

Collbaix visual **identity** guidelines

August 2023





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Introduction Identity guidelines

The following document presents the corporate identity guide for a correct application and brand consistency.

It symbolizes everything we stand for security, advancement and technology.

Our brand has been developed to represent a clear and elegant image that conveys our values.

1972

errajería collBaix
CONSTRUCCIONES EN ALUMINIO

1980



1990



2005





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Logo Overview

The logo in its main version consists of a two-color symbol together with the wordmark COLLBAIX in a single color.

Our symbol is made up of two rectangles that symbolize a roller shutter and a semicircle that represents the sun, a symbol of strength and rebirth.

With the evolution of the logo, a small opening has been added to the semicircle, and now we can see a new shape, a security padlock, which sets the direction of the company.

Our primary logo



Our primary symbol





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Logo Colorways

On light colored backgrounds, we use our positive logo. This features our bright orange symbol paired with a black wordmark.

On dark colored backgrounds, we use our negative logo. This features our bright orange white-fill symbol paired with our white wordmark.

On vibrant backgrounds, we use our white logo. This ensures that our bright orange symbol doesn't clash with other colors.

Our positive logo on a White background



Our negative logo on a Graphite background



Our White logo on a Bright Orange background





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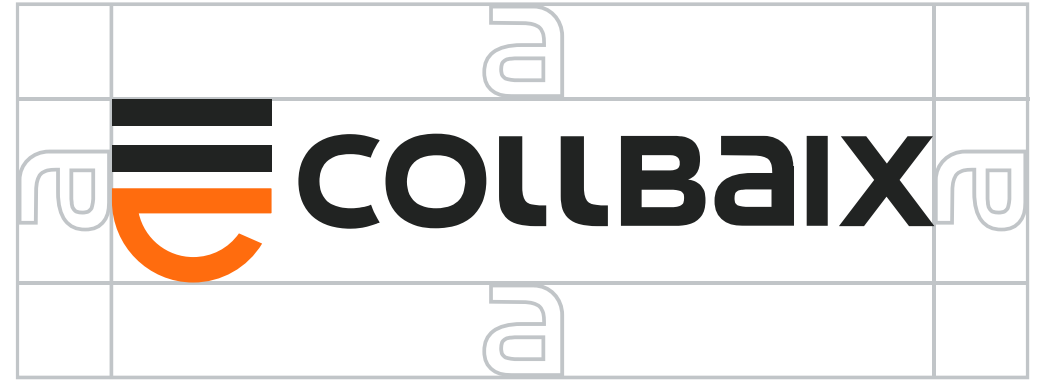
Applications

Logo Clear space

To make sure our logo is always clear, legible and free of obstruction we have defined clear space — an area that surrounds our logo that we keep free of other elements.

Pay attention to these clear space guides when using our logo.

Our logo clear space is x1 of wordmark “a” height



Our symbol clear space is x1 of wordmark “a” height





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Logo Placement

We have set positions for our logos to sit within our layouts. These ensure that our logo doesn't float around, and where possible we match our logo placement with our type alignment. Use these placement guides for both wordmarks and symbols.

Always take note of our logo's clear space when placing it, and make sure never to position it too close to the edge of an application.

Corner and central logo positionings



We align our logo to application's margin with a clear space of x2 of our letter "a" height





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Logo Minimum size

To ensure our logo is always legible we have a minimum height for our lockup and symbol. This is 30px / 4mm.

Our logo's minimum size is 30px / 4mm



Our symbols minimum size is 30px / 4mm





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Logo Slogan

We have a slogan that highlights the services of our company. The slogan can be fully integrated into our logo, in our case, positioned below the Collbaix name. However, it's important to note that the logo and tagline are separate entities and can exist independently

Logo with slogan





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Logo Sub-Brands

In addition to our primary logos, we have a family of sub-brand logo lockups.

Available in three different colorways, these child variants can replace the parent logo depending on the division/sector of Collbaix they are to represent.





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Logo Third party seals

Our brand often appears alongside third party seals. When this happens, we create hallmarks lockups with special clear space.

Our logo's minimum size is 30px / 4mm



Our symbols minimum size is 30px / 4mm





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Logo Co-Branding

Our brand often appears alongside other prominent brands. When this happens, we create co-branding lockups.

While pairing logos, we optically match the scale of both logos, separating them with a single vertical line.

How we create a co-branding lockup



A co-branding lockup





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Logo Don't

The Collbaix logo should never be altered.

Here are a few examples of what not to do with the logo:

- Stretch the logo's shape. (1)
- Align logo vertically. (2)
- Add tag lines. (3)
- Add a gradient to the logo. (4)
- Rotate the logo. (5)
- Change logo colors. (6)
- Add geometric forms. (7)
- Oversize third party seals. (8)
- Use . (9)
- Add any special effects. (10)
- Add a pattern or image to the logo. (11)
- Add over complicated background images. (12)

1



2



3



4



5



6



7



8



9



10



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Color Palette

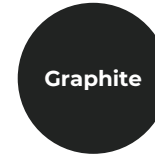
We're an orange brand, so our primary palette showcases our bright orange color.

We pair it with complimentary light and dark tones to create bold, impactful brand expressions.

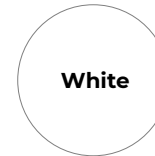
Primary Palette



RGB: 238 / 105 / 0
CMYK: 0 / 60 / 100 / 0
HEX: #EE6900
Pantone: 1655 C
RAL: 2004



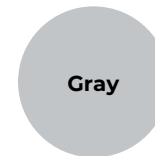
RGB: 33 / 35 / 34
CMYK: 75 / 60 / 60 / 80
HEX: #212322
Pantone: 419 C
RAL: 7021



RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
HEX: #FFFFFF
Pantone: -
RAL: 9010

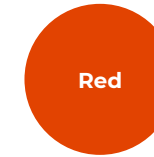


RGB: 242 / 242 / 242
CMYK: 0 / 0 / 0 / 10
HEX: #F2F2F2
Pantone: Cool Gray 1
RAL: 7047

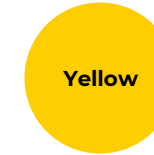


RGB: 193 / 197 / 200
CMYK: 28 / 18 / 18 / 1
HEX: #C1C5C8
Pantone: 428 C
RAL: 9018

Secondary Palette



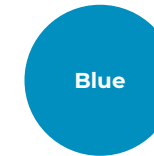
RGB: 226 / 67 / 1
CMYK: 0 / 85 / 100 / 0
HEX: #E24301
Pantone: 1665 C
RAL: 3028



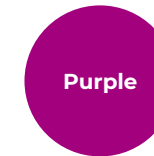
RGB: 255 / 206 / 0
CMYK: 0 / 25 / 100 / 0
HEX: #FFCE00
Pantone: 116 C
RAL: 1023



RGB: 130 / 188 / 0
CMYK: 55 / 0 / 100 / 0
HEX: #82BC00
Pantone: 376 C
RAL: 6018



RGB: 0 / 143 / 190
CMYK: 100 / 0 / 10 / 0
HEX: #008FBE
Pantone: 313 C
RAL: 5012



RGB: 163 / 0 / 125
CMYK: 40 / 100 / 0 / 0
HEX: #A3007D
Pantone: 2415 C
RAL: 4006



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Typography **Weights**

Our typeface is Montserrat.

Montserrat is a geometric sans-serif typeface featuring a large x-height, short descenders and wide apertures, this typeface achieves high legibility even in small sizes.

We love our typeface, so we use it wherever possible, from digital advertising to printed materials.

We utilize four different weights — Light, Regular and Bold.

Combining these weights allows us to flex our tone and structure our information.

Montserrat Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 (!@#\$%&.,?;:)

Montserrat Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 (!@#\$%&.,?;:)

Montserrat Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 (!@#\$%&.,?;:)



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Typography Alignment

We have a flexible approach to aligning type: center, or left aligning across our applications.

We use left-aligned type for most of our applications, as left alignment is best for readability, especially suiting longer pieces of copy.

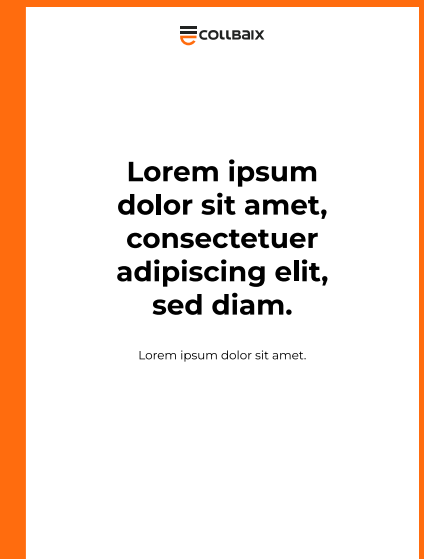
We use center-aligned type for headlines, and single sentences of supporting copy.

Where possible, we match our type and logo alignments.

How center and left-aligned design elements



Center and left-aligned design elements





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Relative size typography **Hierarchy**

To make sure our type is always clear and easy to digest we pay attention to how we express a hierarchy of information.

We use these values when setting type to indicate differentiation between copy types

**Security Blinds.
Maximum safety
and resistance...**

Headline 250%
Headline uses Bold

Security Blinds.
Maximum safety
and resistance...

Title 180%
Title uses Regular

**Security Blinds.
Maximum safety
and resistance...**

Subhead 180%
Subhead uses Bold

Security Blinds. Maximum
safety and resistance...

Body 100%
Body uses Regular

SET THIS FIRST



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Applications Vehicles

We recognize the importance of consistently and prominently conveying our brand identity in all aspects of our business, including our corporate vehicles.

How we create a lockup co-branding lockup





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Applications **Vehicles**

The design of our vehicles reflects the values and personality of our company. Every detail has been carefully considered to ensure that our vehicles are recognizable, attractive, and representative of our brand.

How we create a lockup co-branding lockup



A lockup co-branding lockup





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Applications Plate

The identification badge of our company is more than just a visual element; it is a symbol of our professionalism, authenticity, and commitment to excellence. This badge is used to identify and distinguish our product

