

# Basic guidelines



In this basic guideline you will find the necessary visual resources to work with Santander brand.

Also, we're sharing final artwork files to help you throughout the brand implementation.

# 1. Logotype

## 1. Logotype

### Logotype

The Santander corporate logotype has evolved to reflect our prosperity purpose and represents present and future technological progress.

The flame emits light, heat and humanity and emerges from a solid, oval platform. The use of red brings to mind energy, strength, bravery and command.



## 1. Logotype

### Versions

**Main version:** this version should be prioritized in all communications, from large formats to credit cards.

**Secondary version:** this version is only used when there are size limitations and the main version does not provide enough visual clarity. This is the case in some sponsorship applications.

Example:



**Symbol:** the symbol by itself is only used in small spaces where it is not possible to apply the main and secondary versions. This is the case of the app pictogram or promotional elements with space restrictions.

Example:



**Main Version**  
Positive



**Secondary Version**



**Symbol**



**Negative**



## 1. Logotype

### Black and white

A black or white logo has been provided for those instances where it's not possible to print the logo in red.

Main Version  
Positive



Secondary Version



Symbol



Negative



# 1. Logotype

## Clear space

To ensure legibility we need to give enough clear space around the logo.

The ideal clear space for the preferred and secondary versions is defined by the flame symbol width. If needed, there's also a minimum clear space area, defined by half of the flame symbol width.

For the symbol, the security space is defined by a 28x28 modular grid with a security space of 5 modules at the top and sides and 6 at the bottom. The minimum security space is 3 modules on the top and sides and 4 on the bottom.

For extreme cases, such as favpictogram, you can consider a security space of less than 1 module on the top and sides and 2 on the bottom.

## Minimum size

To provide legibility and clarity of the Santander logo a minimum size has been established for each version:

- Main Version:** 25px / 3mm
- Secondary Version:** 50px / 5mm
- Symbol:** 16px / 3mm

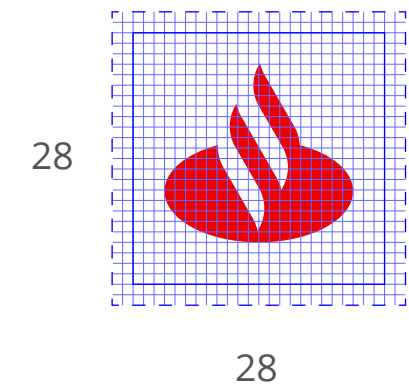
Main version  
Positive



Secondary version



Symbol



Minimum size



25px / 3mm



50px / 5mm



16px / 3mm

- Preferred clear space
- \_\_\_\_\_ Minimum clear space

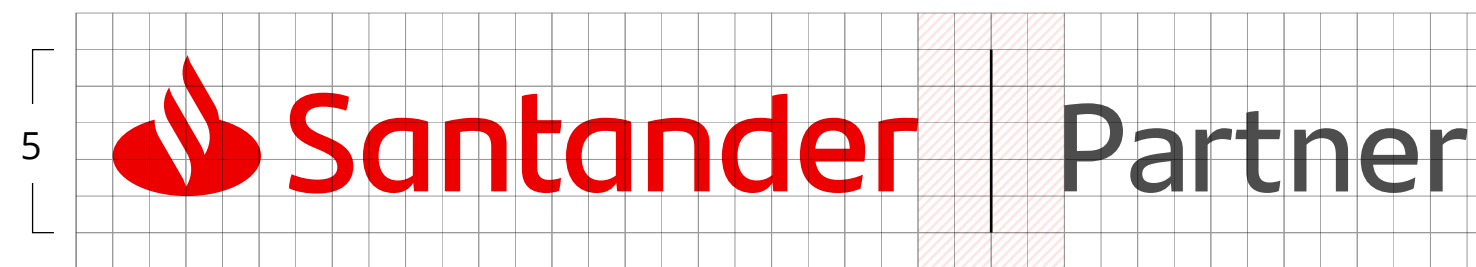
## 1. Logotype

### Cobranding

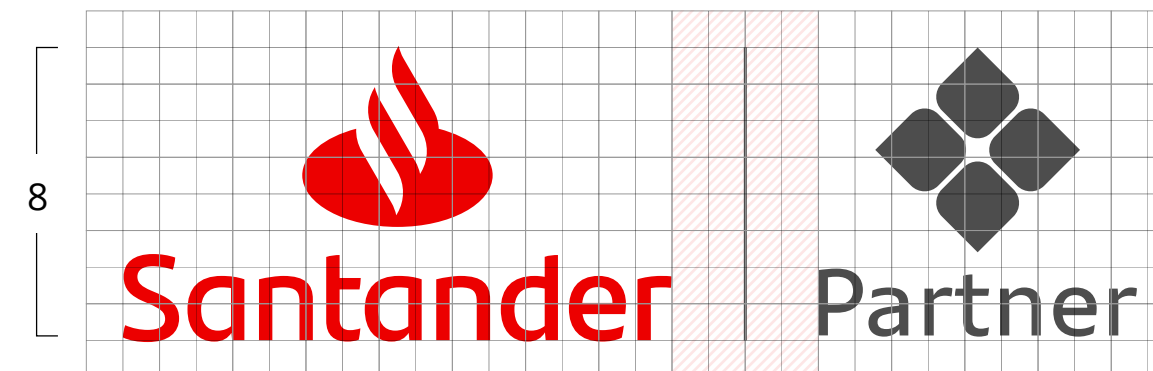
In cases of cobranding it is possible to create a lockup with the Santander logo and the partner brand. The size ratio between them must be proportional and for this reason we use a grid.

The distance between both logos is four modules. In the center of this space, we add a 1pt thick line. The height of this break line varies depending on the height of the chosen lockup version.

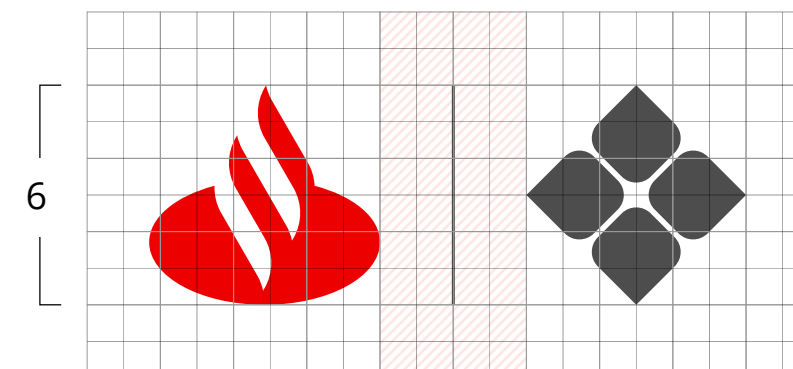
Lockup main version



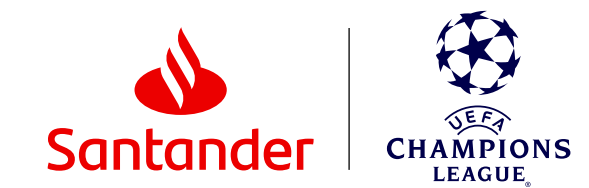
Proportions secondary version



Lockup symbol



Examples



## 1. Logotype

### Final artworks nomenclature

For a proper application of the logo in any format or support, it is essential to use the appropriate digital file.

For that reason a final artwork nomenclature system has been developed in order to rationalize the versions and its use. It will also help you to choose the right file.

The final artwork nomenclature shows:  
Final artwork + Santander + Version + Condition + Color mode + Format

# AF\_SANTANDER\_PV\_POS\_CMYK.EPS

Final Artwork

Brand

Version:

PV = Preferred version  
SV = Secondary version  
SY = Symbol

Condition:

POS = Positive  
NEG = Negative

Colour Mode:

CMYK = Four color PMS =  
Pantone  
RGB = Screen  
BW = Black and white

Format:

.AI  
.EPS  
.JPG  
.PNG  
.PDF

The digital formats match with:

**AI.** Adobe Illustrator CS6.

**EPS.** Encapsulated PostScript.

**JPG.** Compressed image in RGB.

**PNG.** Compressed image in RGB with transparent background.

**PDF.** Portable Document Format.

RESOURCE AVAILABLE  
FINAL ARTS OF THE LOGOTYPE,  
IN ALL COLOR MODES

## 2. Color palette

Color is an essential resource for the Santander brand. That is why we have defined and adjusted every color, so they are properly implemented in every touch point.

**Please make sure you follow these guidelines and use the references we provide you with.**

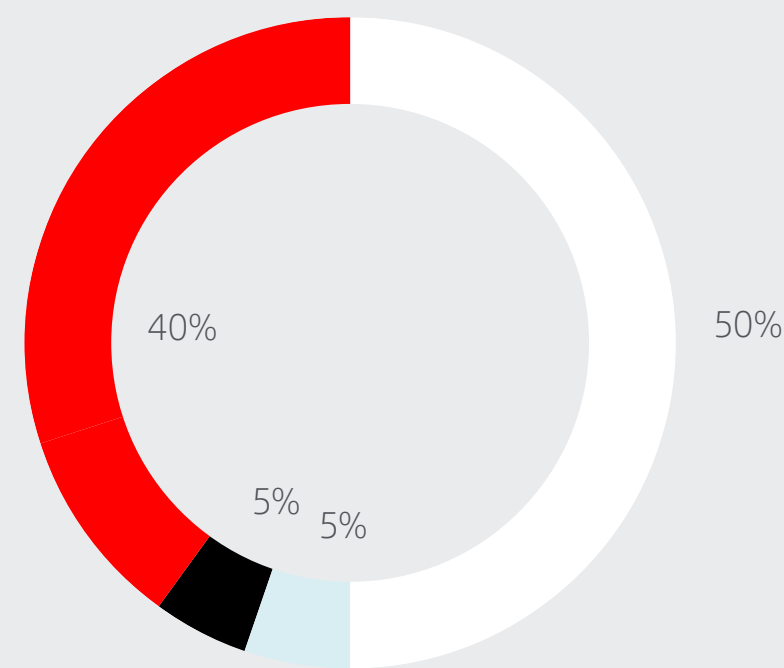
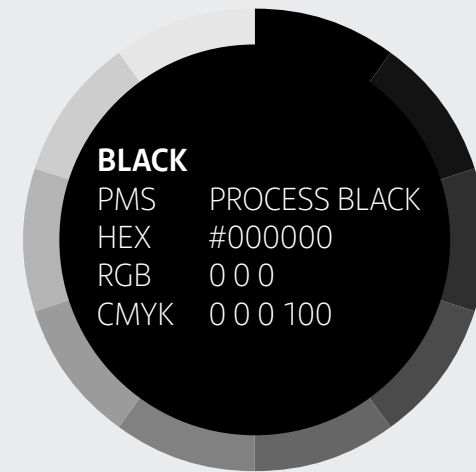
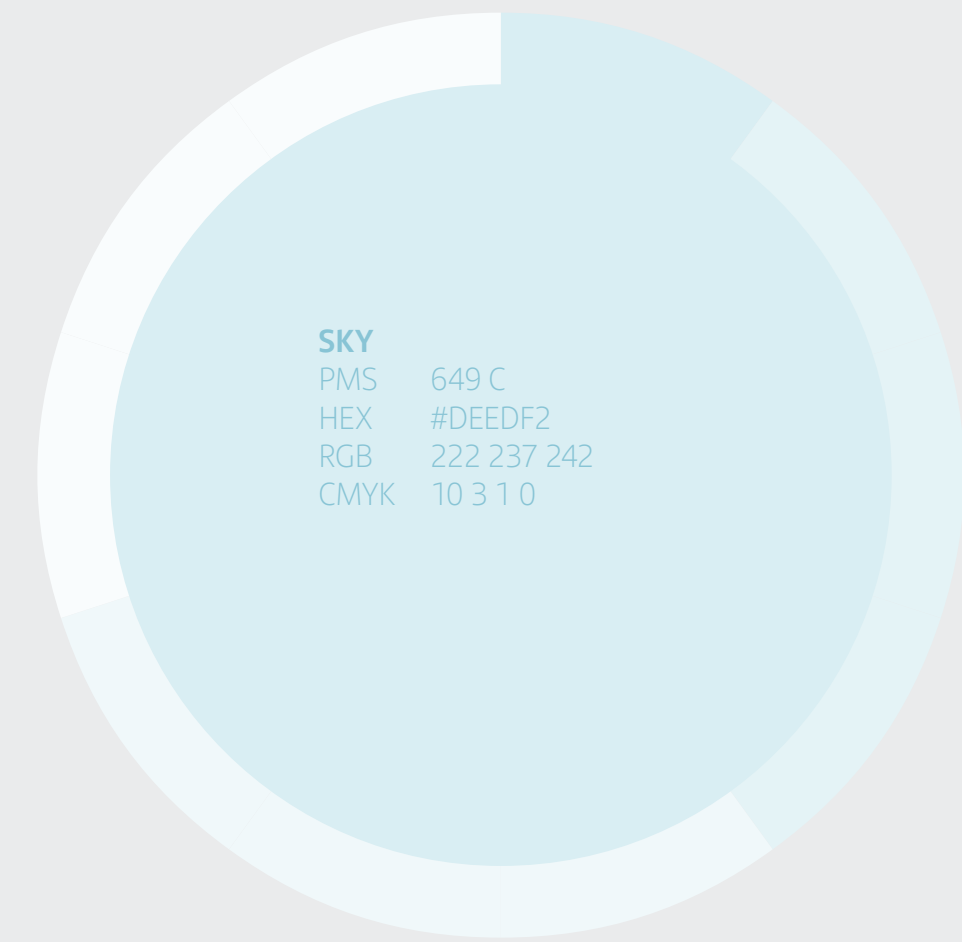
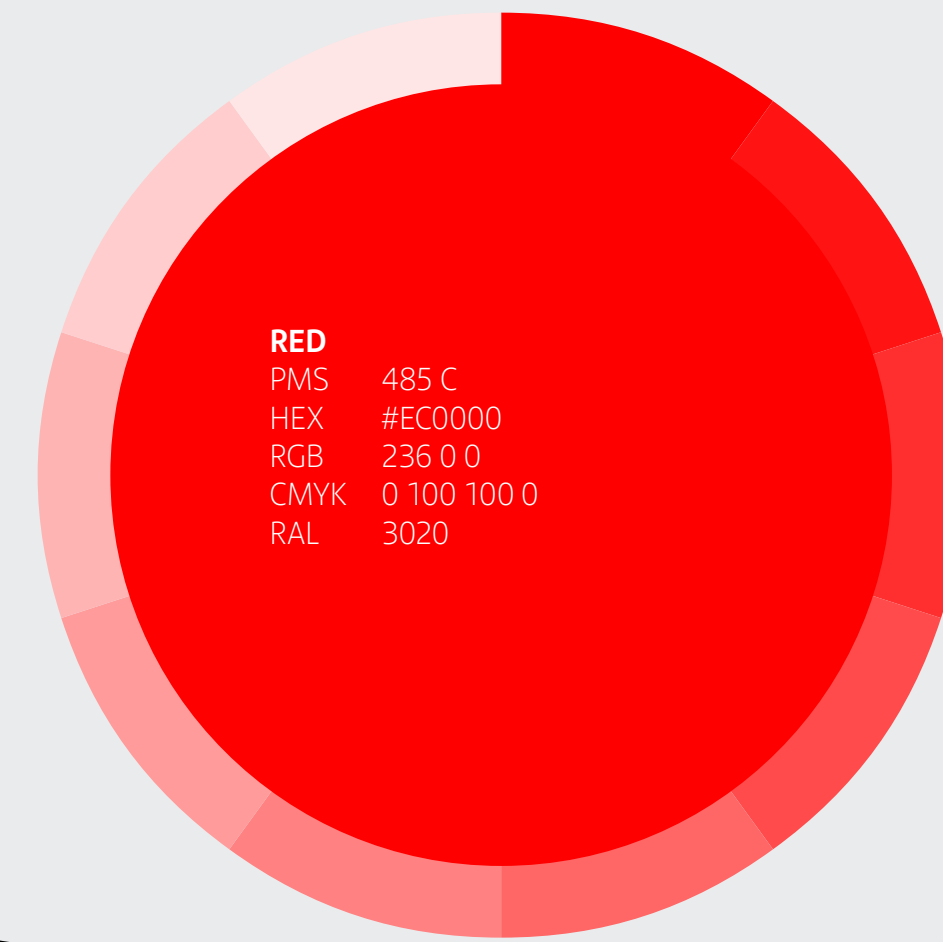
## 2. Color palette

### Primary colors

#### Our color palette has evolved

Red is a color still, but it is now more intense. We have added white, that provides light and simplicity and blue that brings freshness and technology.

We have done an initial recommendation on color usage % as it is very important to keep a balance.





If you have any doubts regarding these guidelines, please get in touch with any member of the brand team at Banco Santander.

2020