


CORPORATE IDENTITY MANUAL



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I. INTRODUCTION

A brand is not just slogans and logos, it's so much more.

CORPORATE IDENTITY

The brand is a reflection of everything a company do and say, what is printed and broadcasted. With this book the power of the brand is unleashed. By following these Corporate Identity Manual it possible to build a strong, unified image for the company and the product.

USAGE OF DESIGN ELEMENTS

It is important to ensure the harmonization of the brand's actions, making the brand recognizable, visible, impacting and unique. This document describes the basic elements of the product identity and provides usage guidelines. Adherence to these guidelines, and especially to the graphic universes, is essential in maintaining a consistent look and feel.

VALUES AND COMMITMENTS

When marketing products, the commitment to create a consistent look and feel of the brand image is essential. To value the customers, and ensure consistency by avoiding confusion in a complex world.



EXECUTIVE SUMMARY

This document summarizes the evolution of the corporate identity of Ozona Consulting and the actual usage of graphic elements.





II. CORPORATE IDENTITY

The Corporate Identity aims at helping to take ownership and to spread the brand's vision and strategy.

CORPORATE IDENTITY

The brand has undergone various changes over the years, evolving, changing and adapting to the world.

LOGO

A logo is the unique identifier and the signature of the brand. The more consistently a logo is used, the more likely it will be remembered and make an impact.

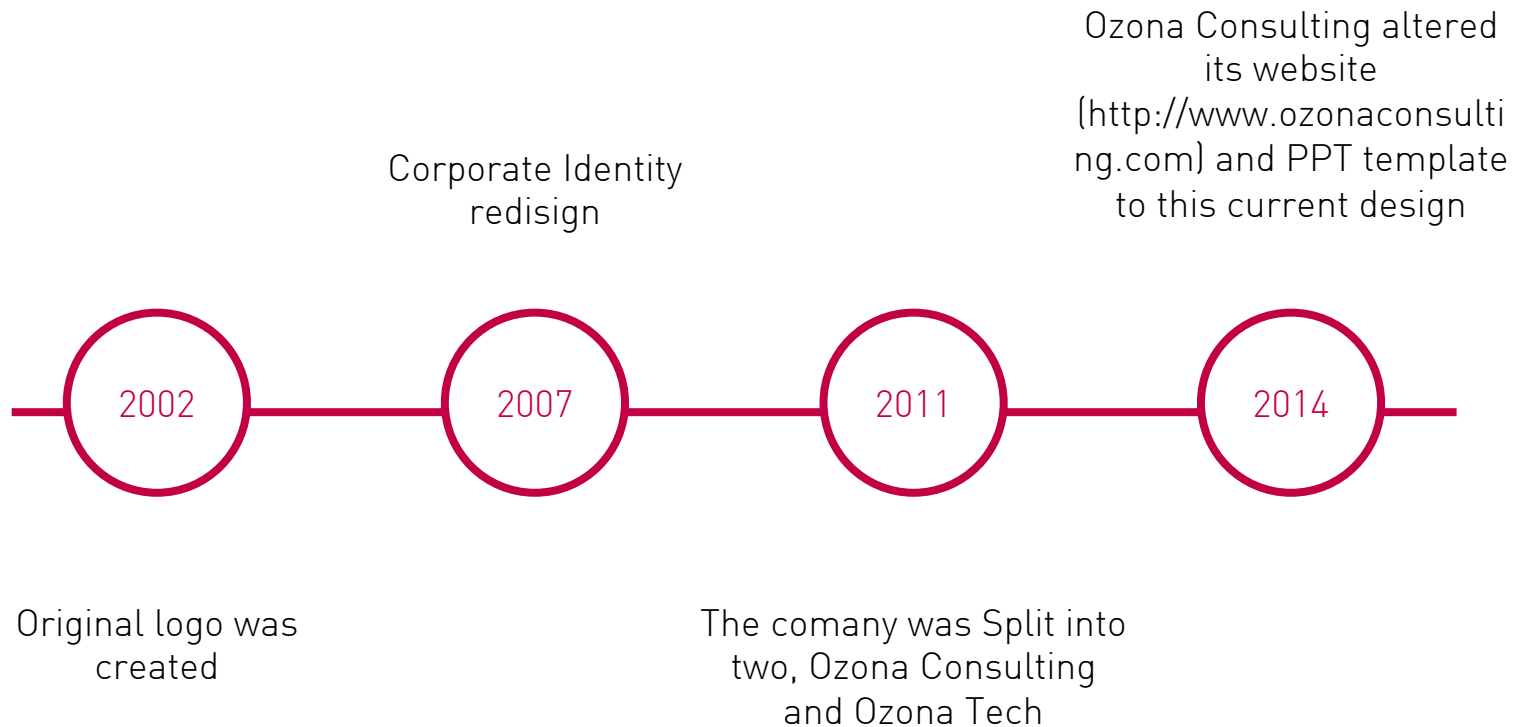
GRAPHIC UNIVERSE

Colors, fonts, and variations go along with the logo in the graphic universe. They all are part of the brand and their harmony contribute to a unique perception of the brand through all its communication tools.



II. CORPORATE IDENTITY

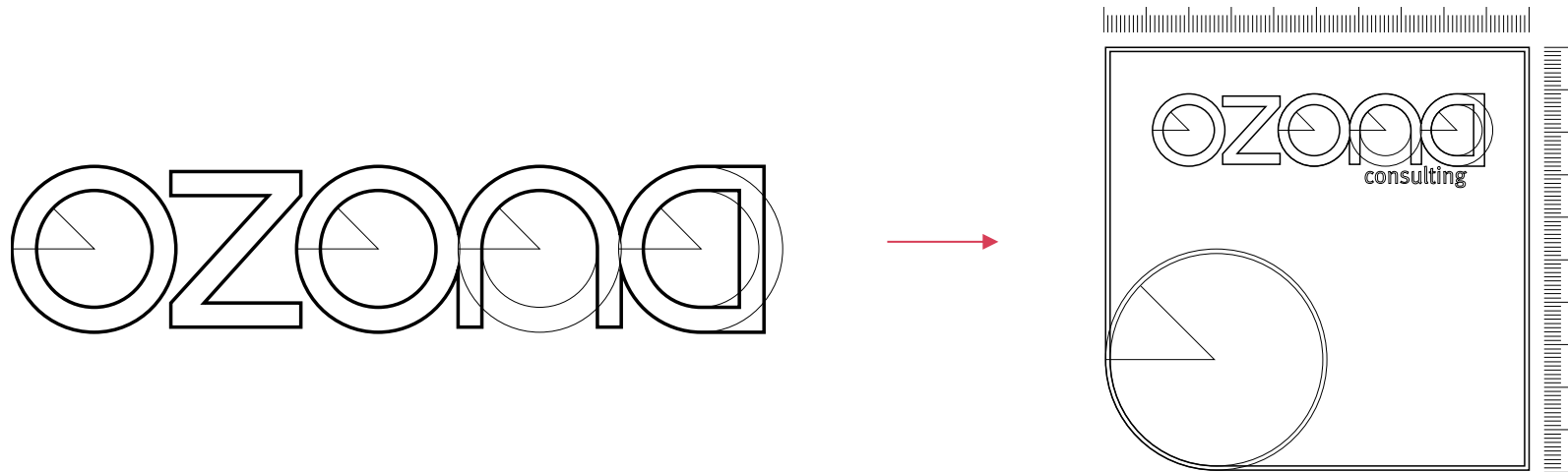
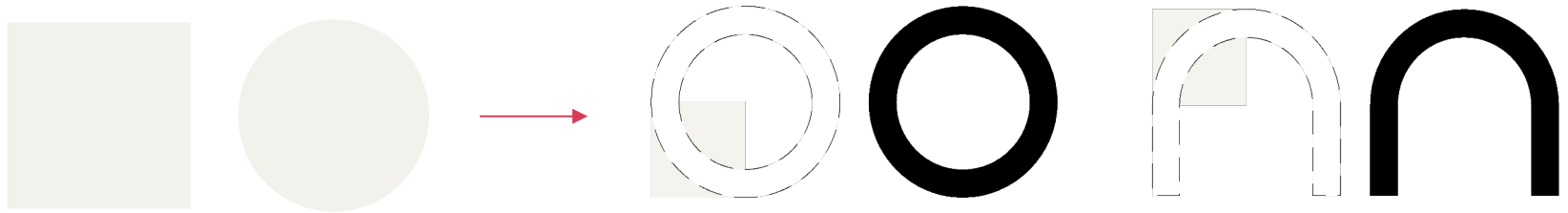
EVOLUTION OF THE CORPORATE IDENTITY



II. CORPORATE IDENTITY

EVOLUTION OF THE CORPORATE IDENTITY

The logo was created based on fundamental geometric shapes, that were then transformed into letters and the container.



II. CORPORATE IDENTITY

LOGO

The original logo is monochromatic, and its usage comes with the word consulting. Since 2007, it is presented within the square container with rounded corner and the typography of the word consulting was modified.



ozond
consulting

The original logo consists of the word "ozond" in a bold, lowercase, sans-serif font. The letters "o", "z", and "o" are connected at the top. Below "ozond", the word "consulting" is written in a smaller, lowercase, sans-serif font.

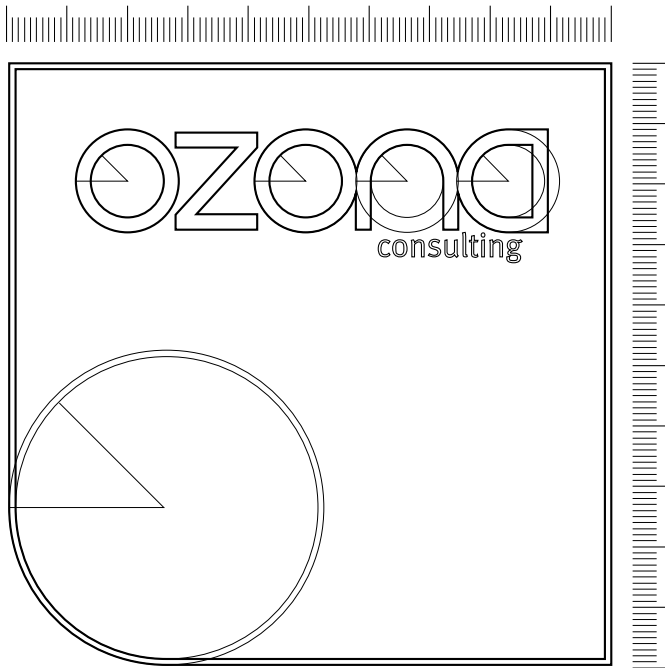
ozond

A decorative element at the bottom of the page, featuring the word "ozond" in a large, bold, red, lowercase, sans-serif font. The letters "o", "z", and "o" are connected at the top.

II. CORPORATE IDENTITY

LOGO

The drawing below shows the correct proportions and dimensions of the logo.



The grid on sides allows the logo to be drawn accurately, however, it is strongly recommended the use of the official files and resources.

The elements of the Corporate Identity are available at <http://www.ozona.es/logo.zip>



II. CORPORATE IDENTITY

LOGO

The main color is red and can be used with or without solid background



With outline and no background
(Recommended logo)



With outline and solid background
White letters



II. CORPORATE IDENTITY

LOGO - BLACK AND WHITE

The logo can also be used in black and white



Whit outline and no background
(Recommended logo)



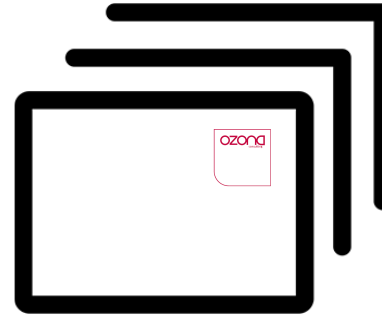
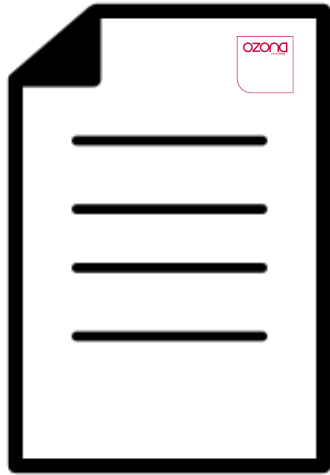
With utline and solid background



II. CORPORATE IDENTITY

LOGO - DEFAULT POSITION

The logo is preferably used in the top right corner



The basic position of the logo is in the upper right corner, and its dimensions must match the size of the document.



LOGO VARIATIONS

In order to reinforce the brand identity, a graphic wink is accepted where the logo is admitted cut out on the left and the bottom as in the following example.

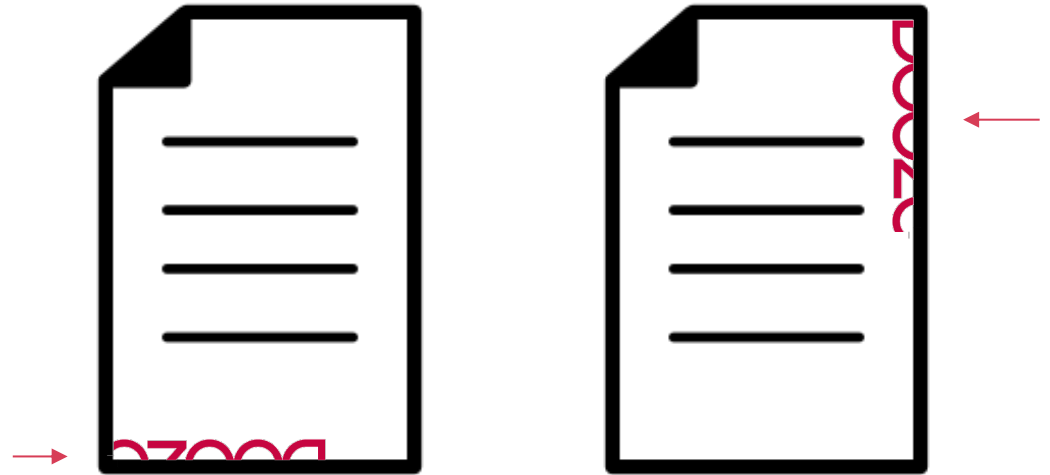


II. CORPORATE IDENTITY

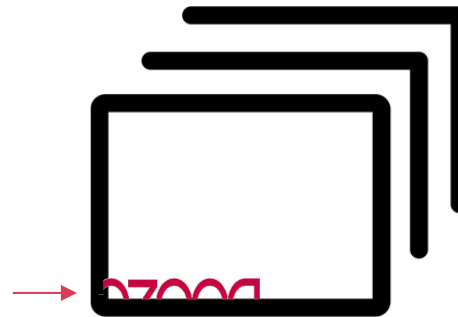
LOGO VARIATIONS - DEFAULT POSITION

The cut out logo can be used in the next ways:

This variation can be used on the bottom left, horizontally, or top right, vertically, in Word and PDF documents.



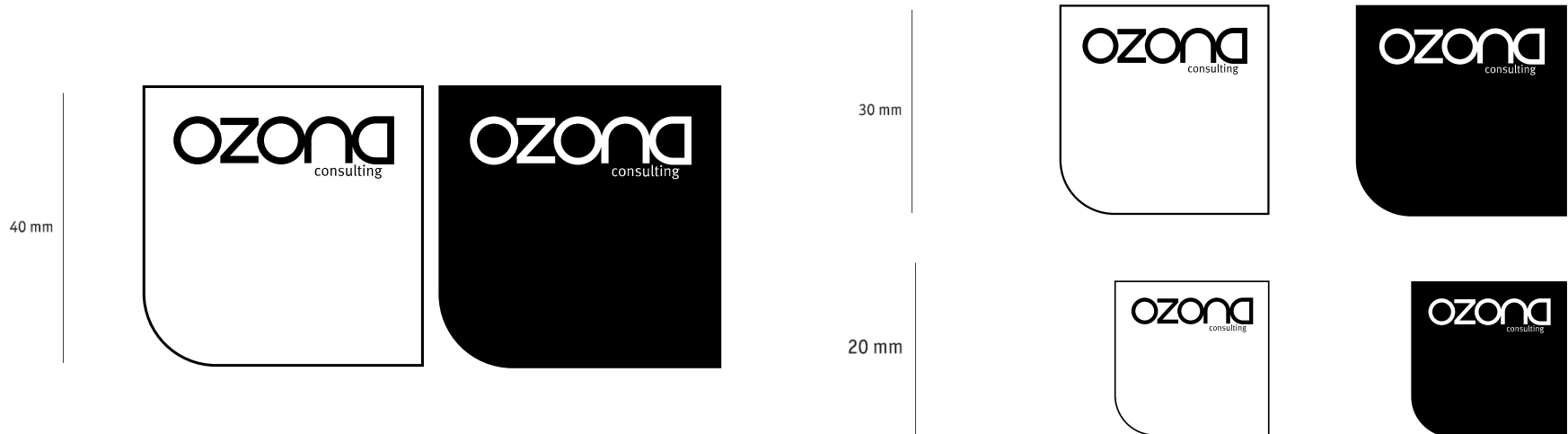
This variation can be used on the bottom left, horizontally, of PowerPoint slides.



II. CORPORATE IDENTITY

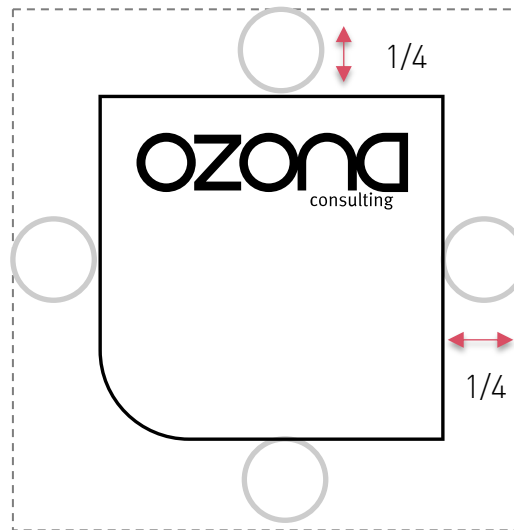
FUNDAMENTAL RULES - REDUCTION

Ozona logo doesn't have a predetermined size. Scale and proportions should be determined by the available space, aesthetics and visibility, so that it maintain legibility and readability. The recommended maximum reduction of the logo must be used as presented.



FUNDAMENTAL RULES - CLEAR SPACES REQUIREMENTS

- The protection zone corresponds to the zone all around the logo in which no element can be included, no photo, no colour, no text. This zone protects the logo and keeps it clear.
- The protection zone corresponds to a quarter ($1/4$) of the logo's width.
- This rule applies to all the logo color variations.



A quarter of the logo's width.



II. CORPORATE IDENTITY

FUNDAMENTAL RULES - CORRECT USAGE

Ozona logos are applicable and can be used in a variety of media without compromising legibility and integrity. These are some examples of how can the logo be used while maintaining a good contrast to the background.



Logo on white background



Logo on colored background



Logo on light background



Logo on dark background



II. CORPORATE IDENTITY

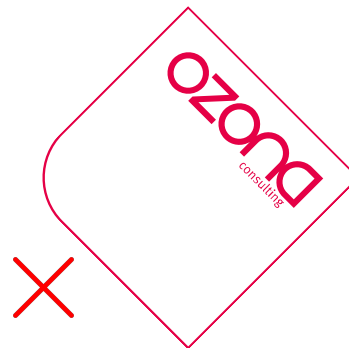
FUNDAMENTAL RULES - INCORRECT USAGE



The logo can't be put on a solid background that makes it hard to read



The logo can't be made too small



The logo can't be rotated or modified



FUNDAMENTAL RULES - INCORRECT USAGE



The logo can't be transformed in anyway that is not congruent to its original design



Filters or shadows can't be applied

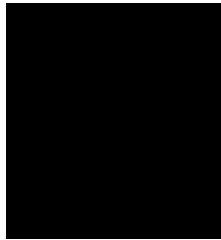


II. CORPORATE IDENTITY

LOGO COLOR SPECIFICATIONS

Brand colors are as important as the logo when they are consistently and correctly used.

PANTONE

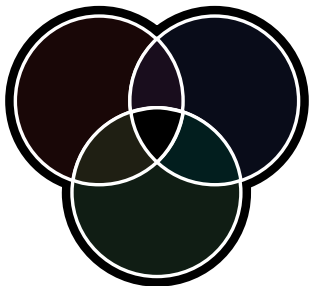


PANTONE®
Process Black

CMYK



RGB

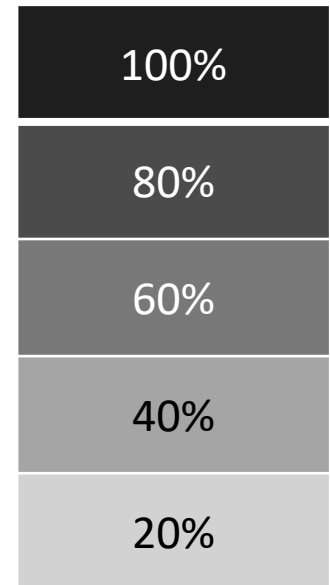


R 30 G 30 B 30

HTML



LEVELS OF INTENSITY AND TRANSPARENCY



II. CORPORATE IDENTITY

LOGO COLOR SPECIFICATIONS

Brand colors are as important as the logo when they are consistently and correctly used.

PANTONE



PANTONE®
1935

CMYK



00 100M 60Y 0K

**LEVELS OF INTENSITY
AND TRANSPARENCY**

100%

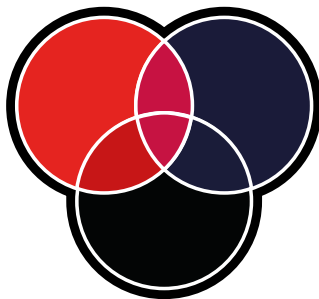
80%

60%

40%

20%

RGB



R 199 G 5 B 64

HTML



C30045

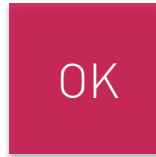
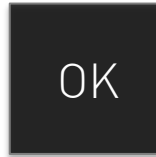
II. CORPORATE IDENTITY

LOGO COLOR SPECIFICATIONS - USAGE

Color use should be in line with current institutional colors and account for proper color mixing.

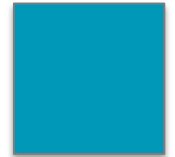
CORRECT

- Use proper color mixing techniques
- Mix few colors at a time (institutional colors just as black, red and grey)
- Keep colors full
- If needed, institutional colors may be used with transparency (max. 20%)



INCORRECT

- Mix too many colors
- Mix clashing colors together (use only the institutional colors)
- Change the values of colors (lighter or darker values)



II. CORPORATE IDENTITY

GRAPHIC UNIVERSO - LOGO ADAPTATION TO THE LINES OF BUSINESS

The separation of Ozona Consulting and Ozona Tech, led to the agreement to prioritize:

- Logo without background: Ozona Consulting
- Logo with background: Ozona Tech

Names are kept in English for consistency between versions and locations.



II. CORPORATE IDENTITY

GRAPHIC UNIVERSE – SPONSORSHIPS / PARTNERS BRANDING

When Ozona logo is used for sponsorships and partnerships, the following rules must be applied. Marketing department should make sure to use this guidelines.

SPONSORED BY

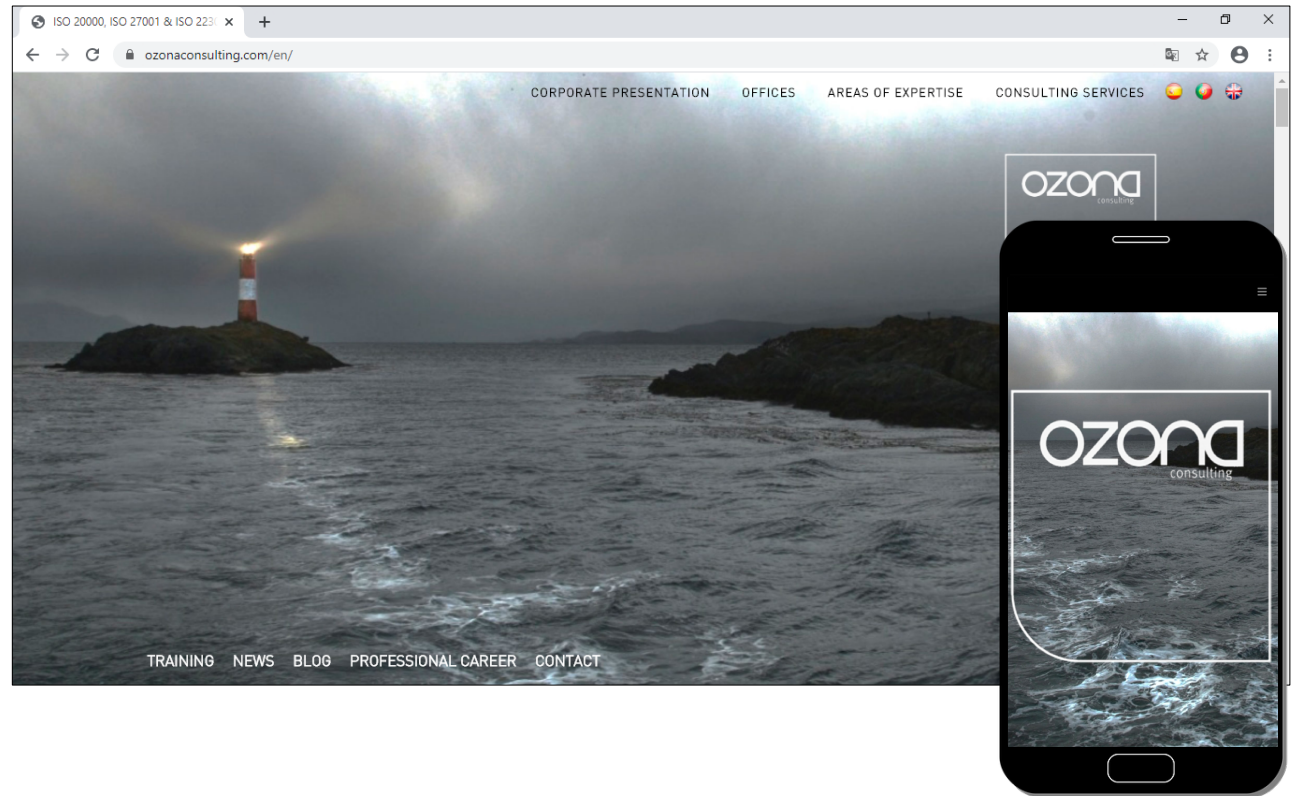


II. CORPORATE IDENTITY

GRAPHIC UNIVERSE - WEB SITE (MAIN PAGE)

ELEMENTS

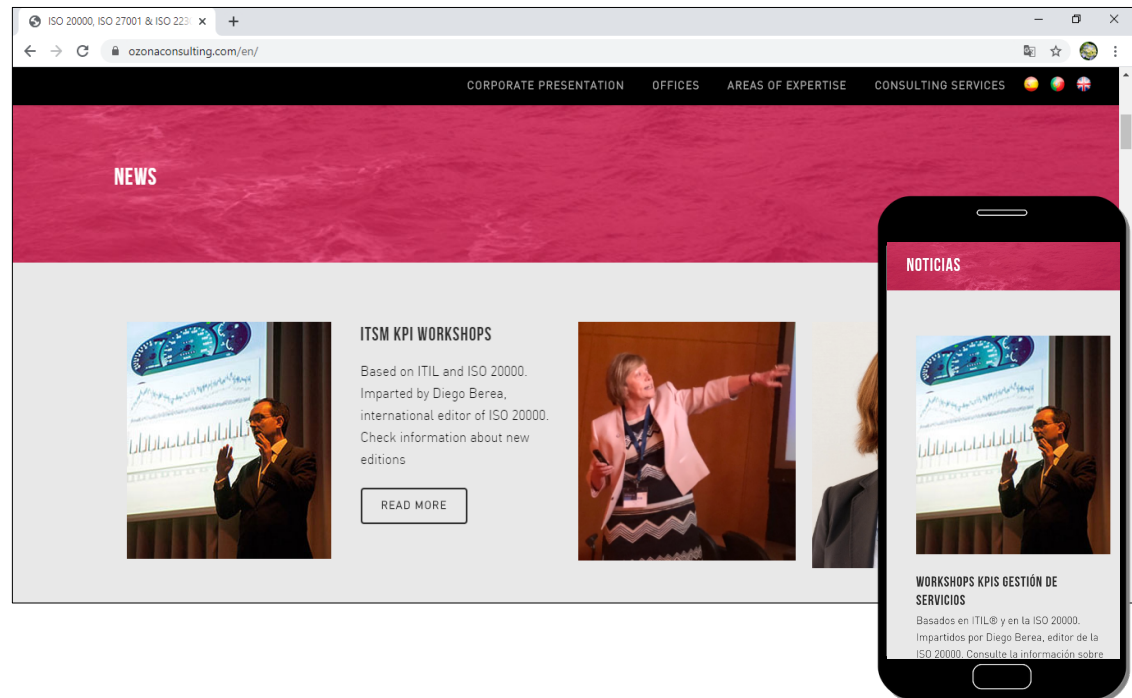
- Image
- Logo
- Menu (Black)
- Language selection
- Sub menu (White)



GRAPHIC UNIVERSE · WEB SITE (NEWS SECTION)

ELEMENTS

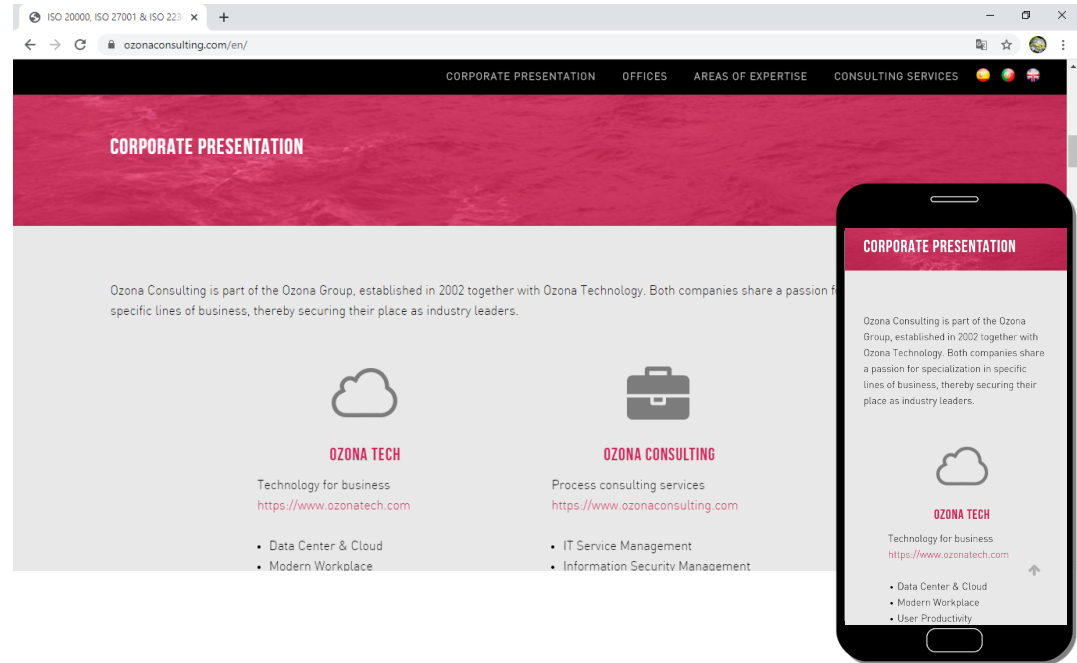
- Principal image
- Red tripe with 80% of transparency
- Title (White · Bebas Neue font)
- Black background with 40% of intensity
- Content images
- Content text
- Call to action button
- Content hover effect
- 3 columns design (in web view)



GRAPHIC UNIVERSE - WEB SITE (CORPORATE PRESENTATION)

ELEMENTS

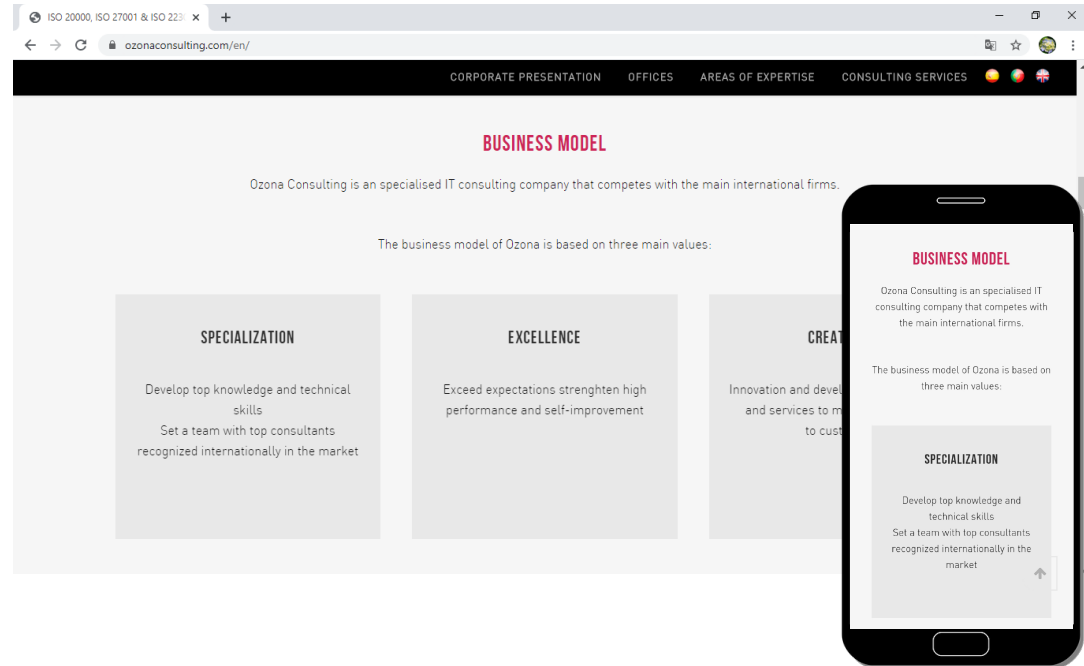
- Principal image
- Red tripe with 60% of transparency
- Title (White · Bebas Neue font)
- Black background with 40% of intensity
- Description
- Content Icons in black with 60% of intensity
- Inner title (Red · Bebas Neue font)
- Content text
- Information links
- 3 columns design (in web view)



GRAPHIC UNIVERSE - WEB SITE (BUSINESS MODEL)

ELEMENTS

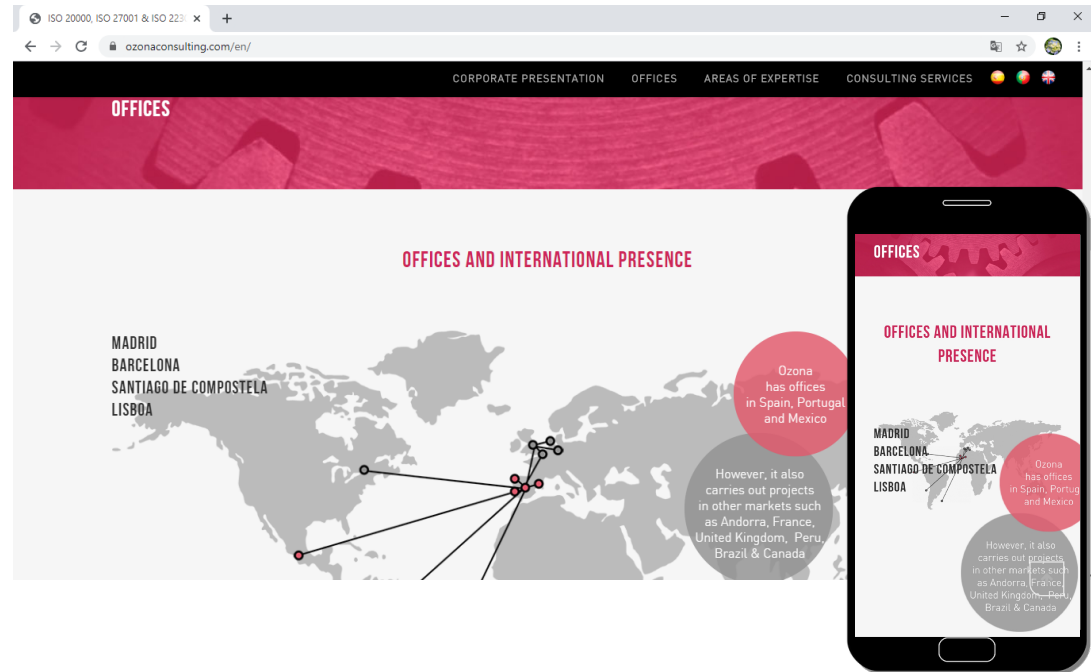
- Subtitle (Red · Bebas Neue font)
- Black background with 20% of intensity
- Description
- Square text containers in black with 40% of intensity
- Inner title (Black – Bebas Neue font)
- Content text
- 3 columns design (in web view)



GRAPHIC UNIVERSE · WEB SITE (OFFICES)

ELEMENTS

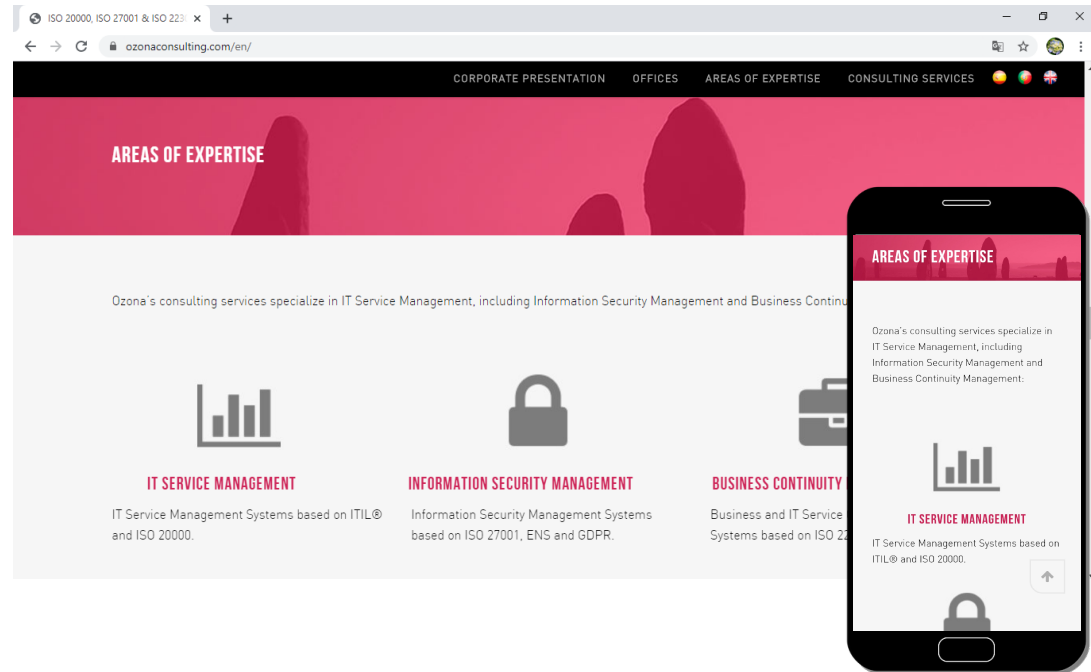
- Principal image
- Red tripe with 60% of transparency
- Title (White · Bebas Neue font)
- Subtitle (Red · Bebas Neue font)
- Black background with 20% of intensity
- Inner titles (Black · Bebas Neue font)
- Image (Map)
- Text container in red with 40% of transparency
- Text container in black 40% of transparency
- Content text



GRAPHIC UNIVERSE · WEB SITE (AREAS OF EXPERTISE)

ELEMENTS

- Principal image
- Red tripe with 60% of transparency
- Title (White · Bebas Neue font)
- Black background with 20% of intensity
- Description
- Content icons in black with 60% of intensity
- Inner titles (Red · Bebas Neue font)
- Content text
- 3 columns design (in web view)

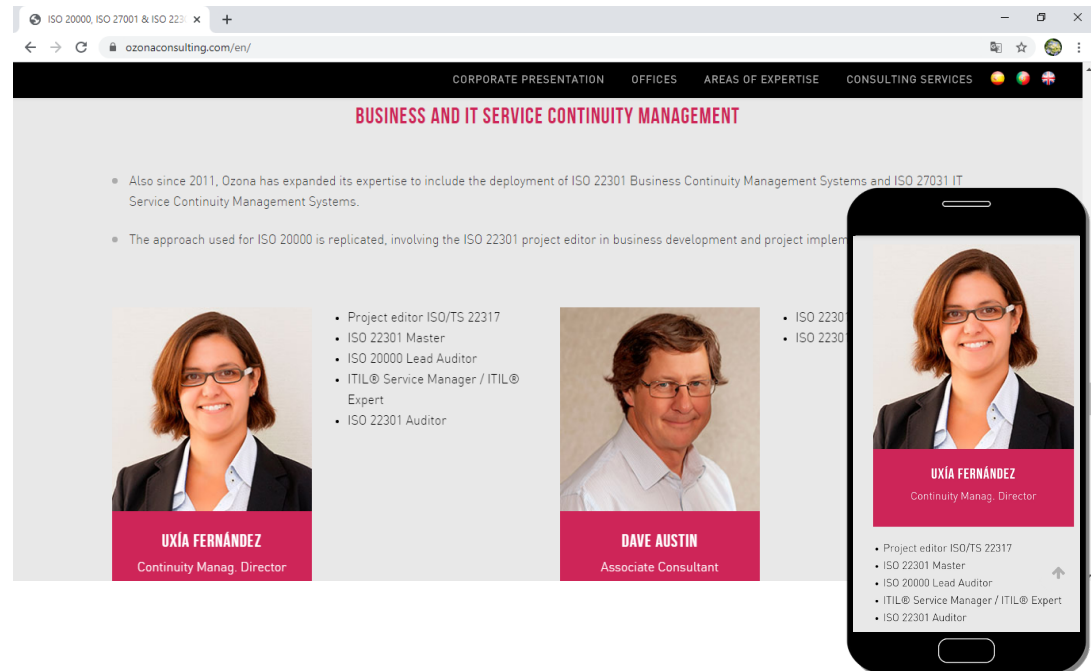


II. CORPORATE IDENTITY

GRAPHIC UNIVERSE · WEB SITE (SPECIALIZED STAFF)

ELEMENTS

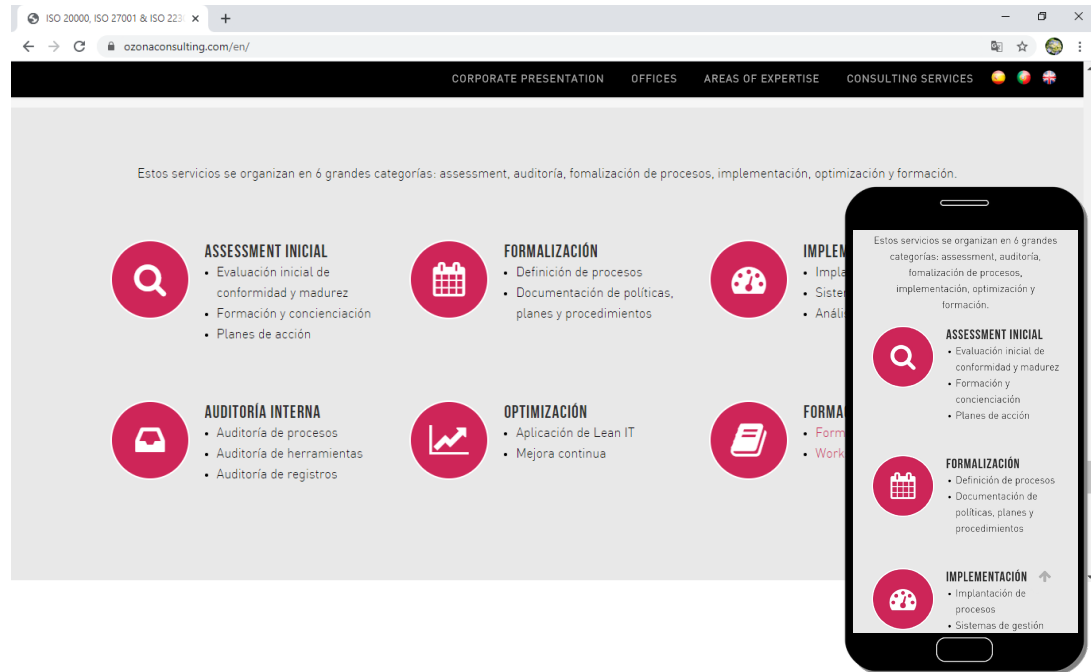
- Subtitle (Red · Bebas Neue font)
- Black background with 40% of intensity
- Description
- Images
- Text Container in red with 100% of intensity
- Inner Titles (White · Bebas Neue font)
- Text in container (White · Din Light)
- Content Text
- 4 columns design (in web view)



GRAPHIC UNIVERSE · WEB SITE (SERVICE PROCESS)

ELEMENTS

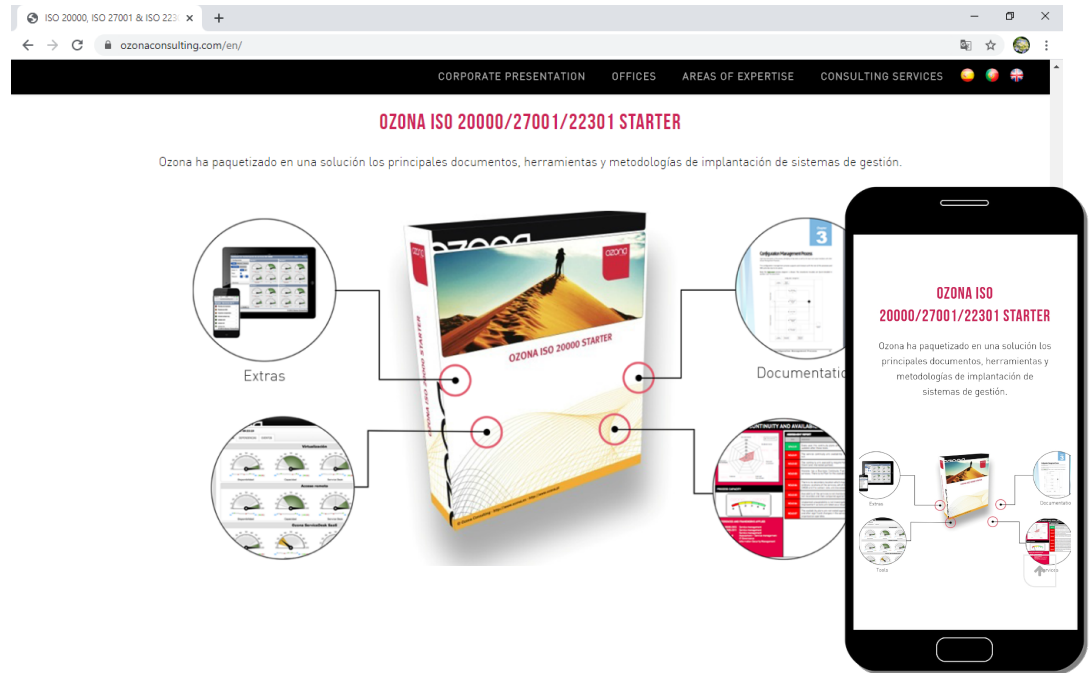
- Black background with 40% of intensity
- Description
- Content Icons in white
- Icon container in red
- Inner Titles (Black · Bebas Neue font)
- Bullets in black with 60% of intensity
- Content Text
- Information links
- 3 columns design (in web view)



GRAPHIC UNIVERSE · WEB SITE (DIGITAL SOLUTIONS)

ELEMENTS

- Subtitle (Red · Bebas Neue font)
- White background
- Description
- Image

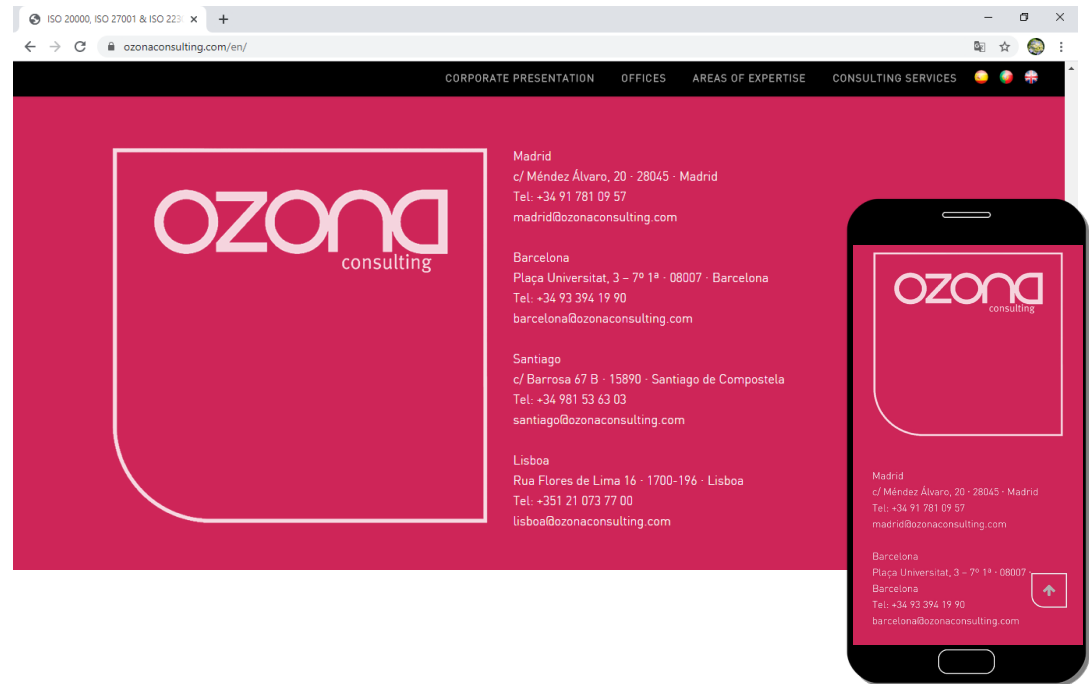


II. CORPORATE IDENTITY

GRAPHIC UNIVERSE - WEB SITE (CLOSURE)

ELEMENTS

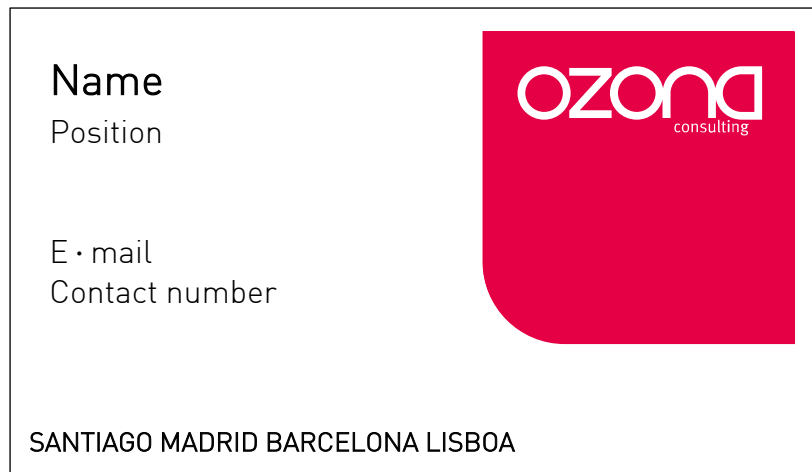
- White outline logo
- Red background with 100% of intensity
- Content text (White · Din Light font)
- 2 columns design (in web view)



II. CORPORATE IDENTITY

GRAPHIC UNIVERSE · PRINTED MATERIALS

Business cards show customers the most important information about the person and the business.



8.5 cm

5.5 cm



5.5 cm

8.5 cm



III. TEMPLATES

A template is a file that serves as a starting point for a new document. This document is pre-formatted with the brand, so that it can be used for future projects.

PATERNS & DESIGN

The design of the templates is based on the corporate identity with its unique graphic universe. The harmony of the brand contribute to a unique perception inside and outside the company.

STRUCTURE

To avoid inconsistencies, it is vitally important to correctly use the structure of the presentations.

COMMUNICATION

Here are the general rules for clear expression, to support the work of all the areas involved in both the development of communication materials to the client and those who have direct contact with them.



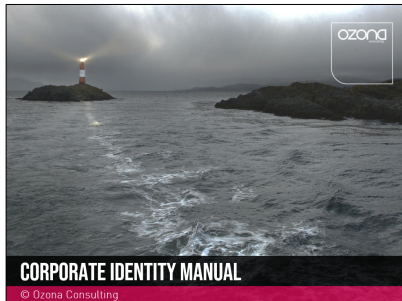
III. TEMPLATES

DEFAULT POWERPOINT TEMPLATE

It is used for proposals and any other document to be shared with customers.

TEMPLATE PATTERN

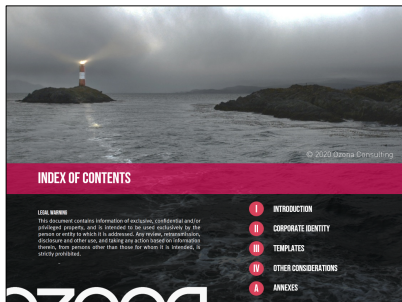
Default slides are defined in a slide master. It includes the most common layout masters.



FRONT PAGE

A lighthouse located on one of the Les Éclaireurs islets, in Tierra del Fuego, Argentina.

Author: <https://www.flickr.com/people/jmpzpz/>

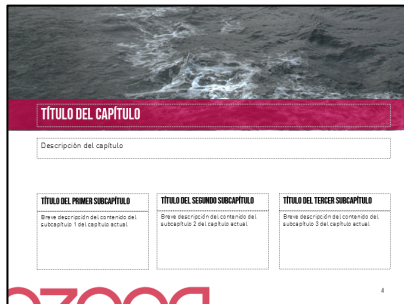


INDEX OF CONTENTS



III. TEMPLATES

DEFAULT POWERPOINT TEMPLATE



CHAPTER HEADERS



TEXT SLIDES



BACK PAGE

NOTE

In addition to these slide templates, this document contains an annex with some useful slide layouts, made on top of the content page template.

III. TEMPLATES

DEFAULT SLIDE STRUCTURE

This is an example of the default slide for content.

DEFAULT STYLE - TITLES

- Chapter title in the top black bar (Font **BEBAS NEUE** size 24 in white).
- Section title in red (**BEBAS NEUE** size 30 in red).
- Optional inner titles (**BEBAS NEUE** size 20 in black).
- Never use – or · in titles, always.

FONT

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

SAMPLE (BEBAS NEUE 24 PTS - WHITE)

SAMPLE (BEBAS NEUE 30 PTS - RED)

SAMPLE (BEBAS NEUE 20 PTS - BLACK)



III. TEMPLATES

DEFAULT SLIDE STRUCTURE

This is an example of the default slide for content.

DEFAULT STYLES - CONTENT

- Default text (Din Light size 14).
- To highlight text, **red color is used** instead of bold.

OTHER CONSIDERATIONS

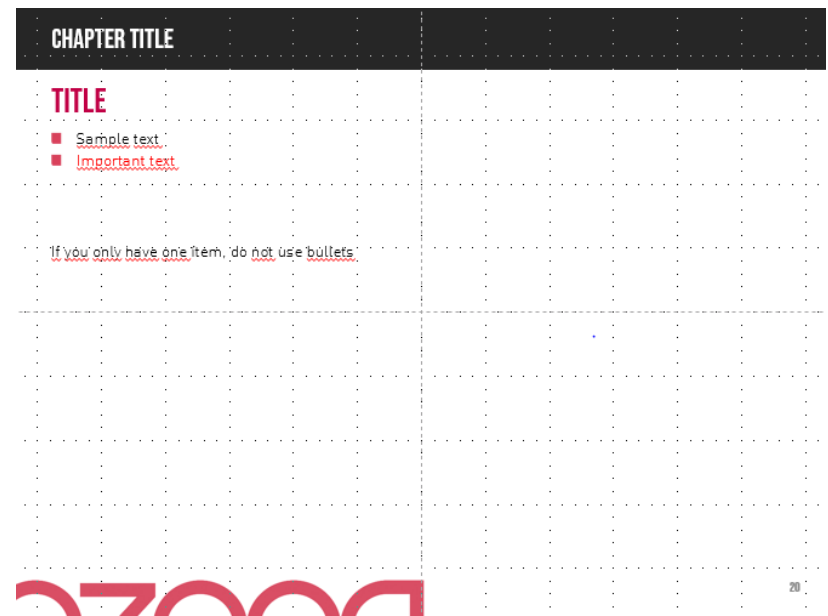
- Do not use bullets when there is only one element
- Do not use justification on both sides. Always left
- Avoid centered texts whenever possible
- Do not use shadows on images or objects

FONT

Din Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

WwXxYyZz 1234567890



OTHER CONSIDERATIONS

If design elements are needed, please use the next links to download them. Just copy and paste the link in the browser, the download will begin automatically.

DOWNLOADABLE DESIGN ELEMENTS

- Corporate fonts: <http://www.ozona.es/tiposdeletra.zip>
- Corporate logos: <http://www.ozona.es/logo.zip>



III. TEMPLATES

FONTS

To keep the harmony of all the documents, use the corporate typeface for different text compositions in digital and print media.

BEBAS NEUE

Bebas Neue is the primary display font used across Ozona materials. Keep in mind that Bebas Neue is a display font, so it must be kept large to avoid legibility issues.

60px is the largest size.

24px is the absolute minimum size.

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The corporate fonts are available in <http://www.ozona.es/tiposdeletra.zip>



III. TEMPLATES

FONTS

To keep the harmony of all the documents, use the corporate typeface for different text compositions in digital and print media.

DIN LIGHT

Din Light is the primary text font used across Ozona materials.

14px is the default size

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The corporate fonts are available in <http://www.ozona.es/tiposdeletra.zip>





IV. STYLE RULES

As a company, it is important that the employees and collaborators have all the elements they need to fulfill their objectives.

REDACTION OF DOCUMENTS

Document writing style rules

GENERAL REDACTION

General style rules

POWERPOINT PRESENTATIONS

Specific rules and regulations for documents to be used in presentations



DOCUMENTS REDACTION

- 1. The writing style must be clear, synthetic and without filler phrases. This ensures clear communication, shows respect for the reader's time and provides credibility.
- 2. A long sentence can probably be rewritten clearer and with more pleasant short sentences for reading.
- 3. No phrase nor paragraph should include unnecessary words. They should be identified and removed because they can mask the main message of communication.
- 4. Do not use phrases or word just to fill in the document. If there are not enough messages, the section will be brief. The reader will appreciate it.
- 5. Vague quantifiers such as "very", "quite" or "somewhat" should not be used.
- 6. Avoid using "simple" verbs (do, put, say, etc.) and repeating words (thing, species, etc.).

DOCUMENTS REDACTION

- 7. Do not abuse adverbs or adverbial phrases (indeed, on the other hand, in fact, in definitive, etc).
- 8. Avoid "parasitic" conjunctions: "that", "but", "although", "however", etc; those words break the rhythm of the phrase.
- 9. Do not use fancy words. Excessive technicality must be avoided. Clarify the meaning of technical words when they are not of common use.
- 10. Avoid referring to the client as "you", always use impersonal expressions.
- 11. Avoid using expressions in the first person, use impersonal expressions.
- 12. Capital letters will not be used unless we are referring to a name, acronym, program or section name, etc.

DOCUMENTS REDACTION

- 13. Acronyms must be indicated in parentheses next to the full name in their first apparition. Afterwards you can only use the acronym.
- 14. Foreign language terms should be italicized.
- 15. Parentheses are only used for clarification. Do not abuse of them.
- 16. Excessive repetitions should be avoided; but it must be taken into account that sometimes, repetition is preferable than elaborated synonyms.
- 17. Quotation marks should only be used in quotes.
- 18. The names of commands or key combinations, etc., are write in bold, with initials in capital letters and in the format **Key + Key**.

DOCUMENTS REDACTION

- 19. In programs with several or only one capital letter, it is will always keep, like in XFree or LaTeX.
- 20. Numbers with thousands or millions will use points.
- 21. Web words are always written in minuscule.
- 22. The names of products or manufacturers will always be written with the initials in capital letters.
- 23. Avoid using ellipsis when finishing enumerations, preferably use "etc.", which always ends with period.
- 24. In the enumerations (ordered or with dots), each of the sentences must end with period.

DOCUMENTS REDACTION

- 25. Every box, figure or image must include a description and a figure number, to be able to refer it from the text. The caption must always end with period.
- 26. When a source code or similar text is included, it must be included in a box.
- 27. To refer to actions with the mouse, use expressions such as "double-click with the mouse", "right-click with the mouse" and never "click with the mouse", etc.
- 28. To reference sequences of navigation through Windows menus, the arrow \rightarrow will be used.

The logo for Ozona Consulting features the word "OZONA" in a large, bold, white, sans-serif font. The letter "O" is a solid circle, while the other letters have a slight shadow or depth. Below "OZONA", the word "consulting" is written in a smaller, lowercase, white, sans-serif font. The entire logo is contained within a white rounded square border on a dark blue background.

OZONA
consulting

Madrid
c/ Méndez Álvaro, 20 · 28045 · Madrid
Tel: +34 91 781 09 57

Barcelona
Plaça Universitat, 3 · 7º 1ª · 08007 · Barcelona
Tel: +34 93 394 19 90

Santiago
C/ Barrosa 67 B · 15896 · Santiago de Compostela
Tel: +34 981 53 63 03

Lisboa
Rua Flores de Lima 16 · 1700-196 · Lisboa
Tel: +351 21 073 77 00

<https://www.ozonaconsulting.com>