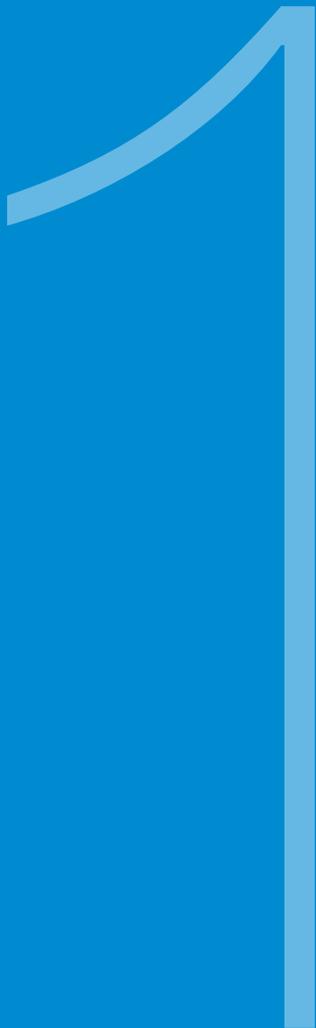


UNIVERSAL SYSTEM

CORPORATE VISUAL IDENTITY

The Roca Brand

2013.03



Roca

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Roca logo

The Roca brand name shall normally be used exclusively as a logo.



When the word "Roca" forms part of a sentence or phrase (in either a heading or body text), the corporate typeface and not the logo shall be used.

**Roca ranked in the top 25
companies for best reputation
among the Spanish public.**

For many years we have anticipated
the future, thinking of solutions
that better adapt to the public's tastes
and requirements.

Positive and negative versions

Both the positive and negative versions come from the same master; that is, the same outline can be used for both versions, but always with no line value.



Chromatics

This page provides you with the colour codes to be applied to the various corporate identification elements.

Direct Tint

Pantone Process Blue



Pantone 424



Pantone 877 Silver



Gloss or Matt Silver Stamping



Four-colour

100 C / 20 M / 0 Y / 0 B



Black and white *

70 % Black



RAL

RAL 5015



RAL 7005



RAL 9006



RAL 9010 White



RGB (for use on white backgrounds)

R 0 / G 135 / B 195



R 120 / G 120 / B 120



RGB (for use on backgrounds)

R 255 / G 255 / B 255



* Use of the Roca logo in black shall only be authorized when it is technically impossible to use other colour options.

The logo in Pantone Process Blue can only be reproduced on a white background. On any other colour background, it must be reproduced in white.

In special cases, the white colour may be replaced by Pantone 877 C silver or gloss or matt silver stamping.

On transparent surfaces such as glass, only white may be used.

On white background



On coloured background



On photographic or textured background



On black background



On transparent background



Embossing



On special occasions the use of the “embossing” technique, which must be applied with dovetailing, is permitted for a perfect representation of the brand

Minimum sizes for reproduction

The same logo outline can be used in the different application sizes, down to the maximum advisable reduction, which is 6 mm across.

One, single logo outline for any enlargement and any reduction down to a minimum of 6 mm.

The Roca logo in its largest size, featuring the word "Roca" in a bold, sans-serif font with a stylized wave underneath.

The Roca logo in a medium-large size, maintaining the same proportions as the largest version.

The Roca logo in a medium-small size, showing the logo's adaptability to smaller scales.

The Roca logo at its minimum size, which is 6 mm across. A pink horizontal line with vertical end caps is positioned below the logo to indicate its width.

Minimum size
6mm

The Roca logo in its largest size, rendered in white against a solid black background.

The Roca logo in a medium-large size, rendered in white against a solid black background.

The Roca logo in a medium-small size, rendered in white against a solid black background.

The Roca logo at its minimum size, rendered in white against a solid black background. A white horizontal line with vertical end caps is positioned below the logo to indicate its width.

Minimum size
6mm

The reserved area for the Roca logo is determined by "X", corresponding to the height of the left-hand side of the underlining in the logo.

The margin to be respected will always be equal to or greater than "2X" for any size reproduction of the logo.



The reserved area for large sizes (> 1 m.) is always equal to or greater than 4X.



Corporate typography

The Roca corporate typeface has been specially designed on the basis of the morphological features of the Roca logo.

It is used for the creation of corporate logos and headlines of special interest publications, maintaining consistency and visual unity with the Roca brand's corporate identity.

A B C D E

F G H I J K L M N Ñ O

P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

ñ o p q r s t u v w x y z

**Á É Í Ó Ú Ã Õ Ñ À È Ì Ò Ù Ä Æ Ï Ö Ü Â Î Å Ç Ø
á é í ó ú ã õ ñ à è ì ò ù ä æ ï ö ü â î â ç ø**

1 2 3 4 5 6 7 8 9 0

\$ £ ¥ € ¢ & § ß @ % #

< > ^ ° ª º + - x = * « » ¿ ? ¡ ! " " " "

/ () [] {} \ . , ; : " _ - ~ - ~ ~ ~ ~ ~ ~ ~ ~

Helvetica Neue, in all its versions, will be used as the composition typeface for general use.

Helvetica Neue Ultra Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?

Helvetica Neue Ultra Light Italic

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?*

Helvetica Neue Thin

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?

Helvetica Neue Thin Italic

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?*

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?

Helvetica Neue Light Italic

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?*

Helvetica Neue Roman

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?

Helvetica Neue Italic

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?*

Helvetica Neue Medium

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?

Helvetica Neue Medium Italic

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?*

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?

Helvetica Neue Bold Italic

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?*

Helvetica Neue Heavy

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?

Helvetica Neue Heavy Italic

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?*

Helvetica Neue Black

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?

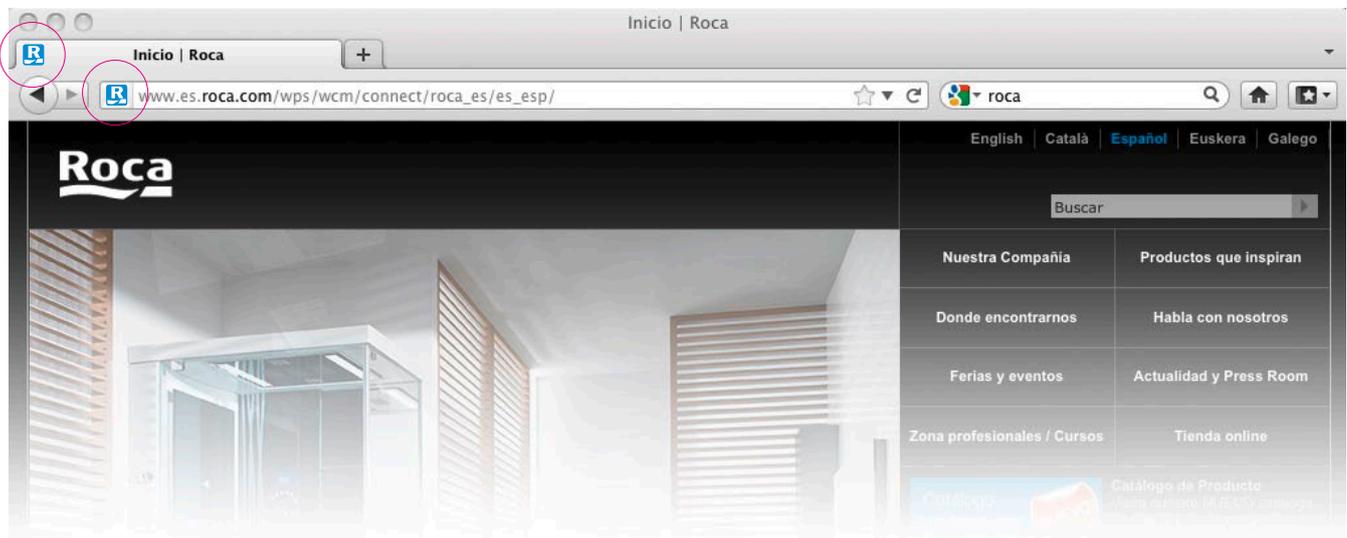
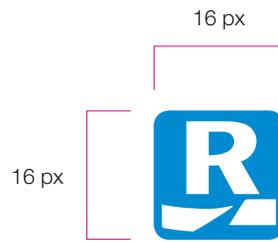
Helvetica Neue Black Italic

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890ç!#\$%&()¿?*

Roca logo versions

Favicon (Favorite Icon)

Highlights the brand in the navigation bar of web browser windows.
It is automatically displayed on loading the web page.
Its size is 16 x 16 pixels.



Chinese and Arabic languages

There are versions of the Roca logo that are specially adapted for specific languages.

The following pages detail these versions and how to use them correctly.

Chinese language

Roca logo

This page provides you with the colour codes to be applied to the various corporate identification elements.

Direct Pantone

Pantone Process Blue

Pantone 424

Roca 乐家

Roca 乐家

Four-colour

100 c / 20 m / 0 a / 0 n

Roca 乐家

Black and white

70 % Black

Roca 乐家

RAL

RAL 5015

RAL 7005

Roca 乐家

Roca 乐家

RAL 9010 White

Roca 乐家

RGB

R 0 / G 135 / B 195

R 120 / G 120 / B 120

Roca 乐家

Roca 乐家

R 255 / G 255 / B 255

Roca 乐家

This page provides you with the colour codes to be applied to the various corporate identification elements.

Direct Pantone

Pantone Process Blue

Pantone 424



Four-colour

100 c / 20 m / 0 a / 0 n



Black and white

70 % Black



RAL

RAL 5015

RAL 7005

RAL 9010 White



RGB

R 0 / G 135 / B 195

R 120 / G 120 / B 120

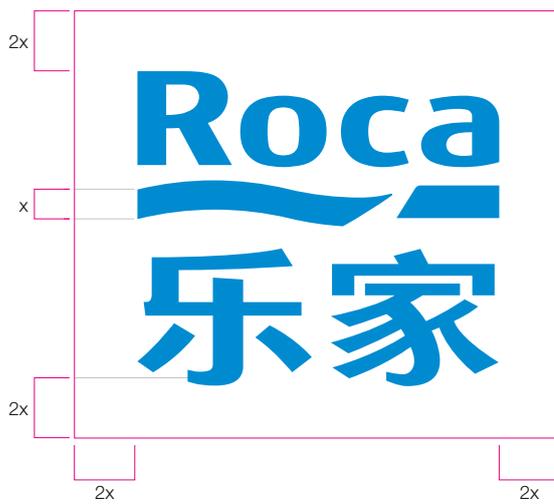
R 255 / G 255 / B 255



The reserved area

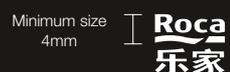
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One, single logo outline for any enlargement and any reduction down to a minimum of 4 mm.



Arabic language

Roca logo

Chromatics

Horizontal version

This page provides you with the colour codes to be applied to the various corporate identification elements.

Direct Pantone

Pantone Process Blue

Pantone 424

The Roca logo is displayed in Pantone Process Blue. It consists of the word "Roca" in a sans-serif font with a wavy underline, followed by the Urdu word "روکا" in a stylized font.The Roca logo is displayed in Pantone 424. It consists of the word "Roca" in a sans-serif font with a wavy underline, followed by the Urdu word "روکا" in a stylized font.

Four-colour

100 c / 20 m / 0 a / 0 n

The Roca logo is displayed in four-colour. It consists of the word "Roca" in a sans-serif font with a wavy underline, followed by the Urdu word "روکا" in a stylized font.

Black and white

70 % Black

The Roca logo is displayed in black and white. It consists of the word "Roca" in a sans-serif font with a wavy underline, followed by the Urdu word "روکا" in a stylized font.

RAL

RAL 5015

RAL 7005

The Roca logo is displayed in RAL 5015. It consists of the word "Roca" in a sans-serif font with a wavy underline, followed by the Urdu word "روکا" in a stylized font.The Roca logo is displayed in RAL 7005. It consists of the word "Roca" in a sans-serif font with a wavy underline, followed by the Urdu word "روکا" in a stylized font.

RAL 9010 White

The Roca logo is displayed in RAL 9010 White. It consists of the word "Roca" in a sans-serif font with a wavy underline, followed by the Urdu word "روکا" in a stylized font, all set against a black background.

RAL

R 0 / G 135 / B 195

R 120 / G 120 / B 120

The Roca logo is displayed in R 0 / G 135 / B 195. It consists of the word "Roca" in a sans-serif font with a wavy underline, followed by the Urdu word "روکا" in a stylized font.The Roca logo is displayed in R 120 / G 120 / B 120. It consists of the word "Roca" in a sans-serif font with a wavy underline, followed by the Urdu word "روکا" in a stylized font.

R 255 / G 255 / B 255

The Roca logo is displayed in R 255 / G 255 / B 255. It consists of the word "Roca" in a sans-serif font with a wavy underline, followed by the Urdu word "روکا" in a stylized font, all set against a black background.

This page provides you with the colour codes to be applied to the various corporate identification elements.

Direct Pantone

Pantone Process Blue

Pantone 424



Four-colour

100 c / 20 m / 0 a / 0 n



Black and white

70 % Black



RAL

RAL 5015

RAL 7005

RAL 9010 White



RGB

R 0 / G 135 / B 195

R 120 / G 120 / B 120

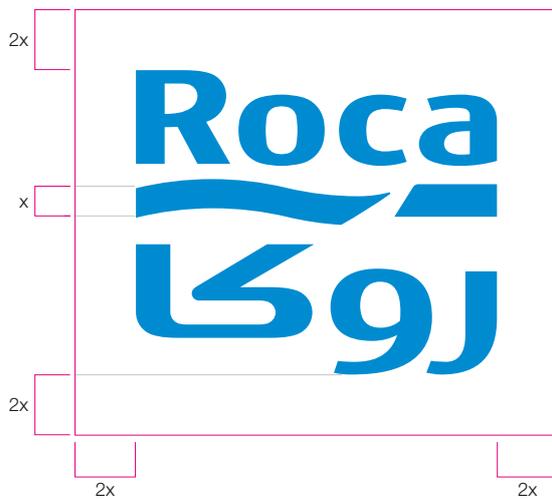
R 255 / G 255 / B 255



The reserved area

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