Brand Guidelines 1

Roca

These guidelines serve as an essential tool for all those working with the Roca brand. They describe the visual language that defines Roca's new identity and facilitates the creation and dissemination of this identity across various communication media. Our standards establish a coherent and uniform identity, preserving the brand's visual style.

Style Guide

This guide establishes Roca's visual identity system, including the logotype, typography, corporate colours, and fundamental composition guidelines. The goal is to maintain consistency and precision in all of Roca's communication. All partners, collaborators and suppliers must use the brand with uniformity.

1. Roca Brand

1.
Roca Brand

1.1. Logotype

1.1.1. Versions

Primary version

Secondary version

This is the logotype for Roca. Its primary version is black text on a white background. A secondary version in blue may be used under specific circumstances.*

* The blue version of the logotype can co-exist while the implementation of the new visual identity is being implemented. This version can also be used in the DIY channel to differentiate it from the traditional channel.

1.1.2. General Rules

Backgrounds

The logotype should be treated with respect and must not be altered or modified in any way. It can appear in black on white/light backgrounds or in white on black/dark backgrounds. Particularly busy backgrounds should be avoided.

The good readability of the brand and the right contrast with the background are fundamental in order to choose the best version of the logotype in every application.
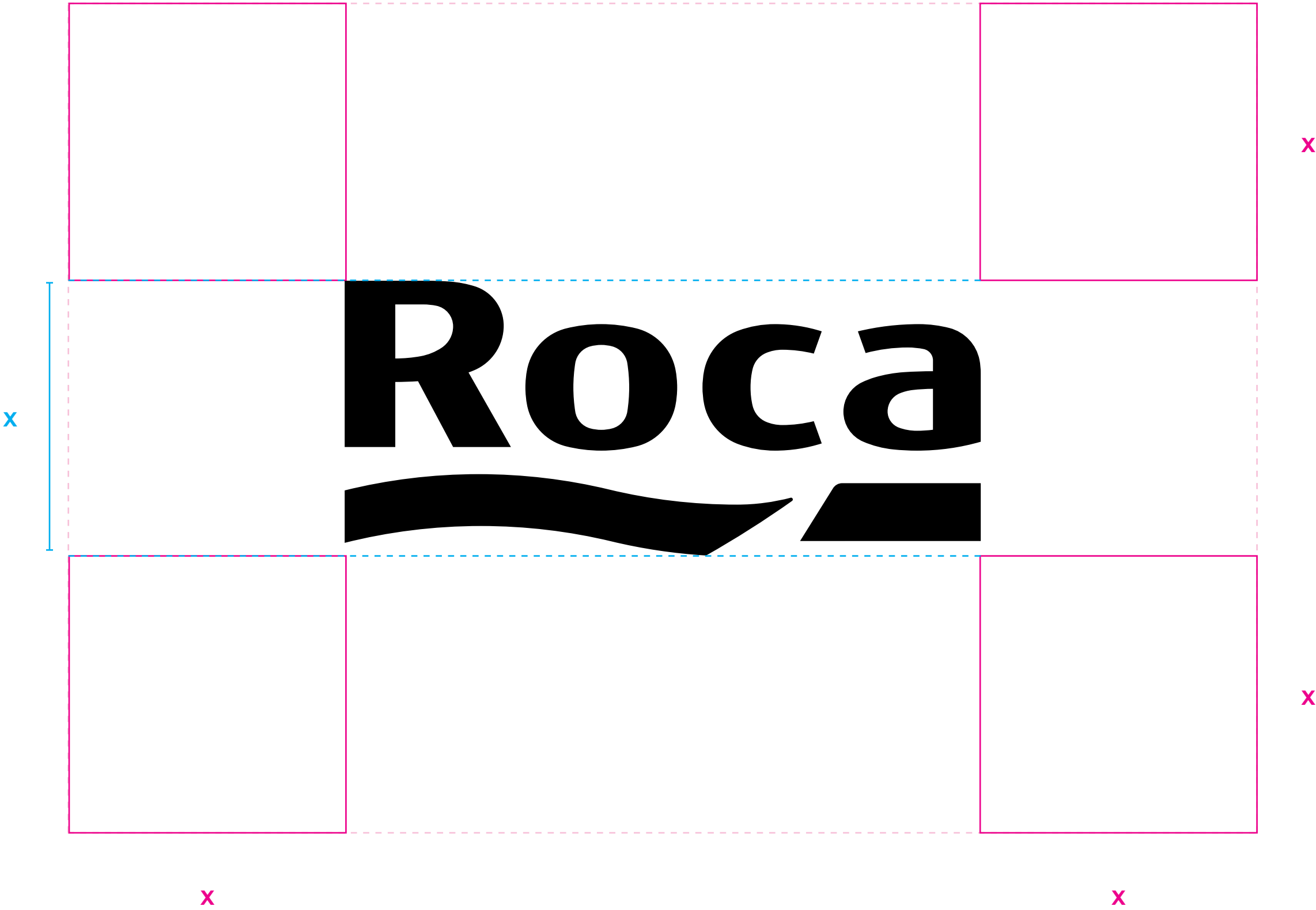
Positive

Negative

1.1.3. Clear Space

Recommended minimum clear space

The ideal clear space for the Roca logotype is defined by "x", which corresponds to the height of the logotype. The margin to be respected will always be equal to or greater than "x" for any size reproduction of the logotype.

Therefore "x" is the minimum space that must be left clear between the boundaries of the logotype and other graphic elements or text. Extra space should be left whenever possible.

Clear space ensures the logotype is not compromised by other elements and helps it to stand out.
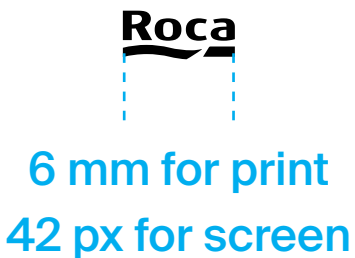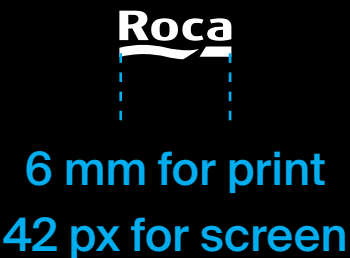
1.1.4. Minimum Size

To ensure the correct legibility of the logotype, the minimum recommended size is 6 mm wide for print and 42 px for screen.

Under no circumstances should the logotype be reproduced in a size smaller than the one indicated.

Positive

Negative

6 mm for print
42 px for screen

6 mm for print
42 px for screen

1.1.5. Positioning in Communication

A4

Ideally, the Roca logotype should be positioned on the left-hand side, with the optimum position being the bottom left-hand corner. There is some of flexibility; for example, the logotype may be placed in the top left-hand corner if it suits the design better.

The communicaction kit provided by Roca for each collection contains always an example of ad for a right-hand page. In this case the logotype is placed in the bottom right-hand side of the page.
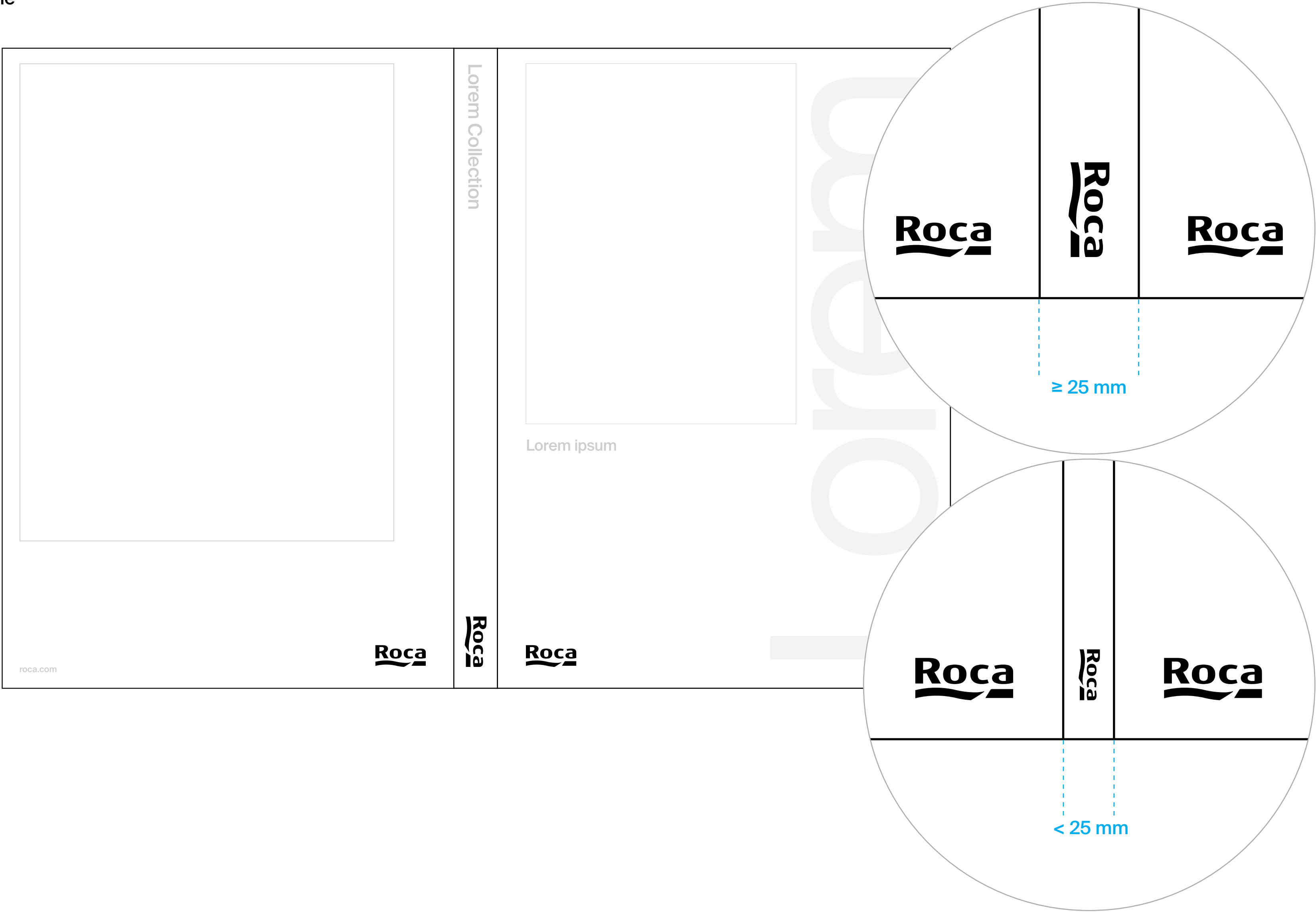

For examples of use, see Brand Guidelines 2.

1.1.6. Positioning in Publications

Covers + Spine

The preferred placement of the Roca logotype on the front cover of a publication is in the bottom left-hand corner (the same position as on communications). For maximum impact, the relationship principles between the logotype on the front cover, the spine and the back cover shown on this page should be applied.

These principles should be followed depending on the width of the spine. If the spine width is less than 25 mm, the size of the logotype will be reduced to 52%.

Lorem Collection

Lorem ipsum

roca.com

≥ 25 mm

< 25 mm

For examples of use, see Brand Guidelines 2.

1.1.7. Coexistence

When using the Roca logotype in communication materials alongside other logotypes, the relationship principles shown here should be used to ensure maximum consistency.

The principles of clear space must also be respected. Clear space ensures that the logotype is not obscured by other elements and helps it to stand out.

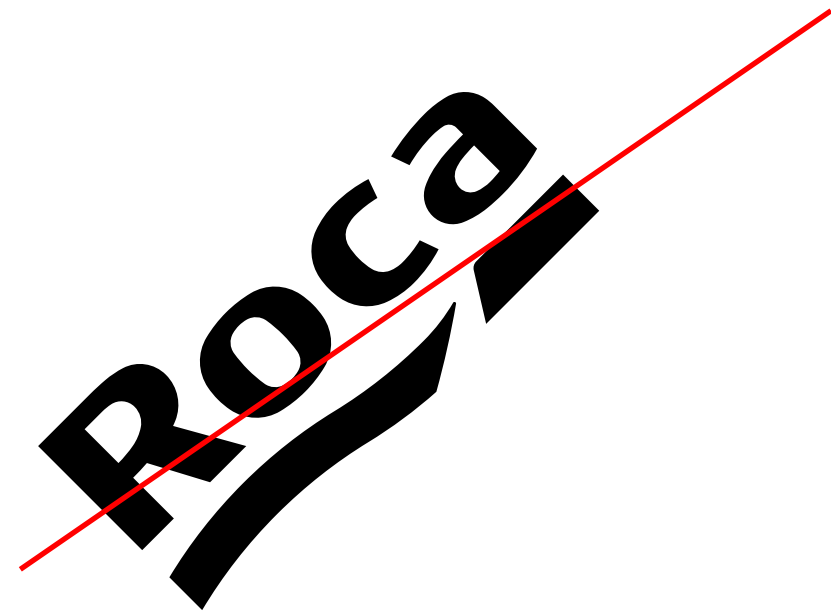All partner logotypes should have the same visual weight, respecting spacing and size.

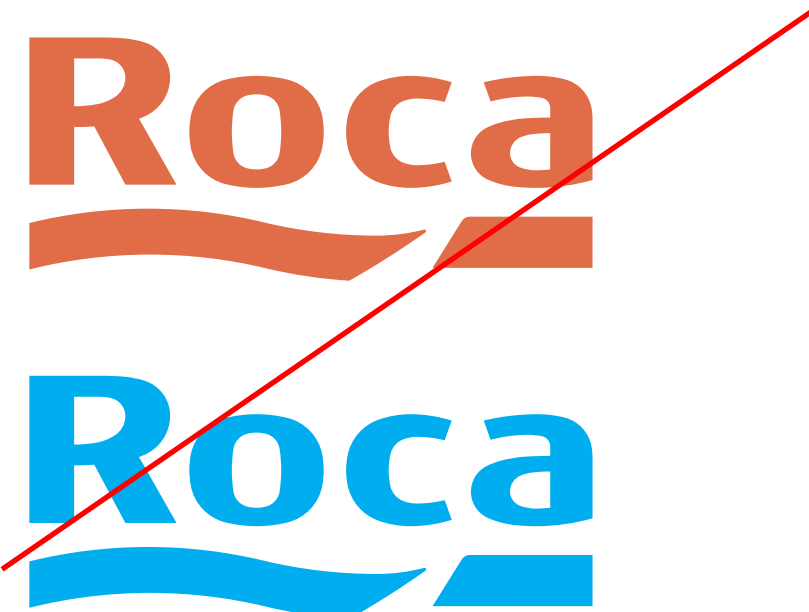More information in 1.1.3. Clear Space (slide 8).
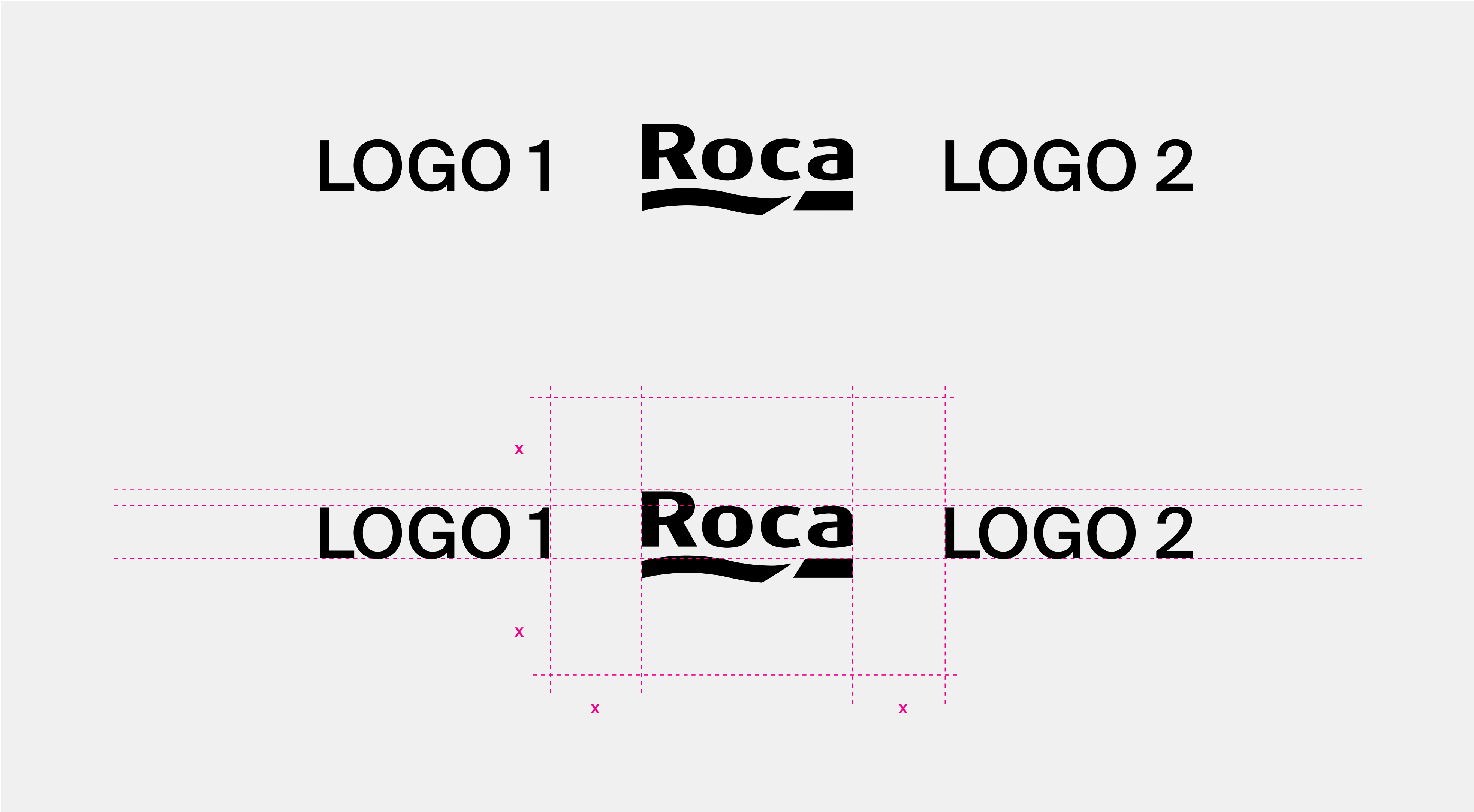
1.1.8. Misuses

The size, colour and proportions of the logotype cannot be changed. This page shows some examples of how the logotype must never be used.

The logotype has a horizontal orientation. It should never be used at any other angle.

The colour of the logotype may not be changed.

Do not use the logotype as part of a sentence, phrase or title.

No part of the logotype may be deleted.

The logotype may not be enclosed in a rectangle or any other shape.

No other words or graphic elements may be added to the logotype.

The logotype must not be altered or distorted in any way.
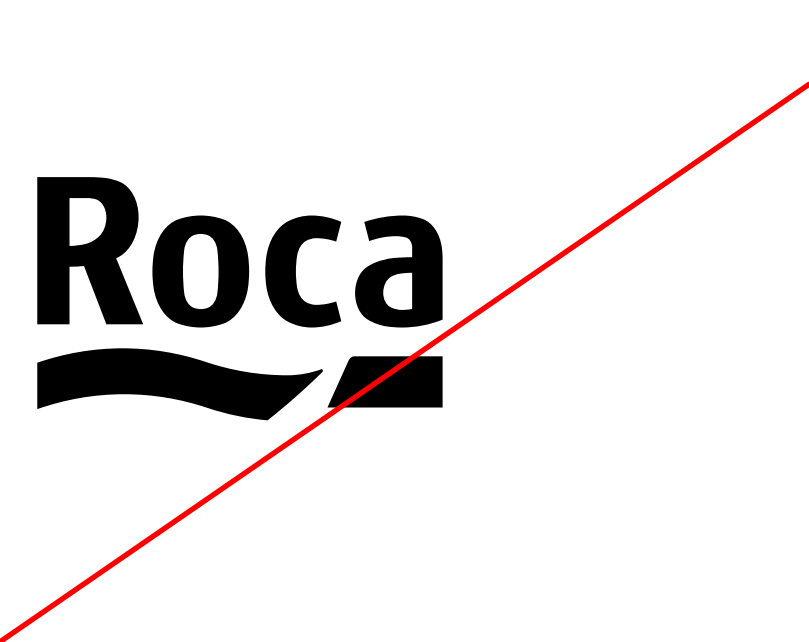
The logotype must not be used against a busy background.

1.2.
Chinese
Language

1.2.1. Relationships

When using the Roca logotype with its Chinese translation, the relationship principles shown here should be applied. The choice between the horizontal and vertical versions depends on the application.

Positive

Negative

1.2.2. Clear Space

Horizontal version

Vertical version

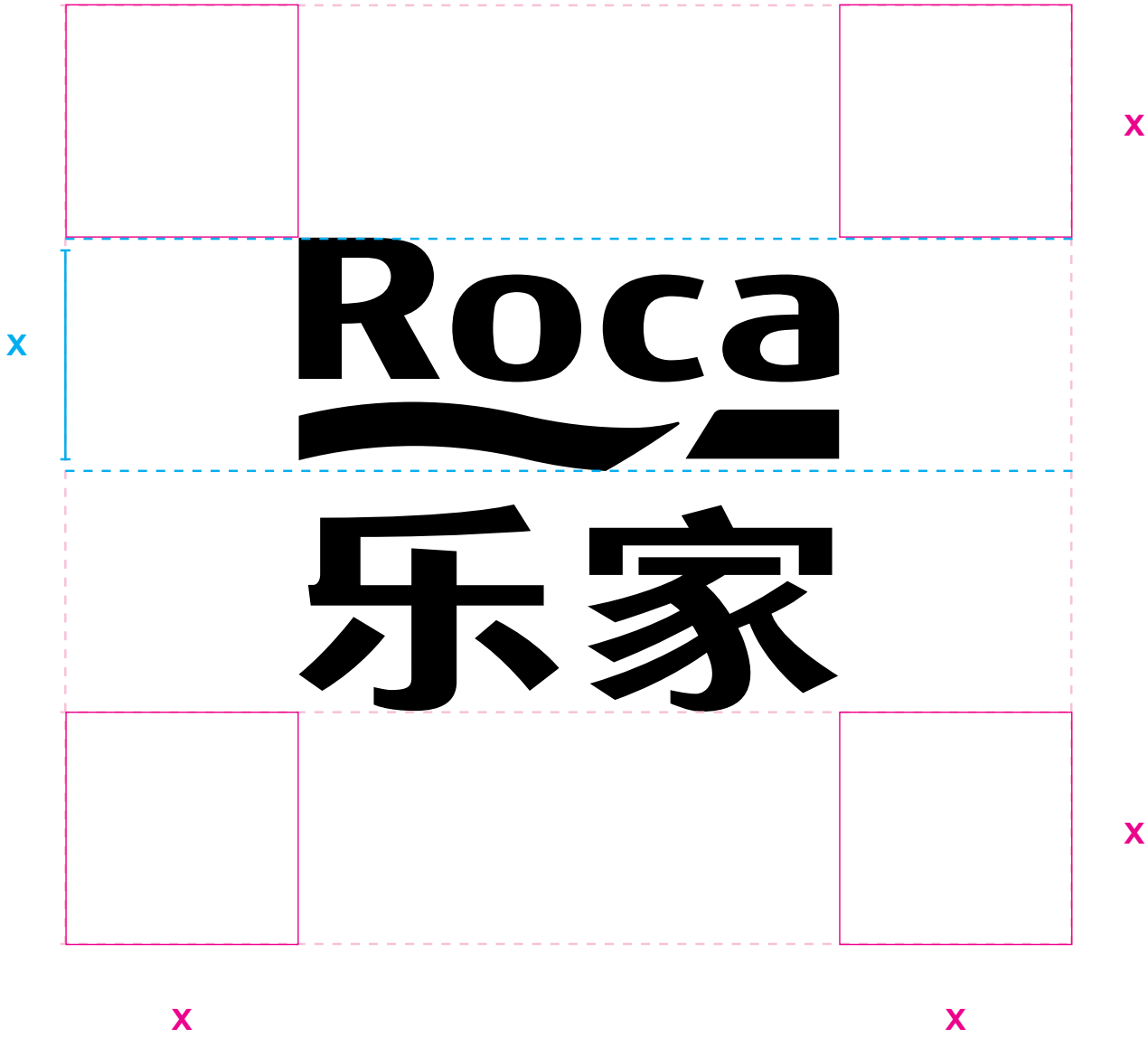The rules for the Roca logotype in chapter 1.1.2. Clear Space should be applied.

The reserved area is determined by "x", corresponding to the height of the original Roca logotype. For any size reproduction, a margin equal to or greater than "x" should always be respected.

1.2.3. Minimum Size

To ensure correct legibility of the logotype, this is the recommended minimum size for print and screen reproduction in both horizontal and vertical orientation.

Under no circumstances should it be reproduced in a smaller size than the one specified.

Positive

Negative

Roca 乐家

Roca 乐家

12,5 mm for print
84 px for screen

12,5 mm for print
84 px for screen

Roca
乐家

Roca
乐家

Roca
乐家

Roca
乐家

6 mm for print
42 px for screen

6 mm for print
42 px for screen

1.3.
Arabic
Language

1.3.1. Relationships

Positive

Negative

When using the Roca logotype with its Arabic translation, the relationship principles shown here should be applied. The choice between the horizontal and vertical versions depends on the application.

1.3.2. Clear Space

The rules for the Roca logotype in chapter 1.1.2. Clear Space should be applied.

The reserved area is determined by "x", corresponding to the height of the original Roca logotype. For any size reproduction, a margin equal to or greater than "x" should always be respected.

Horizontal version

Vertical version

1.3.3. Minimum Size

To ensure correct legibility of the logotype, this is the recommended minimum size for print and screen reproduction in both horizontal and vertical orientation.

Under no circumstances should it be reproduced in a smaller size than the one specified.

Positive

Negative

Roca روكا

Roca روكا

12,5 mm for print
84 px for screen

12,5 mm for print
84 px for screen

Roca
روكا

Roca
روكا

Roca
روكا

Roca
روكا

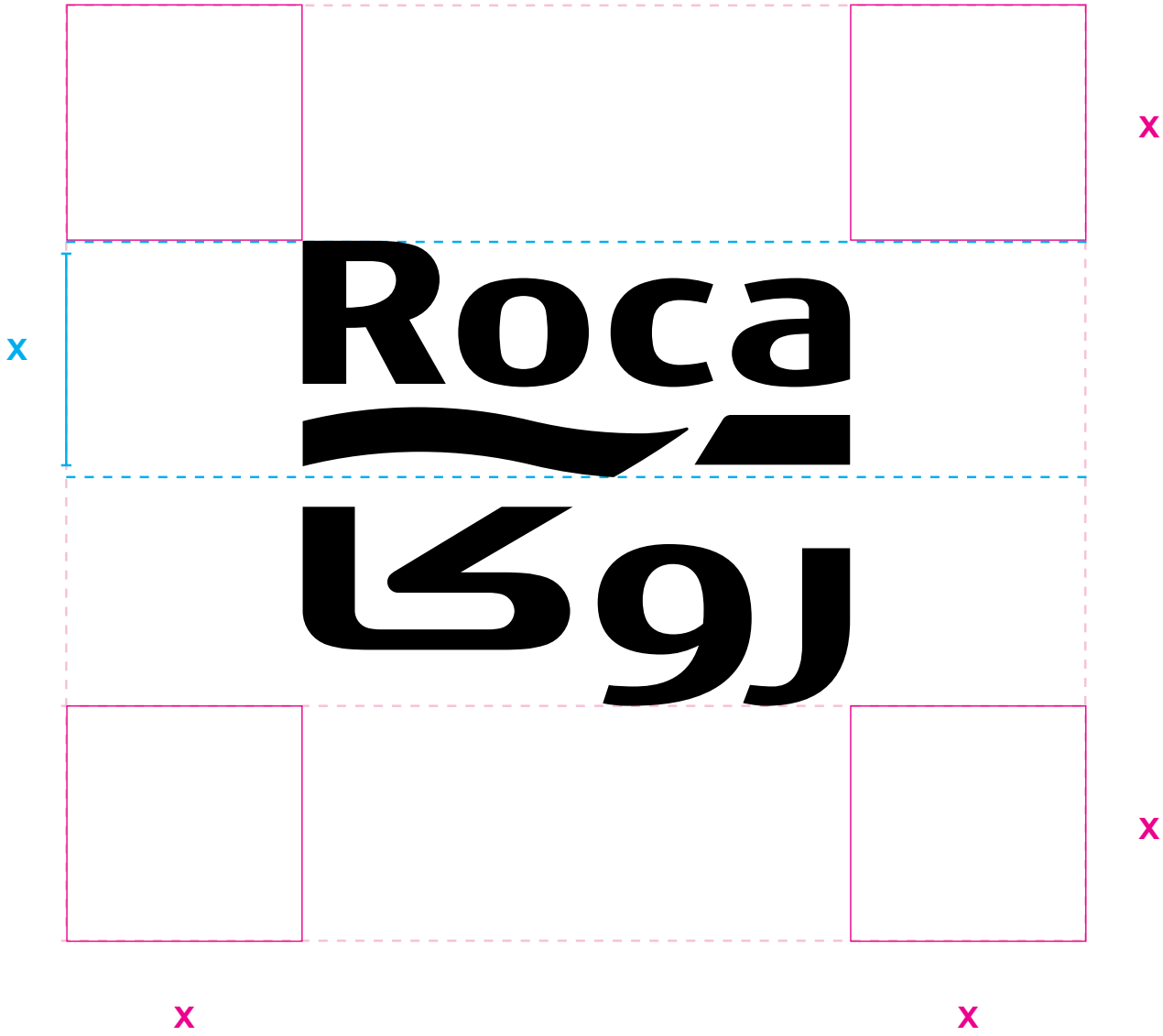6 mm for print
42 px for screen

6 mm for print
42 px for screen

1.4.
Typography

1.4.1. Main Typeface

Suisse Int'l

The corporate typeface is Suisse Int'l and should be used in all printed and digital communications.

This typeface is a fundamental element of the Roca identity and warrants the same respect as other brand elements. As such, it should not be condensed, expanded or replaced with any other typeface not specifically mentioned in these guidelines.

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

The font can be purchased here.

1.4.2. Sizes & Specifications

To ensure a modern presentation of text, the use of too many sizes and weights within a single application should be avoided. The two primary weights used in every Roca communication are Suisse Int'l Regular and Suisse Int'l Medium:

- Suisse Int'l Regular is used for titles.
- Suisse Int'l Medium is used for all body text, highlights and technical descriptions.

This text hierarchy should be used for the covers of each category of publication in A4 format.

Suisse Int'l Regular

Title H1

300 pt
-50 pt

Ona

Title H2

125 / 110 pt
-30 pt

The Gap

Title H3

100 / 100 pt
-30 pt

Faucets

Suisse Int'l Medium

| **Highlights** | 20 / 24 pt -10 pt | **Text** | 10 / 12 pt -10 pt | **Technical Text** | 8 / 10 pt 0 pt |

Id eaquas dolor sectat in plab ipsam rem sumque volorio nemque everferis eaquae dem volupitaspid que derovid.

Id eaquas dolor sectat in plab ipsam rem sumque volorio nemque everferis eaquae dem volupitaspid que derovid mod quis dit, sum qui demporu.Cipsam que voluptaspel intio teni nis volorro ium nobitiosae dolupit atiandis mincto explaceped moluptat fugitatus minctus ciliqu ntiur, simoluptas aut as ipsuntore, accatur ibusam quas auidictisit, erferecta intem nit ommos est, se offic temolor ehentiae doluptas mos volestem cus. Us ent. Culpa sequis ipsam cus, arum quasperum.

Id eaquas dolor sectat in plab ipsam rem sumque volorio nemque everferis eaquae dem volupitaspid que derovid mod quis dit, sum qui demporu ptium. Ihiciet laut eum hictem apedit aut fugitibus, voluptur, culparum facime doluptae ditas et et faceprent rehende rovidi vendus parum sit fugiand aestem quid mo opta sendeliquam inimillam rerum ut vereped itatqui um senis asit porrumet fugiaestio volorem vellore ribusam, custio moluptatur aut voloremquias comnihicit harum non corionsed quam alique perchic idenima gnihicae inis untio. Aborers perion pro totae doluptur? Epe eaque sequian tiumquo quissi quo velique lamus digendest erati ut mo

For further information, see Brand Guidelines 2.

1.4.3. Other Languages

The Suisse Int'l typeface is designed to include specific characters of a wide range of languages, like Cyrilic and Arabic.

The Chinese, Greek and Thai languages are the only ones that aren't supported.

These are the typefaces allowed to use for text in these languages:
-   HYQiHei for Chinese.
-   Neue Helvetica World for Greek and Thai.

HYQiHei

平滑的

平滑的线条是

平滑的线条是浴缸

平滑的线条是浴缸

平滑的线条是浴缸设计的

Neue Helvetica World Greek

Οι ισο

Οι ισορροπη

Οι ισορροπημέ

Οι ισορροπημένες

Οι ισορροπημένες γραμμές

Neue Helvetica World Thai

เส้นสาย.

เส้นสายทีสมดุ

เส้นสายทีสมดุลส

เส้นสายทีสมดุลสร้างรู

เส้นสายที่สมดุลสร้างรูปทรงให้กับ

1.4.4. Alternative Typeface

Arial

Roca's alternative typeface is Arial and should be used when Suisse Int'l is not available for digital communications, such as email messages, newsletters or PowerPoint presentations.

This typeface should be treated with the same consideration as other elements of the Roca identity. As such, it should not be condensed, expanded or replaced with any other typeface. The use of too many sizes and weights within a single application should also be avoided.

The two font weights used in this particular example are Arial Regular and Arial Bold.

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789
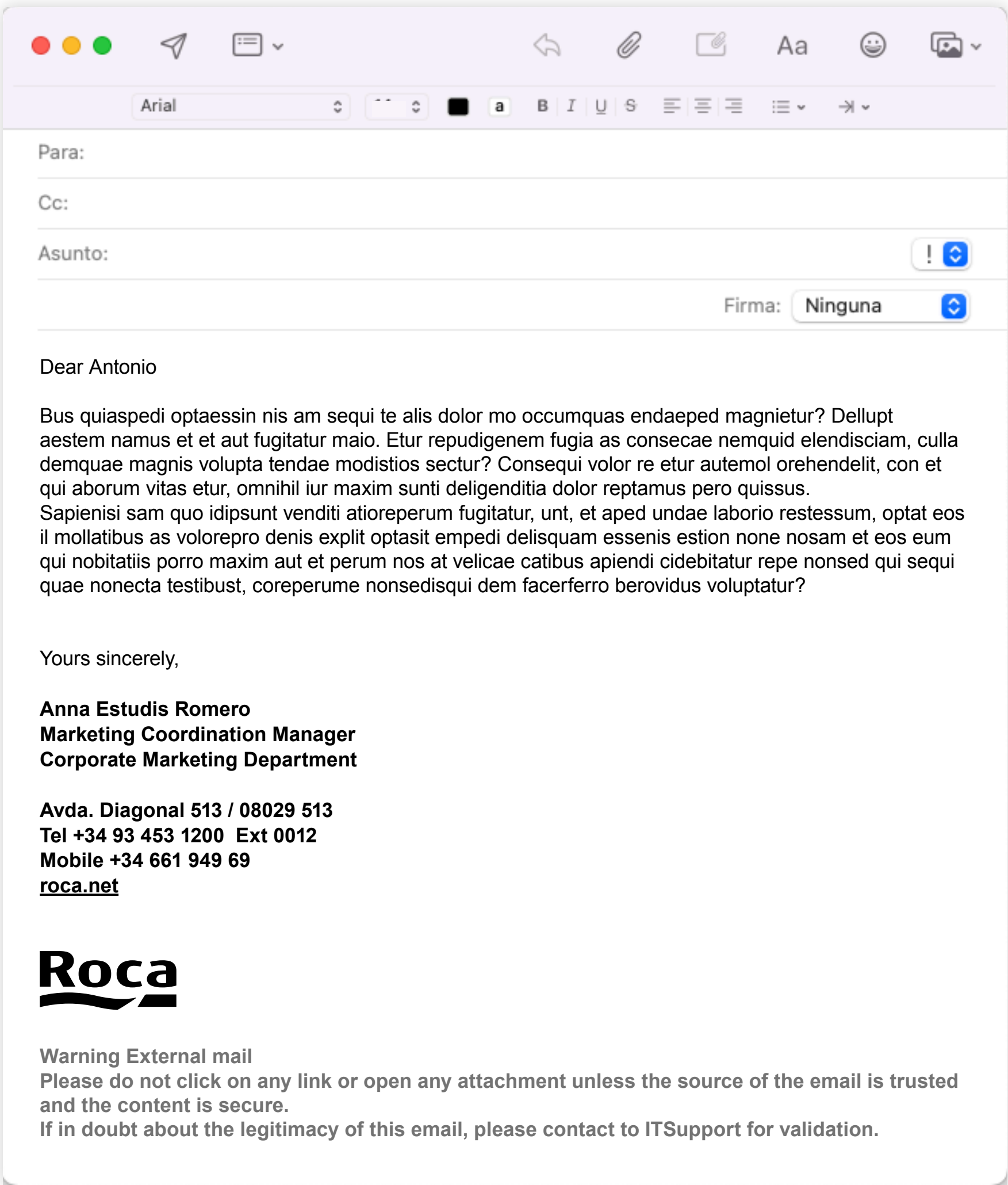
1.5. Corporate Colour

1.5.1. Logotype Colours

1.5.1. Logotype Colours

Primary Colours

Secondary Colour

Our primary brand colours are black and white. These colours are used to provide simplicity, consistency and flexibility to be combined with the corporate colours of Roca's collections throughout all brand communications.

The secondary colour is blue and is reserved under specific circumstances.*

Pure Black
C0 M0 Y0 K100
R0 G0 B0
Hex #000000

White
C0 M0 Y0 K0
R255 G255 B255
Hex #ffffff

Pantone Process Blue
C100 M20 Y0 K0
R0 G135 B195
Hex #008BD2

* The blue colour of the logotype can co-exist while the implementation of the new visual identity is being implemented. This colour can also be used in the DIY channel to differentiate it from the traditional channel. All new applications for the traditional channel must be in black.

For further information on Colour Scheme, see Brand Guidelines 2.

For further information, please contact Roca's Marketing Communication Department