

# CORPORATE IDENTITY MANUAL

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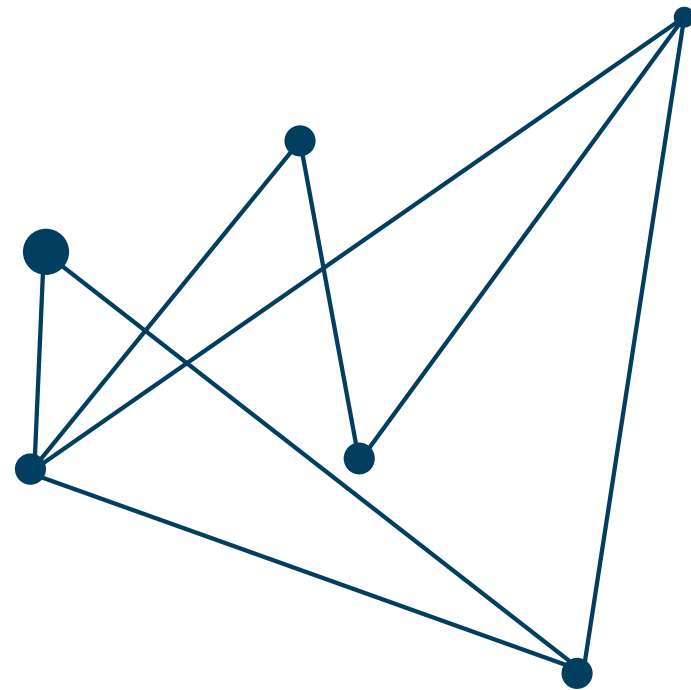
Guide to visual identification

**elt** 

# What is the corporate identity manual?

This manual brings together the basic tools for the correct use and graphic application of every possible form of the ELT brand.

It has been designed taking into account the needs of any person responsible for interpreting, articulating, communicating and applying the brand in its different domains.



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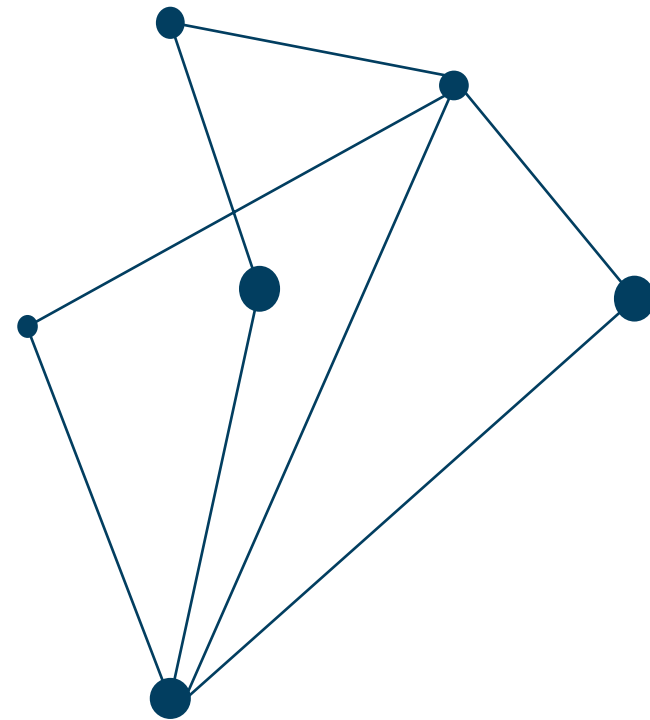
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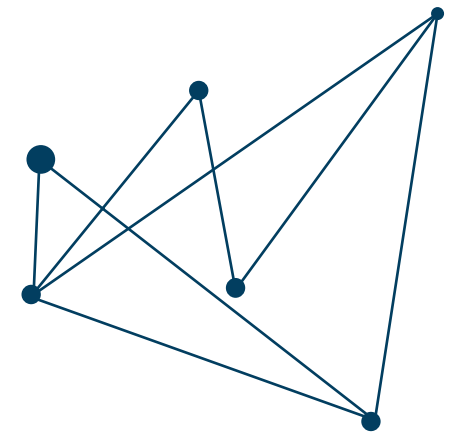
Pantone® codes





# 1. CORPORATE IMAGE

Introducing the corporate image of the company, claim, correct and incorrect use.



# 1. THE CORPORATE IMAGE 2. THE COLOUR

## ELT'S CORPORATE IMAGE

ELT is the acronym chosen to represent Especialidades Luminotécnicas S.A.U., creating a robust and contemporary brand name.

The wavy lines are maintained in order to ensure brand continuity and recognition.

The selected colour, dark blue, combines the technological factor with a serious and consolidated image that transmits trust.

The components of the logo are precisely related to each other and have been carefully designed to represent the brand in any type of format and medium.



White version on a black background.



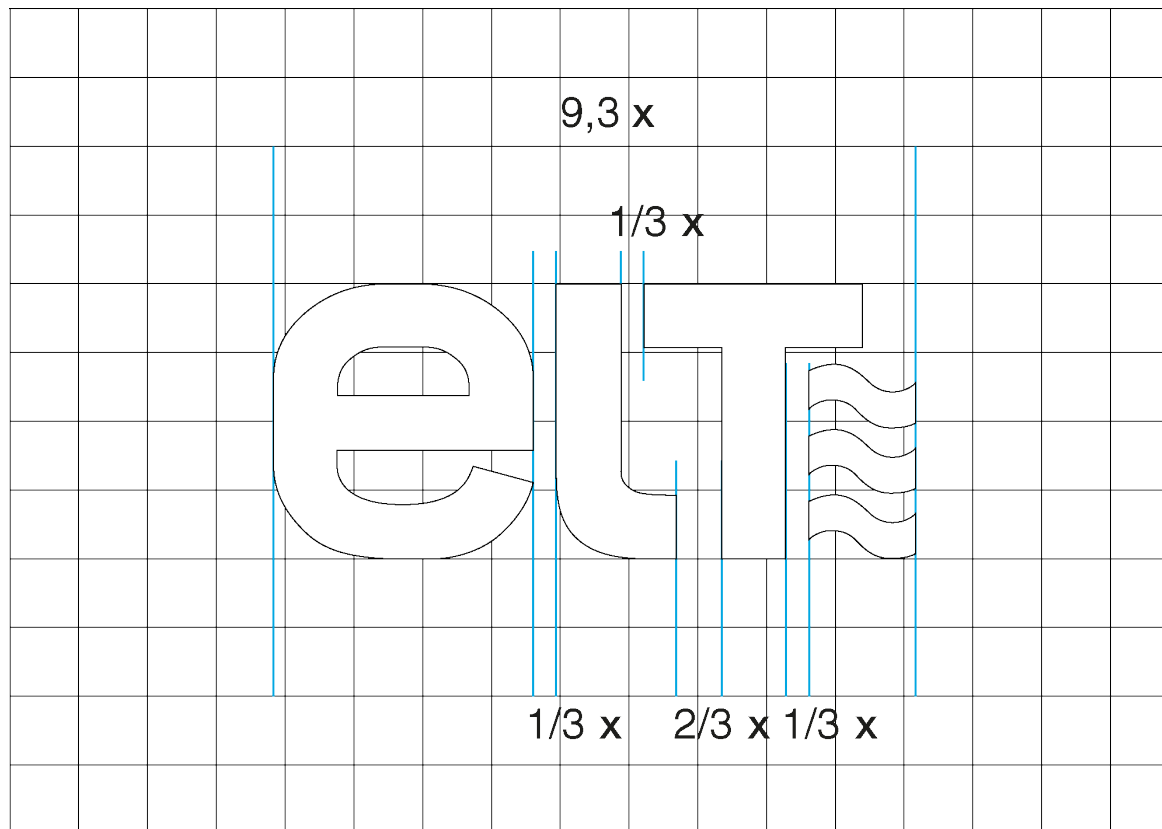
Black version on a white background.

Both the white and the black versions can only be used when the document is not in colour.

# 1. THE CORPORATE IMAGE 2. THE COLOUR

## GRAPHIC CONFIGURATION OF THE CORPORATE IMAGE

The proportions of the corporate image may not be altered, nor may any other graphic element be integrated into the corporate area.



X= 10 mm

X= 1/3x (3,33mm)

# 1. THE CORPORATE IMAGE

## 2. THE COLOUR



### CORPORATE IMAGE OF ELT IN POSITIVE

This is the primary version of the corporate image.

The ELT corporate image is blue on a white background.

It must always be used provided its visibility is not compromised in any way.



### CORPORATE IMAGE OF ELT IN NEGATIVE

Its utilisation is strictly limited to specific cases in which the brand must be used on a dark background.

# 1. THE CORPORATE IMAGE 2. THE COLOUR

## INCORRECT APPLICATIONS

Separating out or moving the three lines



Shown cut in half



Inverted logo



Use of shading or 3D effects



Low resolution



Rotated logo





# 1. THE CORPORATE IMAGE 2. THE COLOUR

## CORPORATE IMAGE + ELT SLOGAN IN POSITIVE



## IMAGOTIPO + SLOGAN DE ELT EN NEGATIVO



# 1. THE CORPORATE IMAGE 2. THE COLOUR

## INCORRECT APPLICATIONS OF THE SLOGAN

INNOVATION IN LIGHTING TECHNOLOGY



INNOVATION IN LIGHTING TECHNOLOGY



INNOVATION  
IN LIGHTING  
TECHNOLOGY



# 1. THE CORPORATE IMAGE 2. THE COLOUR

## LOGOS FOR ELT's TOOLS

The logos used by Especialidades Luminotécnicas S.A.U. have been generated using the company's proprietary alphabet, creating an identity inherent to both the entity and its products / tools and technologies.

eSMART



iSOFT

iMONITOR

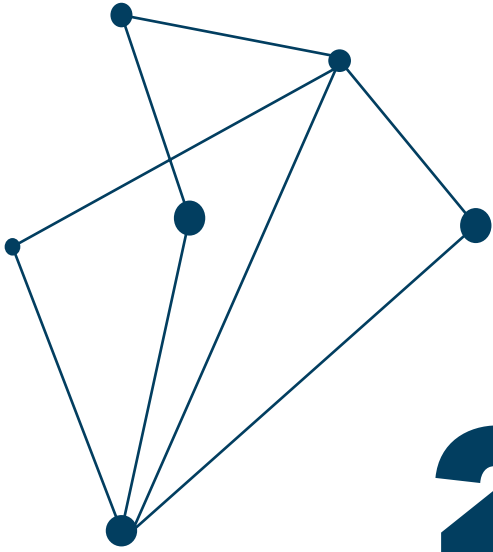


ONESHOT

U<sup>elt</sup>pulse

ALIS by STELARIA

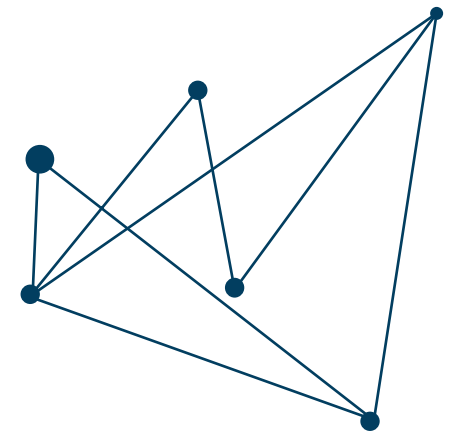
IDUS by STELARIA



# 2.

# THE COLOUR

Corporate, graded colours on different backgrounds.





## ELT's PRIMARY COLOUR

Blue must be ELT's primary colour in all its communications.

Blue represents values that are strongly linked to the entity such as its work ethic, integrity, progress and loyalty.

# 2. THE COLOUR

ELT benefits from an extensive range of secondary colours in order to identify its different lighting solutions.



CMYK	RGB	PANTONE
C: 100 M: 74 Y: 36 K: 29	R: 10 G: 59 B: 95	302 C



CMYK	RGB	PANTONE
C: 54 M: 40 Y: 38 K: 3	R: 134 G: 141 B: 146	877 C



CMYK	RGB	PANTONE
C: 80 M: 43 Y: 34 K: 6	R: 55 G: 118 B: 143	7698 C



CMYK	RGB	PANTONE
C: 66 M: 5 Y: 100 K: 0	R: 100 G: 173 B: 48	7737 C



CMYK	RGB	PANTONE
C: 60 M: 2 Y: 42 K: 33	R: 82 G: 144 B: 127	5483 C



CMYK	RGB	PANTONE
C: 9 M: 35 Y: 1 K: 0	R: 31 G: 137 B: 201	7689 C

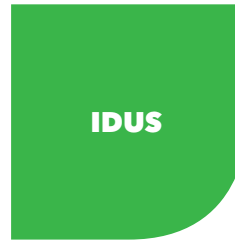


CMYK	RGB	PANTONE
C: 11 M: 98 Y: 58 K: 3	R: 208 G: 26 B: 73	7636 C

## 2. THE COLOUR



<b>CMYK</b>	<b>RGB</b>	<b>PANTONE</b>
C: 2 M: 77 Y: 4 K: 0	R: 232 G: 90 B: 152	202 C



<b>CMYK</b>	<b>RGB</b>	<b>PANTONE</b>
C: 75 M: 0 Y: 100 K: 0	R: 57 G: 169 B: 53	361 C



<b>CMYK</b>	<b>RGB</b>	<b>PANTONE</b>
C: 78 M: 27 Y: 42 K: 2	R: 47 G: 142 B: 147	7473 C

**PANTONE® CODES**

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Pantone Solid Coated  
302c  
100%



Pantone Solid Coated  
302c  
50%



Pantone Solid Coated  
302c  
90%



Pantone Solid Coated  
302c  
30%



Pantone Solid Coated  
302c  
70%



Pantone Solid Coated  
302c  
20%





**INNOVATION IN LIGHTING TECHNOLOGY**



[www.elt.es](http://www.elt.es)

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Pol. Malpica, C/E, nº11 50016 Zaragoza (España) Tel +34 976 573 660 Fax +34 976 574 960 email:elt@elt.es