



Antevenio trademark application guide
Scope: commercial





A VERY VALUABLE IMAGE

Our corporate image is of key importance as we create and establish a unique and powerful Antevenio identity.

It helps us to transmit values that are important for and consolidated in our Company, such as confidence, quality and proximity.

For our clients to perceive these values in a clear and positive manner, a small effort is required of all of us who work with the trademark.

This guide contains the care and rules of application that both the leading trademark and Antevenio's satellite trademarks require to be presented in a correct, consistent, identifiable and effective manner.

The Antevenio image will then be stronger, more solid and familiar to everyone.



Basic guide
Standards for use

**ANTEVENIO
TRADEMARK
1.1**

The trademark has been designed for use whenever possible in its principal version. However, for applications where it cannot be used in its principal format, we have other authorised versions that are presented below.

Principal version



Authorised versions 2 colours – 1 colour



* A version not contemplated in this document may be used in exceptional situations, but it must be authorised by Antevenio Corporate Marketing management.



MINIMUM SIZE

1.2

To ensure optimal reproduction of the Antevenio trademark, it may not be used in a size smaller than 35 mm.



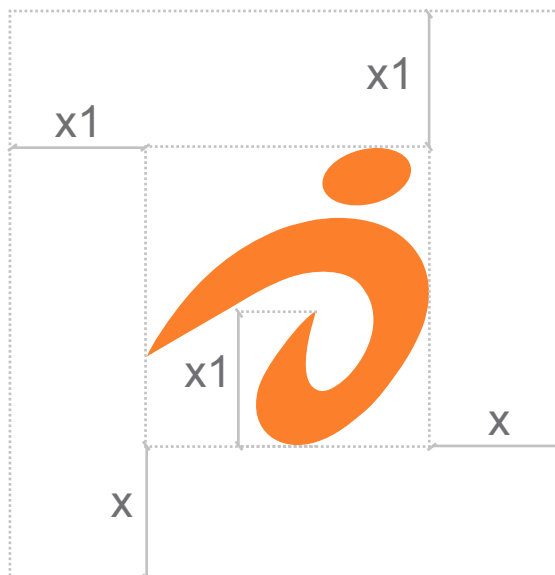
RESERVED SPACE

1.3

We protect the trademark with an area that cannot be invaded by other elements, in order to maintain its integrity and visual impact.



Space reserved in the independent application of the isotype.



ISOTYPE APPLICATION

1.4

The independent application of the isotype separately from the rest of the logo in any of the authorised versions is reserved for corporate material, when authorised by Antevenio Corporate Marketing management.



antevenio

TRADEMARK COLOURS

1.5

It is important for the Antevenio trademark to be printed in **direct inks (Pantone)** whenever possible. Otherwise, the following CYMK percentages will be used.



Pantone 151

CMYK: 0% 64% 97% 0%

RGB: 255/115/0

Hexadecimal: # FF7300

Application of each colour system:

Pantone system and CMYK:
Material for professional printing

RGB system:
Material developed for display on screen

Hexadecimal system:
Web environment.



Pantone 289

CMYK: 100% 91% 39% 48%

RGB: 0 / 35 / 76

Hexadecimal: # 00234C



70% black ink

CMYK: 0% 0% 0% 70%

RGB: 112 / 112 / 112

Hexadecimal: # 707070

APPLICATION IN MERCHANDISING

1.6

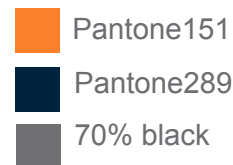
Application in merchandising will always be **based on the principal trademark as the first option**; otherwise, any of the authorised versions may be used.

Whenever possible, it is important for the trademark applied in merchandising to be accompanied by the corporate website's url: www.antevenio.com.

For quality reasons related to the print system most commonly used in merchandising (screen or digital printing), the company claim that is included in the trademark, "Anticipation e-Marketing" may be eliminated.

If the full logo cannot be used for reasons of size (name not very legible), the word Antevenio+url may be used in any of its authorised colour versions; or the isotype can be used with the corporate url.

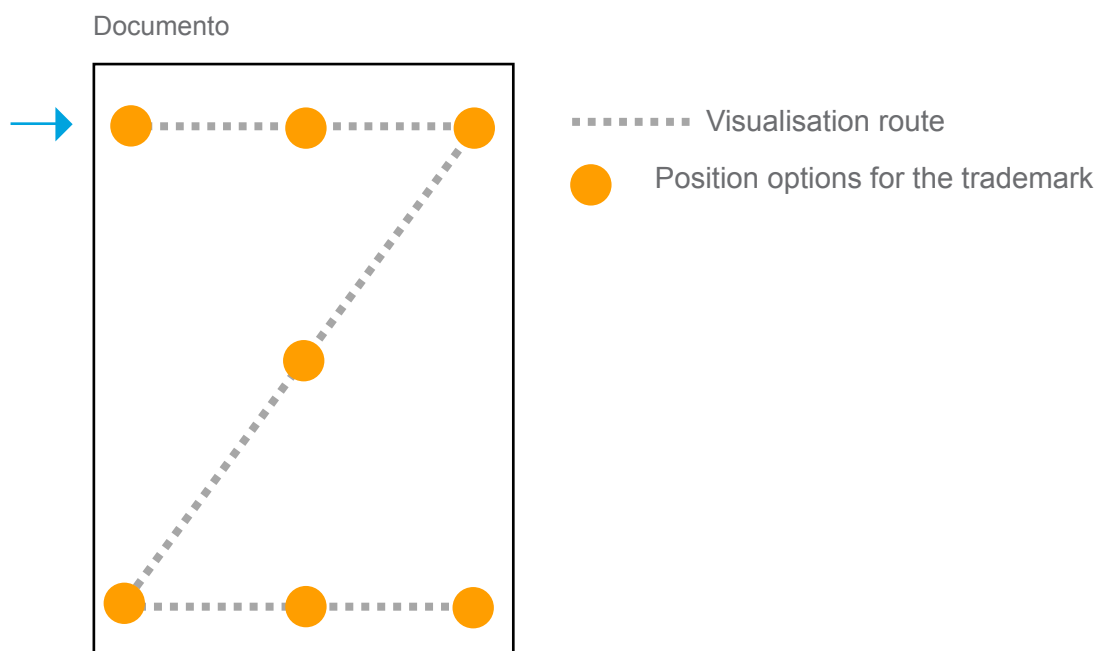
antevenio
www.antevenio.com



POSITION OF THE TRADEMARK

1.7

The position of the trademark, within the design of both corporate and promotional material, will respect the Z-shaped visualisation theory.



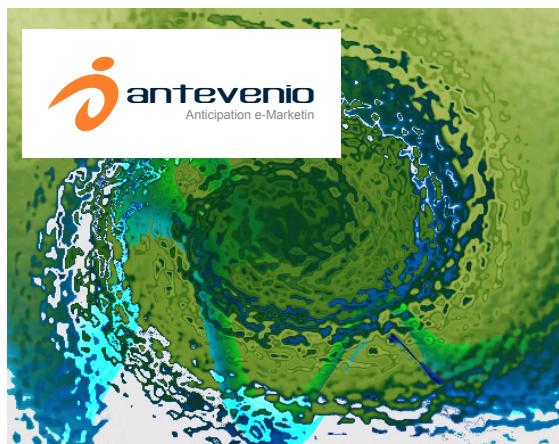
◎ APPLICATION ON COLOUR AND PHOTOGRAPHIC BACKGROUNDS

1.8

As a general rule, the logo must be optimally and completely seen on any possible colour or photographic background.

An attempt will always be made to apply the trademark directly on the background, in any of its authorised colours, without being inserted in a box frame and in a leading position.

If this is not possible, it may be included on a white or black (in its negative version) box, respecting the reserved space distances mentioned earlier.



INCORRECT USE OF THE TRADEMARK

1.9

All versions that do not meet the criteria defined in this document shall not be valid and may therefore not be published. Following are some of the most common errors in the use of the trademark.



*The proportion between the isotype and the name defined in the principal version may not be varied



*Never draw a box line around the trademark



*The original arrangement of the trademark cannot be changed.



*Never alter the colours of the elements that comprise the trademark.



*Elements from several authorised versions may not be combined.



Basic guide
Standards of use
Satellite trademarks

◎ SATELLITE TRADEMARKS

2.1

Associated to Antevenio products and services are satellite trademarks that share the aesthetics of the principal trademark. **They must all respect the standards of use defined in the Basic Guide (point 1 of this document).**

Some of these trademarks have peculiarities relative to the principal trademark, that will be described here.



◎ **CENTROCOM** **TRADEMARK** **2.1**

The trademark has been designed to be used in its principal version whenever possible. However, in applications where it cannot be used in its principal format, we have other authorised versions that are shown below. We also define the specific reserved space for this trademark and its colours.

Principal version



Authorised versions 1 colour



Reserved space



Trademark colours



Pantone 151

CMYK: 0% 64% 97% 0%

RGB: 255/115/0

Hexadecimal: # FF7300



Pantone 289

CMYK: 100% 91% 39% 48%

RGB: 0 / 35 / 76

Hexadecimal: # 00234C



Application of the Centrocom trademark must comply with the standards of use established in the Basic **Guide for the principal trademark: Antevenio** (point 1 of this document)

◎ **CORREO DIRECT** **TRADEMARK** **2.2**

The trademark has been designed to be used in its principal version whenever possible. However, in applications where it cannot be used in its principal format, we have other authorised versions that are shown below. We also define the specific reserved space for this trademark and its colours.

Principal version



Authorised versions 1 colour



Reserved space



Trademark colours



Pantone 151

CMYK: 0% 64% 97% 0%

RGB: 255/115/0

Hexadecimal: # FF7300



Pantone 289

CMYK: 100% 91% 39% 48%

RGB: 0 / 35 / 76

Hexadecimal: # 00234C



Application of the Correodirect trademark must comply with the standards of use established in the **Basic Guide for the principal trademark: Antevenio** (point 1 of this document)

NETFILIA TRADEMARK 2.3

The trademark has been designed to be used in its principal version whenever possible. However, in applications where it cannot be used in its principal format, we have other authorised versions that are shown below. We also define the specific reserved space for this trademark and its colours.

Principal version



Authorised versions 1 colour



Reserved space



Trademark colours



Pantone 151

CMYK: 0% 64% 97% 0%

RGB: 255/115/0

Hexadecimal: # FF7300



Pantone 289

CMYK: 100% 91% 39% 48%

RGB: 0 / 35 / 76

Hexadecimal: # 00234C



Application of the Netfilia trademark must comply with the standards of use established in the **Basic Guide for the principal trademark: Antevenio** (point 1 of this document)

MDIRECTOR TRADEMARK 2.4

The trademark has been designed to be used in its principal version whenever possible. However, in applications where it cannot be used in its principal format, we have other authorised versions that are shown below. We also define the specific reserved space for this trademark and its colours.

Principal version



Authorised versions 1 colour



Reserved space



Trademark colours



Pantone 151
 CMYK: 0% 64% 97% 0%
 RGB: 255/115/0
 Hexadecimal: # FF7300



Pantone 289
 CMYK: 100% 91% 39% 48%
 RGB: 0 / 35 / 76
 Hexadecimal: # 00234C



Application of the Mdirector trademark must comply with the standards of use established in the **Basic Guide for the principal trademark: Antevenio** (point 1 of this document)

SHOPALL TRADEMARK 2.5

The trademark has been designed to be used in its principal version whenever possible. However, in applications where it cannot be used in its principal format, we have other authorised versions that are shown below. We also define the specific reserved space for this trademark and its colours.

Principal version



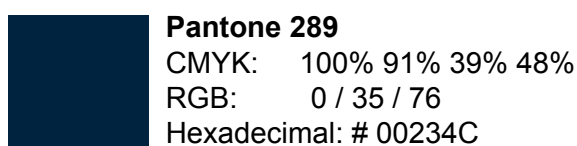
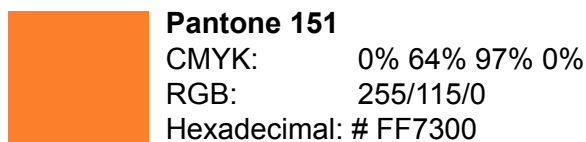
Authorised versions 1 colour



Reserved space



Trademark colours



Application of the Shopall trademark must comply with the standards of use established in the **Basic Guide for the principal trademark: Antevenio** (point 1 of this document)

ANTEVENIO MOBILE TRADEMARK 2.6

The trademark has been designed to be used in its principal version whenever possible. However, in applications where it cannot be used in its principal format, we have other authorised versions that are shown below. We also define the specific reserved space for this trademark and its colours.

Principal version



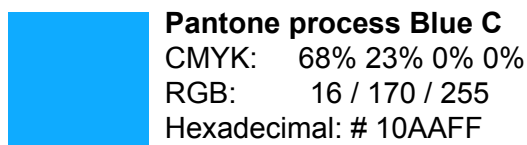
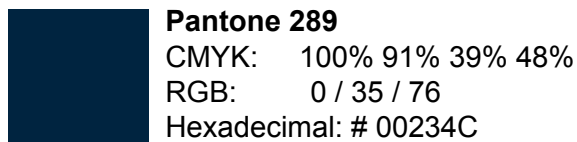
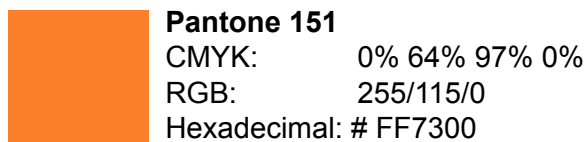
Authorised versions 2 colours / 1 colour



Reserved space



Trademark colours



Application of the Antevenio Mobile trademark must comply with the standards of use established in the **Basic Guide for the principal trademark: Antevenio** (point 1 of this document)



Basic Guide
Fonts and colours

○ FONTS ASSOCIATED TO THE TRADEMARK

3.1

The primary font families are Arial and Century Gothic. They will be used as a basis in texts and corporate applications.

The font used for both the principal trademark, Antevenio, and its satellite trademarks, is Regenerate (BRK) Regular. This font will not be used for any application other than the trademark. The original font has been modified in some of the satellite trademarks, for reasons of proportion, so it is advisable always to use vector files for the use of the trademarks.

ARIAL

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Rounded MT Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

© FONTS ASSOCIATED TO THE TRADEMARK

3.1

Century Gothic

Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regenerate (BRK)

Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

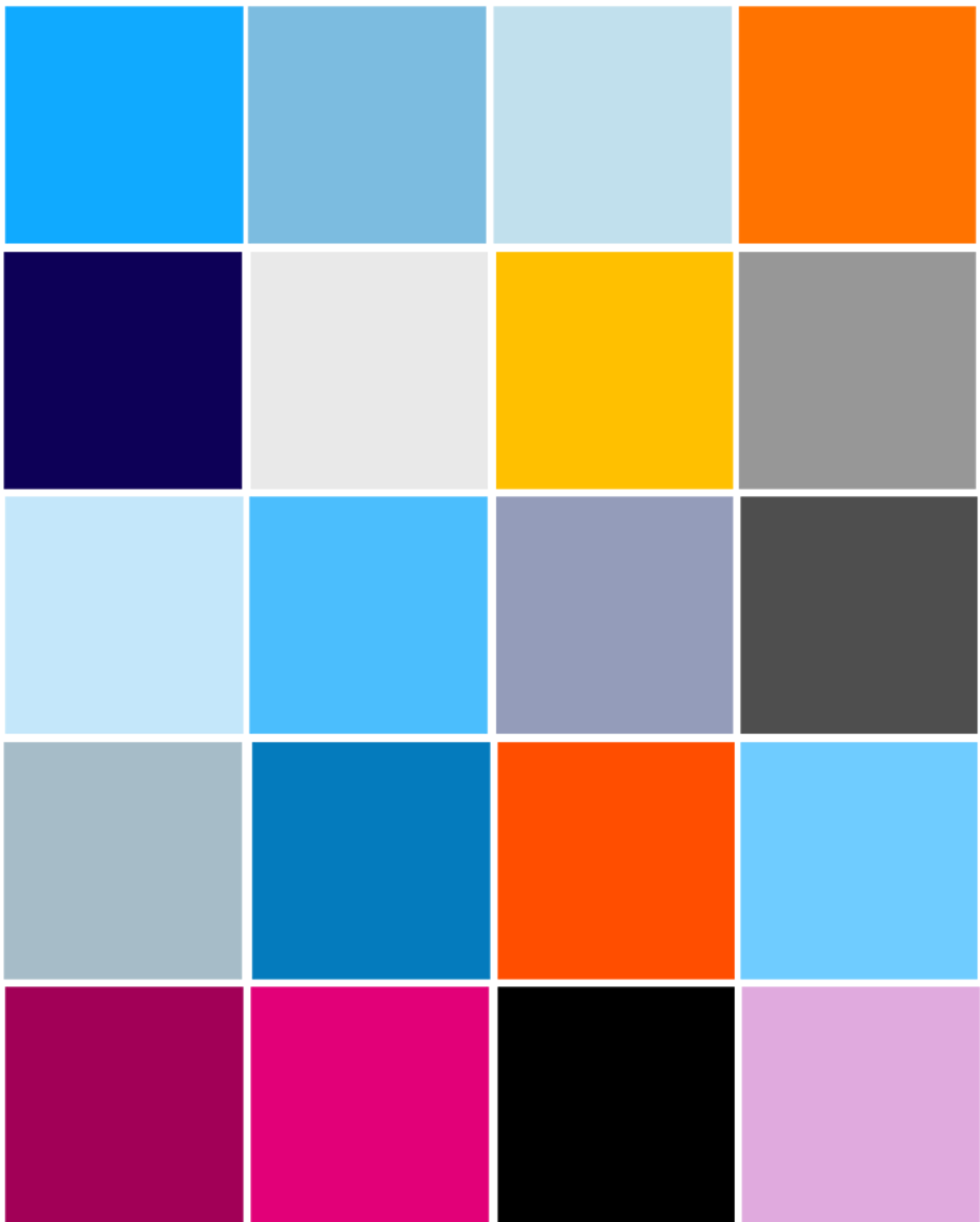


- This font may only be used for the trademark and never for headlines or continuous text.

○ FRIENDLY COLOUR GUIDE

3.2

The colours shown below do not belong to the standards of use and there is no condition or requirement of use associated to them. It is a range of colours related to Antevenio and all its trademarks, and may be used as a support guide if the designer sees fit.





Thank you for following the standards defined in this document and protecting our image.

For doubts or questions arising in relation to this document, please contact Antevenio Corporate Marketing management:

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WWW.ANTEVENIO.COM