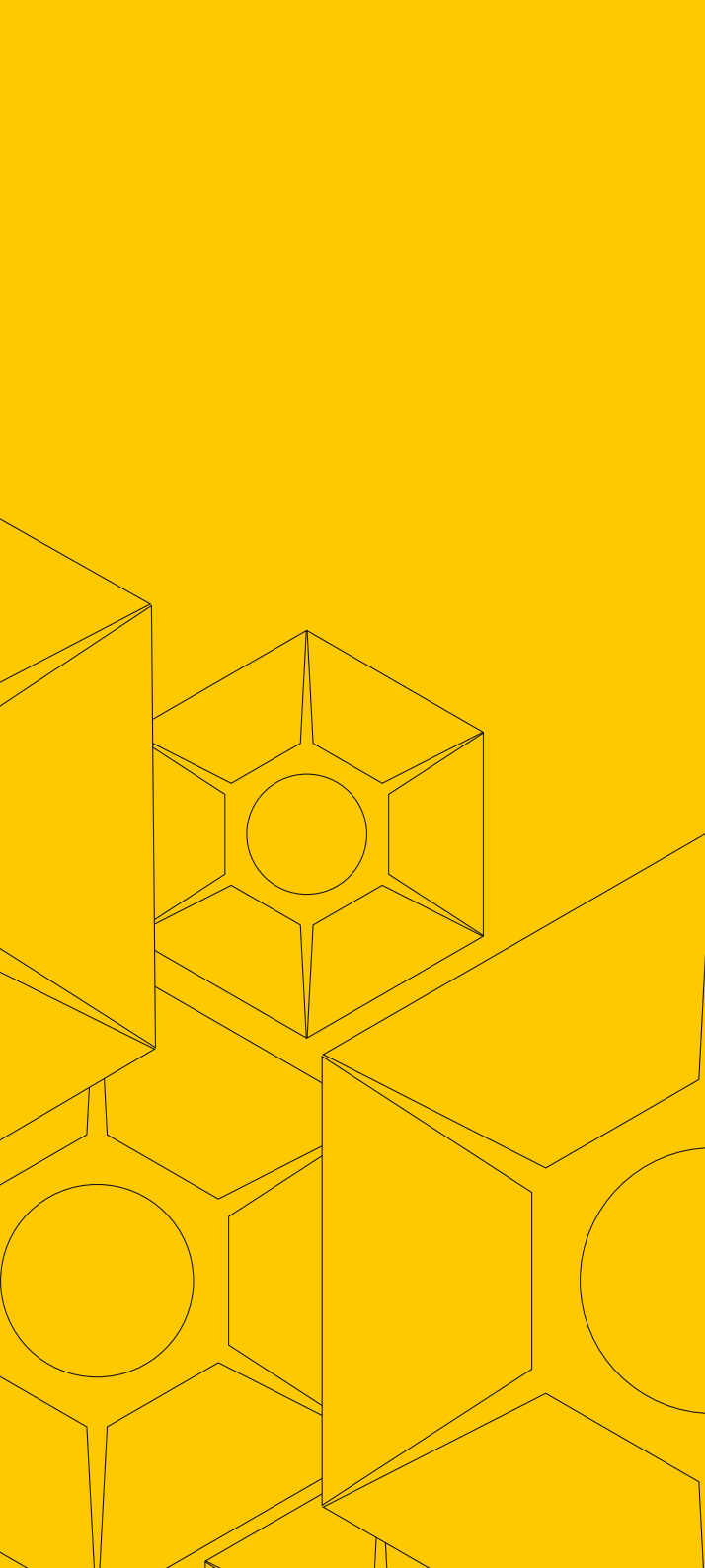


CORPORATE IDENTITY AND BRAND STANDARDS MANUAL





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1. BTSA. CORPORATE VISUAL IDENTITY

CORPORATE VISUAL IDENTITY BTSA

Evolving for the better. That is the most that nature has followed for thousands of years. In BTSA, we have also evolved to improve, and how could it be otherwise, nature has been our source of inspiration. Therefore, BTSA's new corporate image has much to do with "what is natural".

Our relationship with "what is natural" is not new. In fact, the key to the success of BTSA is based on natural products in both raw materials and final compounds. For that reason, we have been faithful to our principles to suit the times, with a new look much more dynamic and current, which allows a clear projection of the future.

We can define our evolution as complete, since we have preserved the best of our past to improve and adapt to this as we lay the foundations for a better future.

How do these developments reflect on the new image?

In a logical and natural way. From the simplest until we reach the most complex. From a small molecule to the sun.

BTSA's new visual identity allows us to take a tour of everything that identifies us as a reference company in the world. Thanks to a logo symbol with no distractions, with only one isotype and a clear and concise logo.

Our evolution:

Molecule

It is the foundation of our business, simply because in biotechnology molecular formulation takes a leading role. The isotype of BTSA's logo symbol is a clear reference to the molecular world.

Benzene rings

Our image does not intend simply to show the linkage to the molecular world. It is a molecule composed of two benzene rings together forming our isotope, allowing us to deepen in the idea of development.

Sunflower

One of the most important raw materials which BTSA works with is vegetable oils, among them these from sunflower. Referencing the sunflower we propose a simple exercise. Observe isotype of the logo symbol and see the similarities between them.

Nature

Sunflower, an element that qualifies another of the features of BTSA: the commitment to nature and the environment. Commitment is reinforced by the use of natural raw materials, the absence of chemical treatments and the non-polluting manufacturing process.

Sun

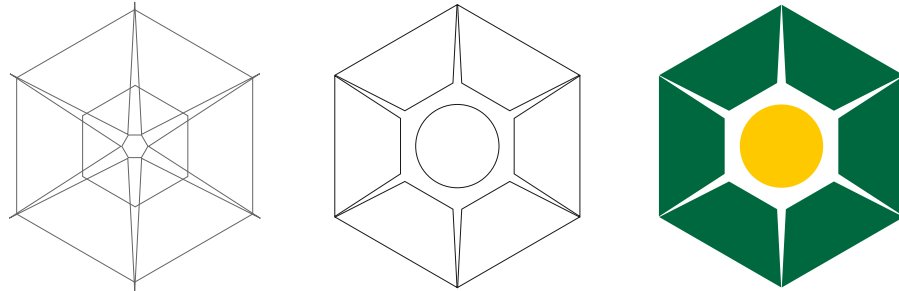
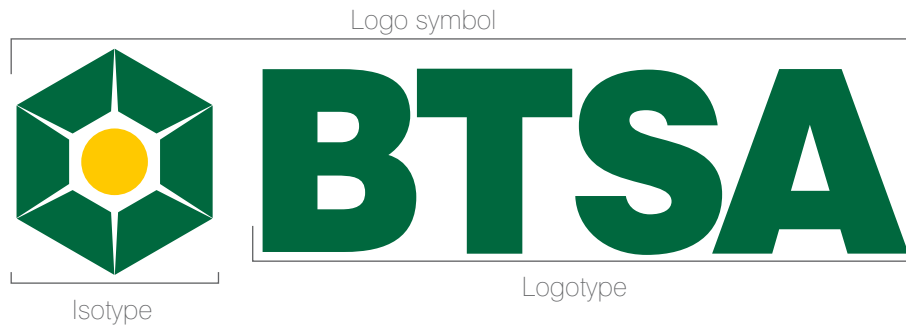
The source of life for the sunflower and another easily identifiable element in the new image of BTSA. The sun that suggests energy, vitality and dynamism. Some of the essential features in any company that fits the times and is willing to invest in technology and innovation.

Health and wellness

The vitality of which we have just spoken of gives BTSA the reason to be more important. We mustn't forget that the main applications of BTSA products are intended for the food industry, dietetics, cosmetics - personal care and pharmacology. All designed to contribute to the health and wellbeing of society.

All these elements clearly identifiable in a single isotype, make the new visual identity of BTSA a reflection of its philosophy and politics as a business. Since the molecular structures in the beginning of the manufacturing process until the vitality, health and wellbeing provided by the application of its products in society.

2.1. THE LOGO SYMBOL



BTSA

The logo symbol

The logo symbol is the union between the isotype and the logotype to complete the corporate image.

Isotype

The isotype is the symbol formed by elements that are considered highly representative of the company. In this case represented by six squared polygons around a circle, thus forming a figure very similar to that of a molecular structure.

Logotype

The logotype is the typographic element that accompanies the isotype to form the brand. The acronyms that make up that bear are the ones that the company name, BTSA. It is designed in a variation of Arial Black.

2.2. TYPOGRAPHY AND COLORS

Typography

When it comes to typography used in the design of BTSA's image we must differentiate between the logo symbol and the tag line logo symbol or denominative text. In the first case it is the modified Arial Black, while in the second Medium Coupe font has been added.



ARIAL BLACK MODIFIED

BTSA

Biotechnologías Aplicadas

COUPE MEIDUM

Arial Black (Modified)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 @#?¿”€

Coupe Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 @#?¿”



BTSA Green

BTSA Green is the color used in much of the isotype and the logotype, with and without tag line. In section four of this manual it is described in detail along with its technical characteristics.



BTSA Yellow

BTSA Yellow is the color used in the central part of the isotype. Its technical features may also be viewed in section four of the manual.

2.3. LOGO SYMBOLS AND ALTERNATIVES

The primary logo symbol

BTSA's logo symbol appears in different combinations to complete the visual corporate image. This section explains the various formulations made for the brand, combining in each of them the isotype with both the logotype and the denominative text of the company "Applied Biotechnology".

Primary logo symbol



Primary logo symbol + Tag line



BW logo symbol



Logo symbol on background color

Using the primary logo symbol with tag line as a brand over BTSA's corporate background color. Its use is recommended when it is applied over backgrounds that doesn't allow proper viewing of the previous versions.

Then, the four versions of the logo symbol on background color:



2.4. COLOR VARIATION

Two-colored Logo symbol

The two-colored version is always the first choice we will find as long as we aren't dissuaded from its use. The three versions of the visual identity that allow us to use color are outlined below.



One color Logo symbol

In certain cases, you may not use the color version of the brand, drawing on these cases to one of the monochrome versions are detailed below.



Two-colored Logo symbol

Examples of improper use of the two-colored logo symbol.



One color Logo symbol

Examples of improper use of the one color logo symbol.



2.5. MINIMUM SIZE

The behavior of the logo symbol in reductions can be described as excellent, since it maintains the representation of itself even at a very small scale.

Main logo symbol

The minimum size of BTSA's main logo symbol will be 27mm



27 mm

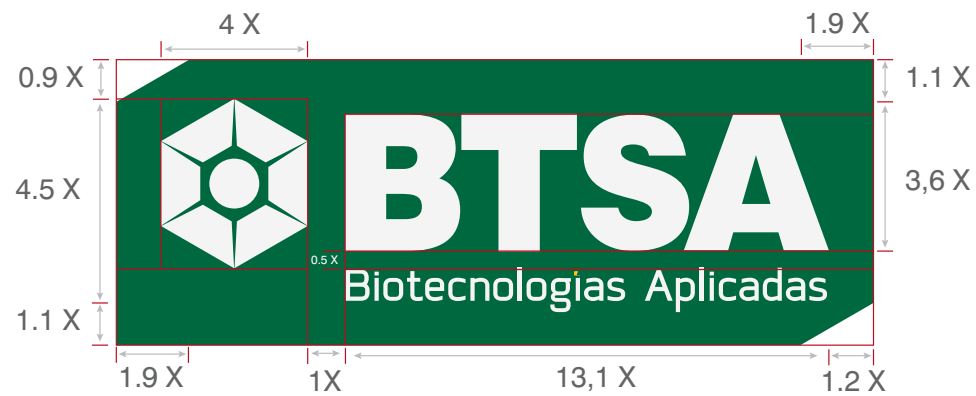
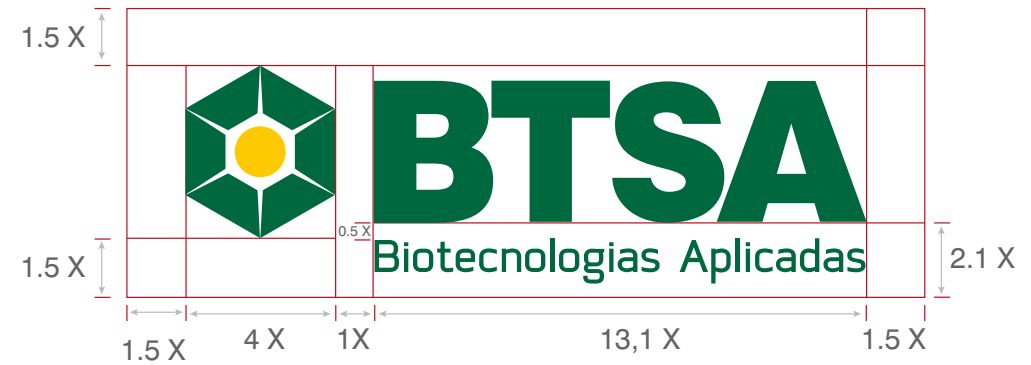
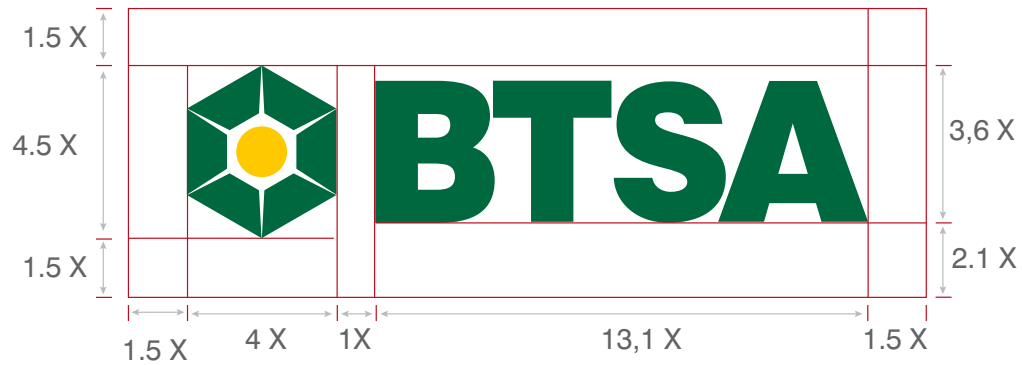
Secondary logo symbol

The minimum size of BTSA's tag line logo symbol will be 50 mm.



50 mm

2.6. SECURITY AREA



2.7. IMPROPER USES

BTSA's corporate image is an example of the company's identity and as such, a public performance of it, so it cannot be subject to improper use. It can only be used as shown in this manual, being so, the following uses or alterations are totally prohibited.



Rescaling isotype



Rescaling logo type



Rearranging logo type



Use of non-corporate colors



Using isotype on its own



Using the logo type by its own



Using non-corporate typography



Use of the logo as an outline



Logo type rotation



Cutting the logo type



Use of the main logo type on dark backgrounds



Use of non corporate polygon for background color



Use drop shadows or other effects on the logo type



Use of the logo type vertically in any of its variants

2.8. USE AND LOCATION

When the presence of the mark is accompanied by an image or a picture always use the version with a background color. Its location will be limited to the lower right of it.



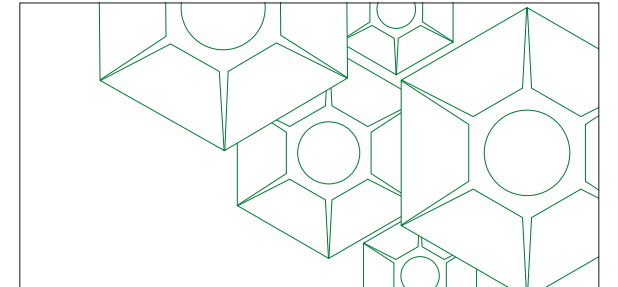
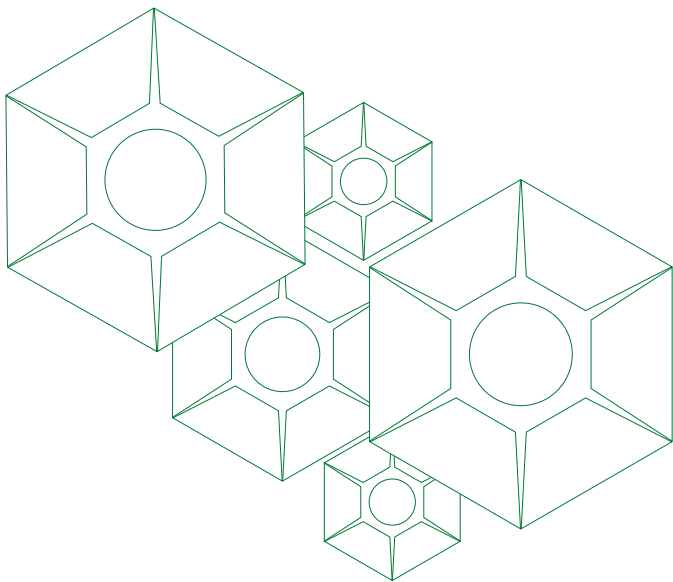
Any other location will be entirely prohibited as exemplified below.



2.9. PLOT USE

One of the elements of BTSA's corporate visual identity is the use of the isotype path that results in a combination formed by molecules of different sizes.

This plot will strengthen the logo symbol in all those parts that are allowed, only used in neutral backgrounds that do not show images that distract the elements beyond the plot itself.



3.1 MAIN TYPOGRAPHY

The font used in the various documents issued by BTSA should follow well-defined performance parameters, thus achieving the aesthetic standards and uniformity that allow us to organize all documents in a recognizable and identifiable way with the company.

Main Typography

The main typography used in the basic documents of the stationery, cards, letters, envelopes, etc. As well as product labels and the BTSA website is Swiss 721 BT, detailed below in all its variants.

SWISS 721 BT

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#?¿"€

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#?¿"

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#?¿"

THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#?¿"

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#?¿"

ROMAN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#?¿"

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#?¿"

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#?¿"

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#?¿"

3.2. SECONDARY TYPOGRAPHY

Secondary Typography

In those cases where the principal use of typography would impede the proper understanding of the content we will be used Helvetica Neue typography.

HELVETICA NEUE

ULTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890 @#?;"'□

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890 @#?;"'□

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890 @#?;"'□

ULTRA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890 @#?;"'□

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890 @#?;"'□

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890 @#?;"'□

4.1. CHROMATIC LINE

Primary Colors

The corporate colors are BTSA Green and BTSA Yellow, besides black and white. Also offering a range of secondary colors, used to identify each of the BTSA's product lines.

The use of these colors are as follows:



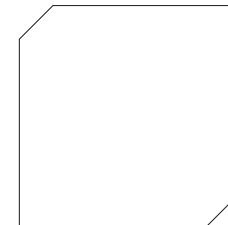
The BTSA green is the star color of the visual corporate identity. It is used in the squared Polygons of the isotypes. It is also the color used in the logo and the tag line.



Black



The BTSA yellow is a counterpoint to the BTSA green in the visual identity. It is present in the central quadrant of the isotype in the form of a circumference in the center of the square polygon.



White

Chromatic equivalence table

	Pantone	CMYK	RGB	WEB	PLEXIGLASS	RAL
Green BTSA	349 C	100 0 100 20	1 86 41	#015629	GS 5462	6029
Yellow BTSA	116 C	0 30 100 0	250 201 0	#FAC900	GS147	1003

4.1. CHROMATIC LINE



BTSA's green foods. It is the color that identifies the food business line. It should be used on all parts and applications that refer to this portion of BTSA.



BTSA's Purple cosmetics. It is the color that identifies the business line cosmetics- personal care. It should be used on all parts and applications that refer to this portion of BTSA.



BTSA's Dietetics Orange. It is the color that identifies the health food business line. It should be used on all parts and applications that refer to this portion of BTSA.



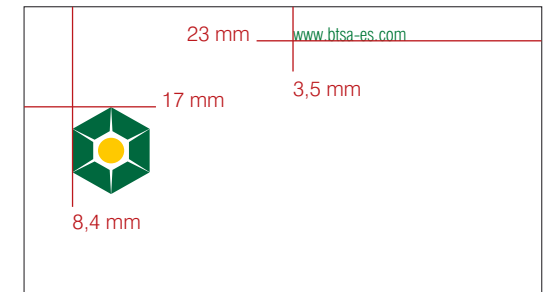
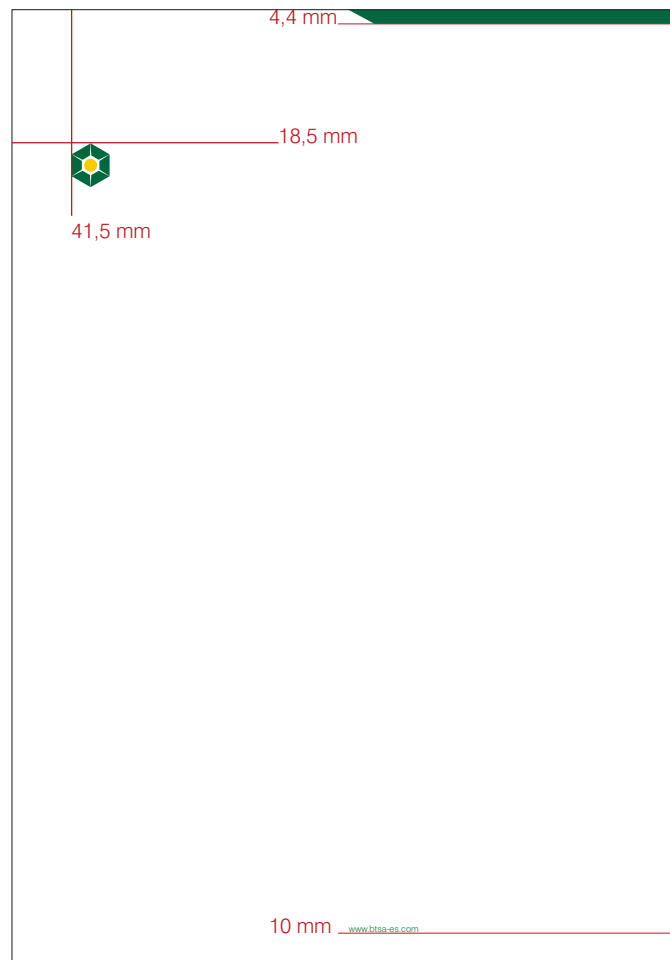
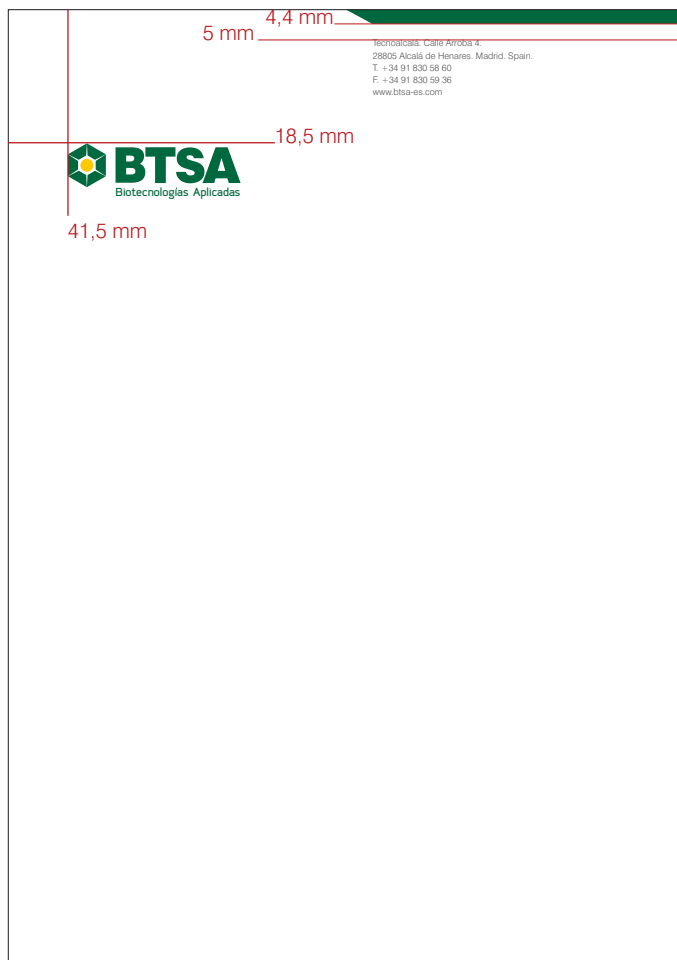
BTSA's blue pharmacy. It is the color that identifies the pharmacology business line. It should be used on all parts and applications that refer to this portion of BTSA.

Chromatic equivalence table

	Pantone	CMYK	RGB	WEB
BTSA Food	361 C	80 0 89 0	28 163 71	#1CA347
BTSA Dietetics	144 C	0 49 93 0	243 151 27	#F3971B
BTSA Cosmetics	2592 C	62 83 0 0	175 3 249	#AF03F9
BTSA Pharmacy	660 C	86 50 3 0	0 144 177	#0072B1

5.1. STATIONARY

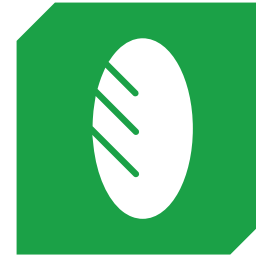
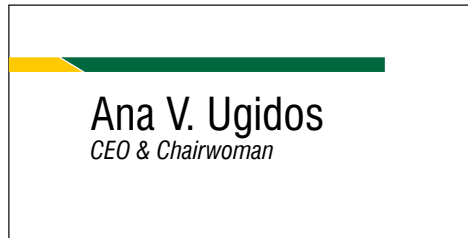
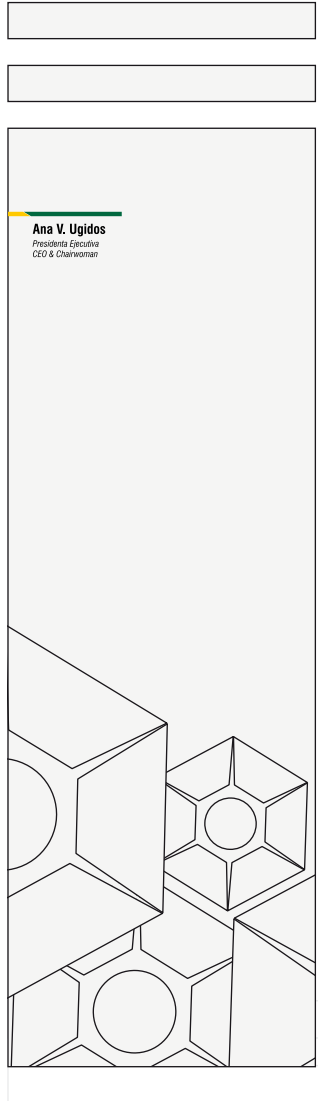
The stationary applications in BTSA's corporate visual image should always consider a well-defined behavior pattern. The use of BTSA's image in any document that does not respect the following specifications will be banned.



5.2. LABELLING



5.3. SIGNAGE



FOOD



COSMETICS



DIETETICS



PHARMA