



oleotourism

SPAIN

User manual **OLEOTOURISM SPAIN**



MARUJALIMÓN

AGENCIA DE PUBLICIDAD CREATIVA

1. BASIC ELEMENTS OF IDENTITY

1. BRAND

- 1.1 Iconotype
- 1.2 Main graphic mark
- 1.3 Color, black and negative versions
- 1.4 Coexistence with trademarks
- 1.4 Coexistence with trademarks
- 1.5 Graphic mark
- 1.6 English version
- 1.7 Graphic mark. Variant
- 1.8 Graphic construction of the mark
- 1.9 Protection zone and minimum reduction
- 1.10 Chromatic use
- 1.11 Typographies
- 1.12 Colors

2. STATIONERY AND SOCIAL NETWORKS

Paper formats (din standards)

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- 2.2 American envelopes
- 2.3 Pouch envelopes
- 2.4 Business cards
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- 2.12 Look & feel for web
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- 2.15 Branding plaque

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- 4.2 T-shirt
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about oleotourism



INTRO

This dossier is the style guide and corporate image of the brand **Oleoturismo España** and **Oleotourism Spain**. The document includes the brand usage manual, general corporate stationery applications, applications for textile and large format visibility elements, and finally, different examples of screen printing and applications for merchandising and promotional elements and products.

The “**OleoturismoEspaña**” project brings together the different oleotourism destinations in Spain, a world leader in olive oil and table olive production.

The project currently has different entities and institutions that offer the oleotourism experience throughout the national territory. The Spanish provinces, integrated in **AEMO**, which are part of the project through their councils, are Jaén, Córdoba, Seville, Granada and Huelva in Andalusia, Badajoz and Cáceres in Extremadura, Ciudad Real in Castile-La Mancha and Tarragona in Catalonia.

Each county council and destination, in turn, have their respective applications in both the Spanish and English versions.

This project aims to **establish and strengthen** with an original, identifiable and memorable brand the different olive oil tourism destinations in Spain, articulating them through the provinces, so that they are synthesized in a quality tourism product that attracts visitors to know the culture of olive oil and olive tree, along with all the natural, historical, gastronomic and heritage of these regions and regions.

intro

01

**Basic
elements
of identity**



1. BRAND

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1.1 ICONOTYPE



1.2 MAIN GRAPHIC MARK



1.3 COLOR, BLACK AND NEGATIVE VERSIONS



oleotourism
S P A I N



oleotourism
S P A I N



oleotourism
S P A I N

1.3 COLOR, BLACK AND NEGATIVE VERSIONS



1.4 COEXISTENCE WITH BRANDS





oleoturismo
E S P A Ñ A

1.7 GRAPHIC BRAND. VARIANT



1.7 GRAPHIC BRAND. VARIANT





oleotourism
S P A I N
destination Sevilla



oleotourism
S P A I N
destination Jaén



oleotourism
S P A I N
destination Córdoba



oleotourism
S P A I N
destination Cáceres



oleotourism
S P A I N
destination Granada



oleotourism
S P A I N
destination Badajoz



oleotourism
S P A I N
destination Ciudad Real



oleotourism
S P A I N
destination Huelva



oleotourism

S P A I N

*destination Costa Daurada
y Terres de l'Ebre*



oleotourism

S P A I N

destination Costa Daurada

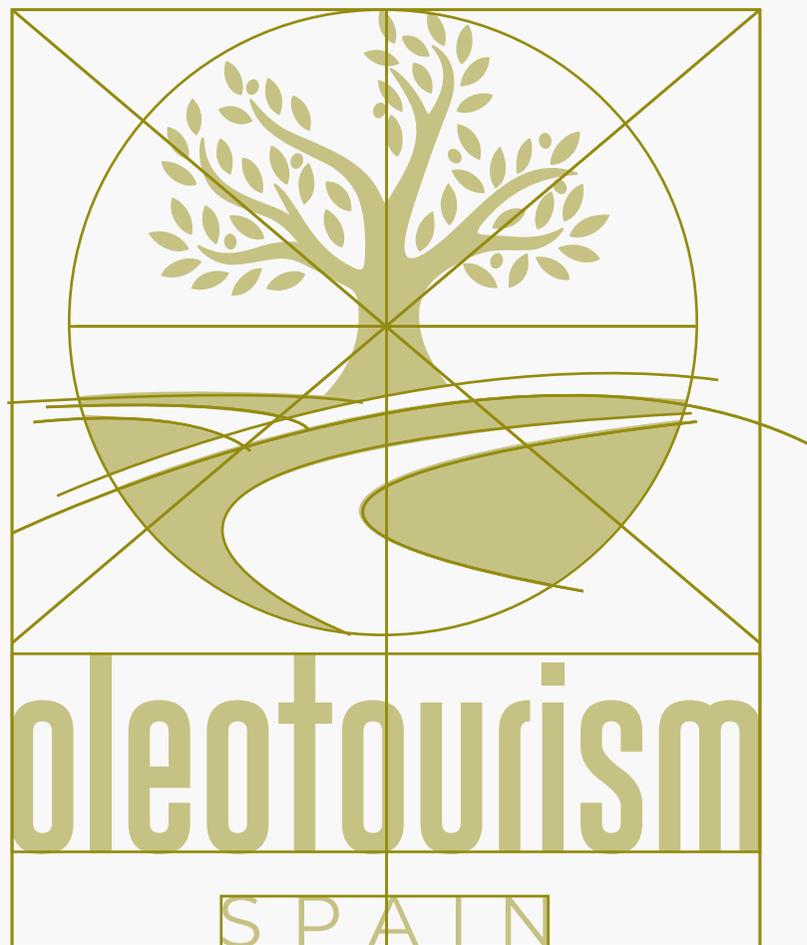


oleotourism

S P A I N

destination Terres de l'Ebre

1.8 GRAPHIC CONSTRUCTION OF THE BRAND



1.9 PROTECTION ZONE AND MINIMUM REDUCTION



Medios impresos



Medios digitales



1.10 CHROMATIC USE: THE BRAND ON CORPORATE COLORED BACKGROUNDS



1.10 CHROMATIC USE: THE BRAND ON BLACK AND WHITE BACKGROUNDS





1.11 TYPOGRAPHY

Internal use
Corporate use
Advertising and editorial use

1.10 CHROMATIC USE: THE MARK ON OTHER COLORED BACKGROUNDS



1.11 TYPEFACES: INTERNAL, CORPORATE AND ADVERTISING/EDITORIAL USE

gobold uplow

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
0 1 2 3 4 5 6 7 8 9 ? !

MONTERRAT

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
0 1 2 3 4 5 6 7 8 9 ? !

Hey August

*a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ? !*



1.12 COLORS

Corporate color: spot color, Internet and multimedia version,
print color

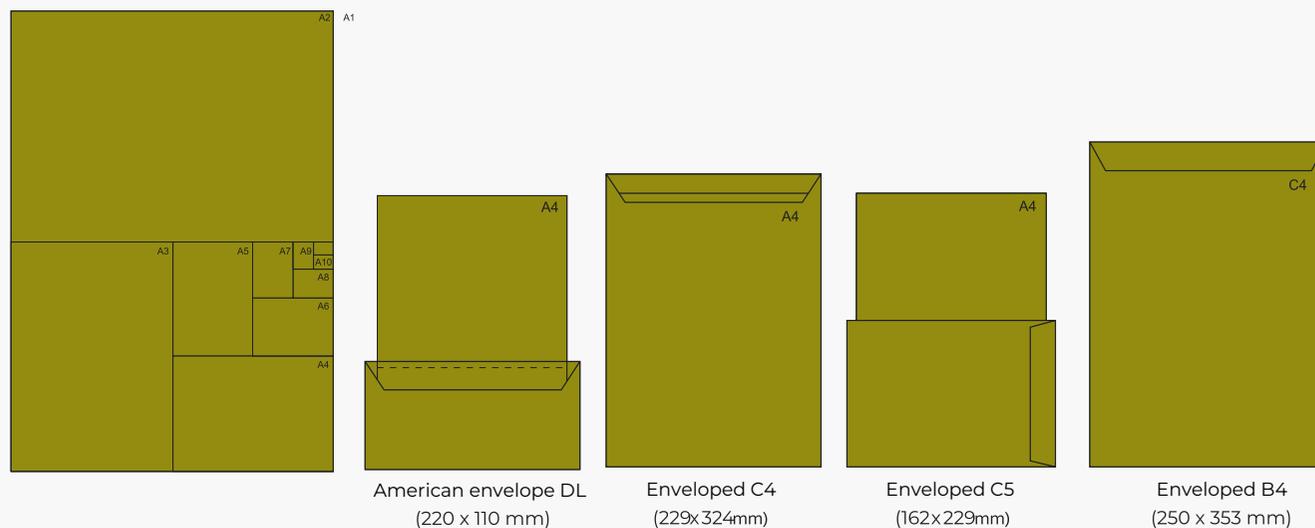
**1.12 CORPORATE COLOR: SPOT COLOR, INTERNET
AND MULTIMEDIA VERSION, PRINT COLOR**

Pantone 112 C			Pantone 446 C			Pantone 663 C		
CMYK	RGB	HX	CMYK	RGB	HX	CMYK	RGB	HX
43	147	#938A0F	64	67	#434242	12	230	#E6E4E0
32	138		56	66		9	228	
100	15		53	66		12	224	
17			55			0		

02

Stationery and social media

PAPER FORMATS (DIN STANDARDS)



Denomination	Serial A	Serial B	Serial C
0	841 x 1.189	1.000 x 1.414	917 x 1.297
1	594 x 841	707 x 1.000	648 x 917
2	420 x 594	500 x 707	458 x 648
3	297 x 420	353 x 500	324 x 458
4	210 x 297	250 x 353	229 x 324
5	148 x 210	176 x 250	162 x 229
6	105 x 148	125 x 176	114 x 162
7	74 x 105	88 x 125	81 x 114
8	52 x 74	62 x 88	57 x 81
9	37 x 52	44 x 62	
10	26 x 37	31 x 44	

Measures en mm



2. STATIONERY AND SOCIAL MEDIA

- 2.1 Letterhead
- 2.2 American envelopes
- 2.3 Pouch envelopes
- 2.4 Business cards
- 2.5 White internal use folder
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- 2.14 Company certification diploma
- 2.15 Branding plaque

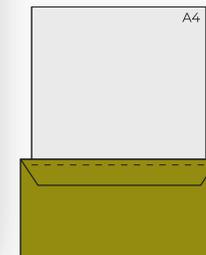
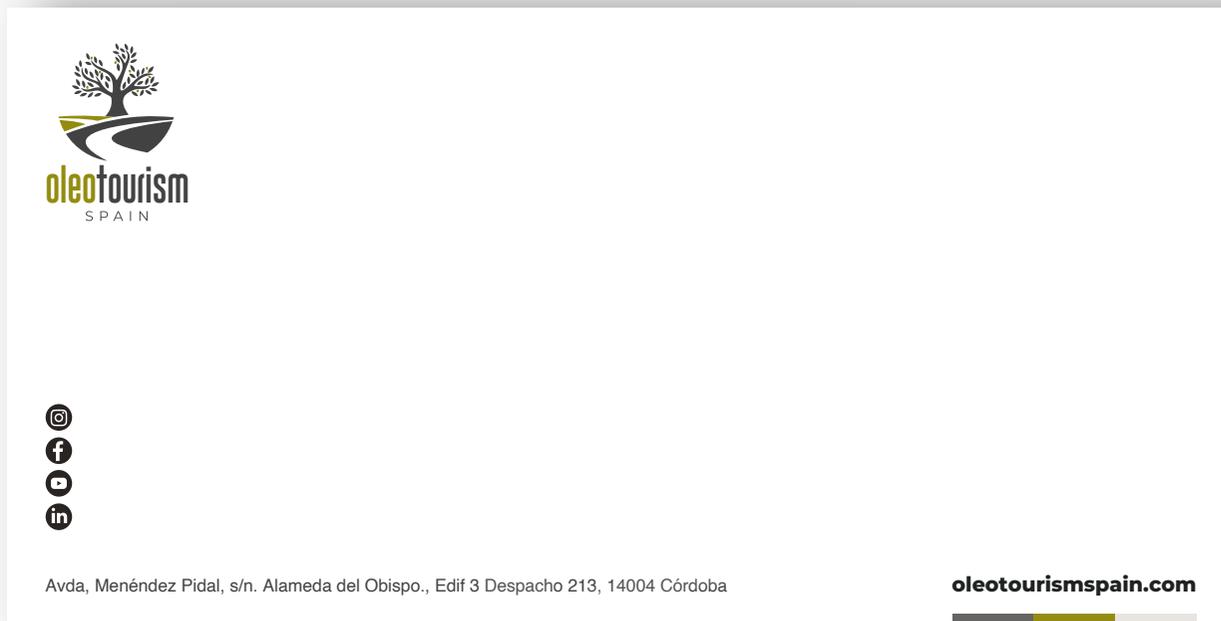
2.1 LETTER PAPER



Format
A4 (210 x 297 mm)

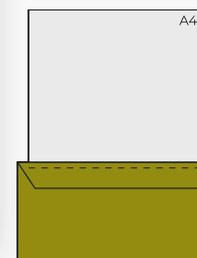


2.2 AMERICAN ENVELOPES



American envelope DL
(220 x 110 mm)

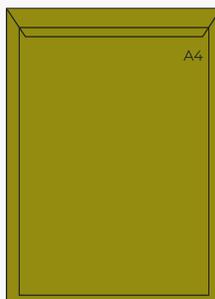
2.2 AMERICAN ENVELOPES WINDOW



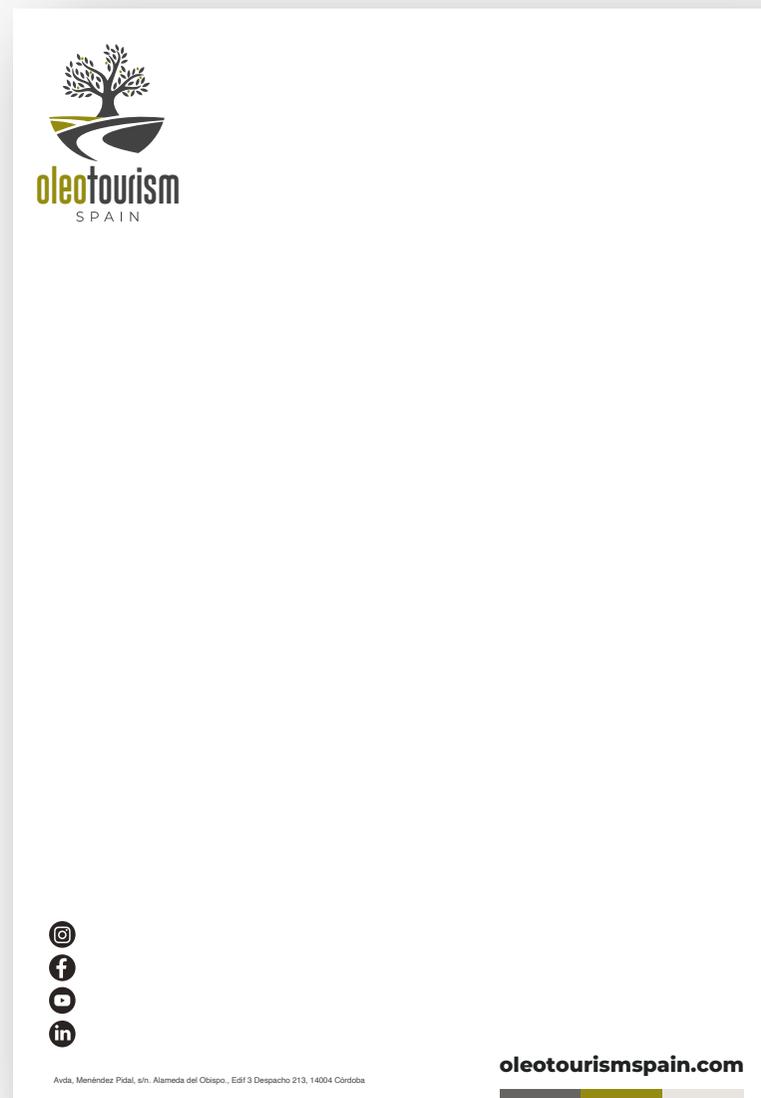
American envelope DL
(220 x 110 mm)

2.3 ENVELOPE BAG

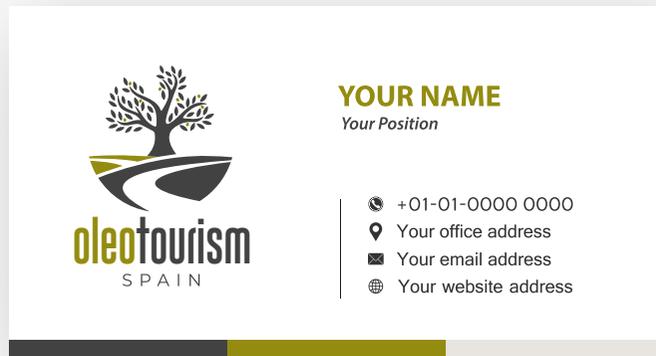
Format C4
229 x 324 mm



Envelope C4
(229 x 324 mm)



2.4 BUSINESS CARDS



2.5 WHITE INTERNAL USE FOLDER

Format
235 x 320 mm (cerrado)



2.7 SOCIAL MEDIA



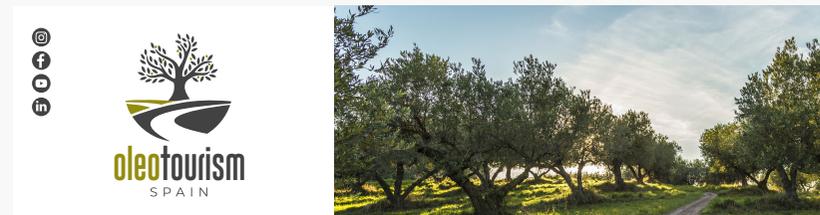
Facebook



Twitter

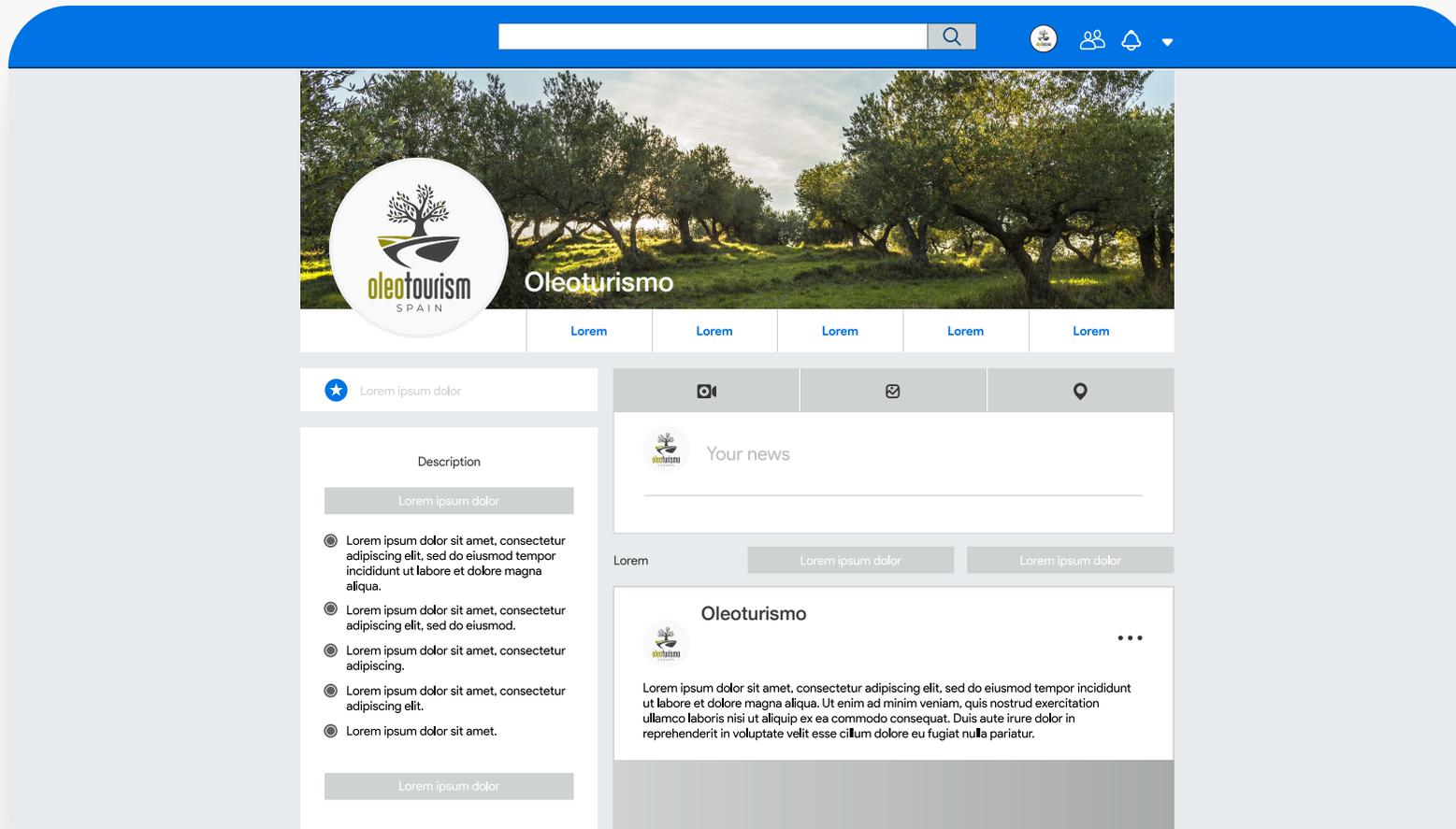


Youtube

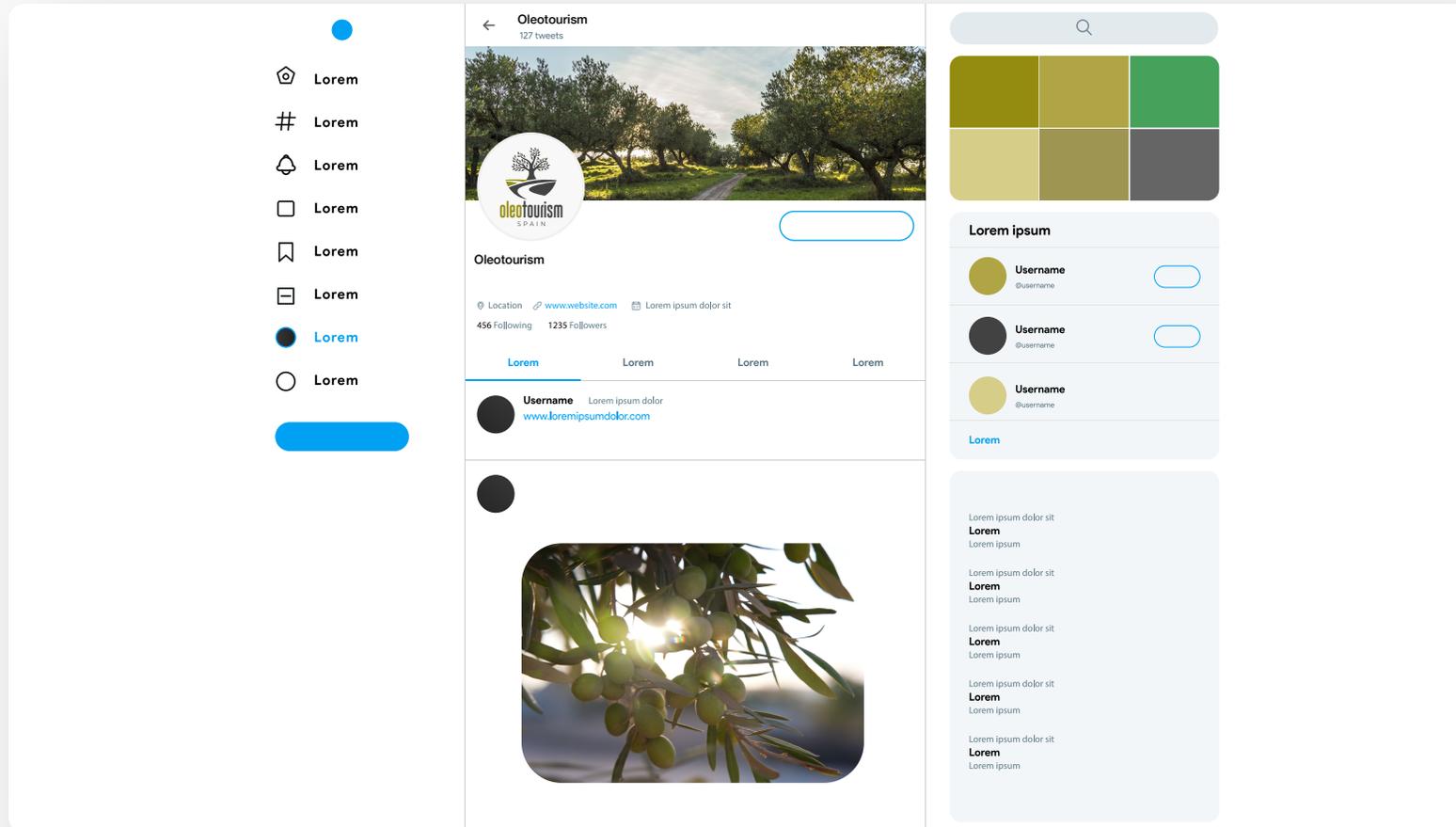


LinkedIn

2.8 FACEBOOK



2.9 TWITTER



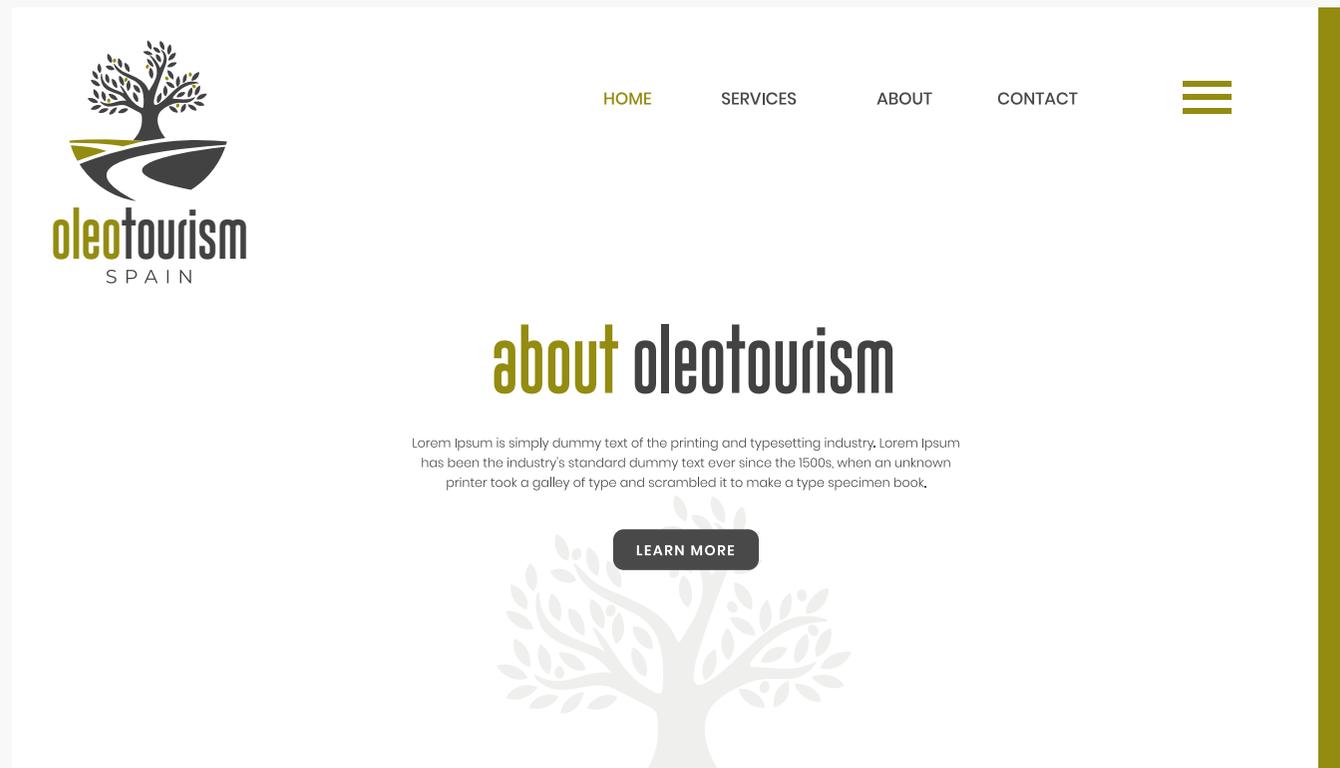
2.10 COLOR FOLDER WITH SPINE



2.11 LOOK & FEEL FOR BROCHURE



2.12 LOOK & FEEL FOR WEB



2.14 COMPANY CERTIFICATION DIPLOMA



2.15 BRAND ADHESION PLAQUE



03

Signage



3. SIGNAGE

- 3.1 Car
- 3.2 Photocall
- 3.3 Rollup

3.1 CAR



3.2 PHOTOCALL



3.3 ROLLUP



04

Merchan



4. MERCHAN

- 4.1 Cloth bags
- 4.2 T-shirts
- 4.3 Mugs
- 4.4 Thermal bottle
- 4.5 Notebooks

4.1 FABRIC BAGS



4.2 T-SHIRT



4.3 CUP



4.4 THERMOS FLASK



4.5 NOTEBOOKS





MARUJALIMÓN

AGENCIA DE PUBLICIDAD CREATIVA



Premio

**MEJOR AGENCIA DE
PUBLICIDAD DEL AÑO**

Smile Festival 2023

ahí lo dejo...

