



# BASIC BRAND GUIDELINES

## Corporate Signature

The corporate signature, a key element of a company's identity, is the addition of the symbol, the typographic arrangement, and the corporate colors. Its proportions and characteristics, as well as the relationships among its components must be strictly respected and supervised for correct application.

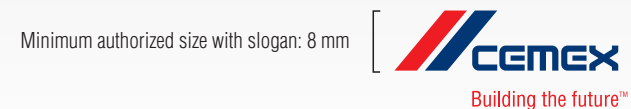
## Slogan usage with corporate signature

According to the company's communications and positioning strategies, the approved slogan is "Building the future" (or "Construyendo el futuro", in Spanish).

The slogan will be positioned underneath the corporate signature, aligned with the left edge of the letter "C" in CEMEX, and leaving a free space between the baseline of the logotype and the edge of the uppercases in the slogan, equal to the isolation area ( $1/3 X$ ). It should include the initials "TM" at the end of the slogan in a size equivalent to  $1/3$  of that of the slogan, and should be aligned to the top edge of the typography and without a period at the end.

## Isolation Areas

Isolation areas are defined by the virtual space limited by a margin on each side equivalent to  $1/3$  of the symbol's total height. In order to preserve legibility and a sharp reproduction of CEMEX identity, an authorized minimum size has been determined, which is shown above. Due to the proportions of the corporate signature, it is important that all reproductions be made from authorized art, and by a qualified staff.



## Colors and combinations

Color is a fundamental component of a company's visual identity; together with the corporate signature, it supports a company's identification. Based on the PANTONE MATCHING SYSTEM® (PMS\*), the colors for the CEMEX symbol and logotype are as follows:



	PANTONE	CMYK	RAL SYSTEM	3M VINYL	VINYL MAC TAC	WEB
Corporate Blue	PMS 281 C	C100 M72 Y0 K38	5003	SAPPHIRE 7725-37	REF. 9839-12	#023185
Corporate Red	PMS 185 C	C0 M91 Y76 K0	3020	GERANIUM 7725-63	REF. 9859-11	#E3303D
White	—	—	9010	—	—	—

\*PMS is a registered trademark of Pantone Inc.

## Light Backgrounds

For those applications in which the corporate signature is reproduced over light color backgrounds, special care must be taken in color selection to assure its correct reproduction and legibility.

Based on the PANTONE MATCHING SYSTEM® (PMS\*), the suggested colors for these applications are:

PMS\* Cool Gray 2  
PMS\* Cool Gray 4  
PMS\* Warm Gray 2  
PMS\* Warm Gray 4



Corporate signature over  
Pantone Cool Gray 2 background



Corporate signature with slogan over  
Pantone Cool Gray 2 background



Corporate signature over  
Pantone Cool Gray 4 background



Corporate signature with slogan over  
Pantone Cool Gray 4 background

## Dark Backgrounds

For those applications in which the corporate signature is reproduced over dark color backgrounds, special care must be taken in color selection to assure its correct reproduction and legibility.

Based on the PANTONE MATCHING SYSTEM® (PMS\*), the suggested colors for these applications are:

PMS\* Pantone 185C  
PMS\* Pantone 281C  
Black  
Dark Gray



On black background with the "halo" effect



Corporate signature over Pantone Blue 281C background



Corporate signature over Pantone Red 185C background



Instead, we recommend using the "halo" effect (a white diffusive shadow) behind the logo, the width of the white line must be equivalent to 2/3 of the width of the CEMEX's typography.

The width of the white line must be equivalent to 2/3 of the width of the CEMEX typography (shown as "X" in the diagram).

*Note: This close up of CEMEX's typography demonstrates the measure of the white outline width. CEMEX typography is intended for the corporate signature only, and must not be used on its own, or for any other purposes or applications.*

## One Color Reproduction

When the reproduction of the logo in full corporate colors is not possible, it should all be printed in one color over light backgrounds or reversed on dark backgrounds.

Some alternatives for such applications are shown below.



**Black**



**Reversed on black.**



**Pantone Blue 281C**



**Black, with first stripe in 60% black and the rest of the logotype solid black.**



**Pantone Red 185C**

## Incorrect Usages

Failure to comply with the rules set forth in this guide will result in a confusing and/or inconsistent image, and lessen the value of our corporate identity program.

Some of the most common incorrect uses of our logotype are shown below. We must always avoid them.

Changing corporate colors



Using the symbol or the logotype alone



Using the logotype downwards



Do not use CEMEX typography in an isolated way or in any other word



Reproducing the corporate identity in outline



Do not add foreign elements or typography in the logo

