| Digital media | |
| ● | r90-g110-b116 |
| ● | r0-g54-b82 |
| ● | r63-g163-b215 |

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12 Monochromatic brand in black

This page presents the version of the brand in black. This version will be applied in formats where the use of the grey or bi-chromatic versions is not possible for technical reasons.



Colors for reproduction

Printing systems



Version in negative



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13 Monochromatic flat brand

The monochromatic version of the brand will be used in formats where, because of their type, the CMYK or color-fading version cannot be used, as may be the case for reproduction using pad printing, etching, or stamping.

This version of the brand will only be used where required for technical reasons and will be reproduced in grey or black.

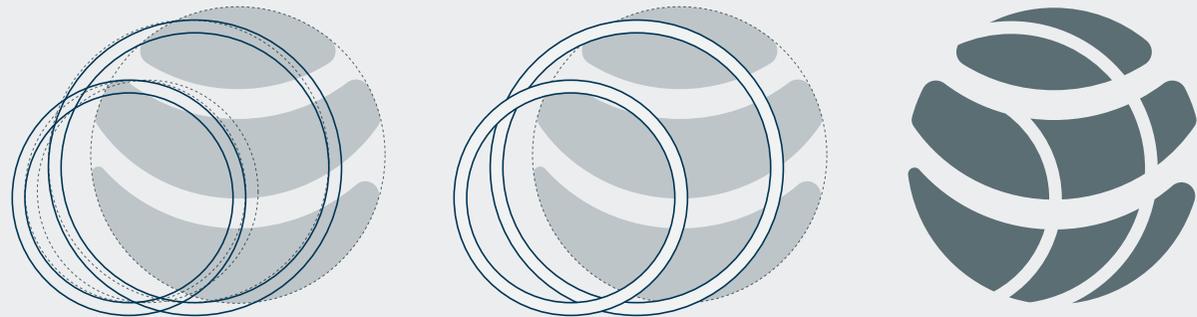


Colors for reproduction

Printing systems

- Pantone +Plus 431 C
- Black

Graphic construction of the symbol



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14 Brand with corporate motto

Version in Spanish



Version in Catalan



Version in English



Important note

Before using this version of the brand, please contact:

Brand Management and Advertising / Communications Office

Corporate motto

The corporate motto will be located below the Abertis logotype, using the Light version of the corporate typography and in the corporate grey color.

abcdefghijklmnop
ñopqrstuvwxyz

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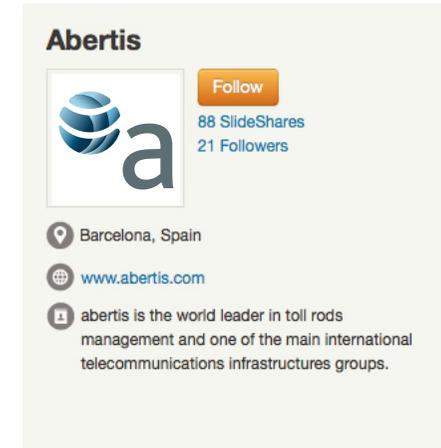
15 Brand for digital media

A special brand has been established for digital media, such as for use with mobile devices (Twitter, Facebook, YouTube, etc.). This abbreviated brand is made up of the symbol and the character "a" from the Abertis logotype. The symbol and the "a" are at a distance of $1/10 h$, being "h" the height of the symbol. The dimensional relationship between the logotype and the character "a" is established in section 06.

Version in grey



Bi-chromatic version



Important note

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Dimensional relationship



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16 Reproduction on grey or photo backgrounds

The brand may be reproduced over backgrounds of different intensities or over photo backgrounds, as long as adequate harmonic contrast is maintained and emphasized. Depending upon the saturation of the background, the logotype will be grey or white. The symbol must always be reproduced in its colors in the positive version, or in the negative version with a white circle isolating it from its background.

Backgrounds with varying intensities of black

Photo backgrounds



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17 Protective area of the brand

The illustrations show the measurements indicating the minimum margins that must be established as diaphanous protective spaces around the brand when it is applied along with text, photos or illustrations. The purpose of these standards is to ensure the visual independence of the identity markers vis-a-vis the rest of the graphic elements, thereby facilitating their immediate identification.

The measurements that establish the minimum margins for visual protection of the brand correspond to the height of the letter "i" in the logotype without the dot.



Optimal protective area of the brand



Proin hendrerit a est id facilisis
gravida volutpat ante id rutrum
Morbi sed mattis magna, nec dignissim

abertis

Fusce omare mattis quam in sodales. Mauris scelerisque enim a libero imperdiet, sit amet elementum nisi varius. Suspendisse vulputate lectus id tortor consectetur, eget imperdiet lectus ultrices.

Aenean convallis nisi eget elit dictum consequat. Vivamus bibendum mi vel sapien tempor mollis. Praesent tempus auctor ligula, non feugiat arcu convallis ac. Mauris vel diam tempor, vulputate augue eu, consectetur ante. Aenean iaculis, est ac mattis convallis, risus sapien condimentum ante, et pellentesque sapien sem eu elit. Nullam eleifend, orci eget fringilla sodales, eros odio bibendum odio, a vehicula purus sapien sit amet eros.

Ut adipiscing luctus scelerisque. Sed dapibus enim et nunc pulvinar aliquam. Ut consequat mi eu ante luctus, vel euismod dolor blandit. Pellentesque vehicula enim arcu, eget egestas dui faucibus et. Pellentesque condimentum at mi sed sodales.

Cras vestibulum erat magna, cursus commodo lorem tincidunt nec. Praesent id ante dictum, ultrices nisi sed, ultricies tortor. Praesent nec nibh fermentum, mollis neque vel, vehicula odio. Vestibulum laoreet viverra risus nec consequat. Pellentesque ante ligula, mattis facilisis tellus in, varius ullamcorper sapien. Praesent tempor nunc id ante sollicitudin, in eleifend tortor commodo do. Suspendisse eu tellus quis leo eleifend. Cras vestibulum erat magna, cursus commodo lorem tincidunt nec. Praesent id ante dictum, ultrices nisi sed, ultricies tortor. Praesent nec nibh fermentum, mollis neque vel, vehicula odio. Vestibulum laoreet viverra risus nec consequat.

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18 Corporate typography

Consistent use of a corporate typography contributes to the coordination and graphic unity of all of the elements of the image that represents Abertis, as well as in all types of visual communications. The complete family of the Bliss typographic font is shown below.

Bliss™ is a trademark of JT Types Ltd. <http://www.typography.net>

| | | | |
|---|---|--|--|
| Bliss Extra Light Bliss Light Bliss Regular | ABCDEFGHIJKLMNÑO PQRSTUVWXYZ abcdefghijklmnñopqr stuvwxyz 1234567890¿¡(,;:)?! | ABCDEFGHIJKLMNÑ OPQRSTUVWXYZ abcdefghijklmnñopqr stuvwxyz 1234567890¿¡(,;:)?! | ABCDEFGHIJKLMNÑ OPQRSTUVWXYZ abcdefghijklmnñopqr stuvwxyz 1234567890¿¡(,;:)?! |
| Bliss Extra Light Italic Bliss Light Italic Bliss Italic | <i>ABCDEFGHIJKLMNÑO PQRSTUVWXYZ abcdefghijklmnñopqr stuvwxyz 1234567890¿¡(,;:)?!</i> | <i>ABCDEFGHIJKLMNÑO PQRSTUVWXYZ abcdefghijklmnñopqr stuvwxyz 1234567890¿¡(,;:)?!</i> | <i>ABCDEFGHIJKLMNÑO PQRSTUVWXYZ abcdefghijklmnñopqr stuvwxyz 1234567890¿¡(,;:)?!</i> |
| Bliss Medium Bliss Bold Bliss Extra Bold Bliss Heavy | ABCDEFGHIJKLMNÑ OPQRSTUVWXYZ abcdefghijklmnñopqr stuvwxyz 1234567890¿¡(,;:)?! | ABCDEFGHIJKLMNÑ OPQRSTUVWXYZ abcdefghijklmnñopqr rstuvwxyz 1234567890¿¡(,;:)?! | ABCDEFGHIJKLMNÑ OPQRSTUVWXYZ abcdefghijklmnñopqr rstuvwxyz 1234567890¿¡(,;:)?! |
| Bliss Medium Italic Bliss Bold Italic Bliss Extra Bold Italic Bliss Heavy Italic | <i>ABCDEFGHIJKLMNÑ OPQRSTUVWXYZ abcdefghijklmnñopqr stuvwxyz 1234567890¿¡(,;:)?!</i> | <i>ABCDEFGHIJKLMNÑ OPQRSTUVWXYZ abcdefghijklmnñopqr rstuvwxyz 1234567890¿¡(,;:)?!</i> | <i>ABCDEFGHIJKLMNÑ OPQRSTUVWXYZ abcdefghijklmnñopqr rstuvwxyz 1234567890¿¡(,;:)?!</i> |

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19 Typography for digital media

Word processing typography

In order to establish coordinated and homogeneous criteria for communications from Abertis, the use of the typographic font Verdana has been established for use with word processing software (Microsoft Office, Open Office, etc.). This font is available in the various computer systems.

| | | |
|-------------------------------------|---|--|
| Verdana Verdana italic | ABCDEFGHIJKLMNÑOPQRSTUVWXYZ WXYZ abcdefghijklmnopqrstuvwxyz 1234567890¿i(.,;:)?! | <i>ABCDEFGHIJKLMNÑOPQRSTUVWXYZ WXYZ abcdefghijklmnopqrstuvwxyz 1234567890¿i(.,;:)?!</i> |
| Verdana bold Verdana bold italic | ABCDEFGHIJKLMNÑOPQRS TUVWXYZ abcdefghijklmnopqrstuvwxyz xyz 1234567890¿i(.,;:)?! | <i>ABCDEFGHIJKLMNÑOPQRST UVWXYZ abcdefghijklmnopqrstuvwxyz xyz 1234567890¿i(.,;:)?!</i> |

Web typography

Bliss™ is a trademark of JT Types Ltd. <http://fontdeck.com/typeface/bliss>

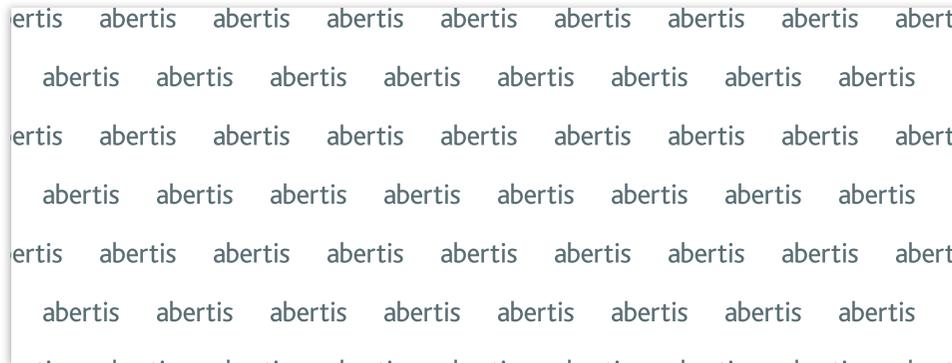
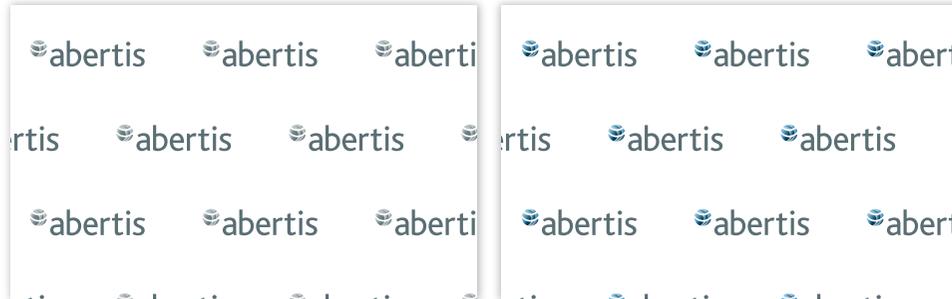
The use of the Bliss corporate typography is recommended for the web platform. This page provides a link where the typography for Internet usage can be obtained. This must be integrated into the page itself, so that any Internet user can properly view the page without the need for the font to be installed on the user's operating system.

| | |
|-------------------|---------------------------------|
| Bliss Extra Light | <i>Bliss Extra Light Italic</i> |
| Bliss Light | <i>Bliss Light Italic</i> |
| Bliss Regular | <i>Bliss Italic</i> |
| Bliss Medium | <i>Bliss Medium Italic</i> |
| Bliss Bold | <i>Bliss Bold Italic</i> |
| Bliss Extra Bold | <i>Bliss Extra Bold Italic</i> |
| Bliss Heavy | <i>Bliss Heavy Italic</i> |

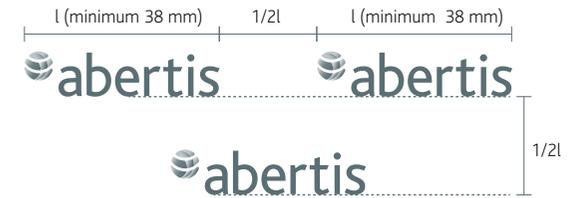
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20 Corporate patterns

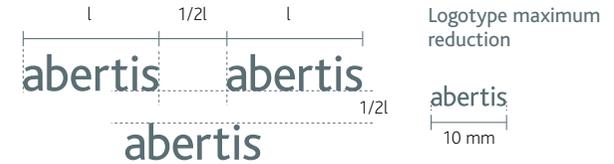
Repeating patterns for Abertis will be based on repetition of the logotype, symbol or brand. These will preferably be reproduced on a white background unless a very opaque scheme to hide information is required for security reasons (envelope interiors, payroll documents, etc.).



Repeating patterns of the brand

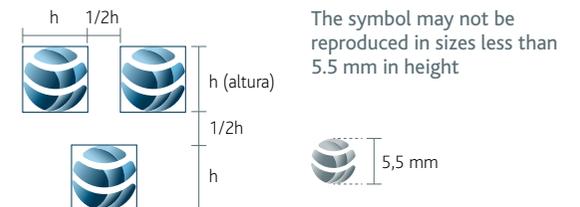


Repeating patterns for the logotype



Repeating patterns for the symbol

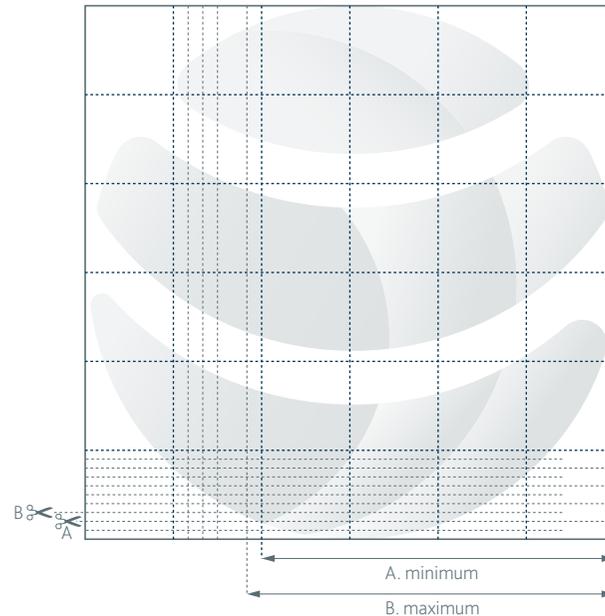
Reproduction in grey or in blue



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21 Ornamental graphics

An ornamental graphic has been established based on fragmentation of the symbol. This is used as a graphic resource for communications contexts such as on stationery, PowerPoint slides, etc.



Location of the graphic in its context

The graphic must be located in the lower left corner of the context, aligned with the lower margin.

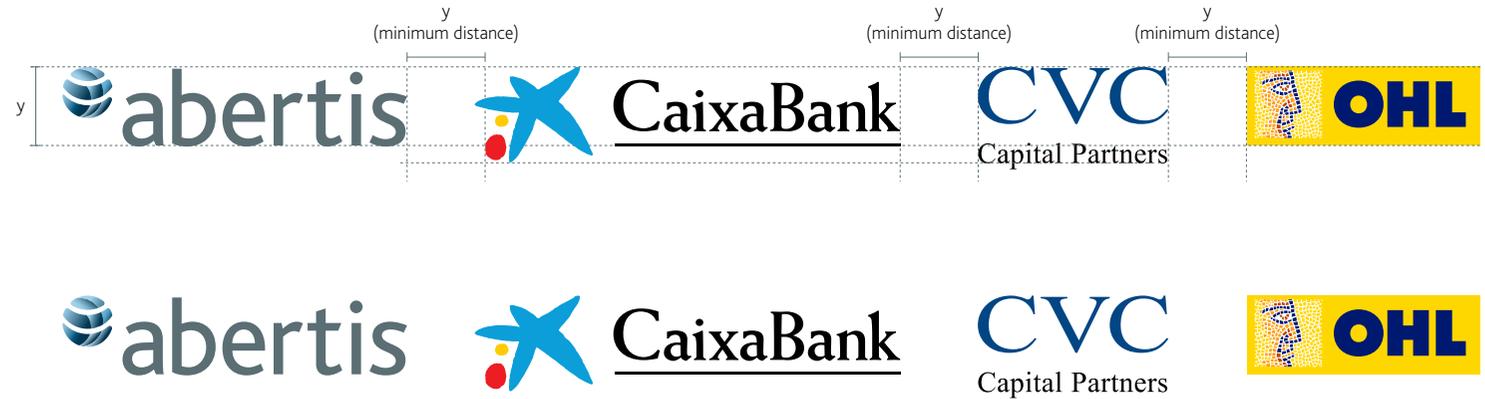
Graphic color

The color for reproduction will be a version of the grey symbol with 8% to 20% transparency, depending on the type of material where it is applied and the manner of reproduction or visualization being used.

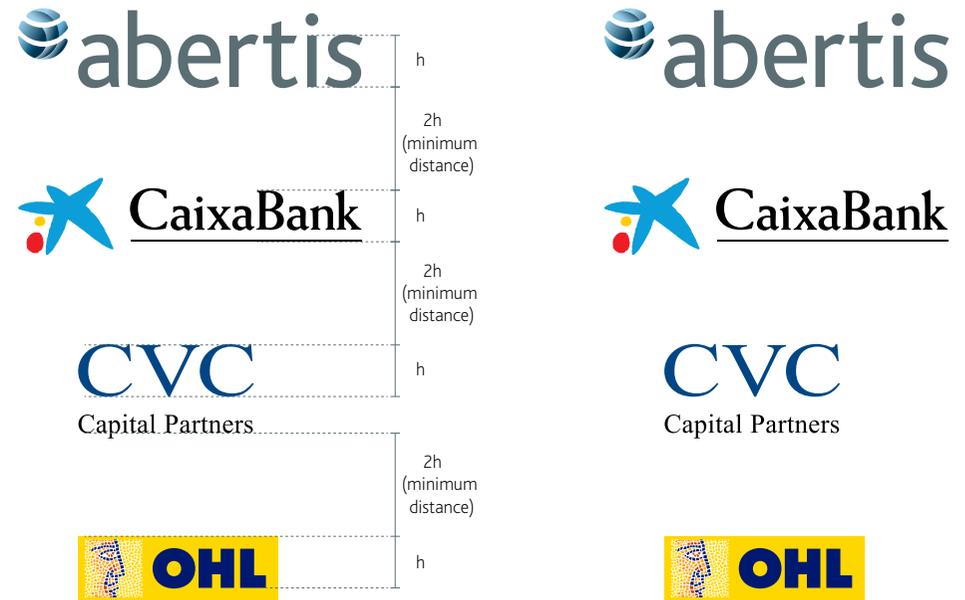


22 Sharing space with other company brands

Horizontal sharing



Vertical sharing



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23 Company and corporate name

Company name

In text appearing in any type of communication formats (letters, publications, advertising, etc.) the written form of Abertis corporate name (Abertis Infraestructuras, S.A.) must be presented with the first letter of the two words in capital letters as well as the S.A., using the same typography as used in the composition of the text block, as seen in this example.

Abertis Infraestructuras, S.A.



Corporate name

The corporate name Abertis must be written in the same typography as the text block, with the first letter capitalized. As a general rule, bolding will not be used. **This same rule also applies to all of the Grupo Abertis brands.**

✓ Abertis

✗ abertis

✓ Abertis

✗ *abertis*

✓ *Abertis*

✗ ABERTIS

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24 Incorrect uses of the structural configuration

Throughout this guide, the standards regulating the graphic construction and configuration of the Abertis corporate identity signs have been established. Any changes or variations to these items could cause a loss of identification, which could affect the representativeness of the established visual identity image. To prevent this from occurring, this page shows some incorrect uses, which can be taken as examples of potential errors to be avoided.

Correct



Incorrect



Do not change the position of the symbol



Do not change the position of the symbol



Do not change the relationship between the symbol and the logotype



Do not alter the logotype

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25 Incorrect uses of color

As a continuation of the previous section, this page shows some illustrations with examples of incorrect use of color.

Correct



Incorrect



Do not change the colors of the symbol



Do not remove or alter the color fading of the symbol



Do not use other colors



Do not change the color of the logotype to blue

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A1 CMYK brands

Grey brand in CMYK



Folder



grey_brand_cmyk

Name of file



grey_b_cmyk.ai
grey_b_cmyk.pdf
grey_b_cmyk.tif

Bi-chromatic brand in CMYK



Folder



bichromatic_b_cmyk

Name of file



bichromatic_b_cmyk.ai
bichromatic_b_cmyk.pdf
bichromatic_b_cmyk.tif

Important note

The "cmyk" files are for professional use. They are used in traditional offset printing or for other professional printing systems.

Click here to obtain information about downloading the files



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A2 RGB brands

Grey brand in RGB



Folder
 grey_brand_rgb

Name of file
 grey_brand_rgb.ai
 grey_brand_rgb.pdf
 grey_brand_rgb.jpg
 grey_brand_rgb.png

Bi-chromatic brand in RGB



Folder
 bichromatic_b_rgb

Name of file
 bichromatic_b_rgb.ai
 bichromatic_b_rgb.pdf
 bichromatic_b_rgb.jpg
 bichromatic_b_rgb.png

Important note

The "rgb" files are used for digital media (web, television, etc.) and by computer systems for reproduction using desktop printers.

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A3 Grey Pantone and black brands

Grey brand in color Pantone 431 C



Folder



grey_b_pantone

Name of file



grey_b_pantone.ai
grey_b_pantone.pdf

Brand in black



Folder



black_b

Name of file



black_b.ai
black_b.pdf
black_b.jpg



black_b_rgb



black_b_rgb.ai
black_b_rgb.pdf
black_b_rgb.jpg
black_b_rgb.png

Important note

The files with the brand in Pantone grey color are only for professional use, for use in graphic arts or printing with professional printing systems.

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A4 Monochromatic flat brand

Monochromatic brand in grey, Pantone 431 C



Folder



flat_grey_b

Name of file



flat_grey_b.ai
flat_grey_b.pdf

Monochromatic brand in black



Folder



flat_black_b

Name of file



flat_black_b.ai
flat_black_b.pdf
flat_black_b.tif

Important note

This version of the brand will only be used where required for technical reasons, when use of the version with fading is not possible.

Click here to obtain information about downloading the files



A5 Brands in negative



Folder

b_ng_grey

b_ng_grey_Pantone

b_ng_grey431.ai
 b_ng_grey431.pdf

m_ng_grey_cmyk

b_ng_grey_cmyk.ai
 b_ng_grey_cmyk.pdf
 b_ng_grey_cmyk.tif

b_ng_grey_rgb

b_ng_grey_rgb.ai
 b_ng_grey_rgb.pdf
 b_ng_grey_rgb.jpg
 b_ng_grey_rgb.png



Folder

b_ng_bichrom

b_ng_bc_cmyk

b_ng_bc_cmyk.ai
 b_ng_bc_cmyk.pdf
 b_ng_bc_cmyk.tif

b_ng_bc_rgb

b_ng_bc_rgb.ai
 b_ng_bc_rgb.pdf
 b_ng_bc_rgb.jpg
 b_ng_bc_rgb.png



Folder

b_ng_black

b_ng_black

b_ng_black.ai
 b_ng_black.pdf
 b_ng_black.tif

b_ng_black_rgb

b_ng_black_rgb.ai
 b_ng_black_rgb.pdf
 b_ng_black_rgb.jpg
 b_ng_black_rgb.png

Important note

“cmyk” and Pantone files

The “cmyk” files are for professional use. They are used in traditional offset printing or for other professional printing systems.

“rgb” files

The “rgb” files are used for digital media (web, television, etc.) and by computer systems for reproduction using desktop printers.



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Abertis brand
Click on the brand to go to the cover

Navigation bar
The navigation bar contains the icons that activate the various interactive features

Exit
Clicking on this icon will close the document

content summary

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- 02 The Abertis brand
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- 04 Logotype. Spacing between characters
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Interactive content summary
The content summary appears in all sections of the guide and it allows direct access to each section

Appendix
The appendices contain the files that can be downloaded in various formats:
Vector-based (Illustrator CS6)
PDF (editables)
JPG
PNG

Home
Go to the introduction

Save
Allows the file to be saved

Print
Brings up the print window

Extract page from pdf
Allows a page to be extracted from the pdf. This feature is only available for the Acrobat Professional version

Zoom
This action expands the image

Adjust page
Adjusts the page to the height of the screen

Help
Brings up the help screen

Next and back arrows
Go back to the previous view / go to the next screen