

Corporate image manual



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definition and applications

To adapt to the needs of a changing market, SAGOLA visual identity has needed an update. So we've redesigned the logo, thus a renewed identity.

From now on, the new logo will be used in all applications SAGOLA image. This chapter is dedicated to defining the universal constants of this visual identity.

The use of the logo of SAGOLA result in better public identification of the company. Therefore, this manual must be followed strictly.

The logotype

SAGOLA logo is defined as the set formed by the more your brand SAGOLA visual symbol. The symbol consists of a set of trapezoidal elements arranged radially as shown in figure.



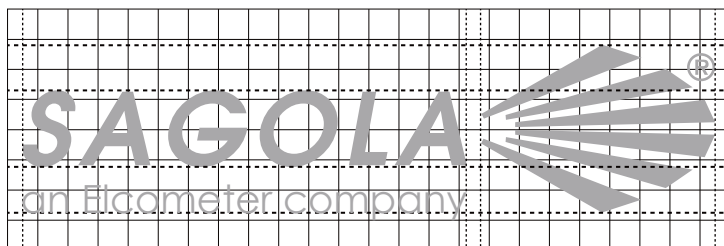
The legend "an Elcometer company" is added to refer to the main company. This legend will not appear in cases not legible (small serigraphs, embroidery, small size of the logo,...).

Both elements will always be accompanied by the trademark symbol ® reinforcing the strong brand image of the company.

logotypic constants

SAGOLA logo and its variants are defined by the dimensions indicated in the grid constant, which must be respected in all cases.

Thus, the grid will guide us faithful to respect the proportions of the logo as well as to save the minimum safety distances in regular use.



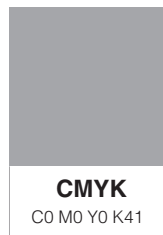
corporate colours

Whenever possible, use the logo in its original grey. And according to the needs printing techniques will be used for spot or process colour, following values are specified.

When the background on which the logo is applied readability compromised by insufficient colour contrast, may be used as alternative versions in black or white.



SAGOLA [®]
an Elcometer company



SAGOLA [®]
an Elcometer company



SAGOLA [®]
an Elcometer company



SAGOLA [®]
an Elcometer company

grey scale

When using the logo in monochrome version and greyscale, use the following references to identify where the logo is applied in positive or negative.

10% black



30% black



40% black



70% black



100% black



corporate typography

Corporate typeface is defined as one that will be used by the company in all cases. This font or corporate colours, helping to identify the brand.

SAGOLA corporate main typeface will be the FUTURA, HELVETICA LT Std y FRANKLIN GOTHIC to be used in any version.

CORPORATE DESIGN: Futura

CATALOGUES: Futura

BROCHURE & PROMOTIONS: Helvética

MANUAL INSTRUCTIONS: Franklin Gothic



Avant Garde Demi Oblique

an Elcometer company

Century Gothic Regular

www.sagola.com

Microsoft Sans Serif

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvética LT Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

business cards

The company card is one of the elements representing the company more effectively. Therefore, its composition must be careful so that it is able to clearly communicate the information printed on it, an image of quality and good business organization.

The structure and composition of the cards should follow the format shown, both the company card and the personal. In this case, a Spanish - English version, as the international nature of business requires it.

The card size is 85x55 mm. and shall be printed double-sided 2 inks. The inks should match corporate PANTONE.

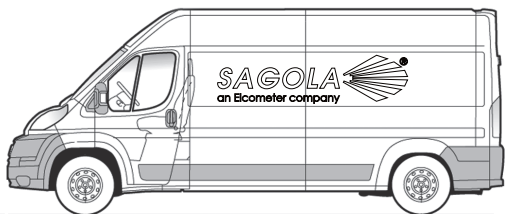
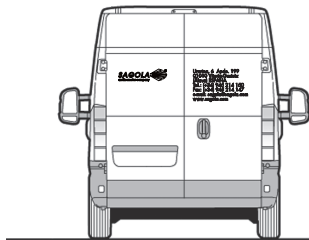
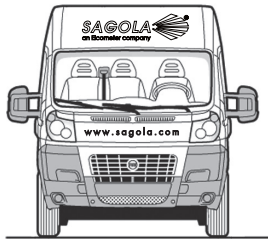
The card is printed on paper of 300 g. and matt laminated both sides.

Personalized card

Generic card



vehicle signage



It is very important to identify all the SAGOLA fleet vehicles. The freight car is tagged with vinyl stickers. The side are vinyl with the logo almost completely occupying the sides of the vehicle without breaking any letter for opening side doors.

In the front of vehicle, vinyl logo the top of the vehicle if any. And at the bottom is placed the slogan, "www.sagola.com", with the font used Futura book.

In the rear doors vinyl vehicle as follows:

Gates left, SAGOLA logo.

Right gate, using the typeface Futura Book, the address of the company in each country (Futura).

The colour used is the colour of SAGOLA, the vehicle being white or black.



commercial fleet signage

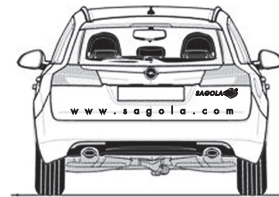
The vehicles used by SAGOLA commercial staff SAGOLA will following signs:

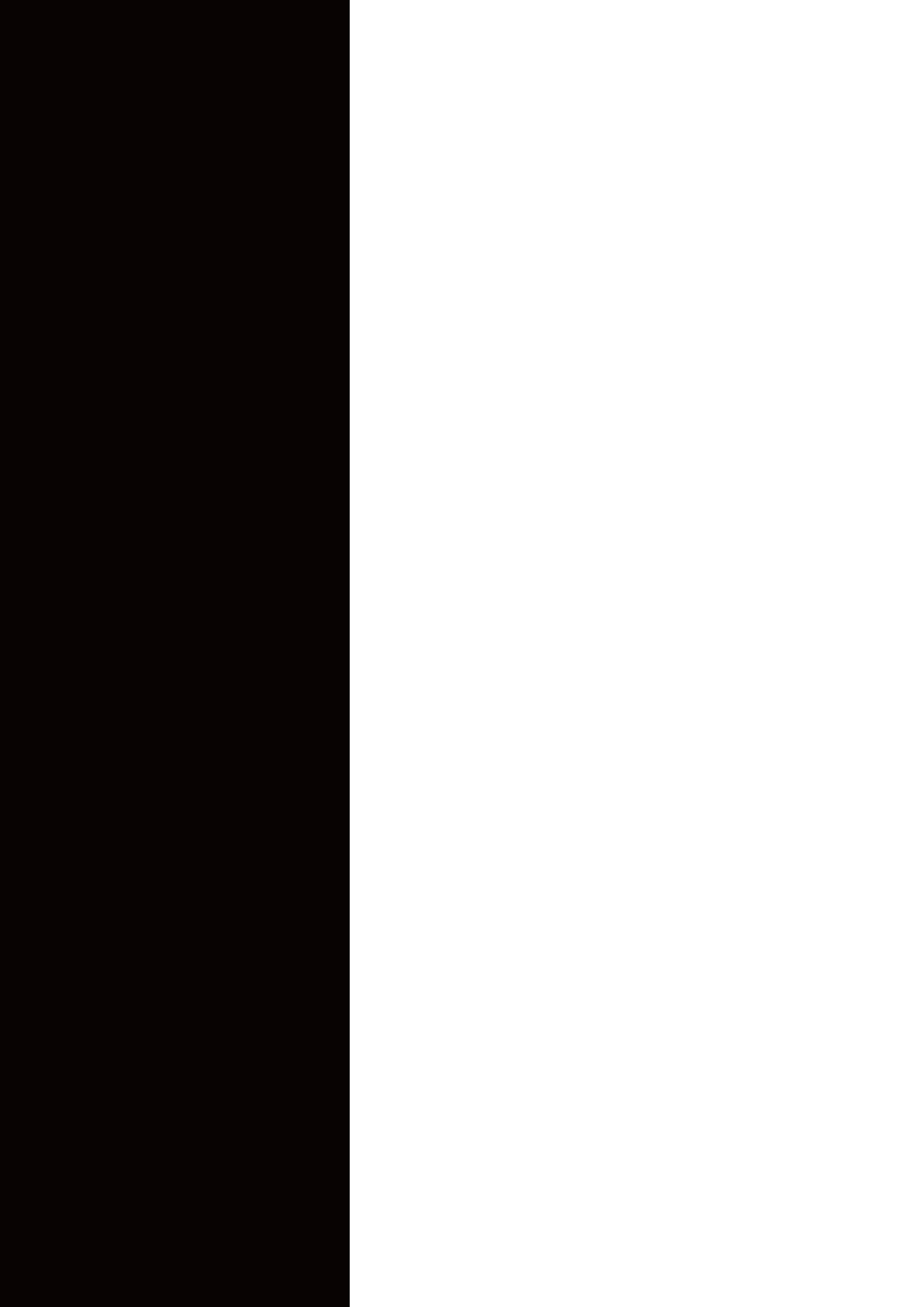
- No signs on the front of the vehicle.
- The rear side show will SAGOLA logo on the right uper side on the rack. At the bottom, use the full width of the car to insert the website of the company. Do not place it on the rear bumper.
- The sides of the vehicle will show SAGOLA logo letters only. It should be placed along the bottom of the side doors.

If the vehicle is black, the vinyl on the side shall be matte black.

For the rear ones will use SAGOLA colour.

If the vehicle is white, the whole vinyl inserts will be SAGOLA colour.







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