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Corporate Identity  
Manual



## 1.01. Presentation

As an introduction to the development of the specific design regulations that govern the visual image of corporate identity of Cellnex, this page presents the basic elements of the established identification system. The graphic of the brand, sign and logo, like the naming, are the visual and verbal expression of connectivity and broadcasting, significant concepts of the activity of Cellnex, leading European telecommunications infrastructures operator.

### Logo

cellnex

### Sign



### Brand

cellnex 

### Brand with claim

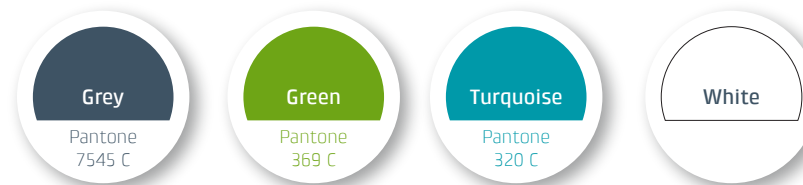
cellnex   
driving telecom connectivity

### General purpose corporate typography

Font family Klint Pro

ABCDEFGHIJKLM  
NŃOPQRSTUVWXYZ  
abcdefghijklmn  
ņopqrstuvwxyz

### Corporate colours





## 1.02. Corporate colours

The corporate colours established as fundamental for reproducing identity signs correspond to variety C of the Pantone guide and all its reproductions by graphic arts, in spot colours, must match these tones regardless of the type of finish, gloss or matt, of the paper or material used.

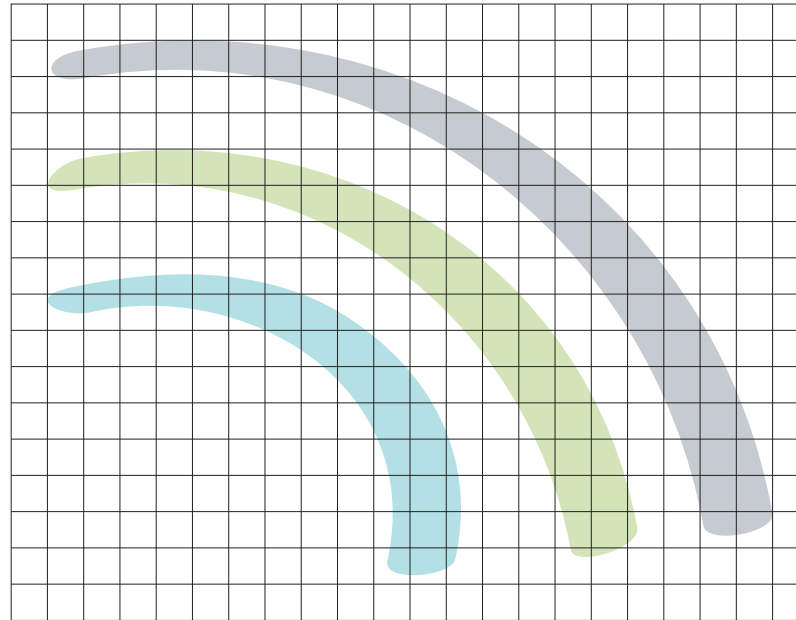
To avoid too much divergence from the tone of the identity colours when reproduced in other systems and materials, this page provides the correspondences with the colour codes for 3M and Avery opaque vinyl for RAL/NCS paint, as well as the RGB and Hexadecimal codes that govern the display of identity colours on digital media.

	Four-colour	Vinyls	Paint	RGB	HTML
	Cyan 58 Magenta 32 Yellow 18 Black 54	<b>Opaque:</b> Avery 983  <b>Translucent:</b> Avery 5570 QM	RAL 7031	R 66 G 85 B 99	#425563
	Cyan 68 Magenta 0 Yellow 100 Black 0	<b>Opaque:</b> Avery 956 3M 100-047  <b>Translucent:</b> Avery 5562 QM 3M 3630-106	RAL 6018	R 100 G 167 B 11	#64A70B
	Cyan 96 Magenta 0 Yellow 31 Black 2	<b>Opaque:</b> Avery 944 3M 100-718  <b>Translucent:</b> Avery 5555 QM 3M 3630-246	NCS 2060-B50G	R 0 G 156 B 166	#009CA6
	Cyan 0 Magenta 0 Yellow 0 Black 0	Avery 900 3M 100-10	RAL 9003	R 255 G 255 B 255	



### 1.03. Sign. Reticular construction

The graphic of the Cellnex identity sign evokes the concept of sending through the airwaves. This page shows its graphic construction on a modular pattern, as well as the polychromatic (turquoise, green and grey), and monochromatic (black or black and 50% black) versions of the reproduction of the sign. The sign shall be applied in conjunction with the logo configuring the logo or independently for ornamental or complementary image purposes.





## 1.04. Brand. Dimensional construction

The logo is the principal sign of corporate identity integrating the sign and the logo in a standard graphical form. The colours established for the identity signs are grey (Pantone 7545 C), green (Pantone 369 C) and turquoise (Pantone 320 C).

The upper illustration shows the dimensional relationship between the sign and the logo that is calculated based on the "x" dimension, which corresponds to the height of the letter "x" in the logo.

### Dimensional construction





## 1.05. Brand with claim

In certain applications that require it, the logo shall be applied with the corporate claim reproduced in grey and according to the integration regulations provided on this page. The dimensions are set according to "x" which corresponds to the height of the letter "x" of the logo

### Dimensional construction





## 1.06. Brand. Colour reproduction

### Polychrome logo



### Monochrome logo





### 1.07. Brand. Reproduction on backgrounds

Reproduction of the logo on backgrounds of different intensity



Reproduction of the logo on photographic backgrounds



Reproduction of the logo on corporate colours







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Design: Gabinete Echeverria

[www.gt-echeverria.es](http://www.gt-echeverria.es)

[gte@gt-echeverria.es](mailto:gte@gt-echeverria.es)