



Brandbook - Visual Identity

Introduction

The correct application of the guidelines contained herein guarantee the correct recognition of the brand and, ultimately, contribute to its success.

This document defines a system of shapes, shapes, colors and basic concepts that allow the development of a unique personality for Cemex.

The Brandbook was not created to inhibit or limit our creativity in communication, but on the contrary, it is a starting point to encourage the creative development of the brand.



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VISUAL IDENTITY

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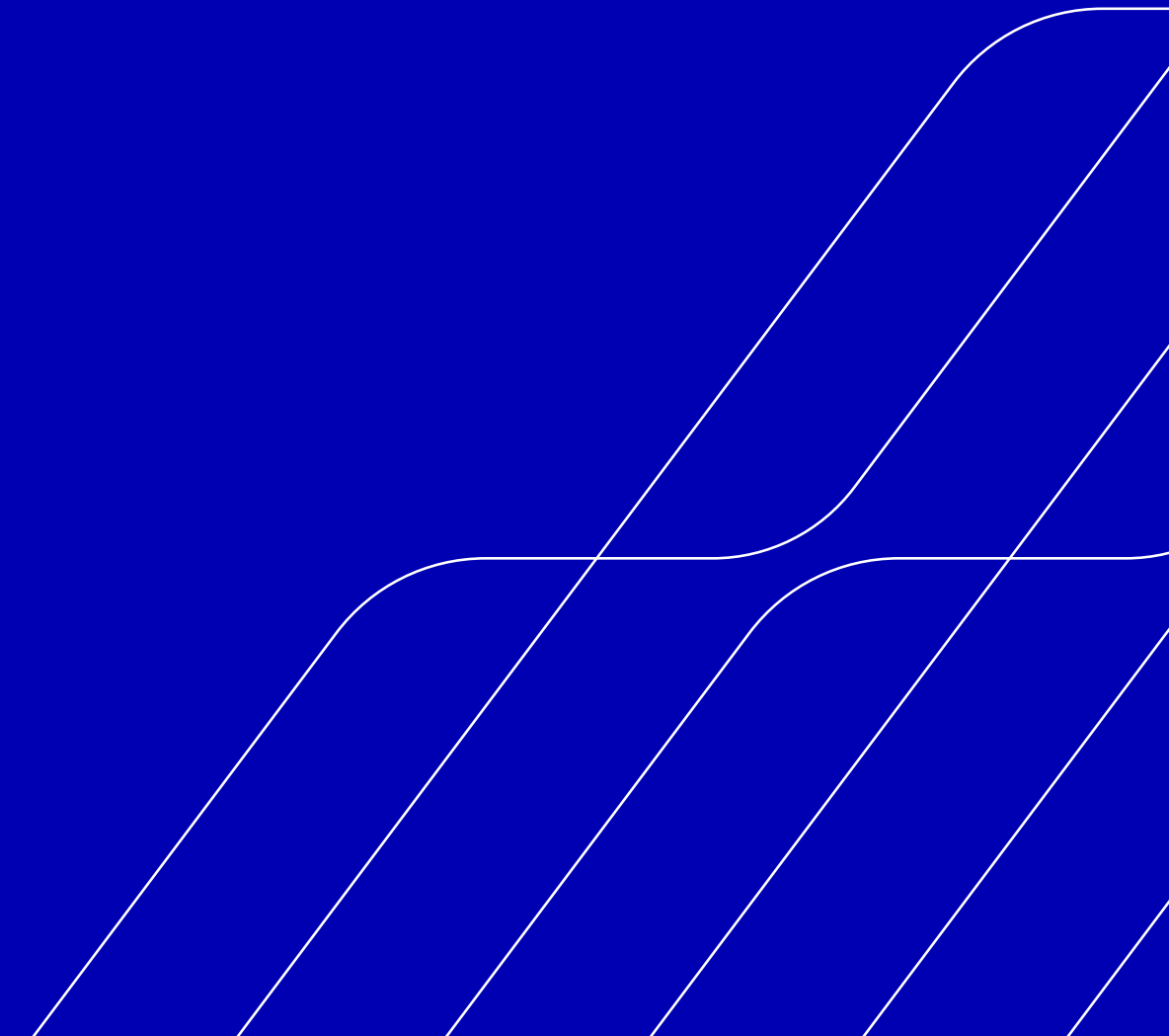
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Visual Identity

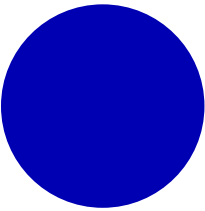


Brandmark

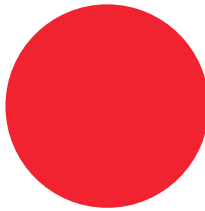
The brandmark is the corporate signature; a key element of a company's identity is the sum of the symbol, wordmark, and corporate colors.

The symbol represents the brand attributes. The wordmark is the graphic form of the name, differentiated by typographical style and color, where it is essential to respect its morphology.

The wordmark should never be used without the symbol, but the symbol can be applied without the wordmark if the brandmark is used in another space of the same communication.



PANTONE 293c
C 100 **R** 0
M 76 **G** 0
Y 0 **B** 179
K 9 **#0000b3**



PANTONE RED 032c
C 0 **R** 242
M 90 **G** 35
Y 76 **B** 49
K 0 **#f22331**

Secondary versions

The secondary version of the brandmark is monochrome and white for when it should apply over colors that are not white.



Secondary versions

The blue monochrome version will only be applied when the printing system does not allow using more than one color of ink, and the landmark must apply over a white background.

Versions secondary color

Likewise, this blue version could be used when you have to apply the landmark over one of the secondary colors, as indicated in the image.



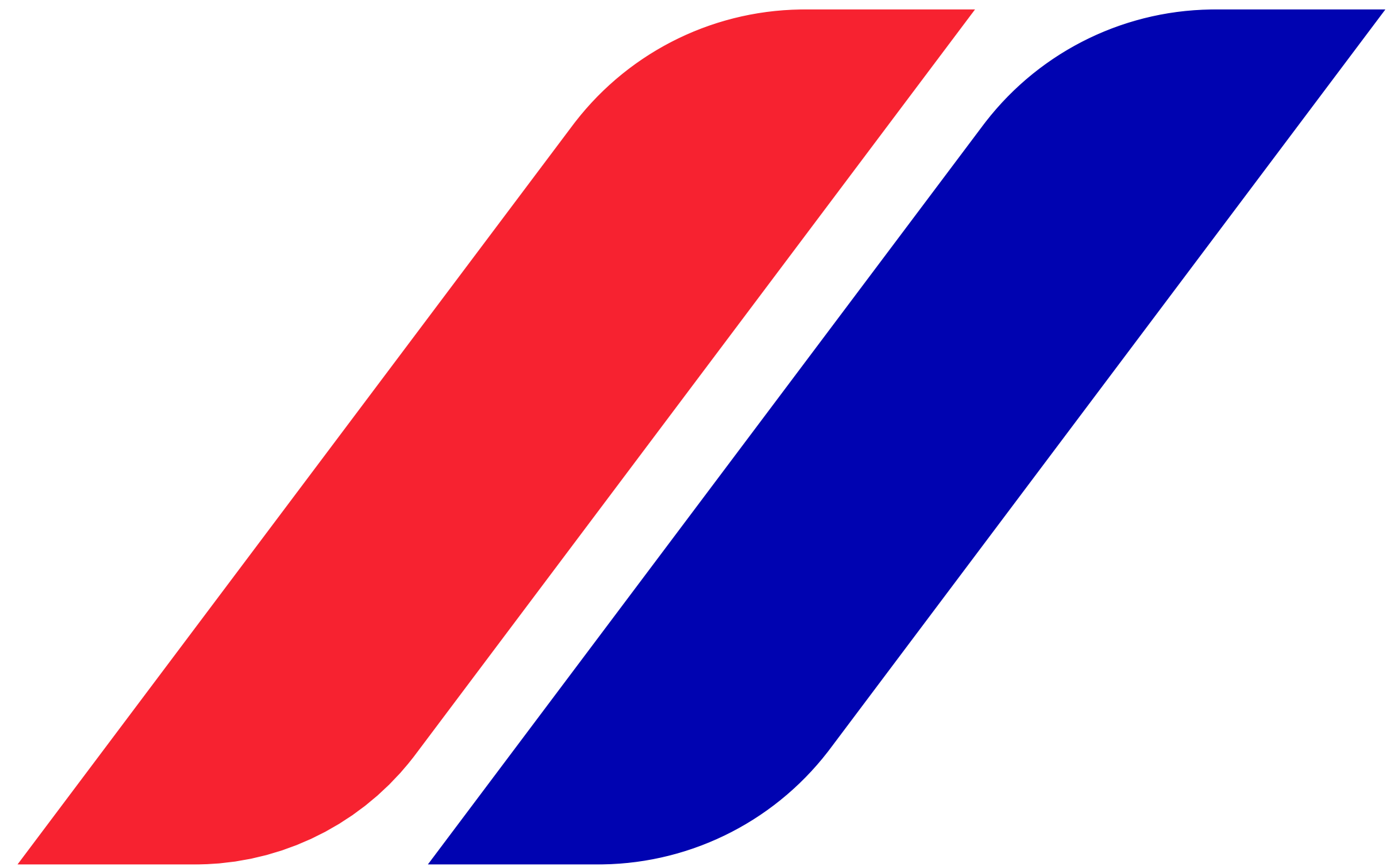
Black and white versions

The white and black monochrome version is established for applying it when the printing system does not allow color usage.



Symbol

The symbol can be used without the wordmark only on controlled brand environments such as helmets and merchandising material for collaborators.



Brandmark over images

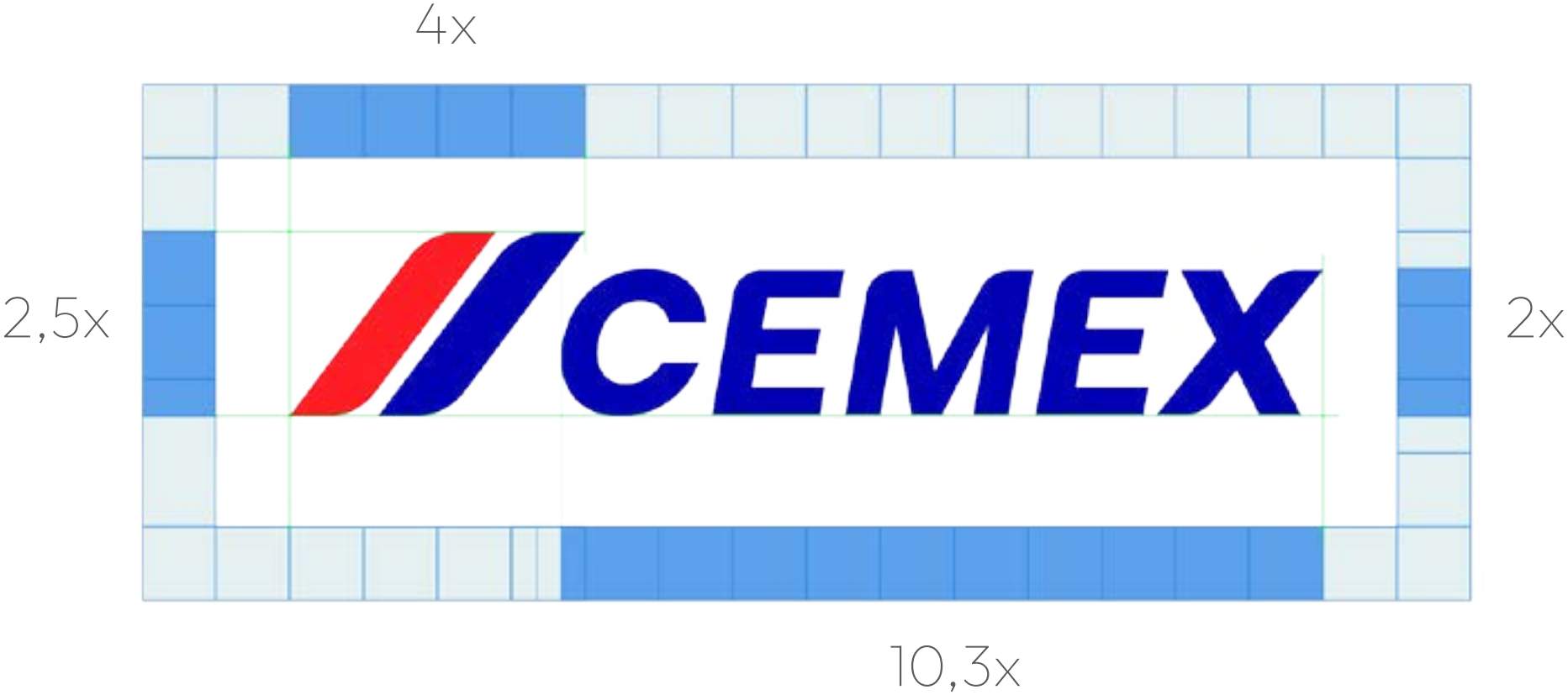
When applying our brandmark over any image, we must ensure its good readability.



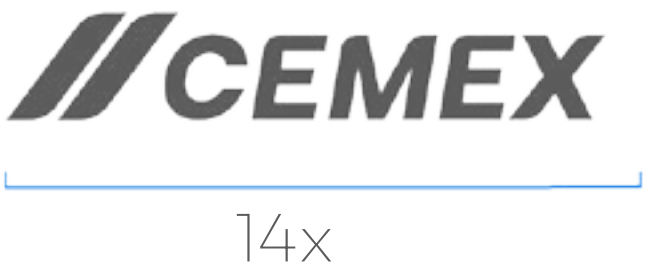
Construction

The present structure shows the relationships between elements and their arrangement in space.

These relationships may not be modified or altered to preserve the brand's visual identity intact.



The size of the X represents one fourteenth path of the length of Cemex brandmark.



Clear space and minimum size

Our logo combines a simple and modern wordmark and a symbol. The clear space ensures the visibility and prominence of the logo.

Please leave a clear area around the logo and isolate it from competing visual elements such as text and supporting graphics.

The clear space is equivalent to the size of the letter “C” for “Cemex,” both on the horizontal and vertical sides. This zone should be considered the absolute minimum safe distance; in most cases, the logo should be given more room to breathe.



2cm - 10px

Incorrect usage

The visual identity should not be modified to avoid destroying the structure on which it is based.

Therefore, applying the established regulations regarding the use of the logotype must be very careful.

As a guide, here are some misapplications that should be avoided to protect brand integrity.

- 1 • The red version of the identifier is prohibited.
- 2 • Do not alter the colors of the symbol.
- 3 • Do not change the font.
- 4 • Do not alter the structure of the identifier.
- 5 • Do not use low quality files.
- 6 • Do not change their colors.
- 7 • Do not alter the proportions of the identifier.
- 8 • Do not stretch the identifier.
- 9 • Do not use vertical down application.

1. 2. 3. 4. 5. 6. 7. 8. 9. 

Co-branding

Below are different examples or situations of co-branding with the Cemex identifier.

The height will govern the height of all identifiers of Cemex and the buffer area, as shown in the schematics.



Verbal complement

The phrase “Building a better future” / “Building a better future” is our brand’s tagline or verbal complement. The tagline is part of the brand and is primarily used to communicate Cemex promise. As it is a complementary element, it can sometimes be dispensed with*.

Whenever the logo and tagline are used together, follow the same grid as the clear space lockup.

The width of the logotype defines the text size of ‘Building a better future’.

For written texts, our brand’s name should be “Cemex,” with capital C and the other letters in lowercase.

The regulations on when to use or not the tagline are less rigorous than those established regarding the use of the isotype or iso-logotype. That is why we present a series of guidelines/examples to help the Communication managers determine the best opportunities to use this phrase, considering the communication objective, target audience, available space, etc.

We must use it in the following: Invoices.

We can use it in the following: Graphic or audiovisual promotional communications, Print (flyers, inserts, catalogs *), particularly those aimed at the final consumer, Communication of brand spirit in own or distributors’ physical contact points (banners, posters, posters), Website, Product packages, and merchandising (depending on the surface and reproduction system).

*In multi-page print materials, the tagline mark may be used one to two times to avoid multiple occurrences. In the rest of the pages, the tagline, and even the iso-logotype, can be dispensed with, as it is clearly a Cemex piece where the graphic system works, guaranteeing cohesion and continuity.

We cannot use it in: Canopies, Business Cards, Business stationery, Applications with strong technical limitations (corporeal in small sizes, for example), or Foliated signatures on pages.



*In multi-page printed materials, the mark with a tagline may be used one or two times, to avoid multiple appearances. In the rest of the pages, the tagline, and even the identifier, can be dispensed with, as it is clearly a Cemex part where the graphic system works guaranteeing cohesion and continuity.

Motion
principle



Main colors

The color palette is one of the most powerful tools for communication. It helps emphasize who we are and how we present to the world, strengthening our brand vision, mission, and values.

The decisions on the chromatic choices and their combinations have been designed to highlight legibility, maintain hierarchy and convey the expressiveness of the brand.

#ffffff

#f22331

#0000b3

#8ad0f4

#b2e6bf

#cfa8f4

#ffd290

#ffbd7e

#c5c5c5

#a0a0a0

#398ef4

#53cc80

#9a4cf5

#ffb000

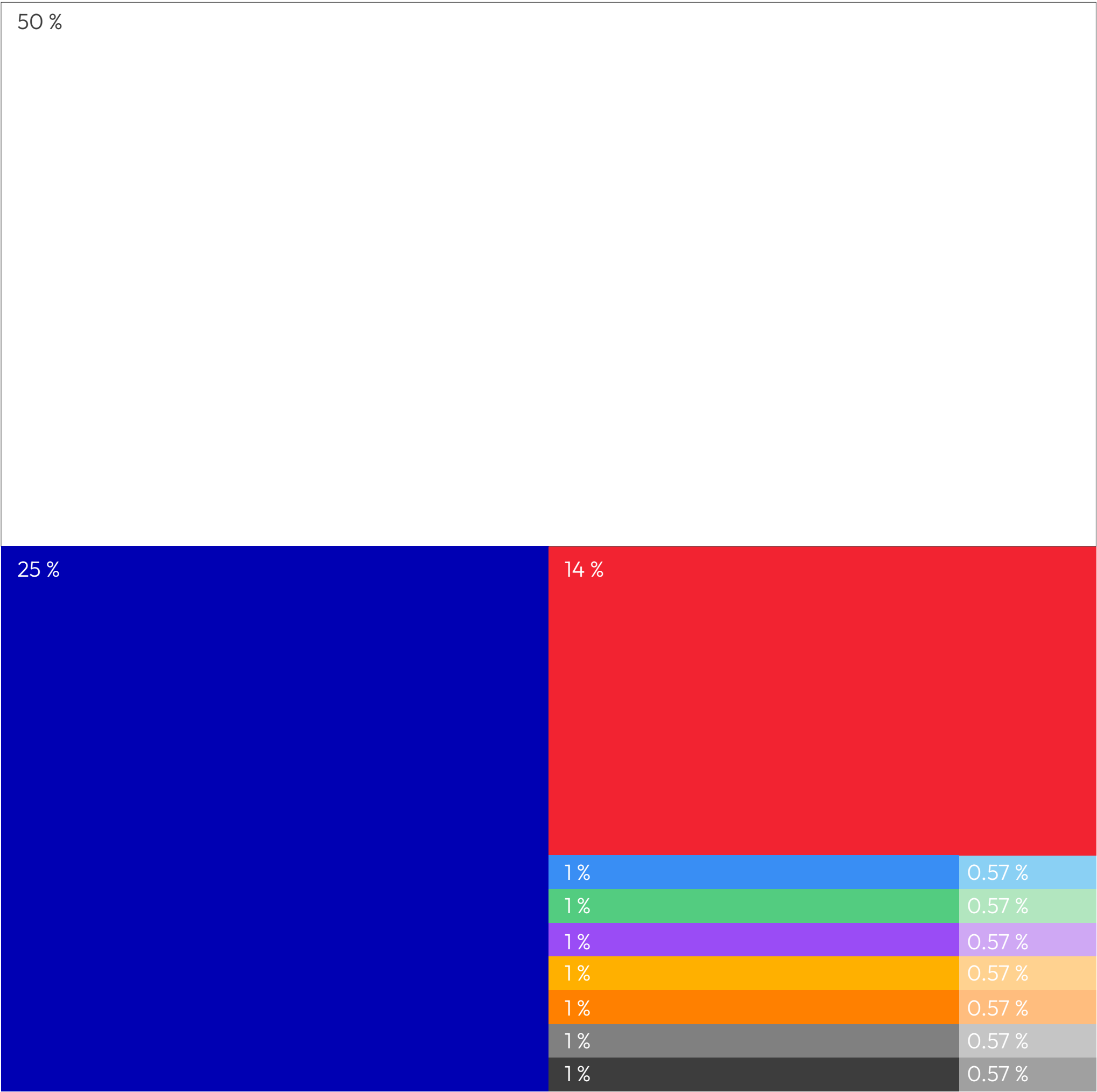
#ff8000

#808080

#3d3d3d

Proportions of colors

The color proportion scale is a perfect way to demonstrate how much the colors should be used.



Color palette primary

White, blue, and red are the core colors of Cemex, the colors that hold the most brand equity and which current users will associate with the brand.

WHITE
R 255
G 255
B 255
#ffffff

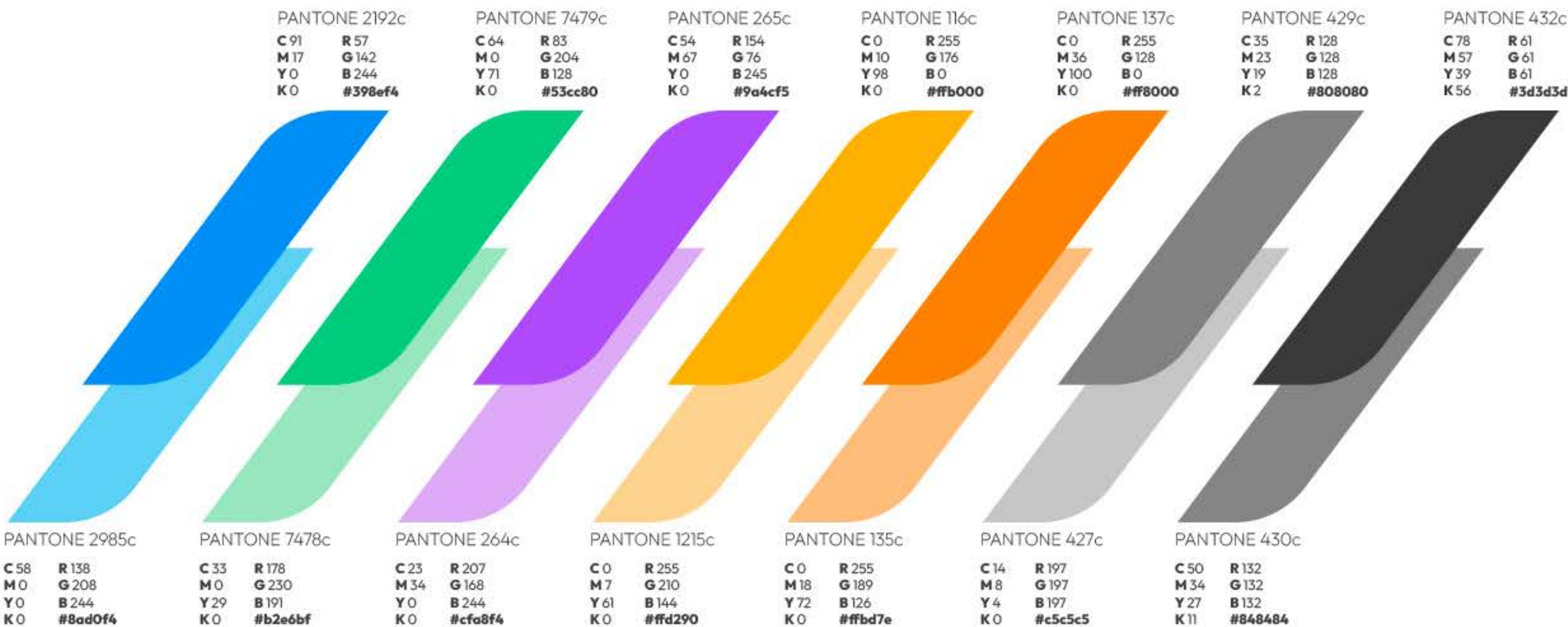
PANTONE 293c
C 100 **R** 0
M 76 **G** 0
Y 0 **B** 179
K 9 **#0000b3**

PANTONE RED 032C
C 0 **R** 242
M 90 **G** 35
Y 76 **B** 49
K 0 **#f22331**

Color palette secondary

The secondary color palette contains 6 colors plus its lighter versions.

These colors are used only for exceptional cases, with several amounts of information to differentiate it, such as presentations or reports.



Color balance



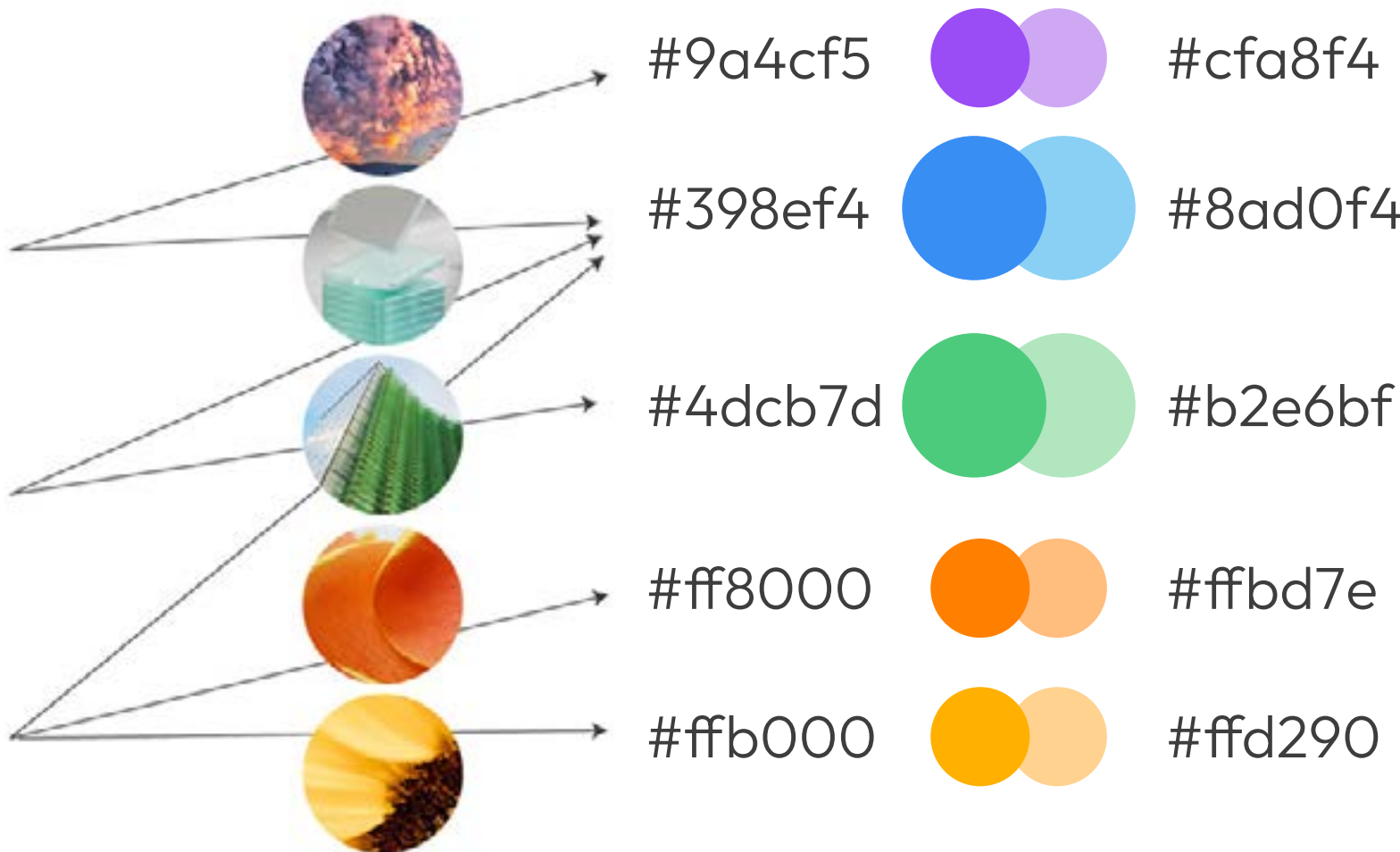
Secondary colors
For specific communications

Personality

Smart
& imaginative

Agile
& entrepreneurial

Passionate
& collaborative

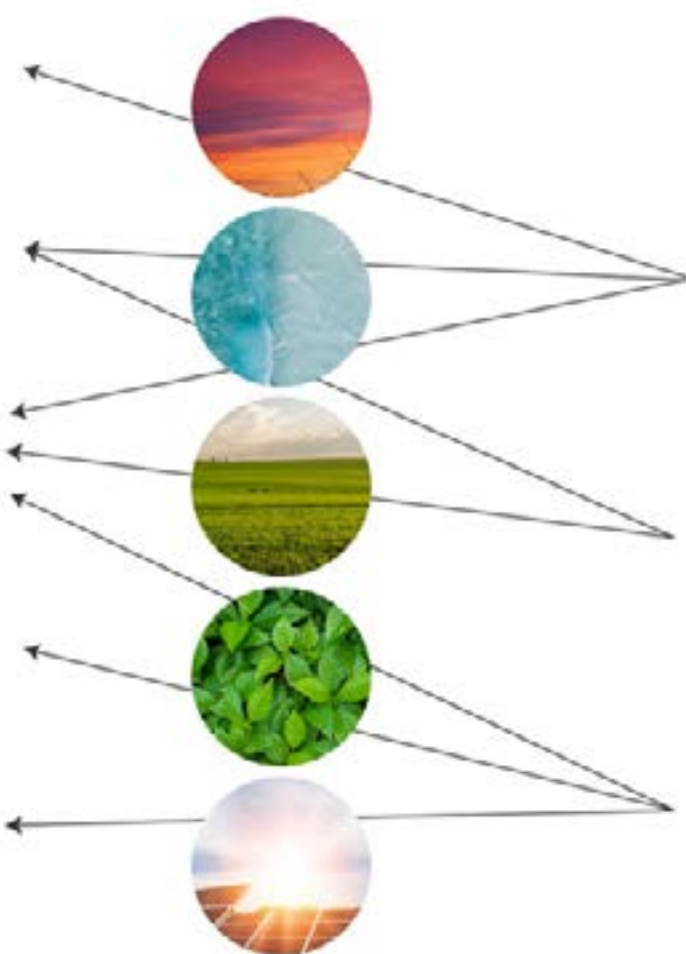


Concepts

Innovation
& vanguard

Sustainability

Positivity

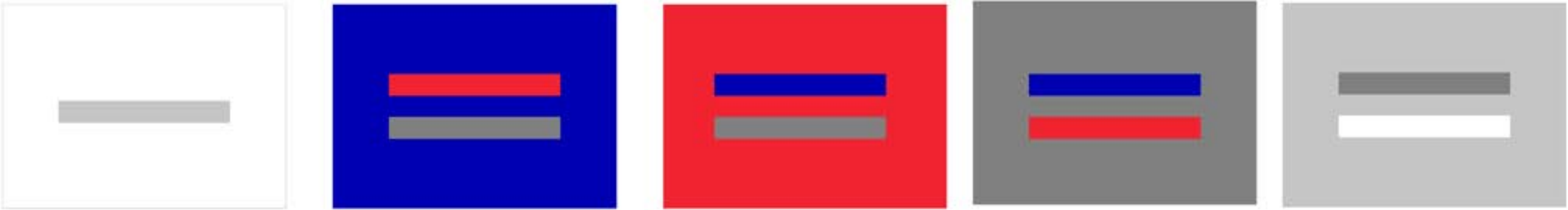


Scheme usage chromatic

Main chromatic scheme
Right



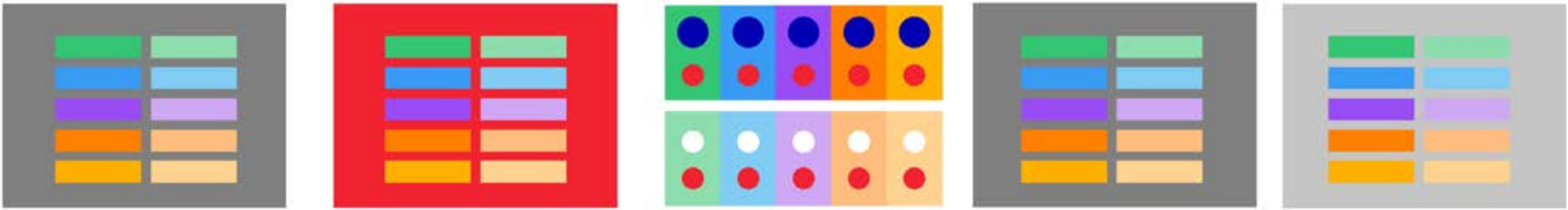
Main chromatic scheme
Wrong



Secondary chromatic scheme
Right



Secondary chromatic scheme
Wrong



Main typography

Outfit typography is a free font from Google Fonts.

It has a geometrical and modern composition.

This geometrical aspect is also present in the brandmark, building a bond between the messages and the brand.

Typography without italics has been selected to avoid a repetitious use of diagonals.

This diagonal aspect already lives within the symbol, the wordmark, and the complementary graphic.



Typesetting
style



Outfit light —————> Headline

Outfit thin —————> Headline

Outfit extra bold —————> Subhead/display

Outfit bold —————> Body head or subhead

Outfit regular —————> Body

Outfit regular —————> Legal and disclosures, charts

Outfit black —————> Detail

Alternative font

Arial use is only for exceptional cases where we cannot use Outfit for software reasons.



Arial



Arial Bold

Headline
Subhead/display
Body head or subhead

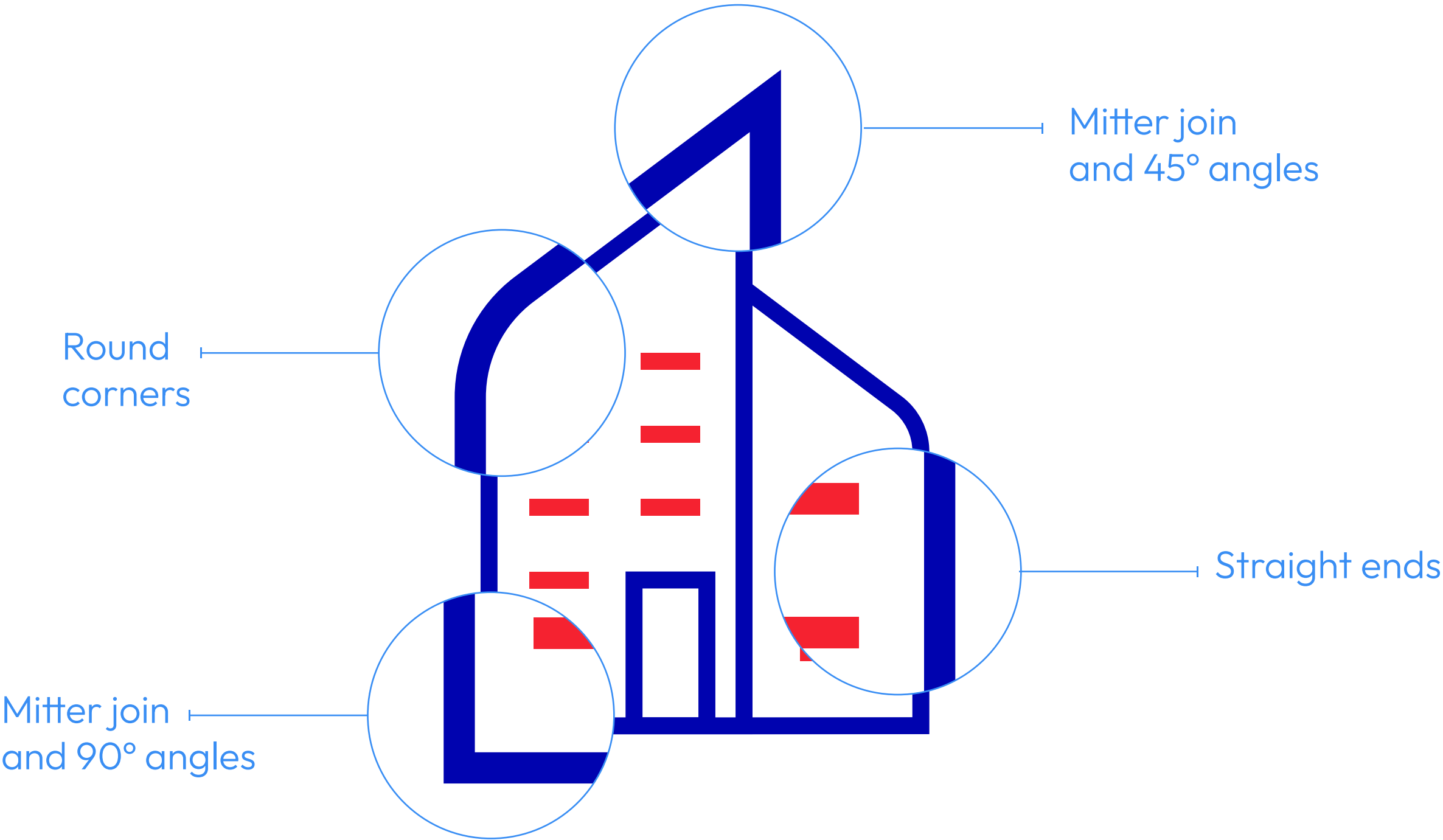
Arial Regular

Body
Legal and disclosures, charts

Icon family and role

This section presents the suggested iconographic style for Cemex's identity. As indicated below, it must have straight ends and be built from geometric and linear shapes. Likewise, you can play with straight vertices at 90 and 45 degrees. You can also have some rounded vertices, alluding to the shape of the strips.

They can be used in combinations of blue and red. Blue must always be predominant. When they should apply with one ink, they can do so in white or blue, as is the case of the brandmark.

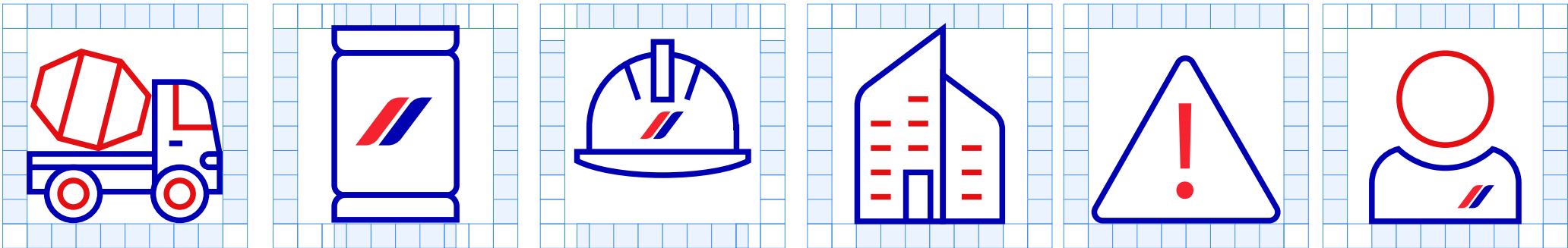


Icon family and role

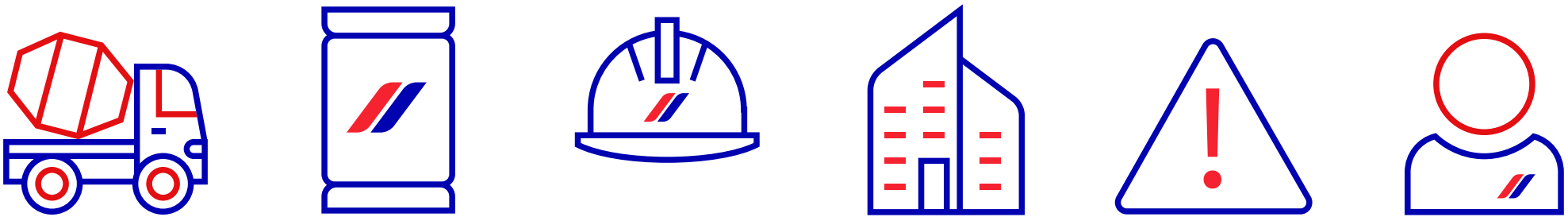
When applying at small sizes, it is recommendable to use their reduced versions. Better readability for small bodies will be obtained, avoiding overlapping components.

Cemex's symbol can be included in some icons. It would make them more particular and personal. However, we must not abuse this resource.

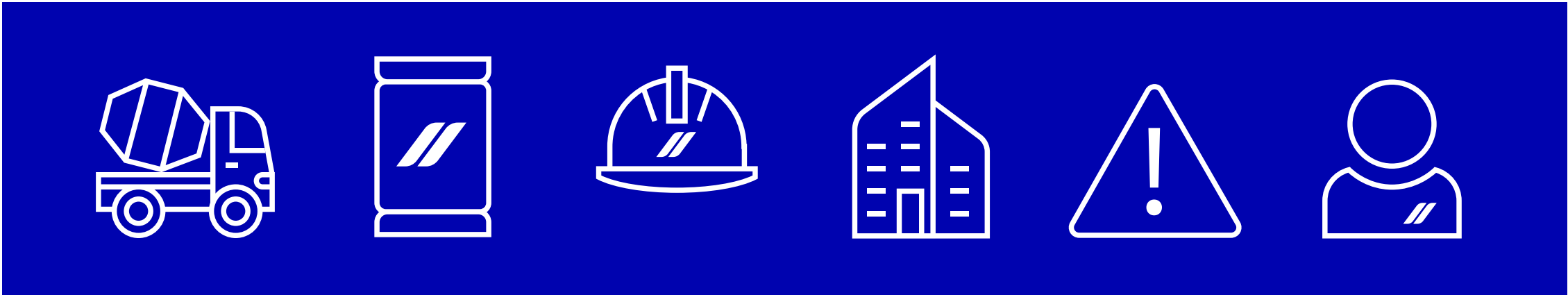
Structures



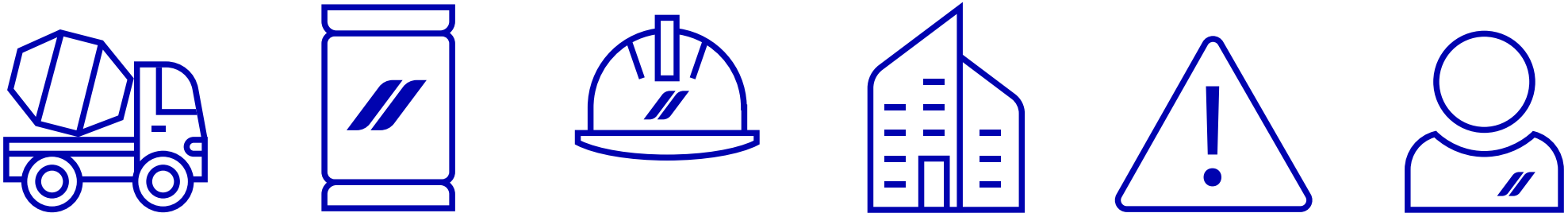
Full color



Negative



One color



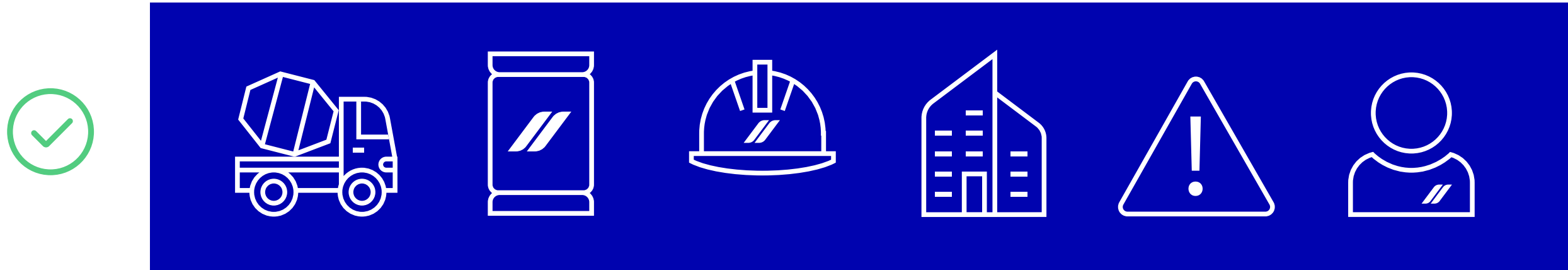
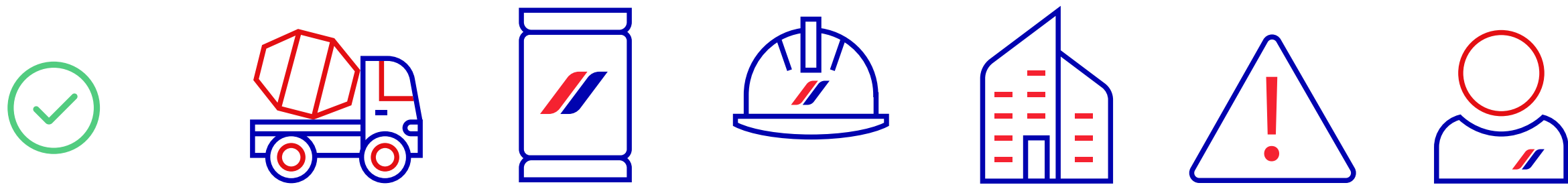
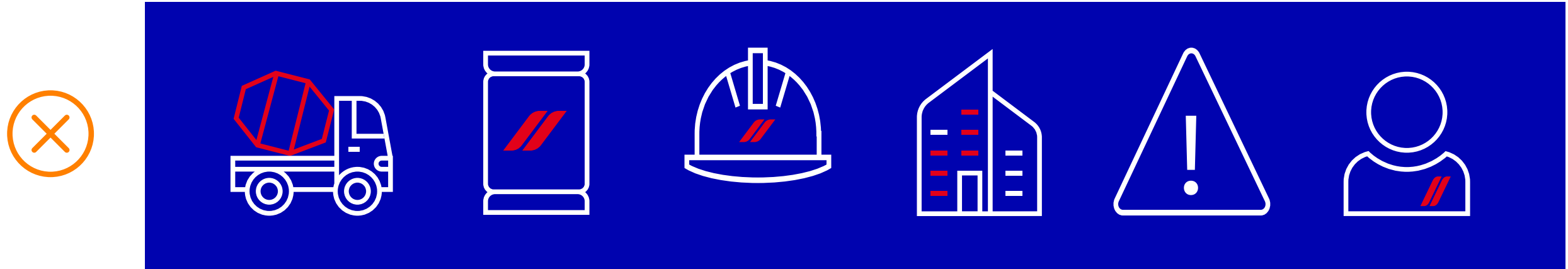
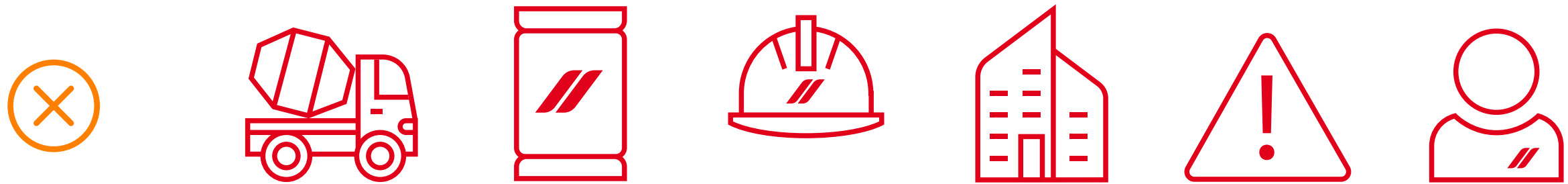
Simplified for minimum size



Incorrect usage

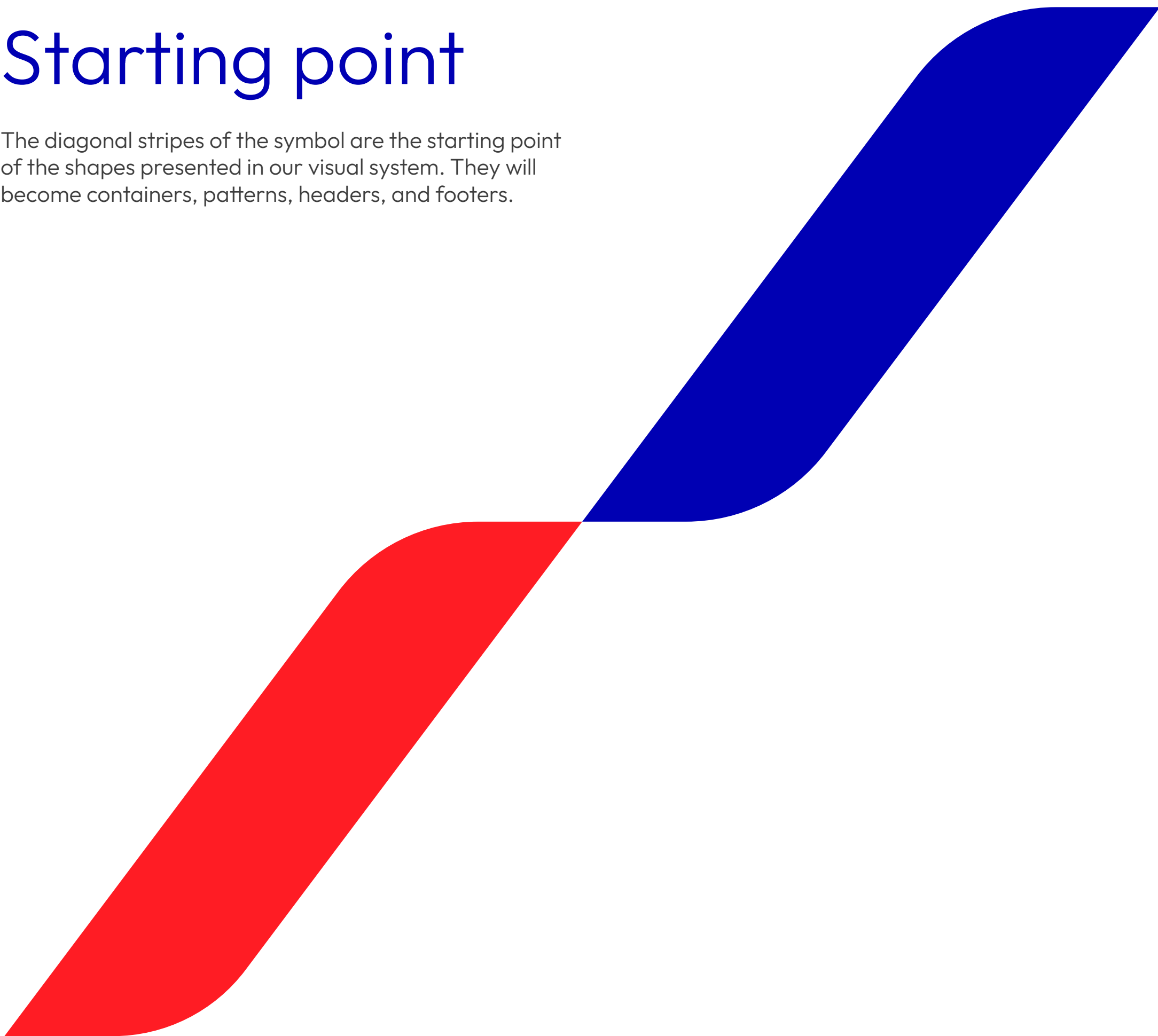
As it happens with our landmark, the icons must not use red. Nor should combinations be made between red and white.

Also, as explained in other sections of this guide, red must not apply over blue. Finally, it is recommendable to use original files to prevent them from being distorted or losing quality.



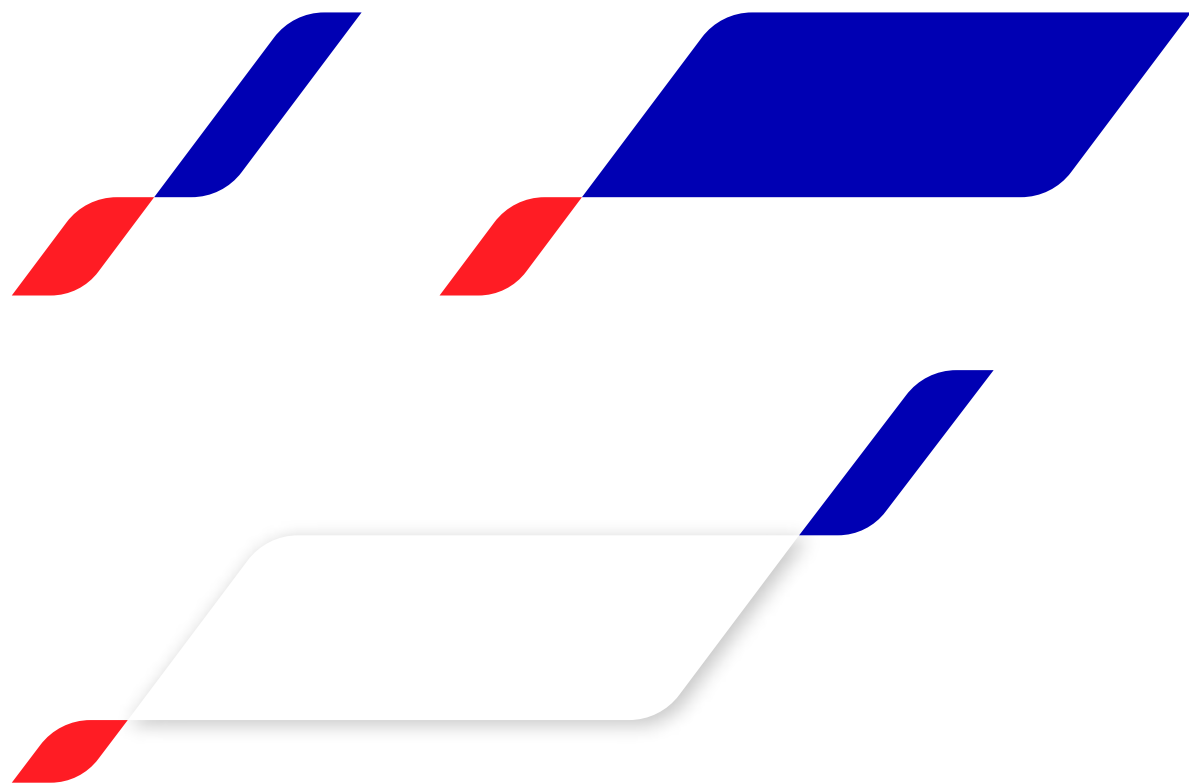
Starting point

The diagonal stripes of the symbol are the starting point of the shapes presented in our visual system. They will become containers, patterns, headers, and footers.



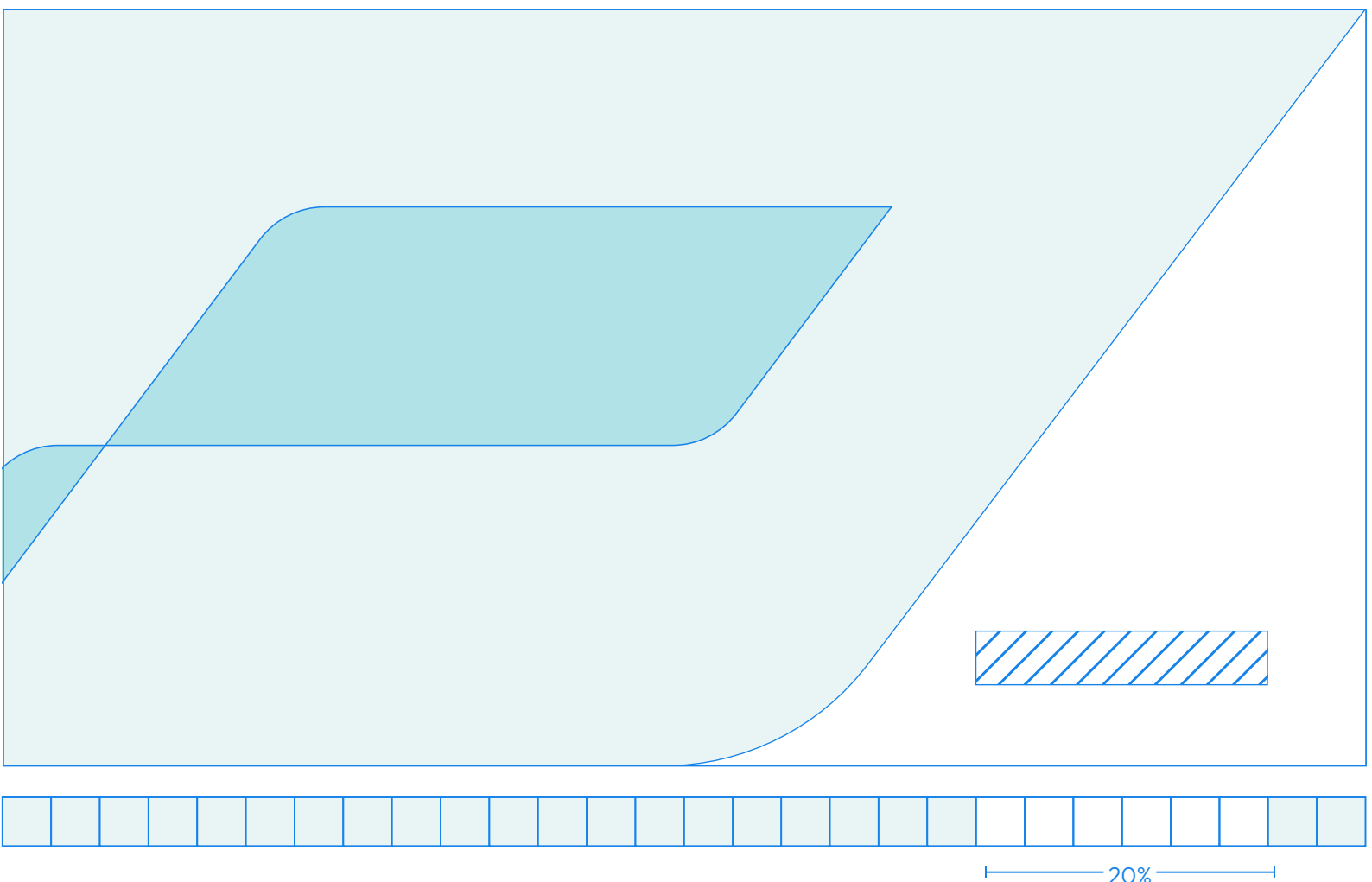
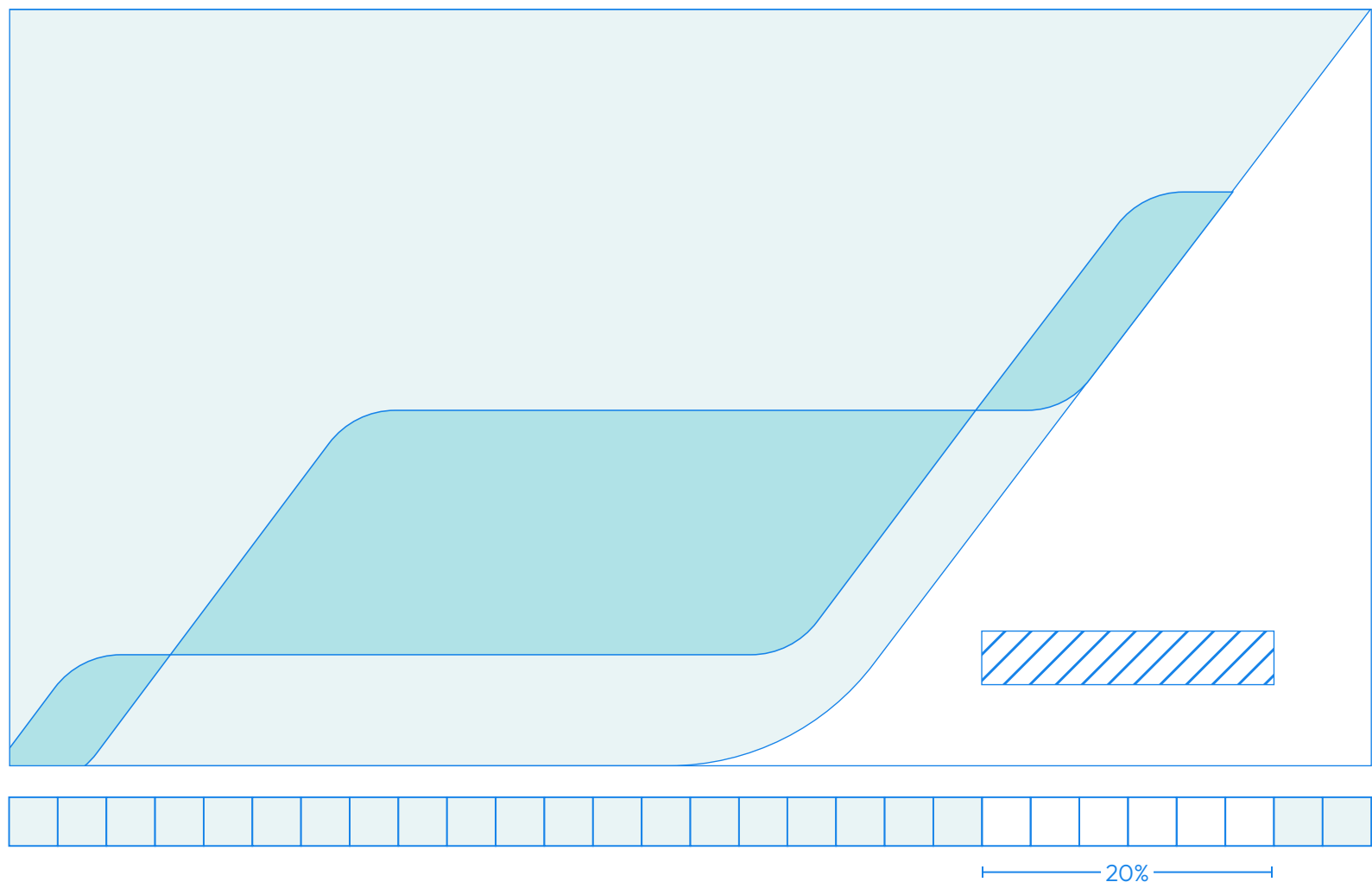
Containers and bars


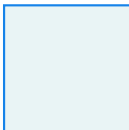


Bars must always join at their angle corners. They can be used in different sizes (altering their width or height), but they must always consider 2 rounded vertices and 2 angle corners in opposition. They must always keep the same inclination and use the 3 brand colors.



Construction of horizontal applications

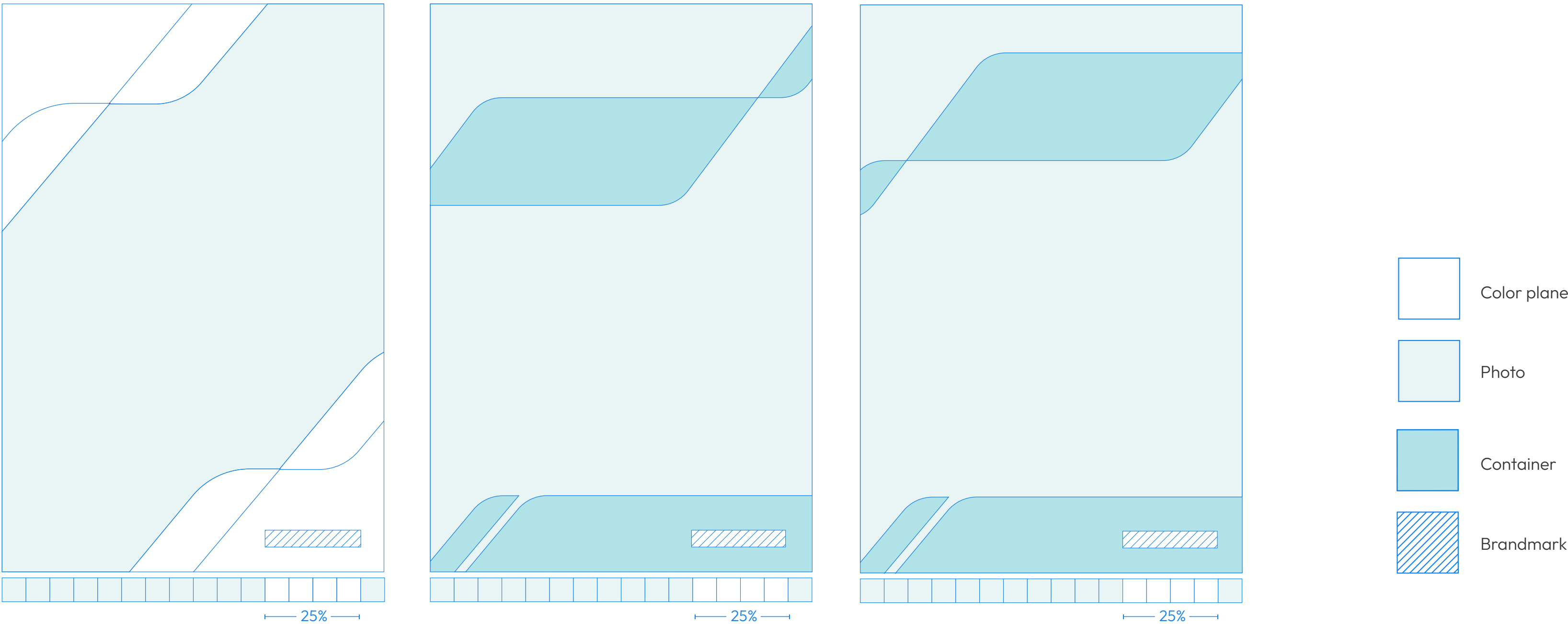
These diagrams show some examples, as a guide, of how the Cemex system can be articulated. We can see different combinations of bar sizes and different ways of framing them to serve, for example, as containers.



-  Color plane
-  Photo
-  Container
-  Brandmark

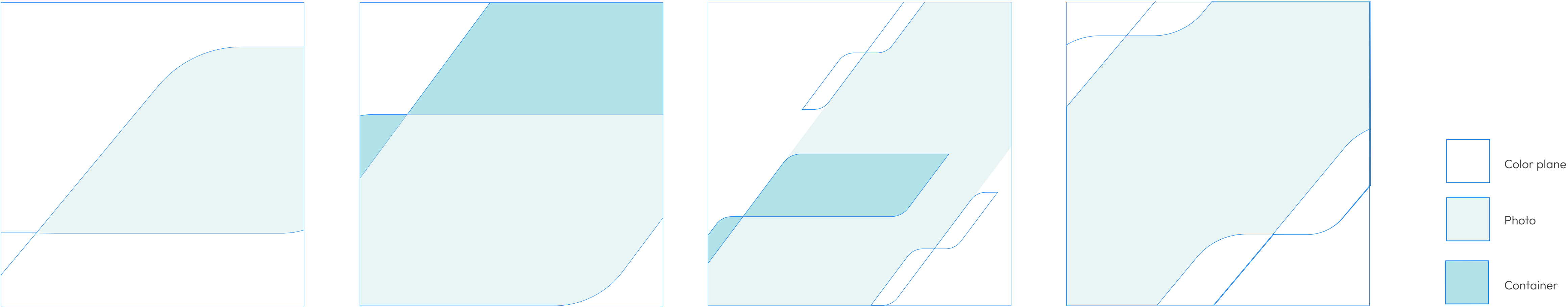
Construction of vertical applications

These diagrams show some examples, as a guide, of how the Cemex system can be articulated. We can see different combinations of bar sizes and different ways of framing them to serve, for example, as containers.



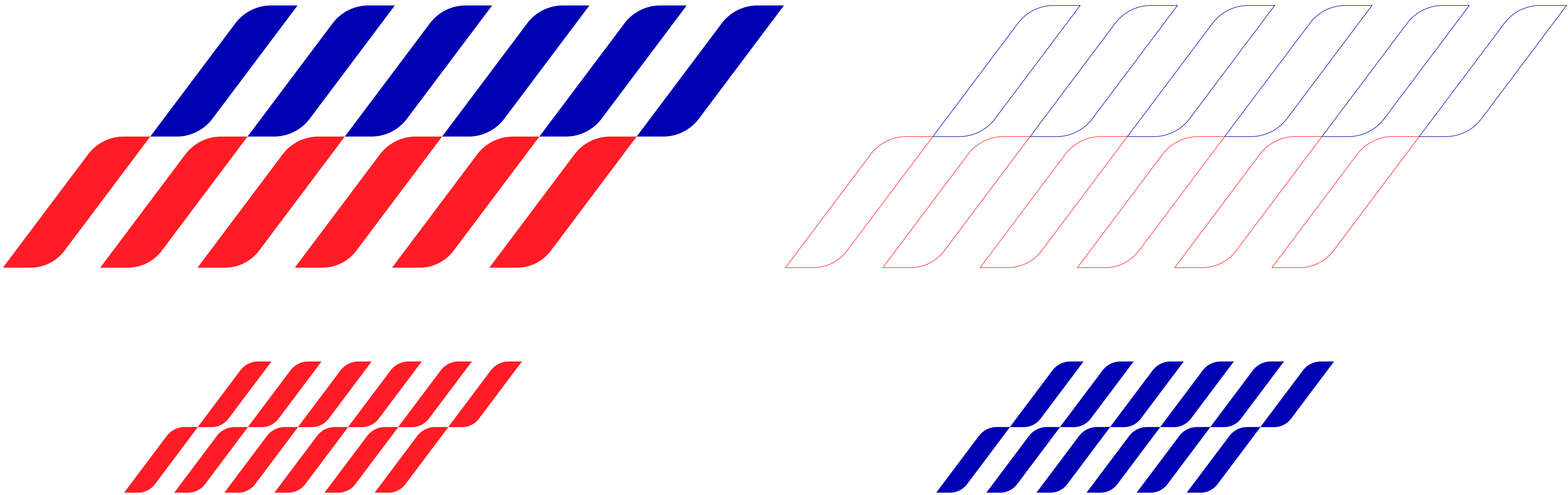
Construction of square applications

These diagrams show some examples, as a guide, of how the Cemex system can be articulated. We can see different combinations of bar sizes and different ways of framing them to serve, for example, as containers.



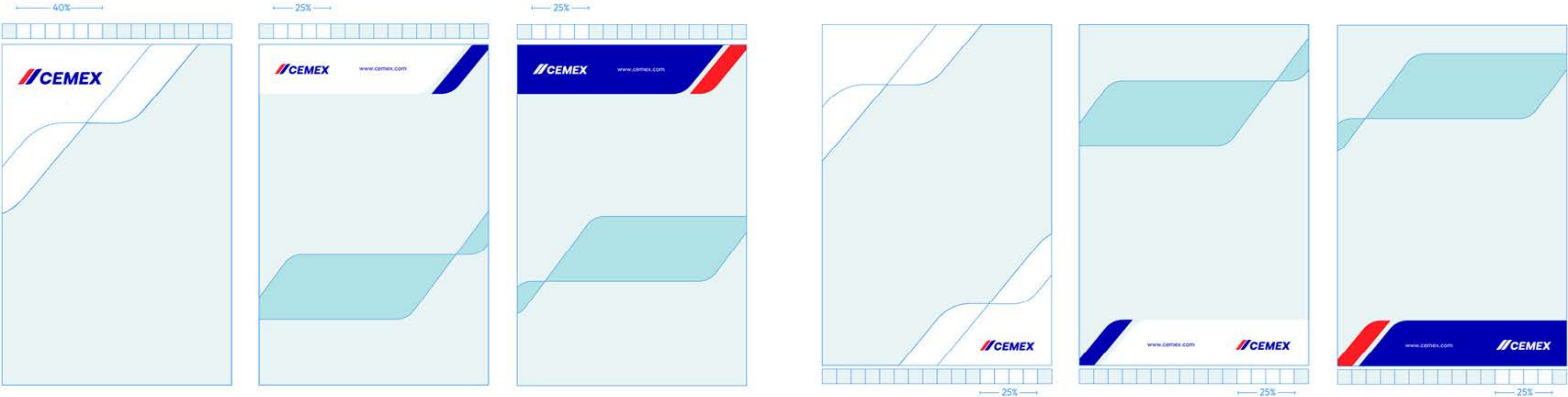
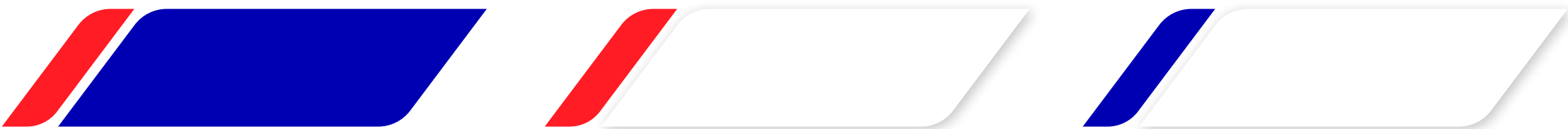
Patterns

This pattern should be used for corporate pieces in stroke (without fill). The pieces should not be too saturated, and white must always be predominant.



Brandmark header and footer

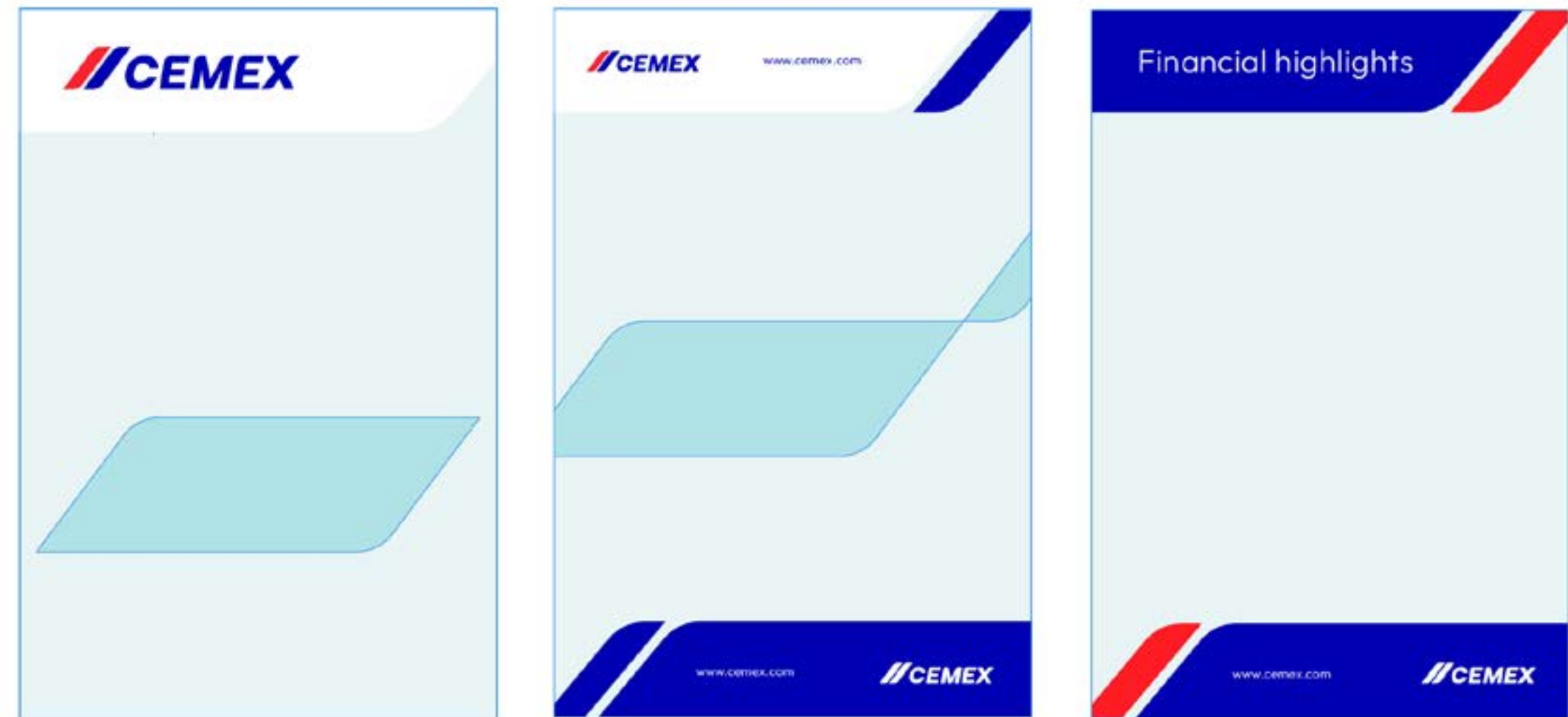
The brand has an institutional header and footer that must be used, as shown in the diagrams. They may only contain the brand identifier and contact information, such as the web.



Misuses

These diagrams indicate some examples of misuse of Cemex's graphic system:

- The header or footer must not be altered in size nor lose components.
- Never use the header and footer in the same piece. Their use will depend on the rest of the components the work has and will be the responsibility of the person making the pieces. When making this decision, it is always recommended to consider the excellent legibility and visibility of each component of the work and avoid building a piece too saturated with elements.
- The bars should always be supported on one margin of the piece.
- The header and footer are used exclusively to contain contact info and the brandmark.

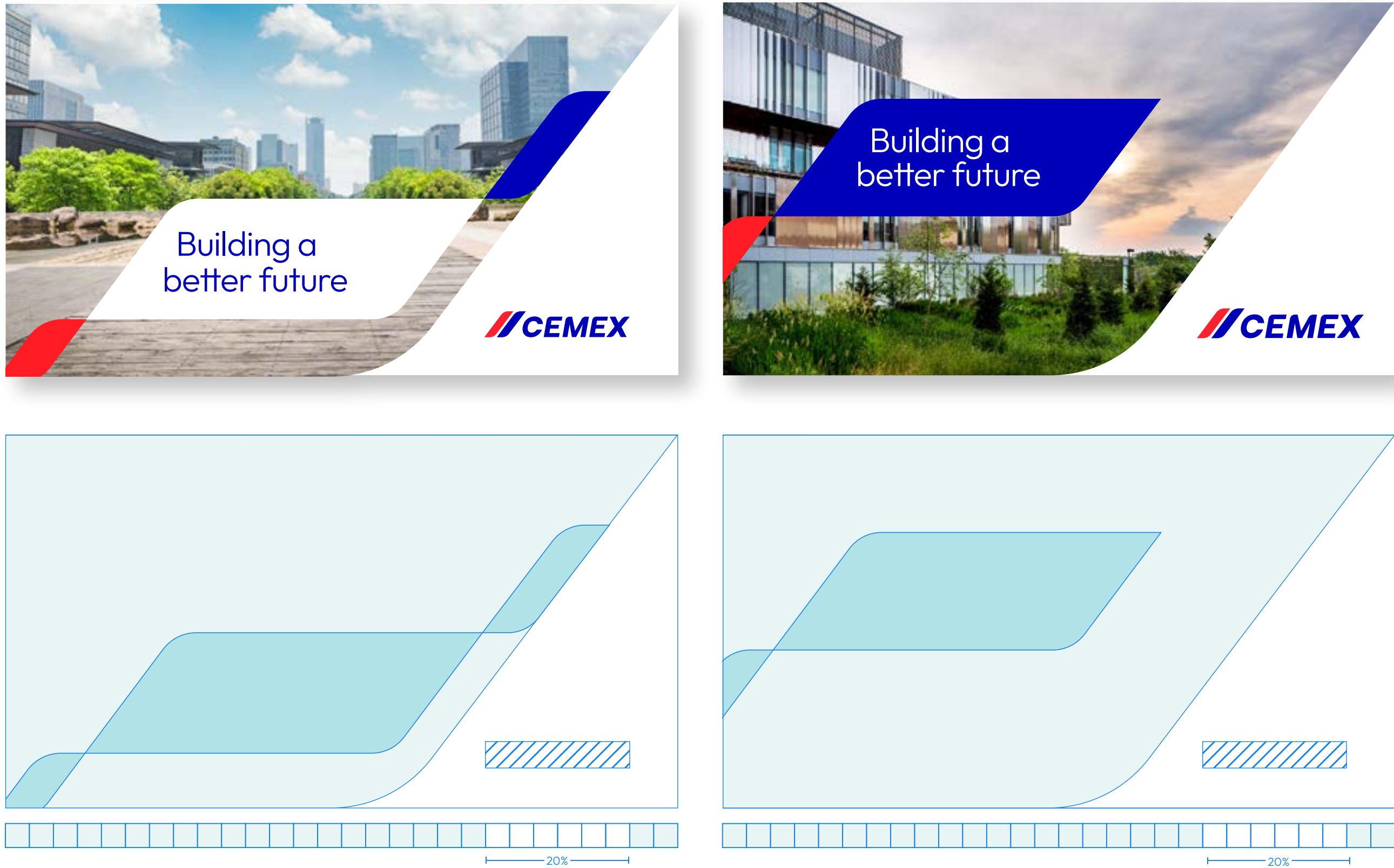


Layout and diagramming guidelines

Horizontal applications

The images' modules are derived from the brand's isotype, just like the miscellaneous items and banners that support the text.

The brand identifier is always located on the lower right part of the piece, occupying 20% of the total width.



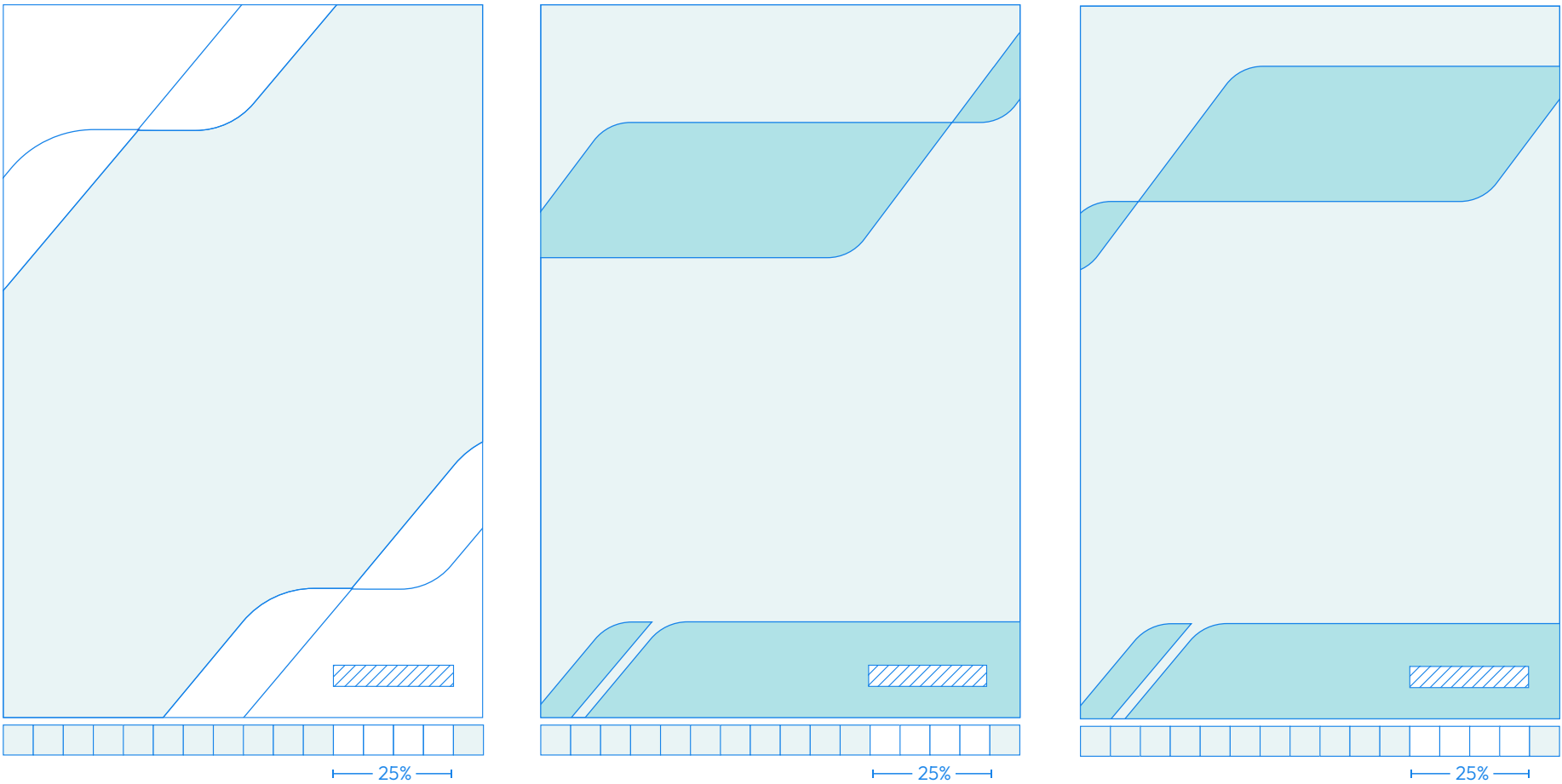
Layout and diagramming guidelines

Vertical applications

Containers and bars will emerge from the starting point, forming part of the different communication pieces.

They will be used as containers for text and images. The forms' presence and modulation will depend on the piece and its proportions.

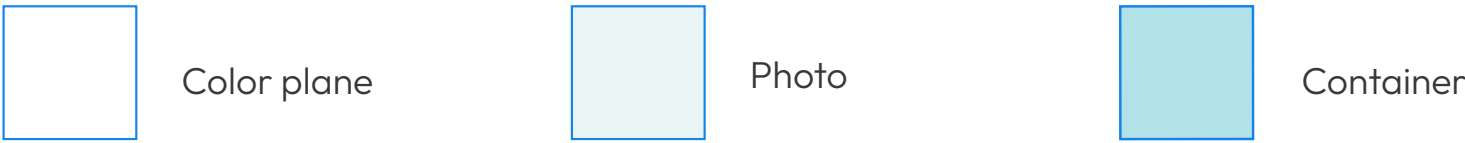
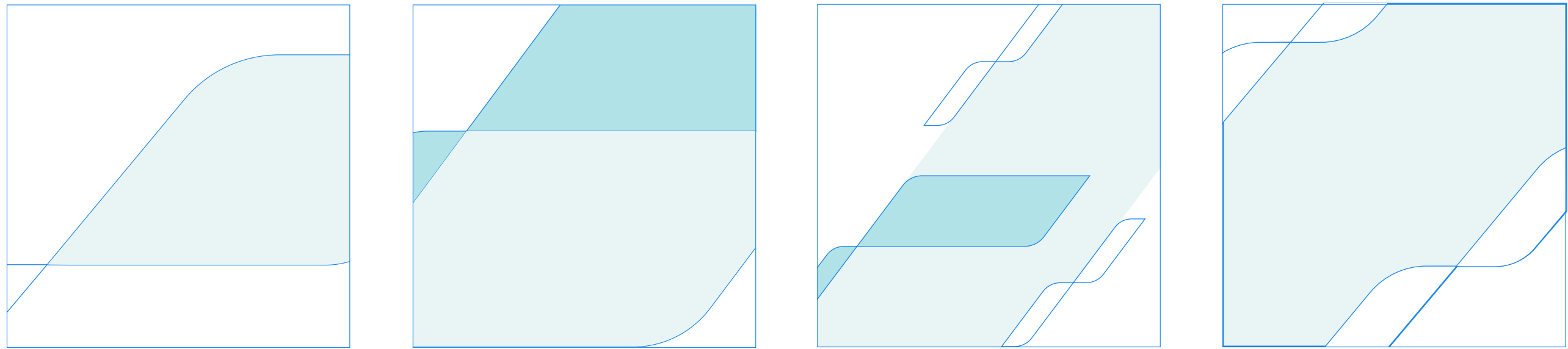
The brand identifier must always be placed on the left bottom side of the pieces, occupying 25% of the total piece's width.

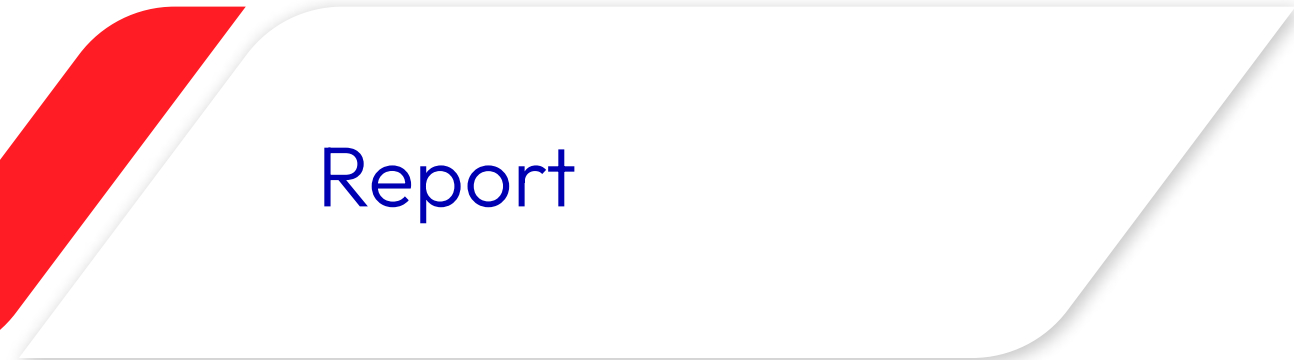


- Color plane
- Photo
- Container
- Brandmark

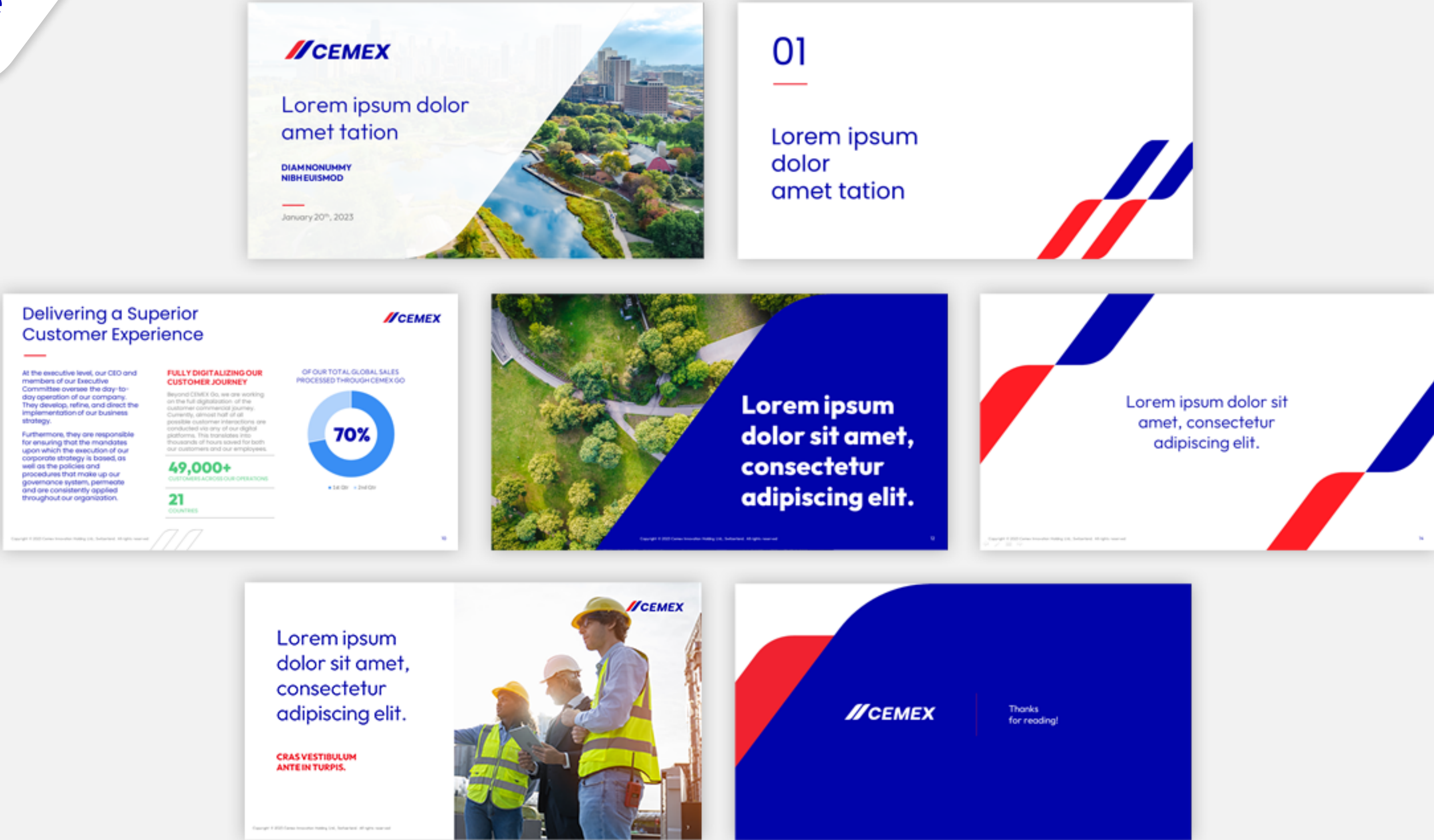
Layout and diagramming guidelines

Square applications





PowerPoint Template



Mixer Truck

Find the detailed guides
in Mixer Guidelines.



Mixer Truck



Mixer Truck



Mixer Truck

Find the detailed guides in Mixer Guidelines with a Priority Brand and Communication.



Wagon



Hopper

Find the detailed guides
in Hopper Guidelines.

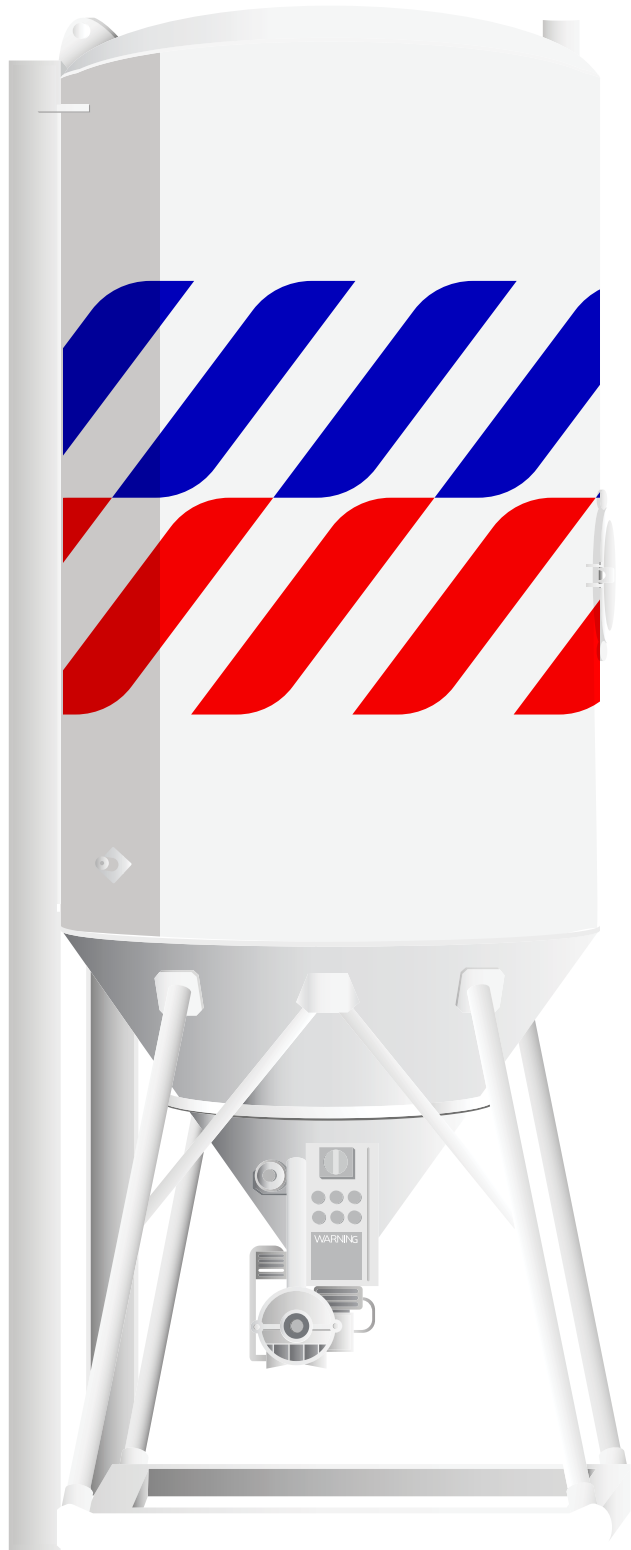
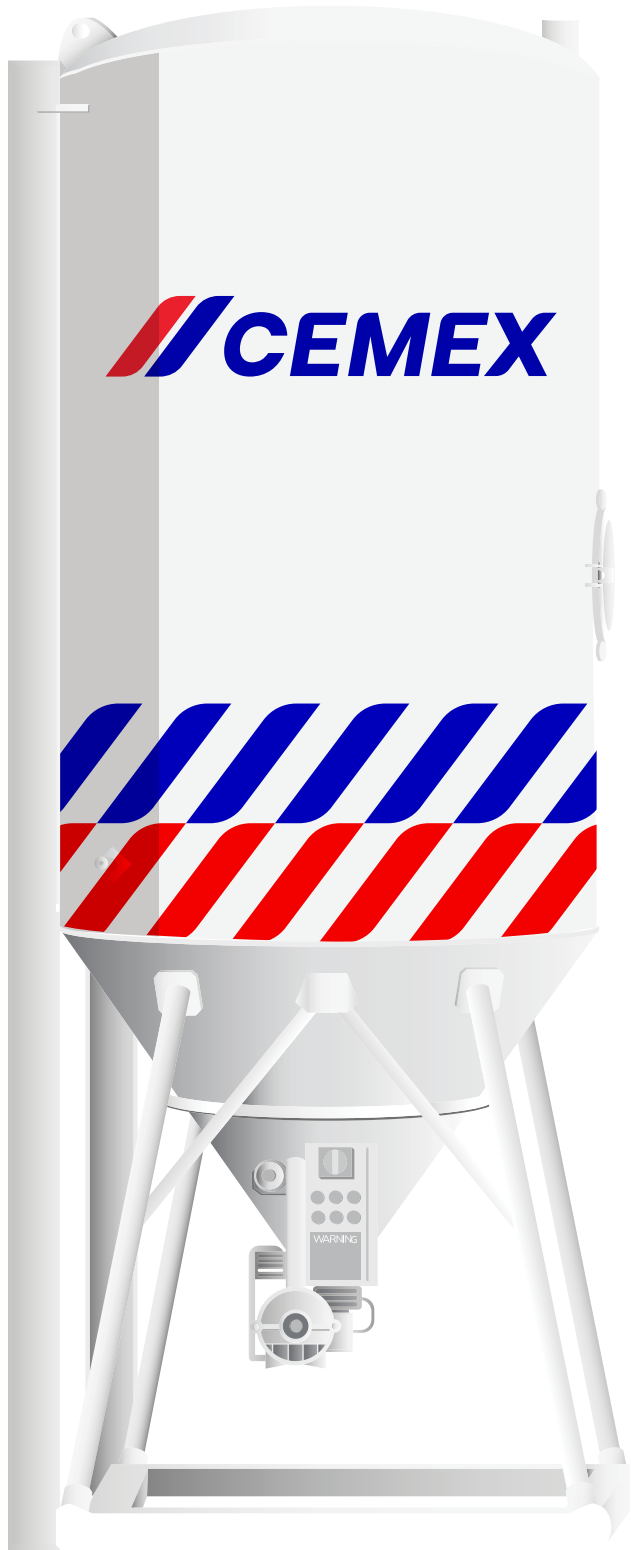


Hopper



Silos

Find the detailed guides
in Silos Guidelines.



Company Signage

Find the detailed guides
in Company Signage Guidelines.



Uniforms



Billboard



Brochures

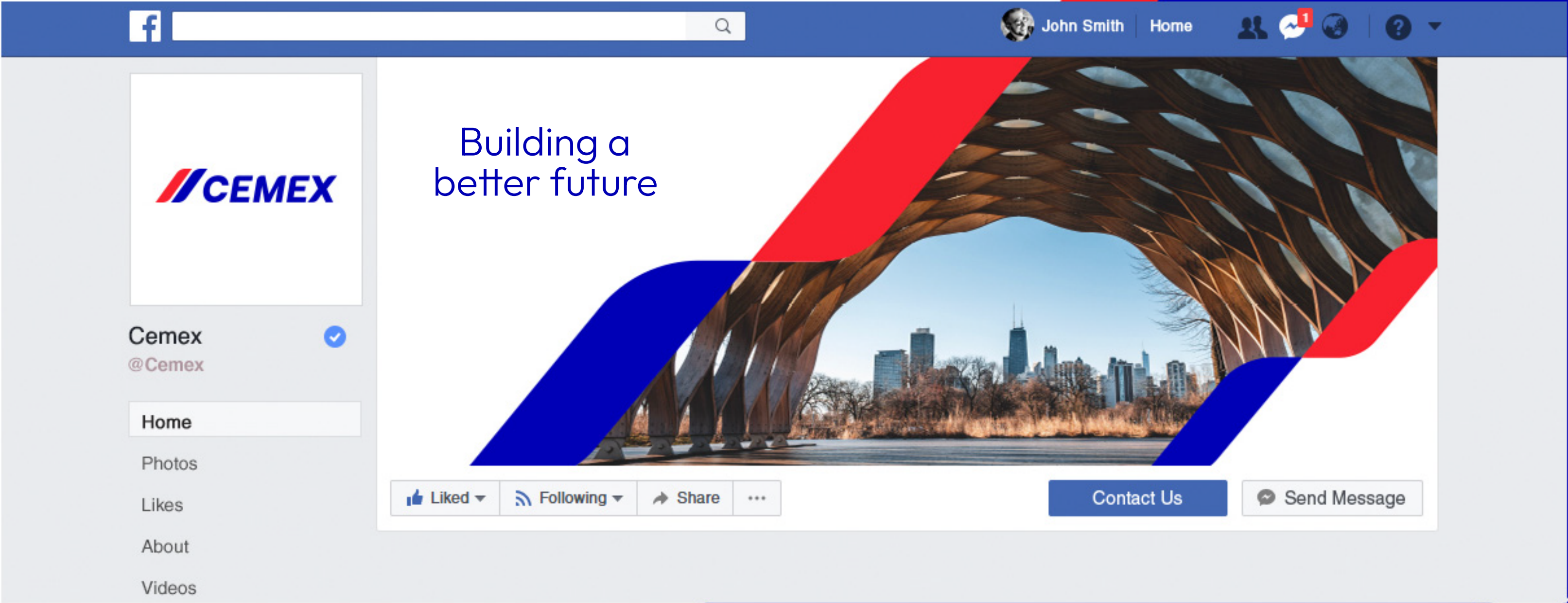


Stationary

Find the detailed guides in Stationary Guidelines.



Facebook Profile





For any questions about the use of the Cemex brand identity, please contact:
corporate.branding@cemex.com