Marketing Communications Manuals

Visual Identity

Key elements for a recognizable impact

Roca

This document is intended to reflect the visual identity of the Roca Brand for commercial purposes.

This manual may not be applied to:

Corporate Comm *(Roca Group)*
Institutional Comm *(PR, Annual report)*
Internal Comm *(HR, RocaSphere, Waterdrops)*
Other entities *(WAW, RCU, Roca Gallery)*
Other brands *(Laufen, Armani/Roca, Gala)*

Any application other than the ones included in this Manual needs to be consulted with the Marketing Communications team.

The Clip

The typeface

Iconography
and illustrations

Roca channels

- Roca Life
- Roca Pro
- Roca Contract

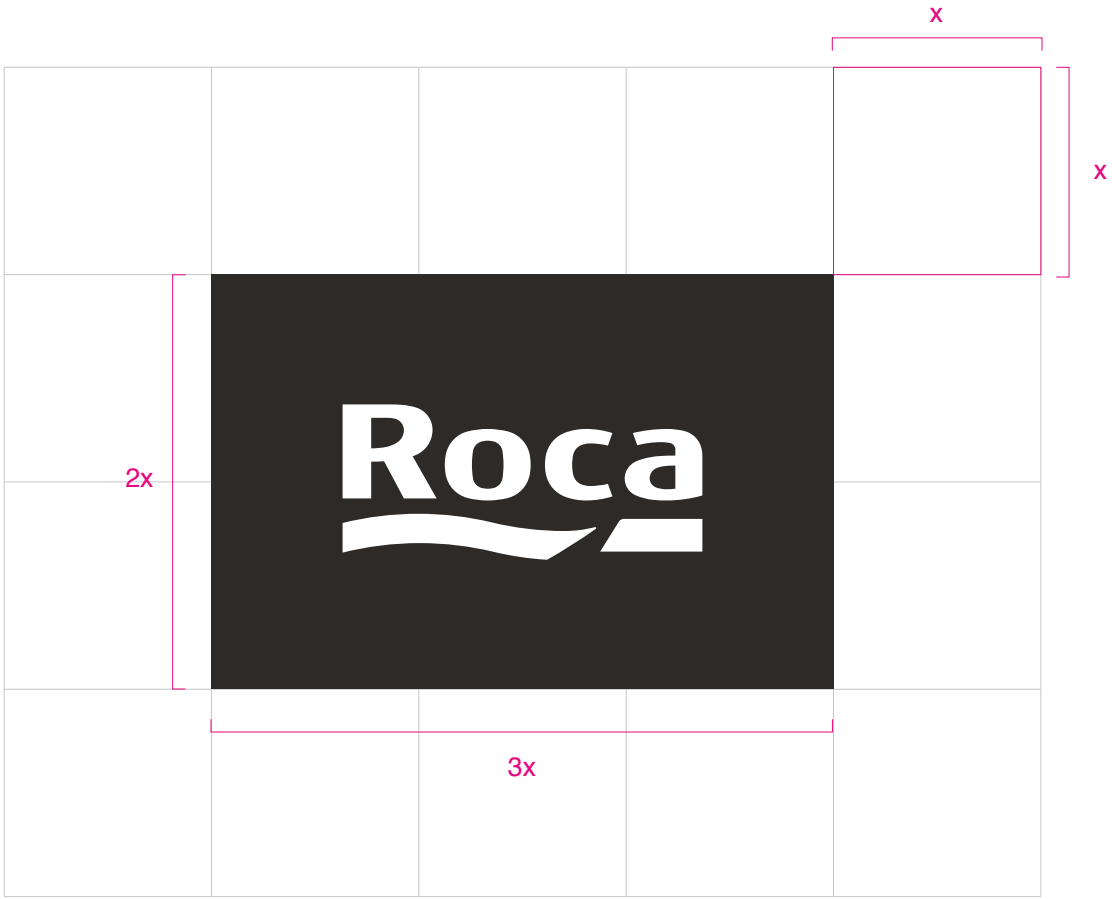
The Clip

In the search of the brand's personality, in all commercial communications, Roca's logotype is placed on a black square we call the Clip.

Main application

Construction

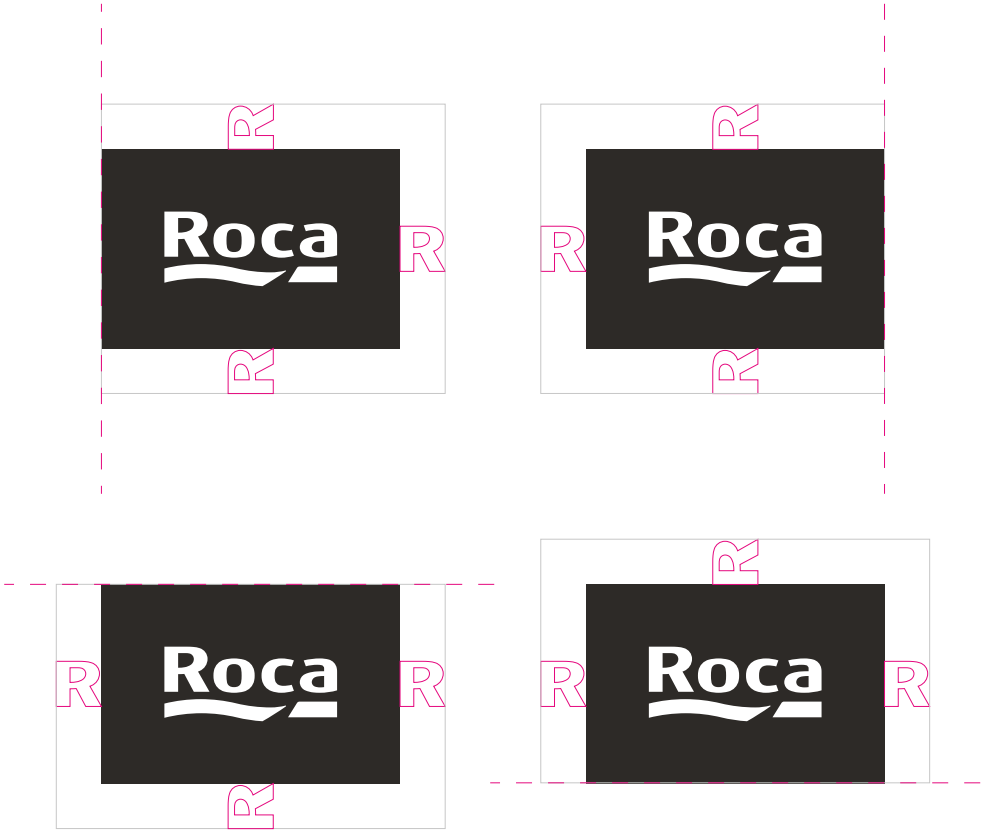
The normalization and construction of the Clip based on the dimension “x” results in the main application.



Minimum sizes and isolation area

The location of the Clip in any format needs to be affixed to one of the margins. It can never be loose.

The isolation area of the free sides is always the same and is determined by the width of the letter “R”.



MINIMUM SIZES

15mm

Offline

40px

Online

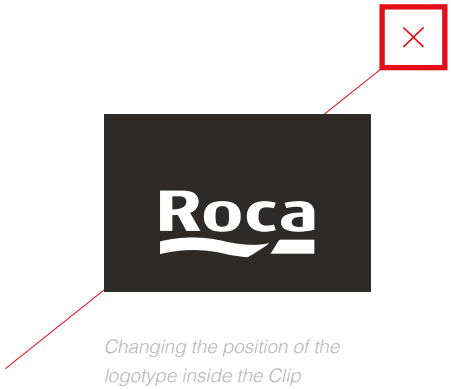
Exceptions

In those cases in which the Clip needs to be applied to an already stipulated format, the black square of the Clip will adapt to its container until reaching its width or height, without modifying the proportion of the Clip.

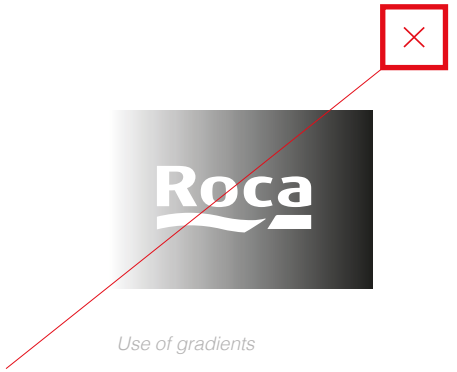
It is then centered vertically or horizontally and the remaining area is filled with the colour of the Clip.

Incorrect uses

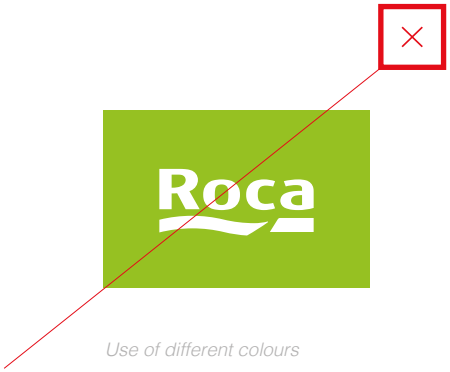
Modifying the proportion of the Roca logotype on the Clip



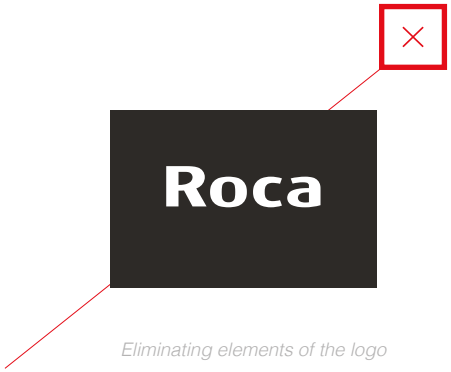
Changing the position of the logotype inside the Clip



Use of gradients



Use of different colours



Eliminating elements of the logo

Use of shades

The colour of the Clip

The main colour of the Clip is **Pantone Black C.**

There are three complementary colours: Pantone 424C, Pantone 420C and Pantone 420C (20%). These will be used in the application of the visual style, always as complementary and if necessary, neither in the Clip nor as a substitute for it.

PANTONE BLACK C
C65 M52 Y51 K96
R0 G0 B0
#000000

PANTONE 424C
C30 M20 Y19 K58
R112 G115 B114
#707372

PANTONE 420C
C6 M4 Y7 K13
R199 G201 B199
#C7C9C7

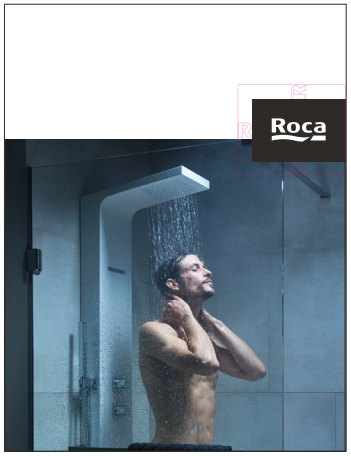
PANTONE 420C (20%)
C6 M4 Y6 K0
R242 G242 B242
#F3F3F2

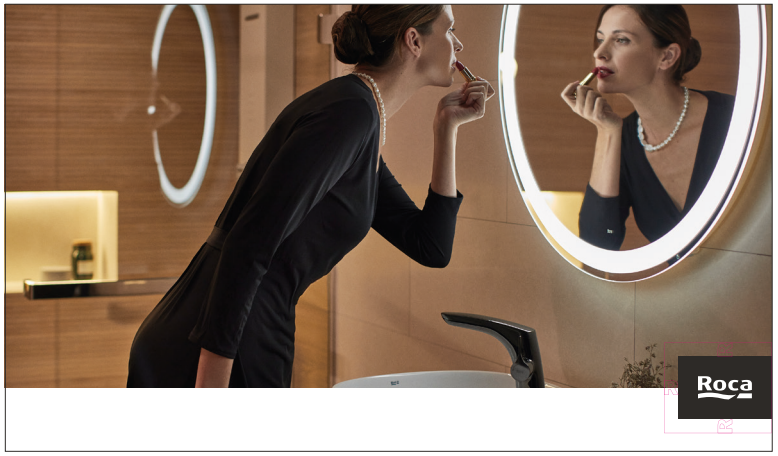
Position of the Clip on the image

The Clip will always be affixed to one of the margins and the corresponding isolation area on the non-affixed sides will always be respected.

Position of the Clip on intersections

In those pieces that combine different blocks, the Clip will always be centered between both blocks, with half of its surface on each one of them.





Application examples

Application example in an advertisement

Application examples

Application example in a catalogue

Application examples

Application example in a brochure

Application examples

Application example in a leaflet

Application examples

Application example in a magazine

Application examples

Application example on billboard

Application examples

Application example on billboard

Application examples

Application example on billboard

The typeface

Roca’s Corporate Typeface

Aa

Glyph

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?’“!”(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Characters

Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic

Styles

This typeface is particularly indicated for headings, highlights, lists and small paragraphs.

Helvetica Neue Complementary Typeface

Aa

Glyph

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?’“!”(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Characters

Ultra Light
Ultra Light Italic
Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Styles

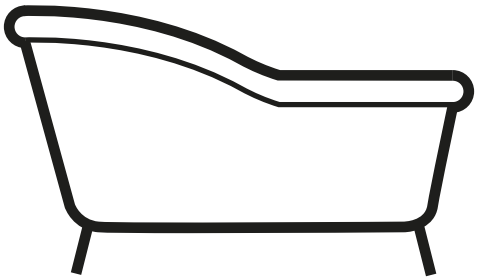
For any other use, the Helvetica typeface and its entire family is the complementary one.

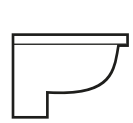
Iconography and illustrations

Iconography and Illustrations

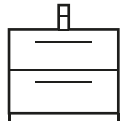
Iconography is a key element in the visual identity of a brand. We are developing an entirely new style that will be included in a manual we will be able to share with you shortly.

Iconography. Gallery of applications. Product

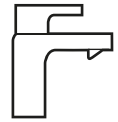




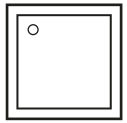
Toilets



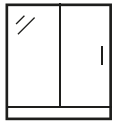
Furniture



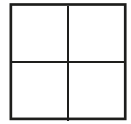
Faucets



Shower trays

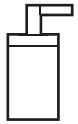


Enclosures

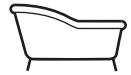


Tiles

Smart toilets

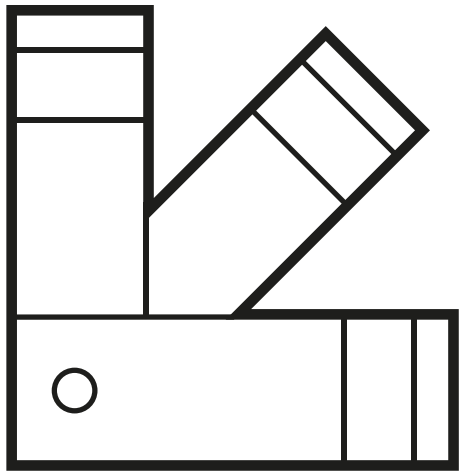


Accessories

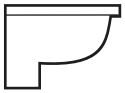


Baths

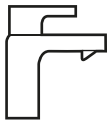
Iconography. Gallery of applications



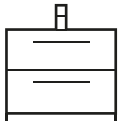
Product Categories



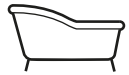
Toilets



Faucets

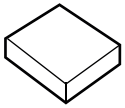


Furniture

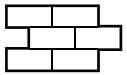


Baths

Product subcategories

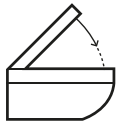


Floor tiles

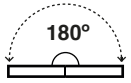


Wall tiles

Product features

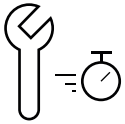


Soft-close



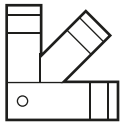
180º opening

Savings Faucet

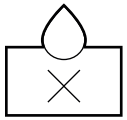


Fast-fix

Informative and packaging



Colour range



Watertight material

Functional

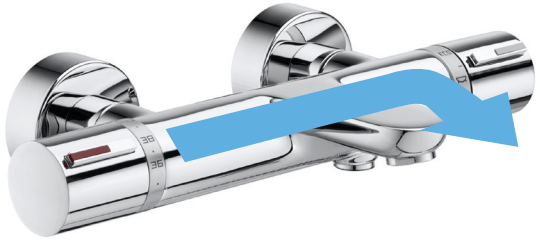
Search

Close

Location

Eliminate

Illustration on image



Application examples

6

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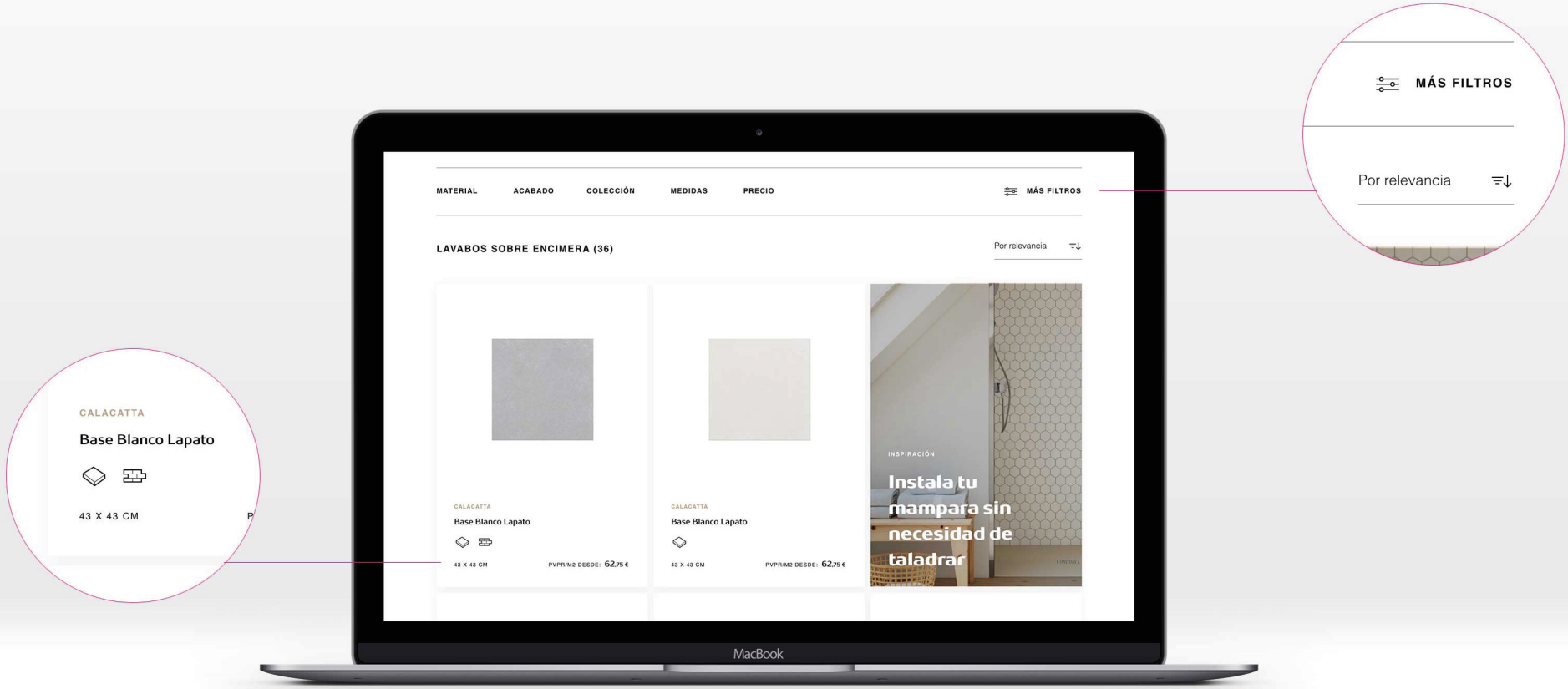
In-Wash® Inspira suspendido. Placa de accionamiento PL1, mueble Inspira y grifería Lanta.

Application example in a catalogue

Application examples



Application example in website

Application examples

Application example in website

Application examples

Application example on app

Application examples

Application example on product

Roca channels

The construction of the logotype of each channel is based on the use of the Clip along with the logotype of the channel in a lower coloured rectangle, both forming a square.

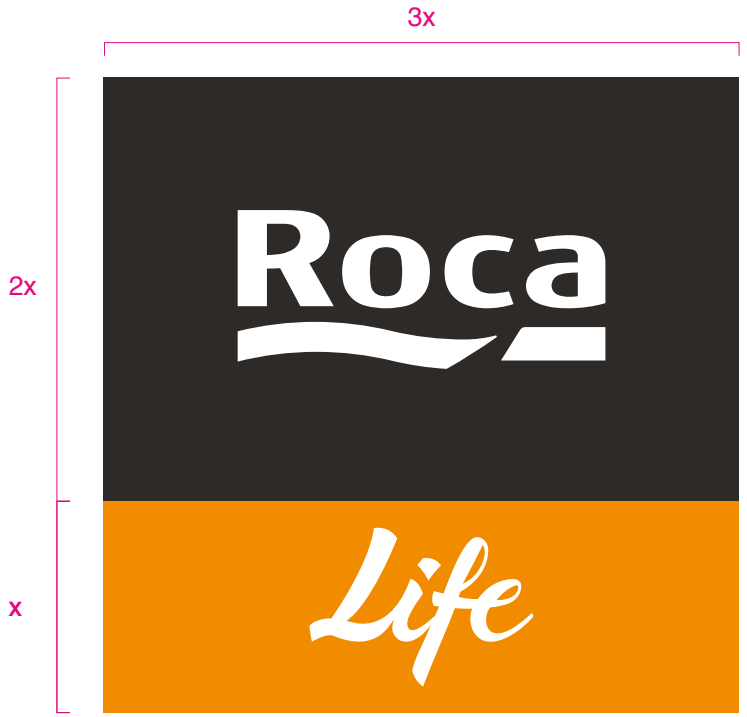
Roca Life

It is the inspirational communication channel primarily aimed at end users.

Logotype

Logotype

The Roca Life logotype is made up of the Clip and a lower coloured rectangle, both forming a square. The proportion of the channel with regard to the Clip is 1/3.



Minimum sizes and isolation area

The isolation area of the free sides is always identical and is determined by the width of the letter “R”.

MINIMUM SIZES

18mm

Offline

50px

Online

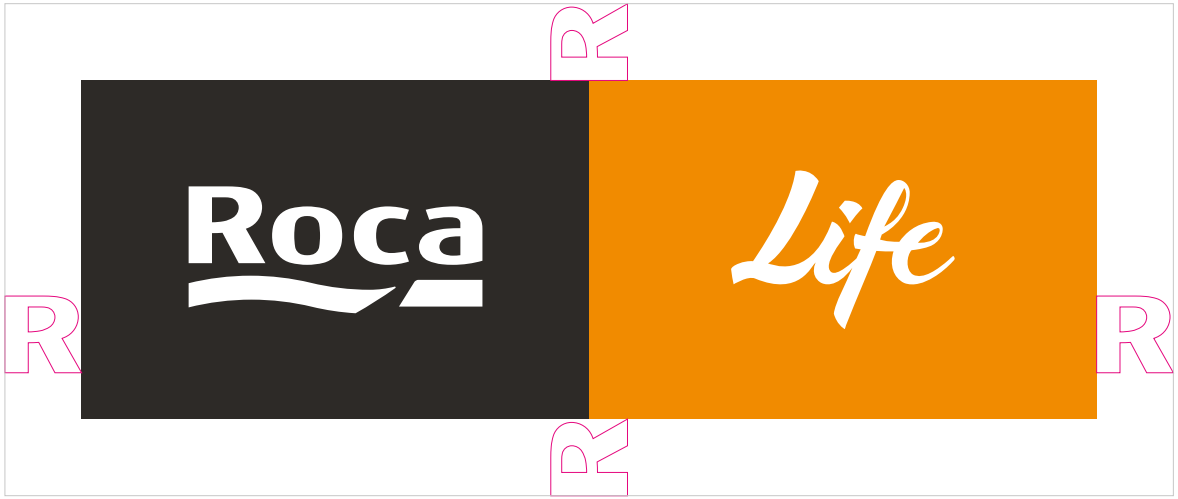
Incorrect uses

The horizontal composition

Inside Roca's platforms or in environments where the channel is already well recognized, its logotype can also be composed horizontally, thus equaling the weights of the clip and the coloured rectangle.

Minimum sizes and isolation area

The isolation area of the free sides is always identical and is determined by the width of the letter “R”.



MINIMUM SIZES

36mm

Offline

300px

Online

Roca Life’s colour

The colour of the lower rectangle for Roca Life is **Pantone 144C.**

There are two complementary colours: Pantone 1595C and Pantone 143C. These will be used in the application of the visual style, always as complementary and if necessary, neither in the lower rectangle nor as a substitute for it.

PANTONE 144C
C0 M51 Y100 K0
R237 G139 B0
#ED8B00

PANTONE 143C
C0 M32 Y87 K0
R241 G180 B52
#F1B434

PANTONE 1595C
C0 M71 Y100 K3
R216 G96 B24
#D8601

Roca Pro

It is the communication channel aimed at technical professionals.

Its image construction and use follows the same rules detailed for Roca Life.

Logotype

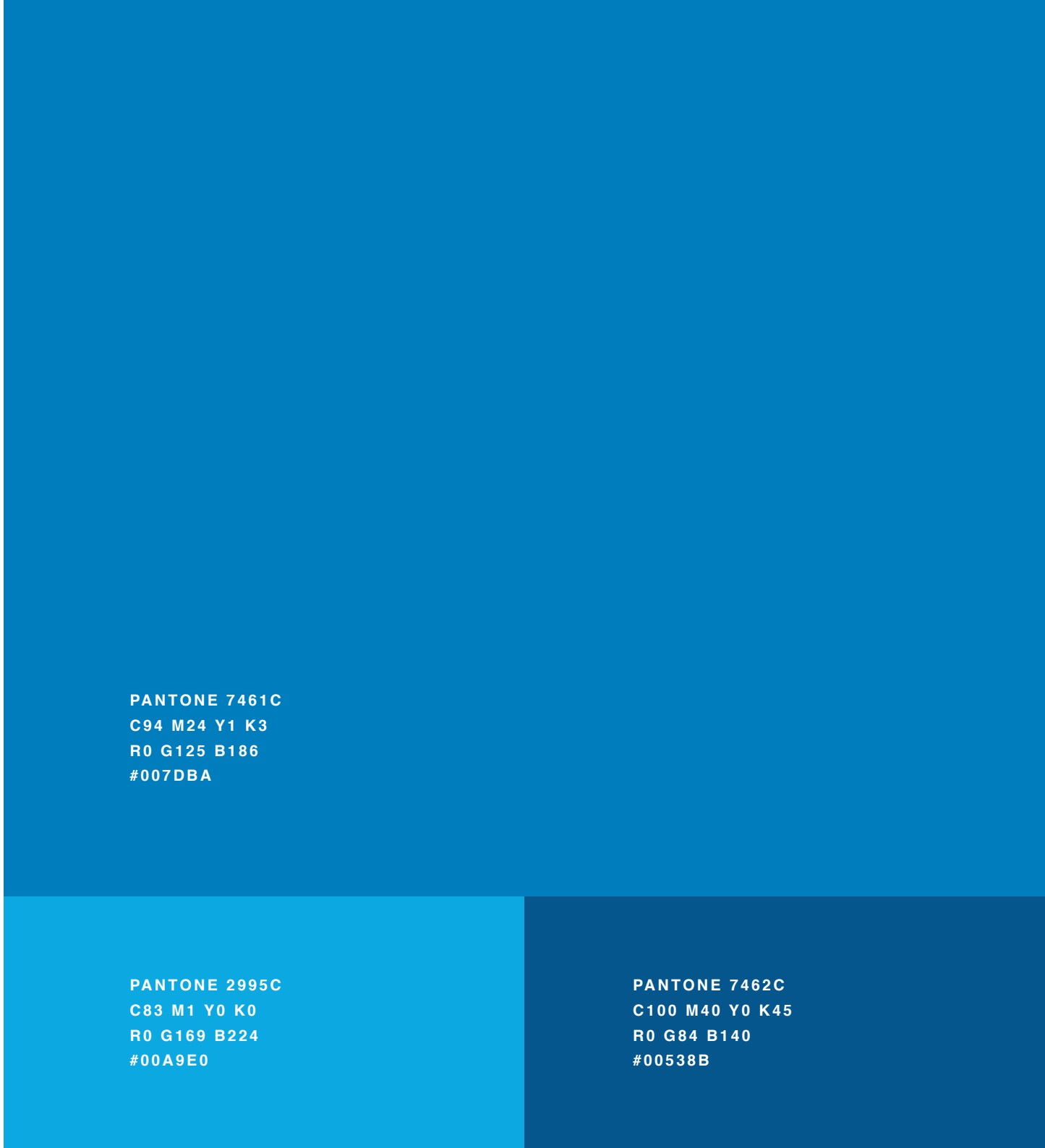
The logotype

The Roca Pro logotype is made up of the Clip and a lower coloured rectangle, both forming a square.

Roca Pro’s colour

The colour of the lower rectangle for Roca Pro is **Pantone 7461C.**

There are two complementary colours: Pantone 7462C and Pantone 2995C. These will be used in the application of the visual style, always as complementary and if necessary, neither in the lower rectangle nor as a substitute for it.



Roca Contract

It is the communication channel aimed at specifiers.

Its image construction and use follows the same rules detailed for Roca Life.

Logotype

CONTRACT

Logotype

The Roca Contract loogtype is made up of the Clip and a lower coloured rectangle, both forming a square.

Roca Contract's colour

The colour of the lower rectangle for Roca Contract is **Pantone 404C.**

There are two complementary colours: Pantone 4022C and Pantone 405C. These will be used in the application of the visual style, always as complementary and if necessary, neither in the lower rectangle nor as a substitute for it.

PANTONE 404C
C20 M25 Y30 K59
R119 G110 B101
#776E65

PANTONE 402C
C13 M16 Y21 K36
R156 G149 B140
#9C958C

PANTONE 405C
C26 M31 Y35 K72
R98 G91 B84
#686058

v.01 - JANUARY 2019

Visual Identity Manual

This document belongs to a set of documents called Marketing Communication Manuals.
The following documents also belong to that set:

- Advertising Manual
- Catalogues Manual
- Point of Sales Manual
- Fairs Manual
- Audiovisuals Manual
- Images Manual
- Packaging Manual
- Website & Digital Manual