



IGSA POWER BRAND MANUAL

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INTRODUCTION

The present brand manual gathers **IGSA POWER**'s visual and graphic elements.

As fundamental elements of **IGSA POWERS**'s visual and graphic image, the brand's construction guidelines, the use of font, and chromatic applications are established here.

The coherence of the brand needs special attention to recommendations and the rules here stated.

This document guarantees the unity of criteria for internal communication and public dissemination of the brand.

This manual is a tool that must be present in every visual and graphic application of the brand.

The regulations in this document are not intended to hinder the creativity, but to establish a guideline that makes the communication and dissemination of the **IGSA POWER** brand, possible.

THE BRAND

WHO ARE WE?

We are an engineering firm that specializes in the design, sustainable construction, infrastructure operation and maintenance, and power backup while safeguarding your operation's fulfillment.

We are pioneers in manufacturing Gen-Sets, we are leaders in the branch of power co-generation, and experts in infrastructure for data backup.

We have 50 years of experience, coverage in 12 countries, and a network of more than 50 distributors nationally and internationally.

COMBINATION MARK

Our combination mark is the basis of our company. It shall always be placed in a dominant position on all graphical material.



CONSTRUCTION



The combination mark is constructed on a modular surface of x , forming a 6×6 square. By having this surface and the established measuring unit, we assure the proper proportion of the brand on any type of underlay.

PROTECTION AREA

Regarding the combination mark, a protection area is established. This area is exempt from graphic material that may interfere with its perception. Said area will be determined by an x (1x) unit.



COLOR PALETTE

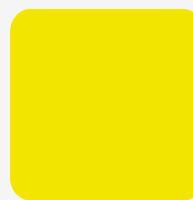
The use of the color palette is very important for **IGSA POWER's** identity.

No color may be modified or may be used outside of the graphic (digital or printed) applications.

PRIMARY COLORS



Pantone 654c
C100 M71 Y10 K47
R0 G58 B112
#003366

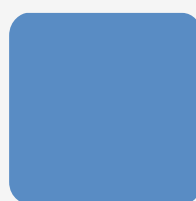


Pantone 3945c
C3 M0 Y90 K0
R243 G229 B0
#F3e500

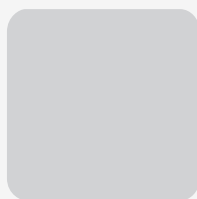
SECONDARY COLORS



Pantone 647c
C96 M54 Y5 K27
R35 G97 B146
#336699



Pantone 279c
C68 M38 Y0 K0
R89 G141 B197
#598DC5

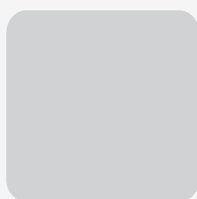


Pantone 427c
C7 M3 Y5 K8
R208 G211 B212
#CCCCCC

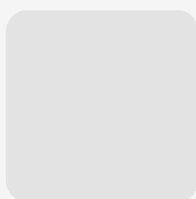


Pantone 446c
C54 M27 Y36 K82
R63 G68 B68
#333333

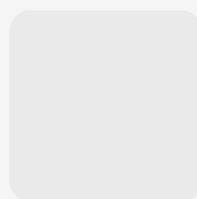
Percentage of transparency for recommended grays:



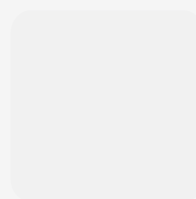
100%



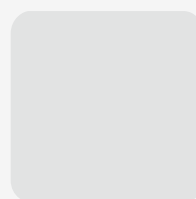
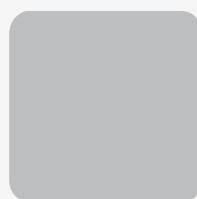
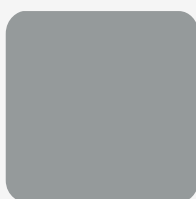
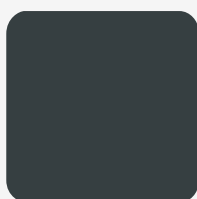
50%



30%



10%



FONT

The font family that must be used depends on the document or underlay that will be employed.

Use **Arial**, for *Microsoft® Office* documents, as well as all the communications through digital channels.

Use **Raleway** or **Gibson** for printed publications and marketing media.

The variants of the font families will be used to criterion as long as they maintain the clarity, legibility, and simplicity.

aQ

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

aQ

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

aQ

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

aQ

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

aQ

Gibson Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

aQ

Gibson SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

USES AND VARIANTS

The value of a brand depends, to a large extent, on the discipline of its application.

To not weaken the visual message of the brand, it is very important to avoid the negative effects of its application.

The disorderly use of the visual identity creates confusion and negatively impacts the brand's profile, as well as the public's perception of its values and services.

COLOR BACKGROUND USES



Corporate Blue
background.



Corporate Blue
background.



Black background.



White background.



Corporate Gray
background.



White background.

USES ON IMAGES



Image or photograph with
white backgrounds.



Image or photograph with
light predominance.



Image or photograph
with dark predominance.

INCORRECT USES

Hereon, we showcase some examples of incorrect uses of the brand.

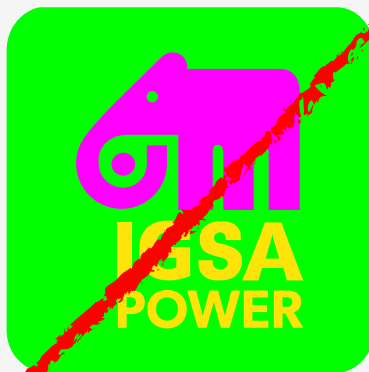
The misuse undermines and harms the brand's identity.

These recommendations are included in all the brand's divisions.

USES TO AVOID

The combination mark is a strategic piece that must be protected and used with care.

There must be coherence between the combination mark and what surrounds it must exist.



Misuse or modification
of the corporate colors.



Changes in the distribution
of the elements.



Use of effects.



Proportions
distortion.

APPLICATIONS

To avoid unwanted results in the application of the brand on different supports, several generic rules must be applied.

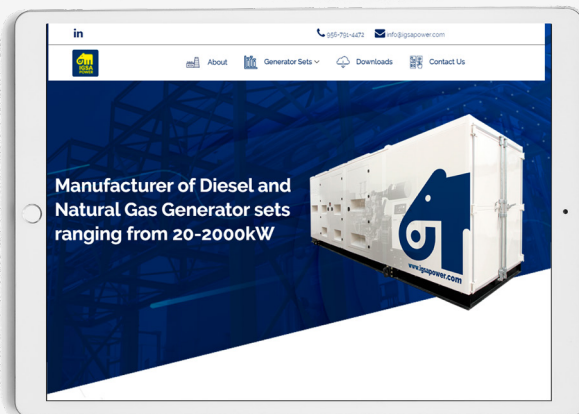
Organizing and properly applying the combination mark is a guarantee that the identity will be transmitted perfectly within a group of corporate images.

Respect the spaces of the logo, the font, and corporate colors to ensure the coherence of the brand.

STATIONERY / LETTER HEADINGS



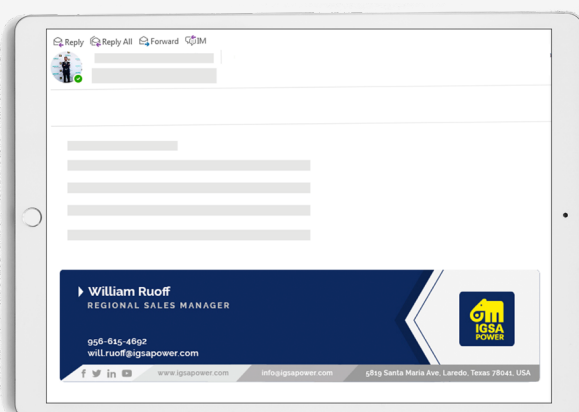
DIGITAL



Website.

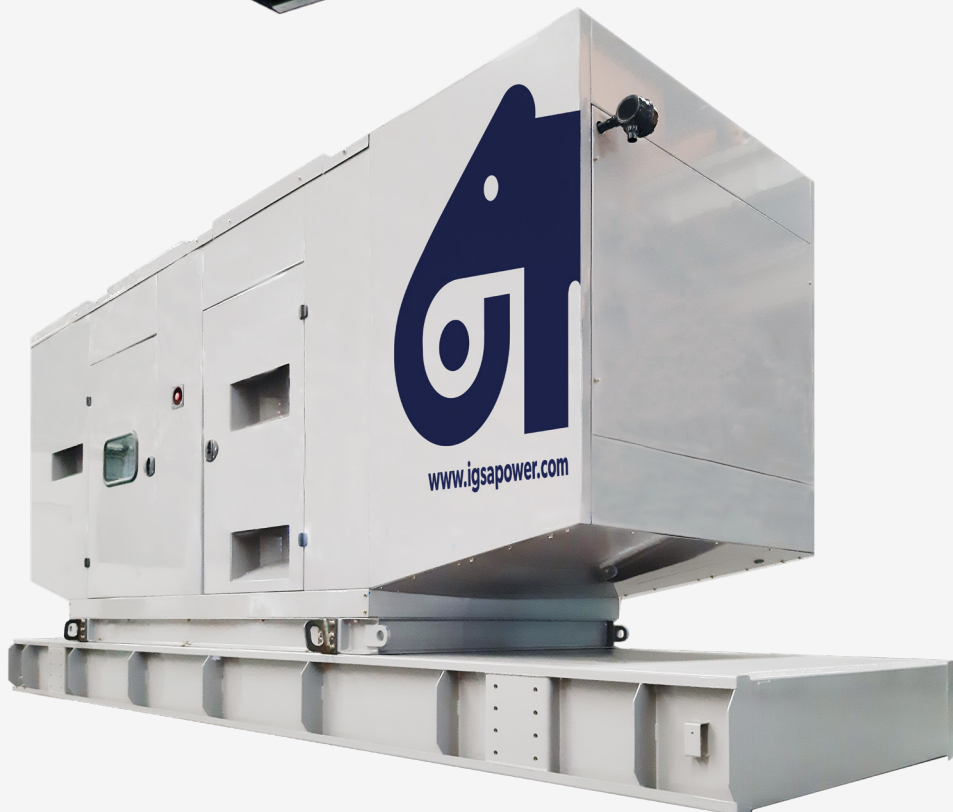


Corporate presentation.



Digital signature.

ACOUSTIC ENCLOSURES





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