

BRANDBOOK

Basic Guidelines / Vs.02 / Feb / 2025



efacec

Empowering the future

Efacec's identity is built by all its manifestations.

For all manifestations to contribute to the correct construction of this identity, it is necessary that the codes defined for the Efacec brand are strictly complied with.

This manual establishes the rules for the Efacec brand to be implemented correctly and effectively.

Only through a correct implementation of graphic standards is it possible to create a recognised and picture to ensure coherence in all communication supports of the brand Efacec.

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01 / Brand.

Main version.

The Efacec brand is the main element of the identity and synthesises what the latter represents.

The Efacec symbol is dynamic, vibrant and in line with Efacec's way of communicating.

The use of gradients enhances the contrast and makes the brand symbol lighter and bolder. There are two versions of the brand: horizontal (main) and vertical (secondary).



Vs. Horizontal



Vs. Vertical

02 / Brand.

Solid version.

Depending on the materials on which it is applied, the symbol may require a solid version, which should be used without sacrificing reliability in terms of printing in reduced dimensions.

Greyscale version.

This version of the brand should only be used for functionality and production requirements in one colour or greyscale.

Priority should always be given to the main version or, alternatively, the solid version.



Vs. Horizontal solid



Vs. Horizontal greyscale



Vs. Vertical solid



Vs. Vertical greyscale

03 / Brand.

Communication
signature.

The signature of the communication is
the basis of Efacec's verbal identity.

This is the relationship it should have
with the Efacec brand. The proportion
between the two elements must always
be maintained.

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Signature



Vs. Horizontal 01 with signature



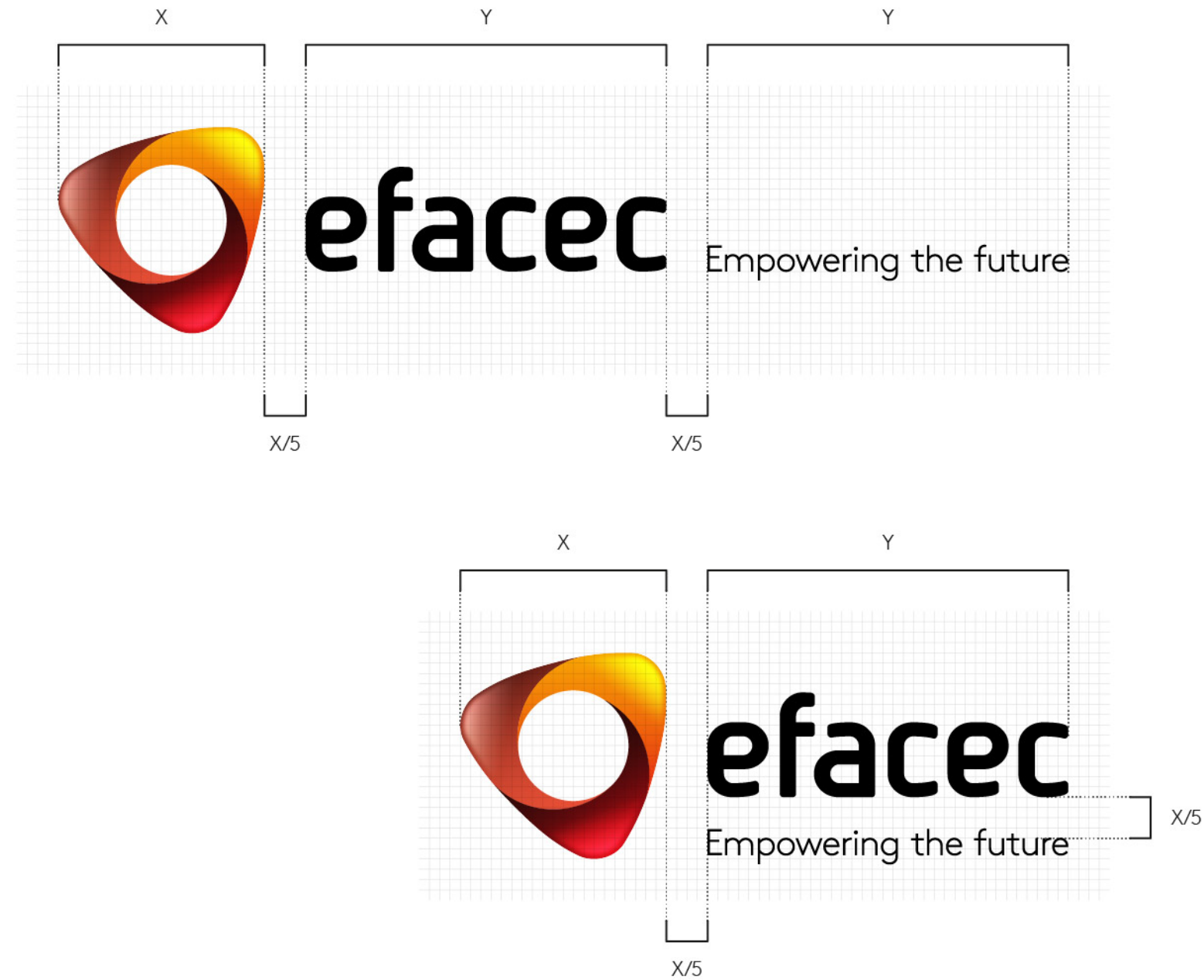
Vs. Horizontal 02 with signature



Vs. Vertical with signature

04 / Brand. Construction.

The positioning scale rules of the different elements of the Efacec brand are shown on the side. They must always be followed so that the coherence and consistency of the identity prevails.



05 /
Brand.

Minimum dimension.

These are the minimum dimensions for using the Efacec brand. They were developed in such a way that the brand maintains its legibility even in extreme situations.



16mm / 84px



9,5mm / 50px



38mm / 200px



23mm / 120px



14mm / 72px

06 / Brand.

Protection area.

To ensure a correct brand perception, we must maintain enough space between the brand and other graphic elements or margins.

The rules presented here are the minimum margins. Whenever possible, margins should be increased.



07 / Brand.

Main and complementary colours.

Colours are important elements of the brand and must always be reproduced in a consistent manner.

Complementary colours should only be used to support and reinforce the predominant tones.

The colour system chosen for reference is Pantone® Solid (www.pantone.com), despite the Efacec brand, except in its two-dimensional version, it should always be printed in four-color code because of the gradients.

Here the reference colours, their conversions to other colour systems and the way in which the brand gradients are constructed are indicated.

| | | |
|--|--|--|
| <div>Yellow Efacec / Pantone® 7408 CMYK / C.0 / M.27 / Y.100 / K.0 RGB / R.254 / G.190 / B.16 HTML / #FEBE10 RAL / 1013</div> | <div>Pantone® 162 CMYK / C.0 / M.47 / Y.54 / K.0 RGB / R.255 / G.156 / B.116 HTML / #FF9C74</div> | <div>Pantone® yellow 0131 CMYK / C.2 / M.0 / Y.40 / K.0 RGB / R.255 / G.251 / B.171 HTML / #FFFBAB</div> |
| <div>Orange Efacec / Pantone® 7625 CMYK / C.0 / M.80 / Y.80 / K.0 RGB / R.225 / G.82 / B.62 HTML / #E1523E RAL / 1013</div> | <div>Pantone® 135 CMYK / C.0 / M.35 / Y.87 / K.0 RGB / R.251 / G.176 / B.59 HTML / #FBB03B</div> | <div>Pantone® 3385 CMYK / C.62 / M.0 / Y.65 / K.0 RGB / R.43 / G.232 / B.143 HTML / #2BE88F</div> |
| <div>Red Efacec / Pantone® 485 CMYK / C.0 / M.100 / Y. 100 / K.0 RGB / R.213 / G.43 / B.30 HTML / #D52B1E RAL / 1013</div> | <div>Pantone® 1495 CMYK / C.0 / M.54 / Y.99 / K.0 RGB / R.247 / G.141 / B.30 HTML / #F78D1E</div> | <div>Pantone® 317 CMYK / C.59 / M.0 / Y. 20 / K.0 RGB / R.18 / G.227 / B.227 HTML / #12E3E3</div> |
| <div>Bordeaux Efacec / Pantone® 4975 CMYK / C.37 / M.84 / Y.59 / K.89 RGB / R.69 / G.35 / B.37 HTML / #452325 RAL / 1013</div> | <div>Pantone® 158 CMYK / C.6 / M.79 / Y.100 / K.0 RGB / R.228 / G.89 / B.38 HTML / #E45926</div> | <div>Pantone® 637 CMYK / C.57 / M.0 / Y. 6 / K.0 RGB / R.45 / G.219 / B.248 HTML / #2DDBF8</div> |
| | <div>Pantone® Process Black CMYK / C.0 / M.0 / Y.0 / K.100 RGB / R.0 / G.0 / B.0 HTML / #000000 RAL / 1013</div> | <div>Pantone® N/A CMYK / C.0 / M.0 / Y.0 / K.0 RGB / R.255 / G.255 / B.255 HTML / #FFFFFF RAL / 1013</div> |

08 / Brand. Gradients.

Gradients play a major role in Efacec's identity, from the brand to the graphic universe.

The symbol consists of three different gradients, all of which can be used, but where the first is given priority (Gradient 01) for being the one that best conveys the dynamism, energy and boldness of the new Efacec.

Gradient 01

Yellow Efacec → Red Efacec

Gradient 02

Pantone 135 → Pantone 158

Gradient 03

Pant. 158 → Pant. 137 → Pant. yellow 0131

Gradient 04

Red Efacec → Bordeaux Efacec

Gradient 05

Orange Efacec → Bordeaux Efacec

Gradient 06

Pantone 637 → Pantone 317

09 / Brand.

Behaviour on brand colour backgrounds.

These chromatic behaviours are those that guarantee a better knowledge of the brand since they use the colours of the brand.

These are the preferred behaviours with regard to coloured backgrounds.

However, and in order for the brand to have the best possible reading, it is always preferable to use the brand over white or black backgrounds.



10 /
Brand.
Behaviour on colour
backgrounds.

The application of the brand on
coloured backgrounds other than the
brand colours are applications to be
avoided.

However, given the richness of the
Efacec brand pallet, this should not be
a problem.



11 / Brand. Behaviour on images.

Brand applications on images are applications that require special care so that integrity is preserved.

An area of constant brightness (without contrasts) should be chosen to maintain that integrity.



12 / Brand.

Incorrect uses.

The Efacec brand will always be used as previously indicated.

Changes to scale, positioning, colour or typography to which the brand relates are not permitted.

The side shows some improper uses of the brand.



13 /
Typography.

Typography is a crucial element in the construction of a brand, and it is with it that the brand communicates.

A consistent typographic use results in a better association and recognition with the Efacec brand.

Brown is the main typography of the Efacec brand and is represented and marketed by Lineto (www.lineto.com).

Brown Thin / Thin Italic
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Light / Light Italic
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Regular / Italic
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Bold / Bold Italic
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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14 /
Typography.
Alternative.

In situations where it is not possible to use Efacec's main font, this must be replaced by a system font, in this case Century Gothic.

Century Gothic
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic Italic
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic Bold
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic Bold Italic
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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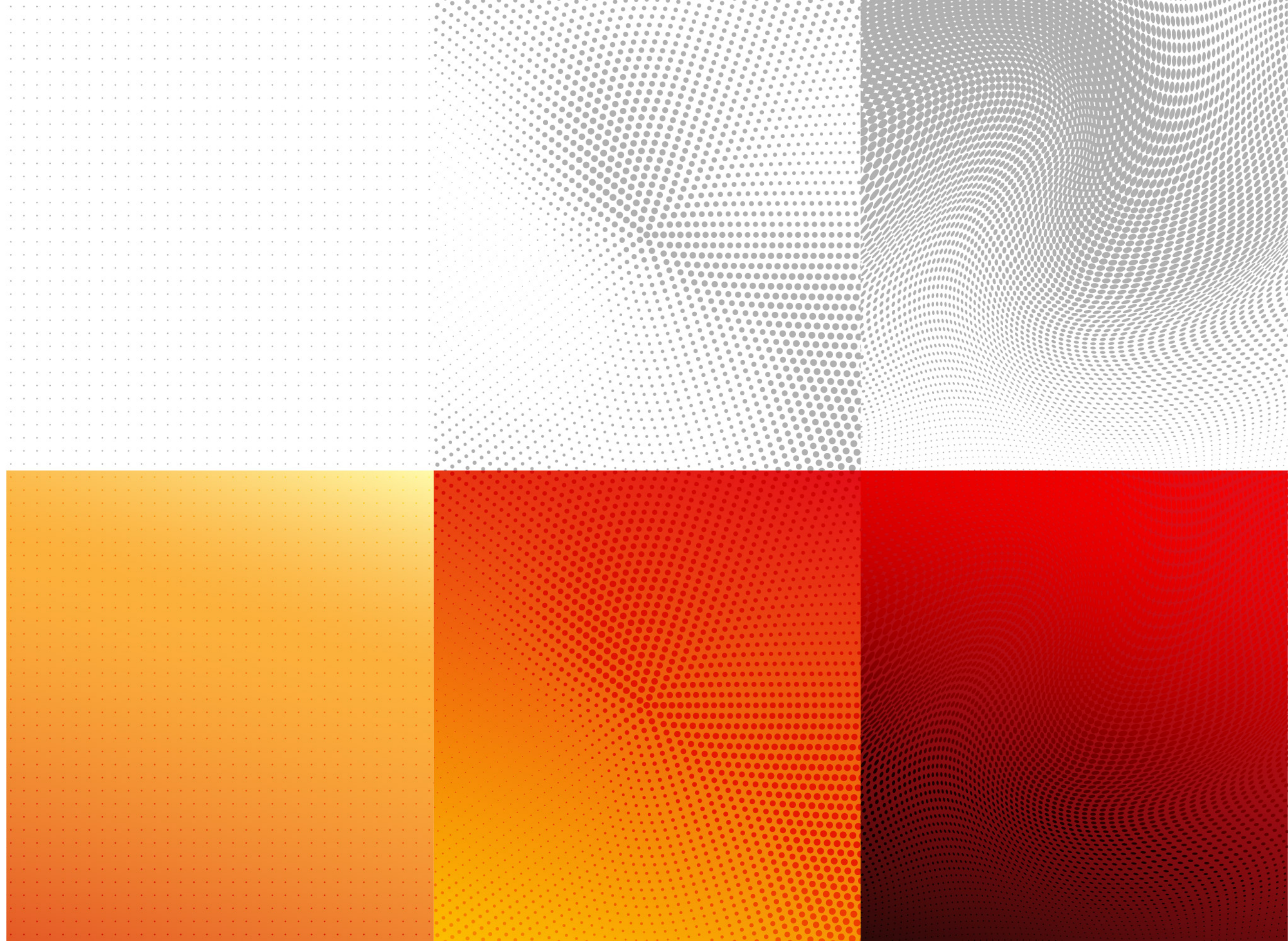
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15 / Powergrid.

Powergrid Efacec is the element that unifies the entire brand language.

Elastic but coherent, it can be used in almost all Efacec communication materials. From a more regulated and geometric interpretation to a more fluid and dynamic one, its possibilities are endless.

Here you can see some formulations that Powergrid can take.





The Brand and Communication team is responsible for creating and protecting the Efacec identity rules presented in this brand guidelines manual. Any question about the application of the rules and/ or suggestion can be addressed to comunicacao@efacec.com