

Roca Brand

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Logotype

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1.1.1. Versions

This is the logotype for Roca. The primary version is the positive one, used for the traditional channel, and features black text on a white background, while the negative version uses white text on a black background.

A secondary blue version is used exclusively for the DIY channel.

Traditional Channel

Positive



Negative



DIY Channel and Installers



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 logo in every application.

Positive



Negative



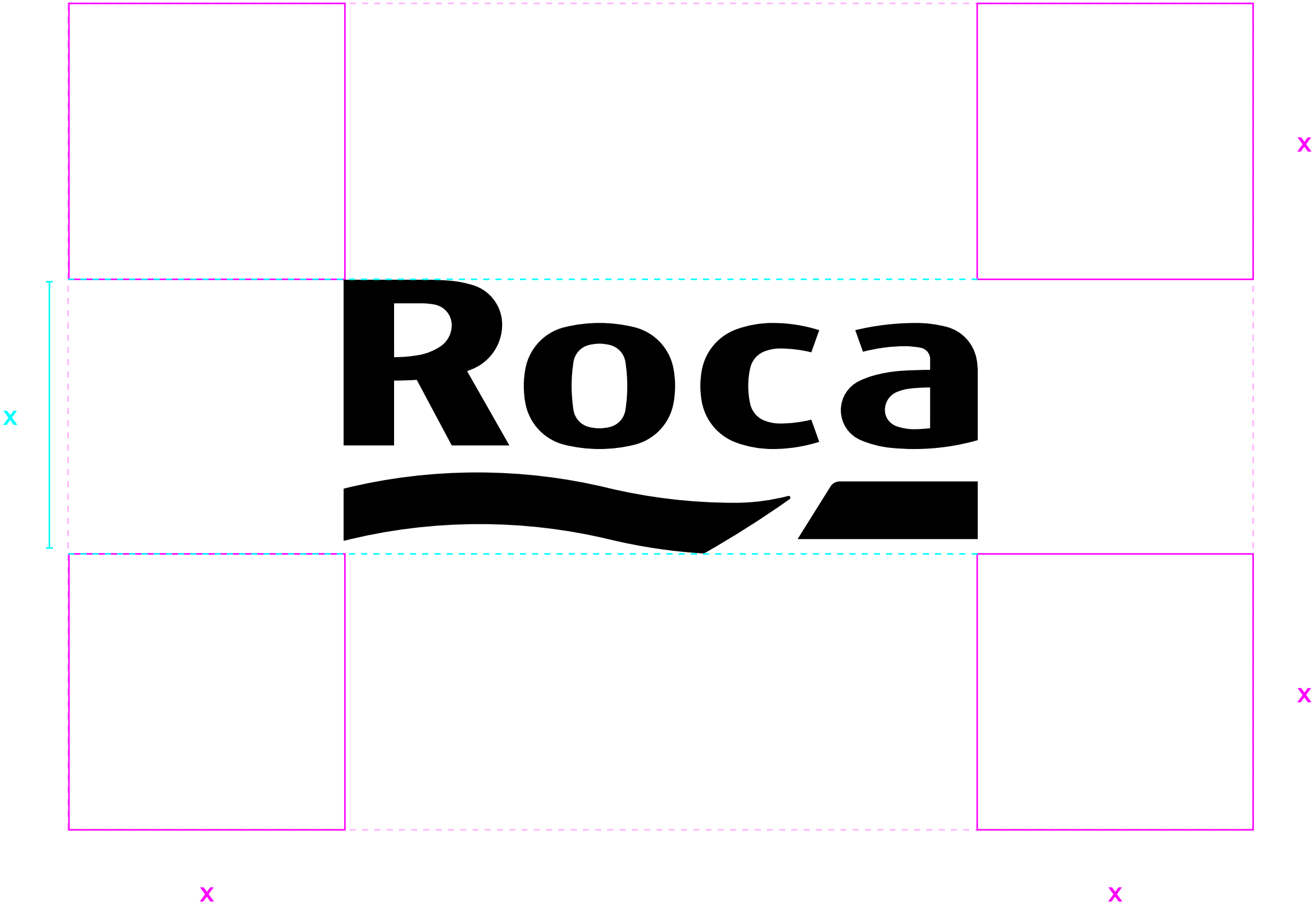
1.1.3. Clear Space

The ideal clear space for the Roca logotype is defined by “x”, which corresponds to the height of the logo. 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.

Recommended minimum clear space



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



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 logo is placed in the bottom right-hand side of the page.



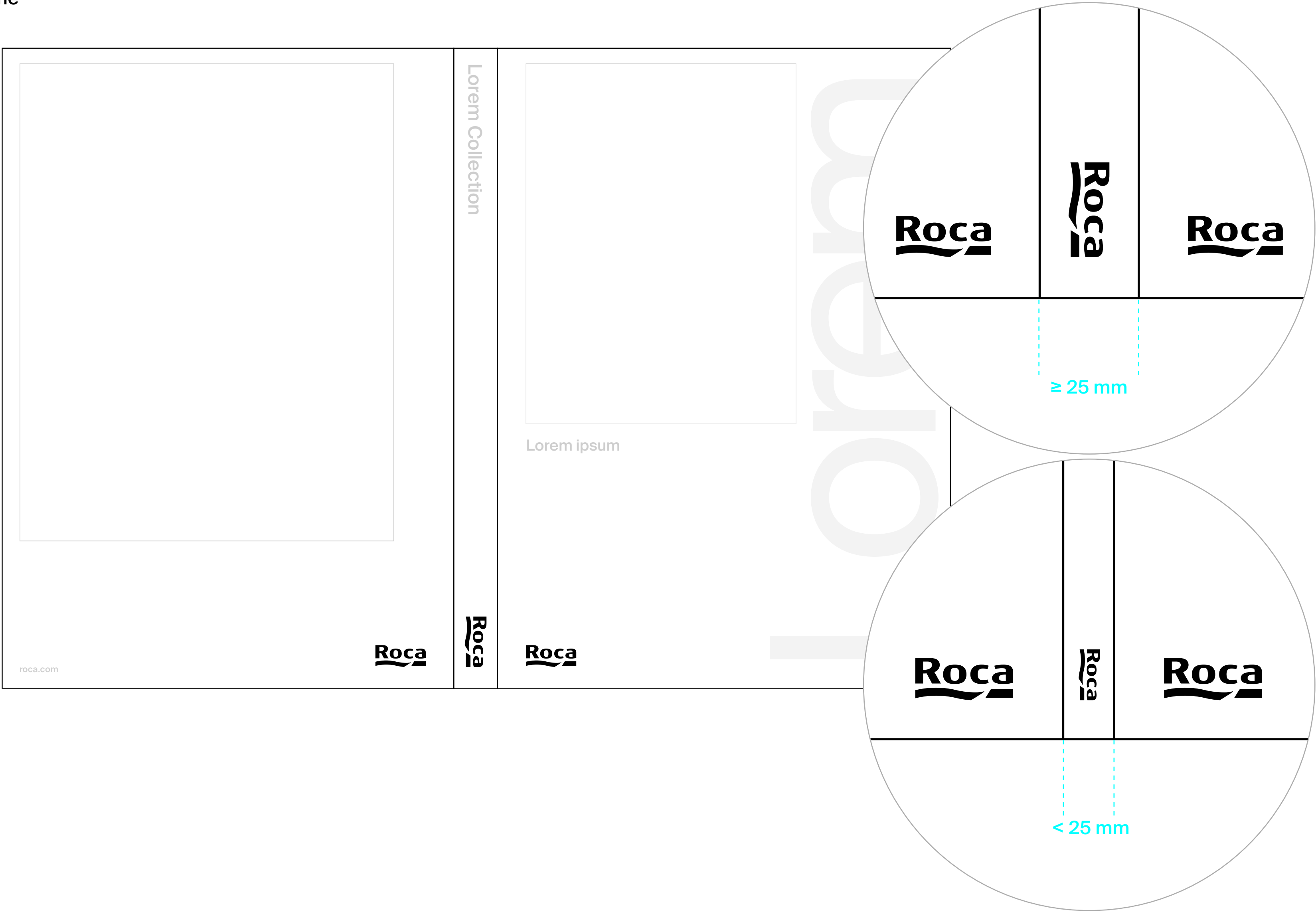
For examples of use, see Brand Guidelines 2.

1.1.6. Positioning in Publications

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 logo will be reduced to 52%.

Covers + Spine



For examples of use, see Brand Guidelines 2.

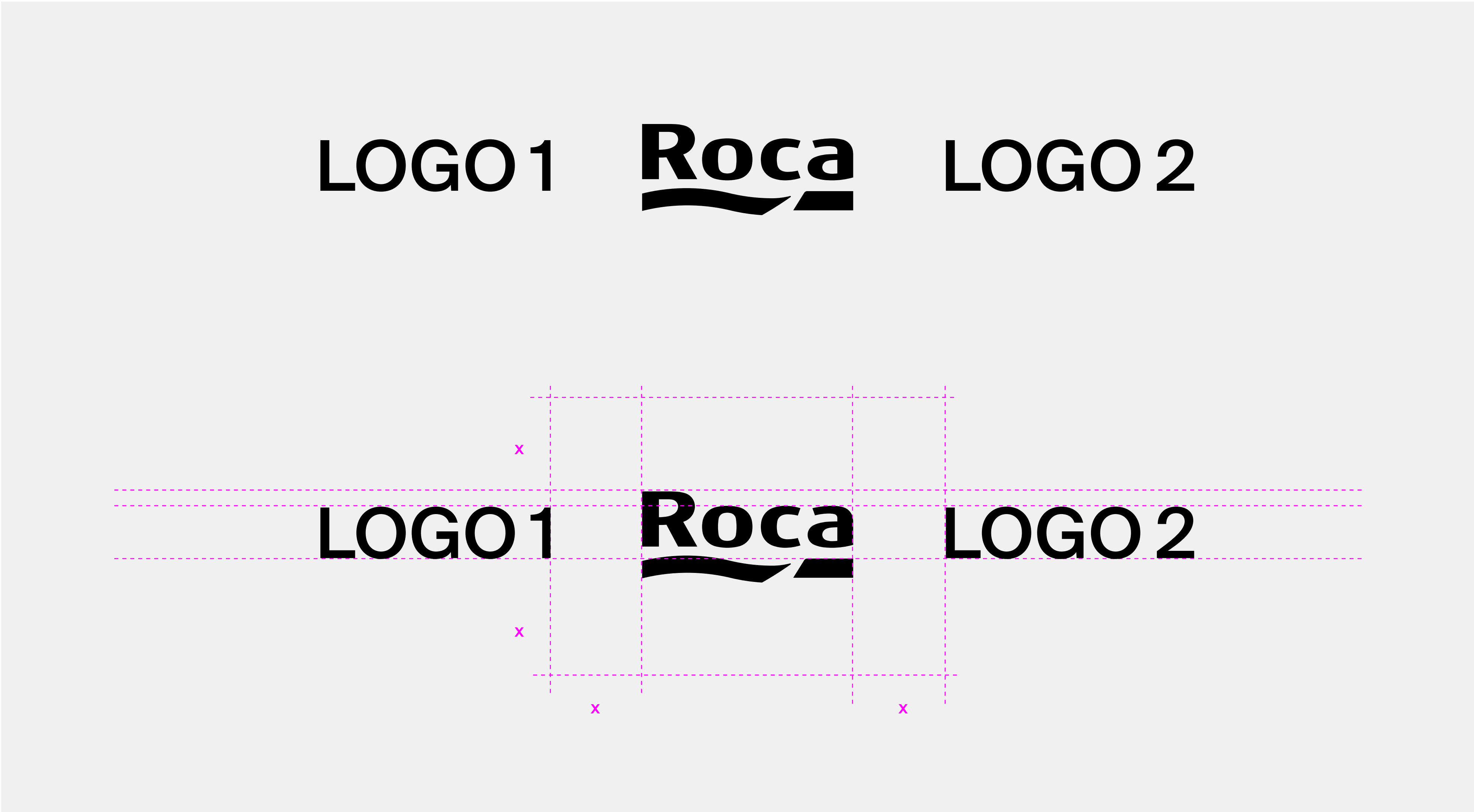
1.1.7. Coexistence

When using the Roca logotype in communication materials alongside other logos, 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 logos should have the same visual weight, respecting spacing and size.

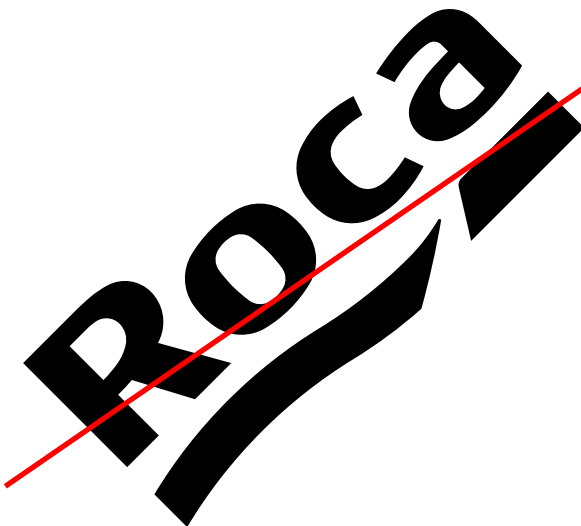
More information in 1.1.3. Clear Space (slide 8).



1.1.8. Misuses

The size, colour and proportions of the logotype cannot be changed. This page shows some examples of how the logo 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 logo 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
1.2.2. Clear Space
1.2.3. Minimum Size

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

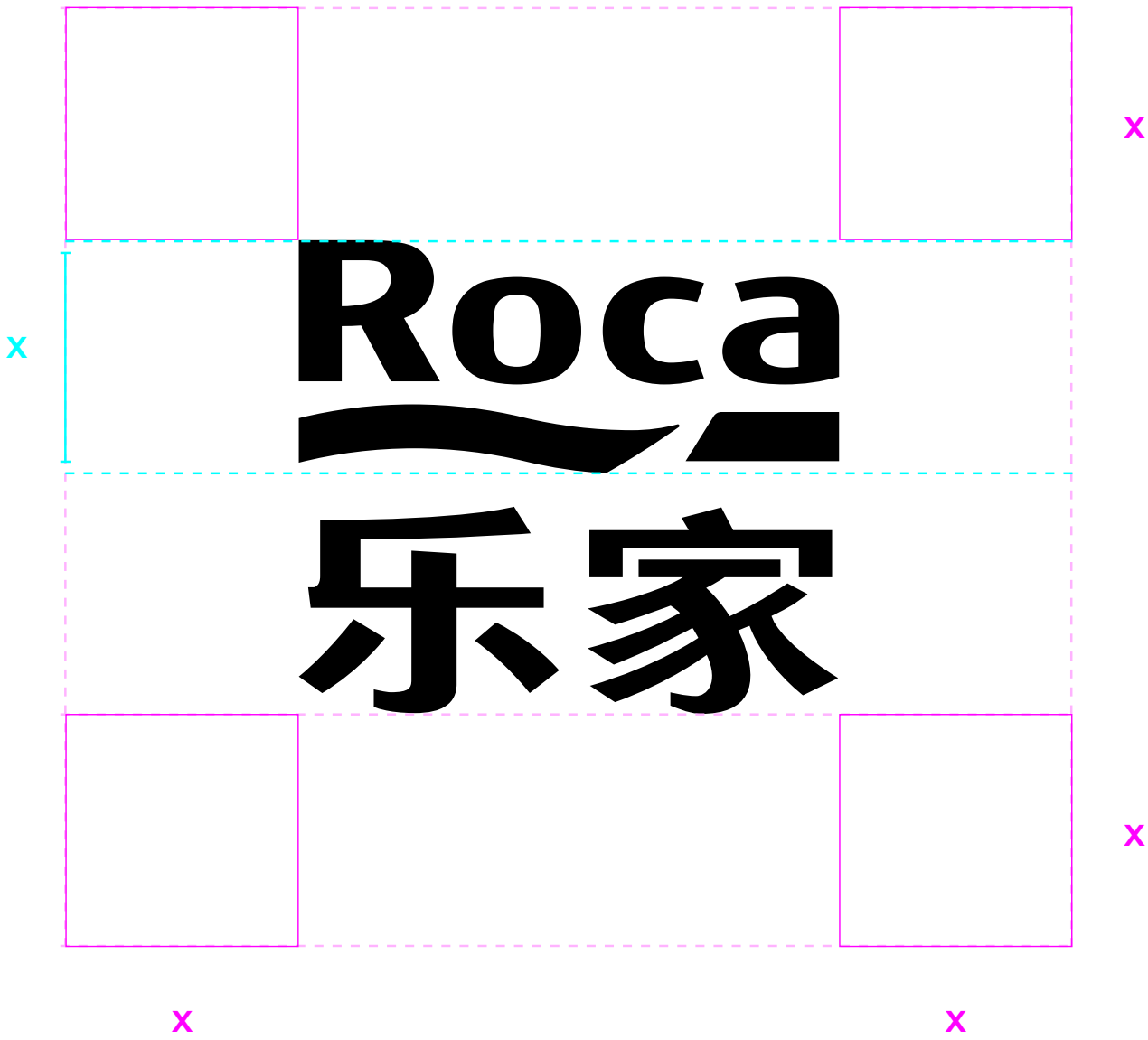
The rules for the Roca logotype in chapter 1.1.2. Clear Space should be applied.

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



1.2.3. 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



12,5 mm for print
84 px for screen



6 mm for print
42 px for screen

Negative



12,5 mm for print
84 px for screen



6 mm for print
42 px for screen

1.3. Arabic Language

1.3.1. Relationships

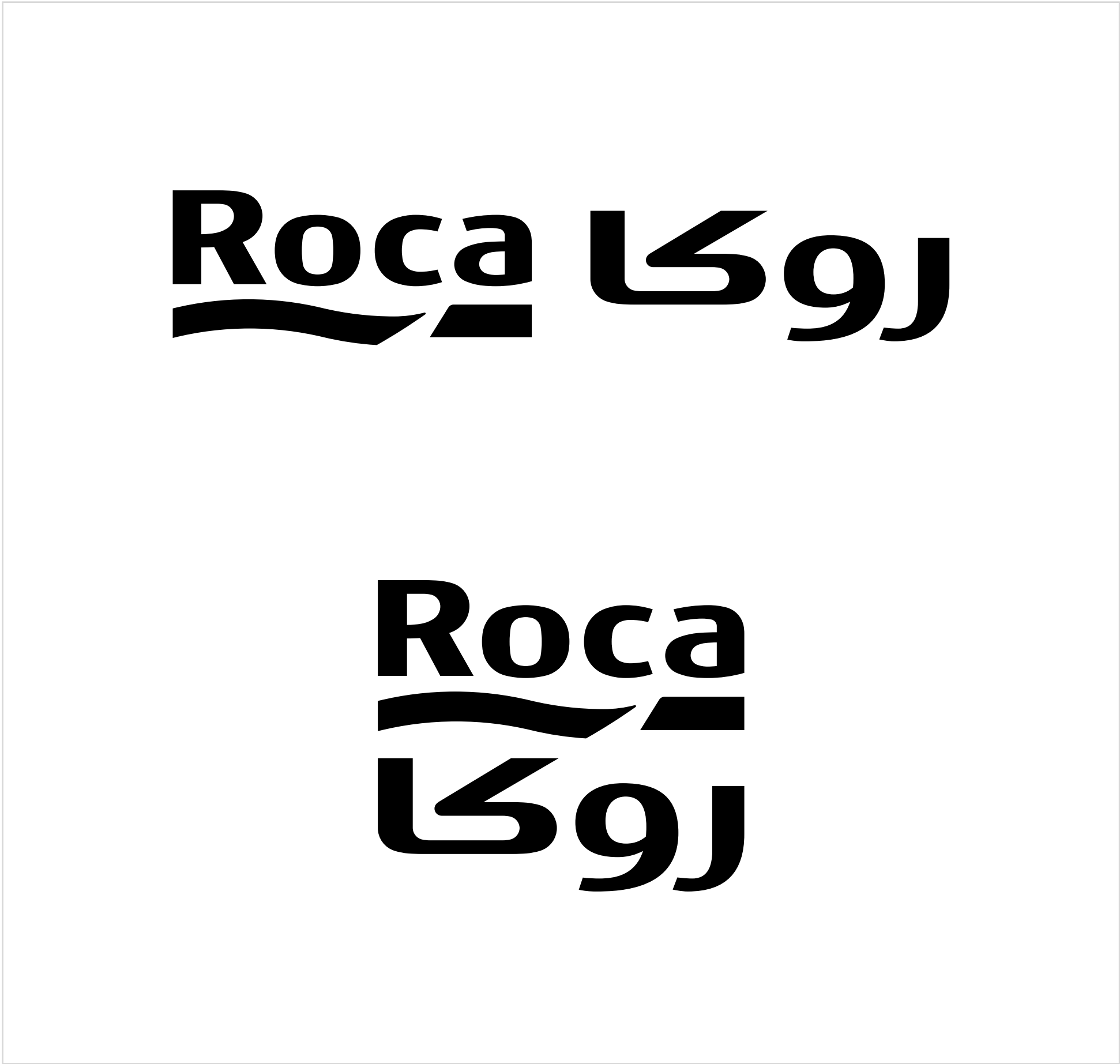
1.3.2. Clear Space

1.3.3. Minimum Size

1.3.1. Relationships

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.

Positive



Negative



1.3.2. Clear Space

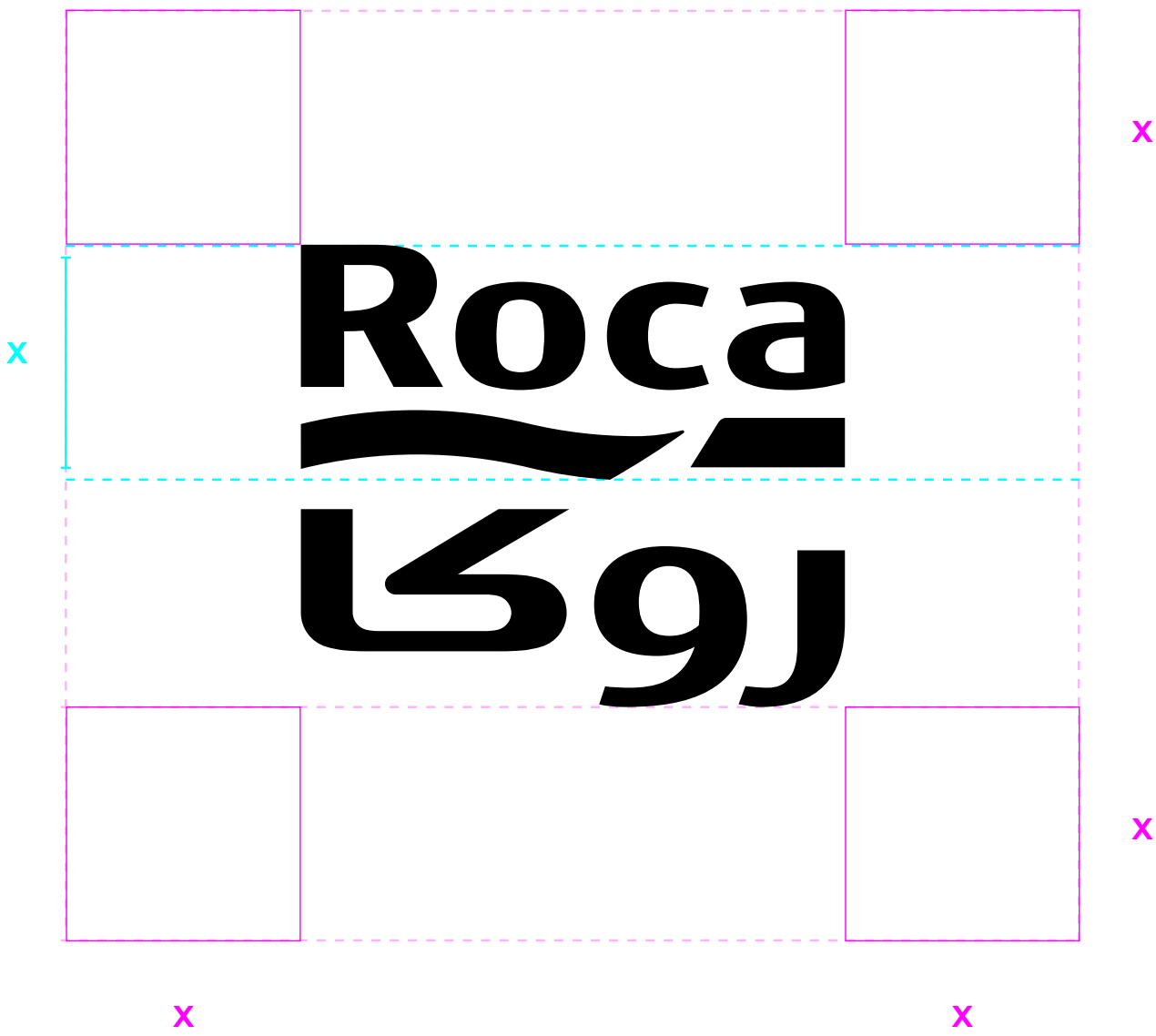
The rules for the Roca logotype in chapter 1.1.2. Clear Space should be applied.

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



Roca روكا



12,5 mm for print
84 px for screen



**Roca
روكا**



6 mm for print
42 px for screen

Negative



Roca روكا



12,5 mm for print
84 px for screen



**Roca
روكا**



6 mm for print
42 px for screen

1.4. Typography

- 1.4.1. Main Typeface
- 1.4.2. Sizes & Specifications
- 1.4.3. Other Languages
- 1.4.4. Alternative Typeface

1.4.1. Main Typeface

The corporate typeface is **Suisse Intl** 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.

For applications and files before December 2025, the version of the font is the previous version of this font: **Suisse Int'l**.

Suisse Intl

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz

0123456789

[The updated 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 Intl Regular and Suisse Intl Medium:

- Suisse Intl Regular is used for titles.
- Suisse Intl 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.*

* For applications and files before December 2025, these principles apply for the old version of the font: Suisse Int’l Regular and Suisse Int’l Medium.

For further information, see Brand Guidelines 2.

Suisse Intl 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 Intl 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 eaqueae dem voluptaspid que derovid mod ipsam rem sumque volorio nemque everferis eaqueae dem voluptaspid que derovid.

Id eaquas dolor sectat in plab ipsam rem sumque volorio nemque everferis eaqueae dem voluptaspid que derovid mod quis dit, sum qui demporu.Cipsam que voluptaspid intio teni nis volorro ium nobitiosae dolupit atiandis mincto explacedped moluptat fugitatus minctus ciliquu ntiur, simoluptas aut as ipsuntore, accatur ibusam quas audictisit, 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 eaqueae dem voluptaspid 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 ium senisasit porrumet fugiaestio volorem vellore ribusam, custio moluptatur aut voloremquias comnihicit harum non corionsed quam aliquie perchic idenima gnihicae inis untio. Aborers perion pro totae doluptur? Epe eaque sequian tiumquo quissi quo velique lamus digendest erati ut mo

1.4.3. Other Languages

The Suisse Int’l typeface is designed to include specific characters of a wide range of languages. 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:
- As for the typography, we hope we continue to use the current typography of Source Han Sans before the legal dispute is solved with HYQIHEI. But when the legal dispute can be solved sucessually in the future, we can see together if we need to use back HYQIHEI again.
 - Neue Helvetica World for Greek and Thai.

Source Han Sans

平滑的
平滑的条是
平滑的条是浴缸
平滑的条是浴缸
平滑的条是浴缸设的

Neue Helvetica World Greek

Οι σο
Οι σορροπαη
Οι σορροπαημέ
Οι σορροπαημένεδ
Οι σορροπαημένεδ γραμμέδ

Neue Helvetica World Thai

เส้นสาย.
เส้นสายที่สมดุ
เส้นสายที่สมดุอส
เส้นสายที่สมดุอสร้างรุ
เส้นสายที่สมดุอสร้างรูปทรงให้กับ

1.4.4. Alternative Typeface

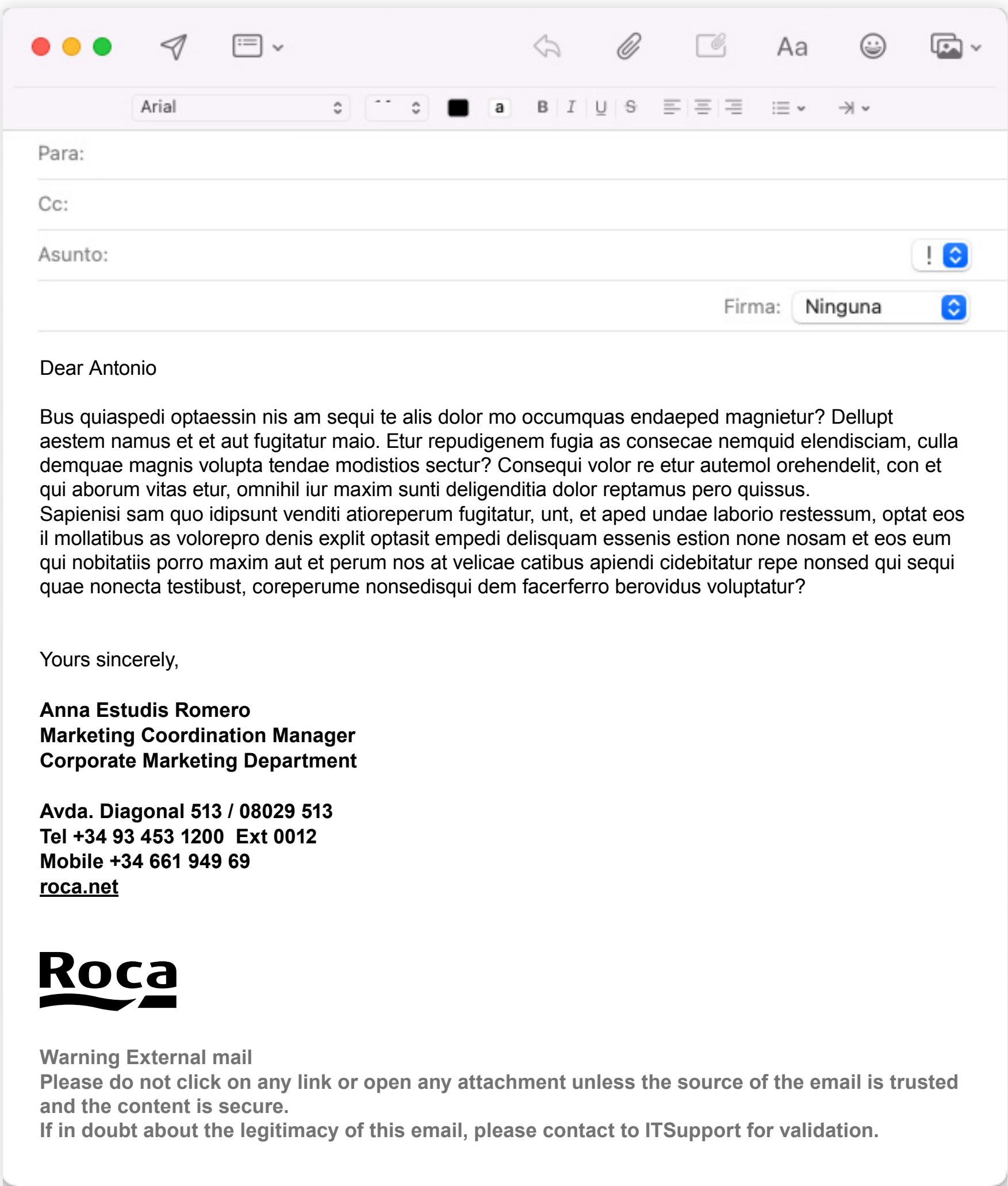
Roca’s alternative typeface is Arial and should be used when Suisse Intl is not available for digital communications, such as email messages, newsletters or PowerPoint presentations.

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.

Arial

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789



1.5. Corporate Colour

1.5.1. Logo Colours

1.5.1. Logo Colours

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

The colour blue is reserved exclusively for the DIY Channel and installers.

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

Traditional Channel

Pure Black

CO MO YO K100

RO GO B0

Hex #000000

DIY Channel and Installers

White

CO MO YO K0

R255 G255 B255

Hex #ffffff

Pantone 300C

C100 M57 Y4 K0

RO G96 B168

Hex #0060A8

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

