Manual for implementation of symbol

sigaus

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According to the provisions of article 11.4 of Royal Decree 679/2006, the integrated management systems for used oils must include an identifying logo; said logo will appear in a clearly visible place on the containers of industrial oils marketed through the manufacturers associated with the management system. In the case of industrial oils adhering to SIGAUS, this manual contains the model for the implementation of the identifying symbol (or isotype).
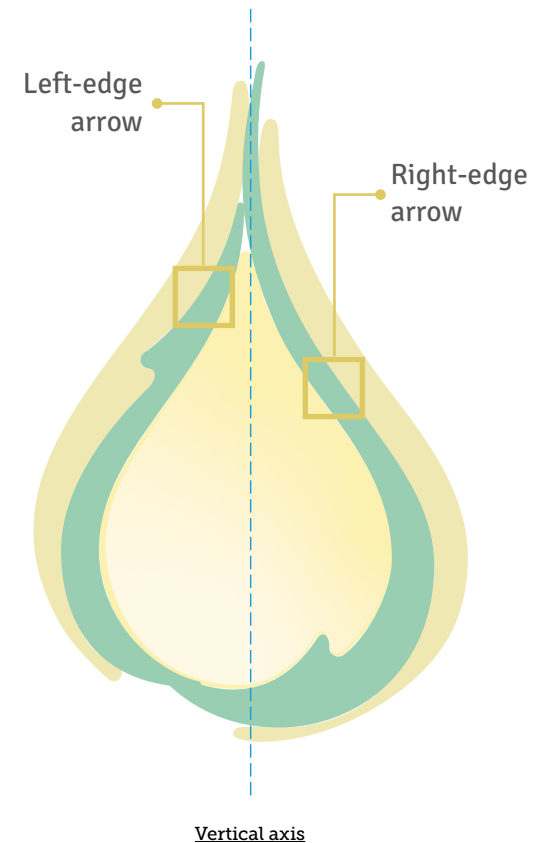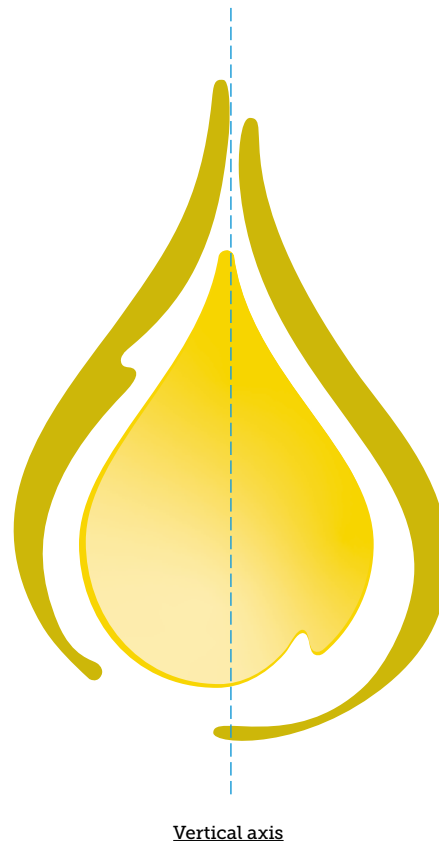
INTRODUCTION

The isotype

Graphic structure of isotype.

The isotype must be immediately identifiable by consumers. It must be legible and visible, both on the containers and on the packaging of marketed industrial oils.

The isotype cannot be modified. It must be printed in its entirety, and maintain its proportions and chromatic unity. It cannot be completed with a mention or graphic element of any kind, nor can additional elements be added or alterations made without the official written approval of SIGAUS.

The isotype is presented in the form of a drop outlined by two arrows.

Starting from a vertical axis, there are two arrows (one on each side) with a different layout. The arrow on the left edge points upwards, while the arrow on the right edge, which cuts into the outline, points downwards and contains the base of the drop.

Vertical axis

Left-edge arrow

Right-edge arrow

Vertical axis

INTRODUCTION

The isotype

Graphic structure of isotype.

The general design concept is maintained in order to remain identifiable to our target audience but in this new version, the isotype evolves to better adapt to the new design lines.

The outer arrow has been eliminated and an inner arrow has been incorporated into the upper left in order to continue to refer to the concept of "infinite cycle of industrial oil".

The colours have been maintained, with the addition of a slight gloss on the inside which provides volume and emphasises the rounder lines.
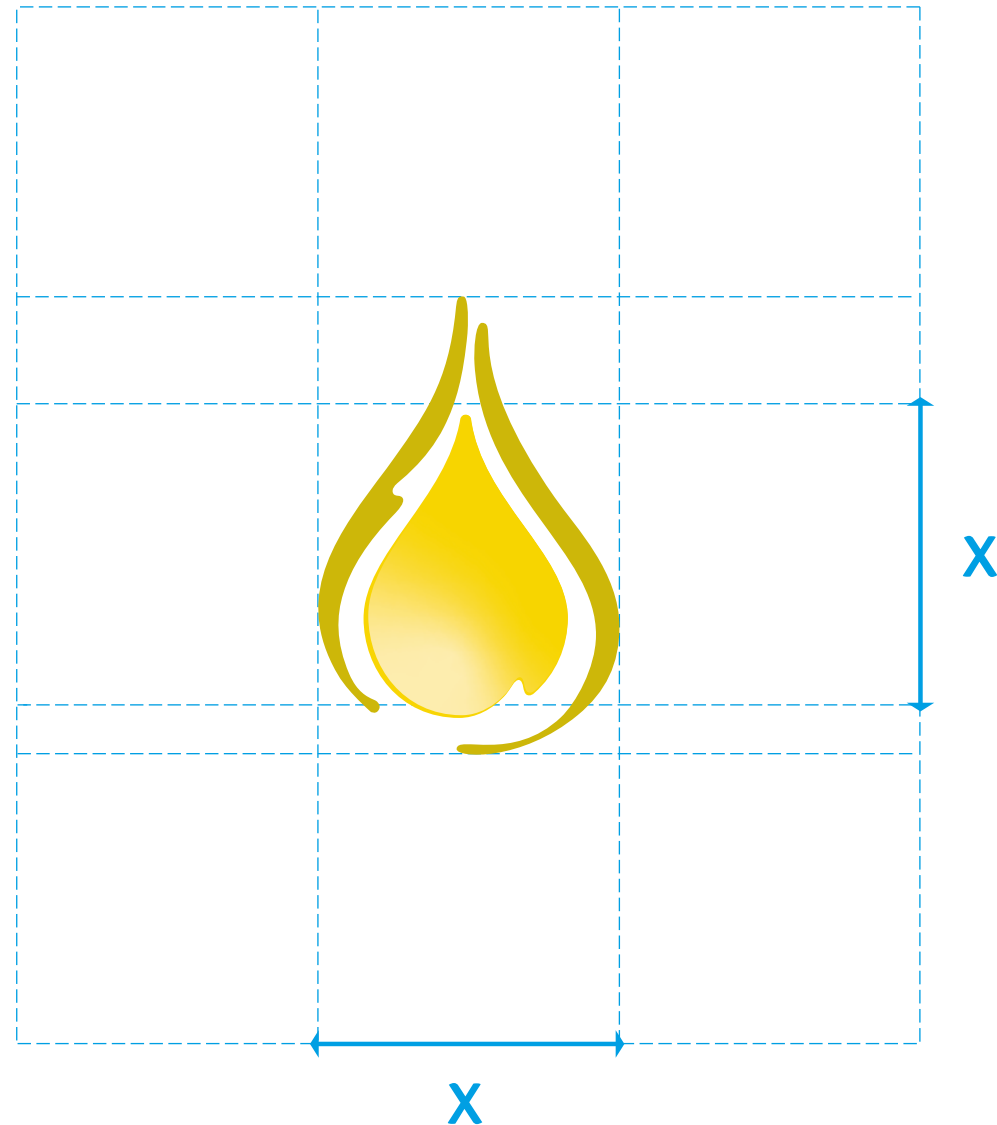
ISOTYPE

ELEMENTS THAT
FORM IT

Outer drop

Inner drop

Arrows

MOVEMENT
OF THE ARROWS
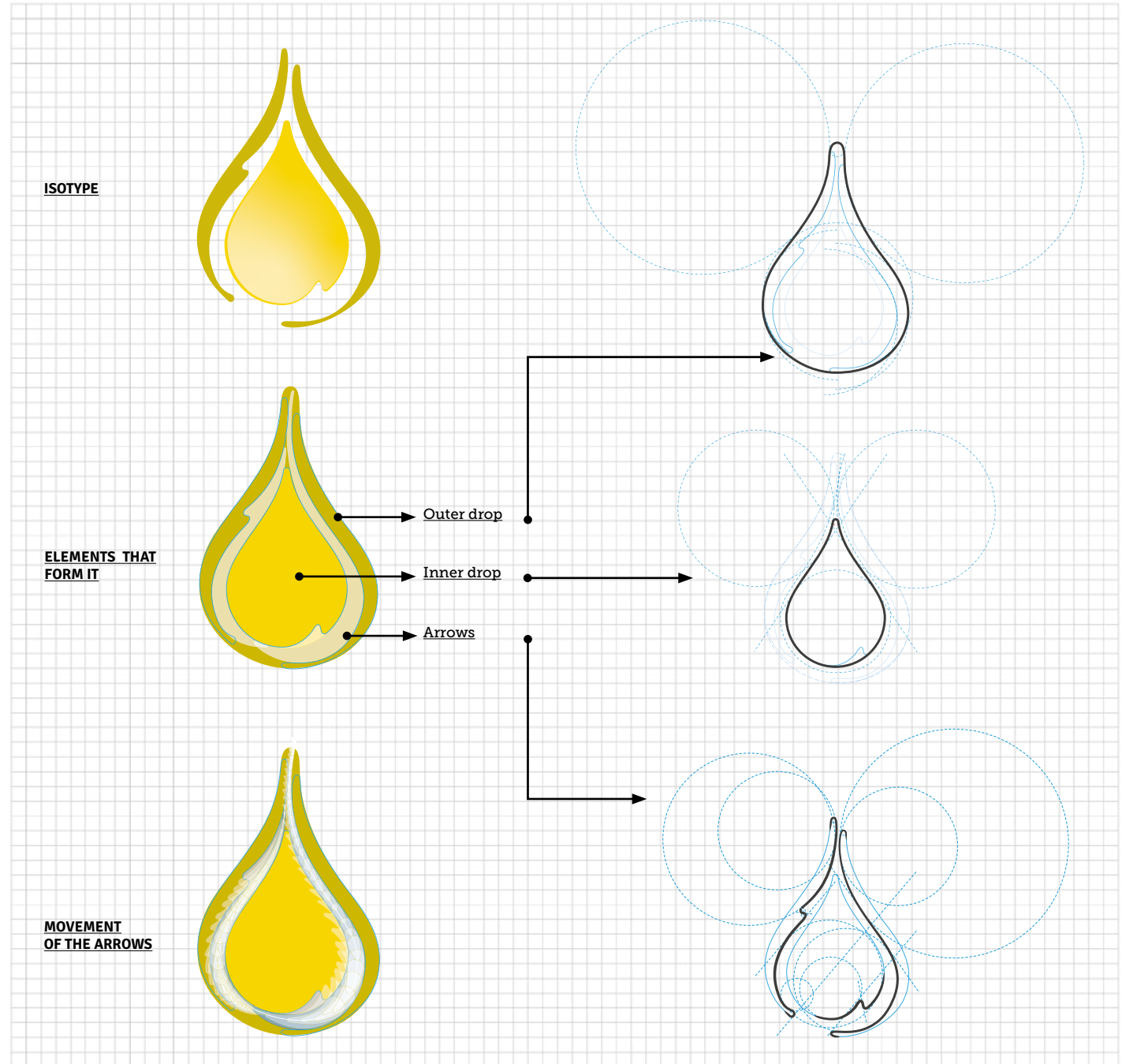
INTRODUCTION

The isotype

Minimum gaps required.

The drawing on this page shows the dimensions that mark the margins that must be respected as clear protective spaces around the isotype, in order to ensure its visual independence from the rest of the graphic elements and thus make it easy to identify immediately.

The minimum gaps required around the brand will be 100% of X, and in exceptional cases, when due to sizing this is not possible, 50% of X may be used.
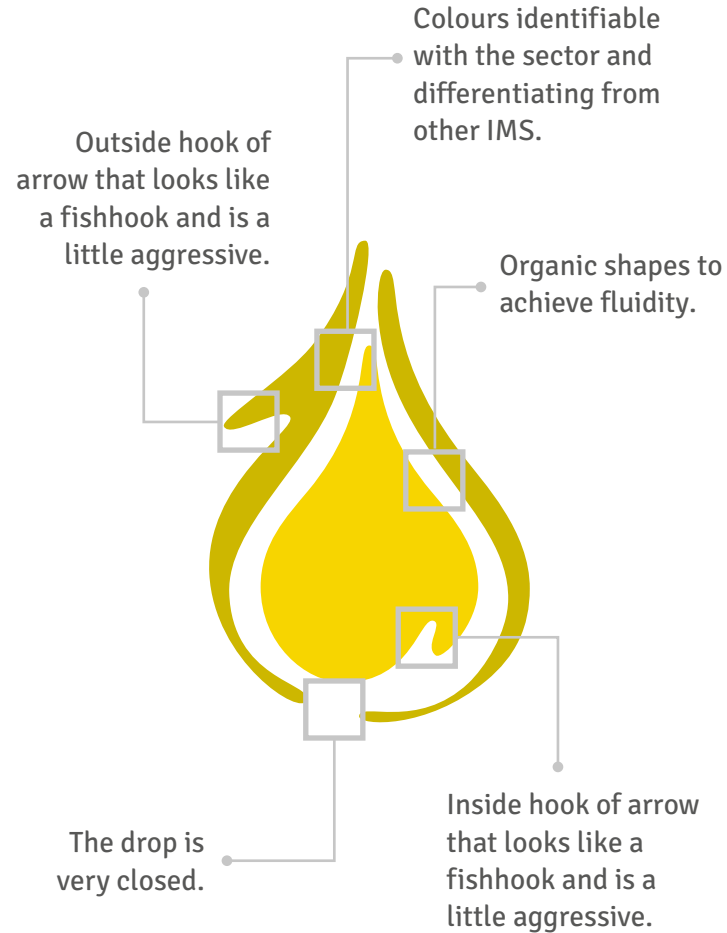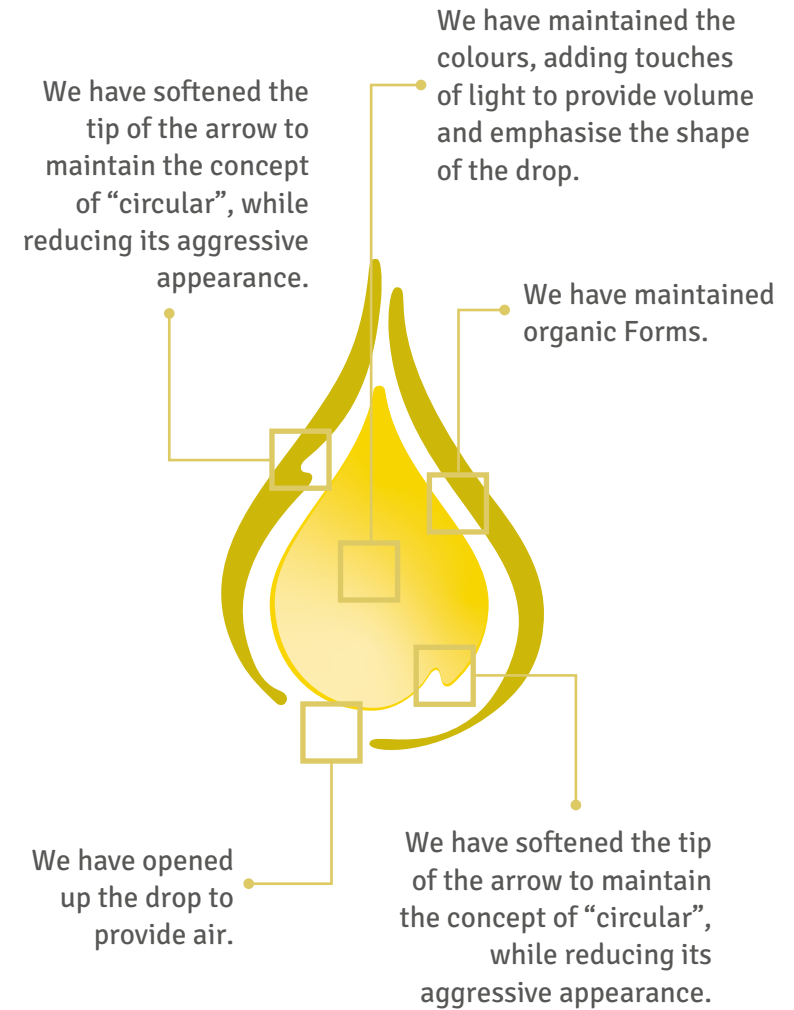
X

X

INTRODUCTION

The isotype

Differences with previous design.

This page shows the evolution of the symbol, highlighting the modifications and the elements that have been maintained.

Previous symbol

Redesign

Colours identifiable with the sector and differentiating from other IMS.

Outside hook of arrow that looks like a fishhook and is a little aggressive.

Organic shapes to achieve fluidity.

We have softened the tip of the arrow to maintain the concept of "circular", while reducing its aggressive appearance.

We have maintained the colours, adding touches of light to provide volume and emphasise the shape of the drop.

We have maintained organic Forms.

The drop is very closed.

Inside hook of arrow that looks like a fishhook and is a little aggressive.

We have opened up the drop to provide air.

We have softened the tip of the arrow to maintain the concept of "circular", while reducing its aggressive appearance.

BASIC ELEMENTS

Colour
Isotype colours.

Here we present the two colours that make up the SIGAUS isotype. In the case of a medium printed in colour, the logo must be reproduced in those colours. In this manual for implementation, the Pantone system has been used as a colour guide to specify the identity colours, as it is the standardised system for graphic arts. When the identity colours must be printed in spot colours, the attached original Pantone references will be used.

For other cases, the corresponding equivalences in the other colour composition systems are shown.
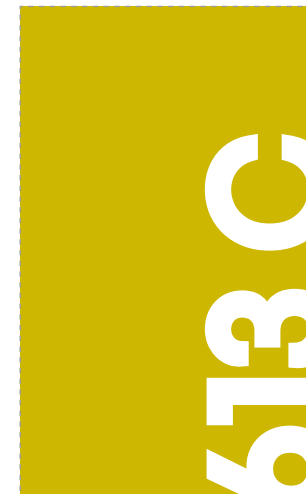
100% PANTONE 606 C

FOUR COLOURS
C: 6 %
M: 12 %
Y: 100 %
K: 0 %

HEXADECIMAL
#EDD300

RGB
Red: 237
Green: 211
Blue: 0

100% PANTONE 613 C

FOUR COLOURS
C: 23 %
M: 20 %
Y: 99 %
K: 4 %

HEXADECIMAL
#C7B516

RGB
Red: 199
Green: 181
Blue: 22

BASIC ELEMENTS

Colour

Monochrome versions and brand negatives.

The isotype will preferably be reproduced in its version of established colours, but in the event that it is reproduced in monochrome versions, these will be as follows:

20% PANTONE NEUTRAL BLACK C

FOUR COLOURS
C: 0 %
M: 0 %
Y: 0 %
K: 20 %

HEXADECIMAL
#dadada

RGB
Red: 120
Green: 120
Blue: 120

40% PANTONE NEUTRAL BLACK C

FOUR COLOURS
C: 0 %
M: 0 %
Y: 0 %
K: 40 %

HEXADECIMAL
#b2b2b2

RGB
Red: 180
Green: 180
Blue: 180

70% PANTONE NEUTRAL BLACK C

FOUR COLOURS
C: 0 %
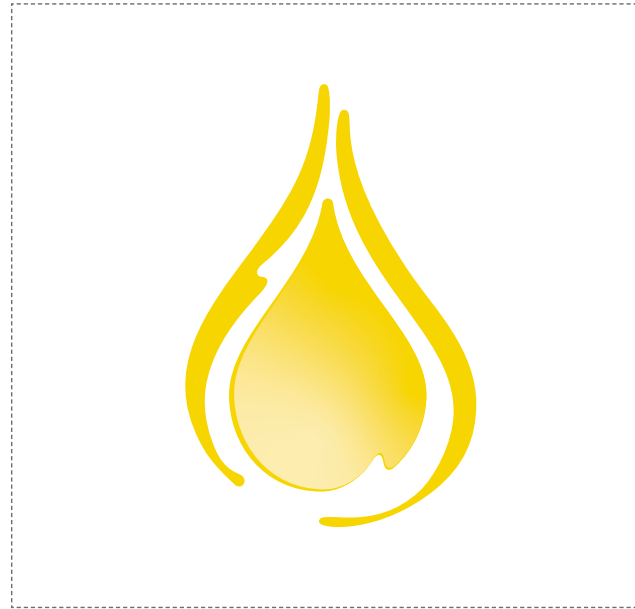M: 0 %
Y: 0 %
K: 70 %

HEXADECIMAL
#706f6f

RGB
Red: 112
Green: 112
Blue: 112

BASIC ELEMENTS

Colour

Monochrome versions and brand negatives.

The isotype will preferably be reproduced in its version of established colours, but in the event that it is reproduced in monochrome versions, these will be as follows:
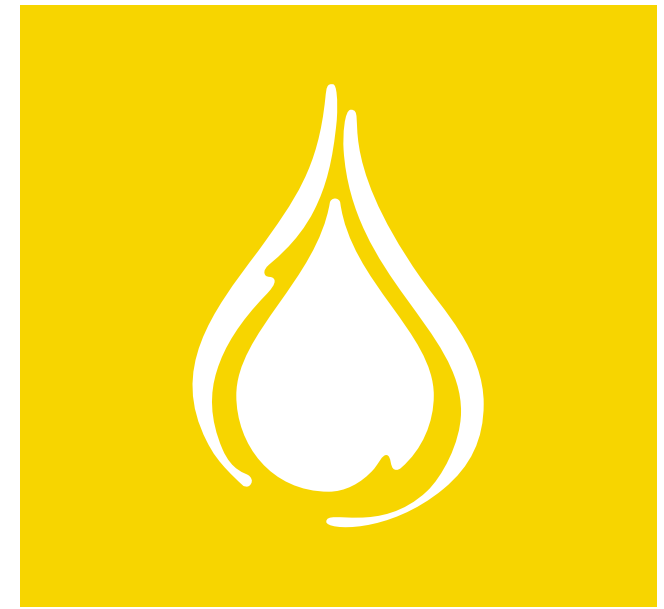
100% PANTONE 606 C

FOUR COLOURS
C: 6 %
M: 12 %
Y: 100 %
K: 0 %

HEXADECIMAL
#EDD300

RGB
Red: 237
Green: 211
Blue: 0

100% PANTONE 606 C

FOUR COLOURS
C: 0 %
M: 0 %
Y: 0 %
K: 0 %

HEXADECIMAL
#FFFFFF

RGB
Red: 255
Green: 255
Blue: 255

RULES FOR IMPLEMENTATION

Dimensions

Sizes and proportions.

With the purpose of guaranteeing the correct identification and visibility of the isotype, SIGAUS advises that the minimum recommended isotype height be 15 mm and the minimum, 10 mm. The isotype must always respect its proportions, and no representation, thereof, that does not comply with this premise will be accepted.
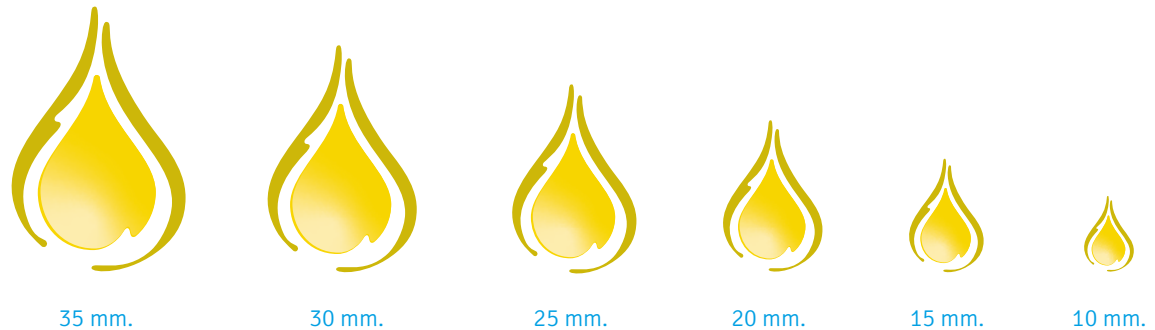
Recommended height

15 mm.

Recommended minimum height, 15 mm.

Minimum height

10 mm.

Required minimum height, 10 mm. SIGAUS will not accept a lower height.

Proportionality criterion

35 mm.   30 mm.   25 mm.   20 mm.   15 mm.   10 mm.
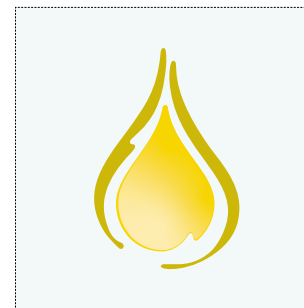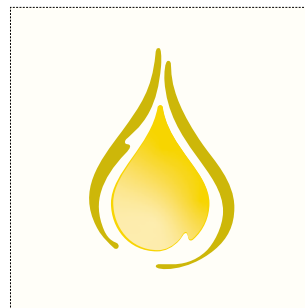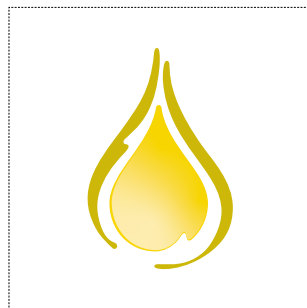
RULES FOR IMPLEMENTATION

Integración

Use of colours in implementation.

In order to guarantee the maximum contrast for the correct identification and visibility of the isotype, SIGAUS recommends, in all cases where this is possible, printing the isotype in its respective Pantones; for this, the background on which the image is to be printed should be white or almost white.
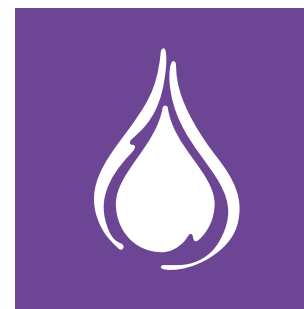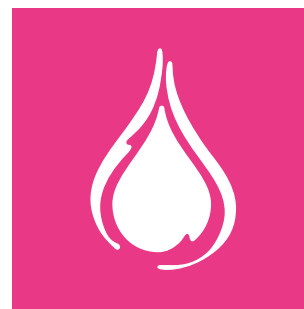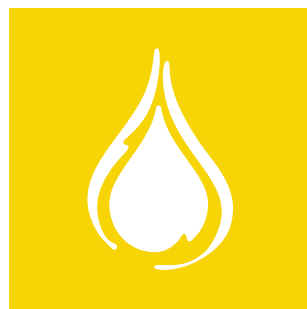
In cases where the background is not white or a very pale spot colour, the isotype will be represented in white.

This rule aims to avoid, as far as possible, the printing of the isotype in black; therefore, unless it is poorly visible or hard to identify, the use of this colour should be avoided.

Pale background

Dark background
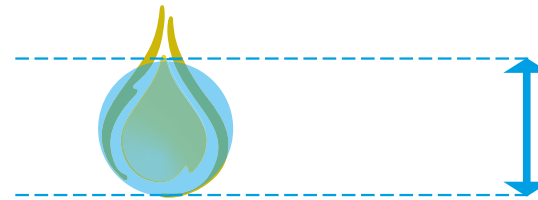
RULES FOR IMPLEMENTATION

Integración

**Implementation with
another brand.**

The representative isotype of the Integrated Management System for Used Oils will foreseeably coexist with other logos indicative of recycling, and therefore, the following guidelines must be followed to ensure a standardised coexistence and thus, guarantee equity in the visibility and identification of same.
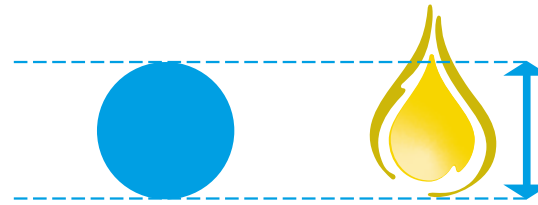
For all cases, except in cases of a triangular brand, the reference height will be the "diameter" of the drop, as shown in the following examples:

Diameter of drop.
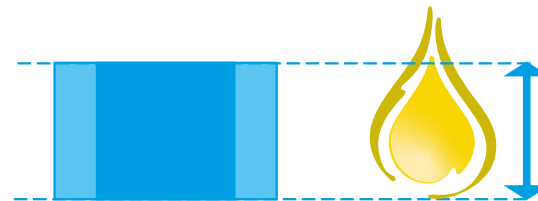
Round logos.

Reference height.

Square or
rectangular logos.

Reference height.

Triangular logos.

Reference height.

RULES FOR IMPLEMENTATION

Previous isotype

Compatibility and coexistence.

SIGAUS isotype on industrial oil containers.

Given the similarity of the new symbol or isotype (the shape of the oil drop) with previous models, the change in corporate identity does not imply a waiver of the rules for implementation of the isotype on industrial oil containers. Consequently, this new image IS PERFECTLY COMPATIBLE with the implementation of the previous symbols on industrial oil containers, to identify the adhesion of said products to the IMS.

Valid from April 2021

Valid from June 2012

Valid from January 2007

RULES FOR IMPLEMENTATION

Modification

Annex.

If, for technical or legal reasons, the rules set out in the manual for the implementation of the isotype on containers or packaging cannot be followed, the alternative proposal must be submitted to SIGAUS for approval, this being the object of a specific annex to the adhesion contract.

Thank you