



BRAND BOOK

OUR BRAND BOOK

/ THIS BOOK DESCRIBES THE VISUAL AND VERBAL GUIDELINES THAT REPRESENT CAF'S IDENTITY.

It is essential to establish distinctive features when activating the brand. Designing each application separately, according to changing and occasional premises, can blur the overall brand image and, therefore, the brand's consistency and coherence are lost.

This is a reference book for all those who form part of CAF in one way or another. Its aim is to help understand and convey what CAF means and that this be conveyed in the same way in all the visual and verbal media in which it comes to life.

/ IMPLEMENTATION OF THE RULES DESCRIBED IN THIS GUIDE

The implementation of these guidelines will be gradual. Priority is given to communications aimed at external target groups, especially communication and advertising media.

It is also advisable to apply them gradually to internal documents, for which the deadline may be longer.

Should any cases arise that are not covered by this book, they must be consulted with CAF's Marketing area, by sending a copy or a suggestion to the following email address:

brand@caf.net

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- Video call background



1 OUR DNA

OUR MISSION
OUR VISION
OUR VALUES
BRAND PURPOSE

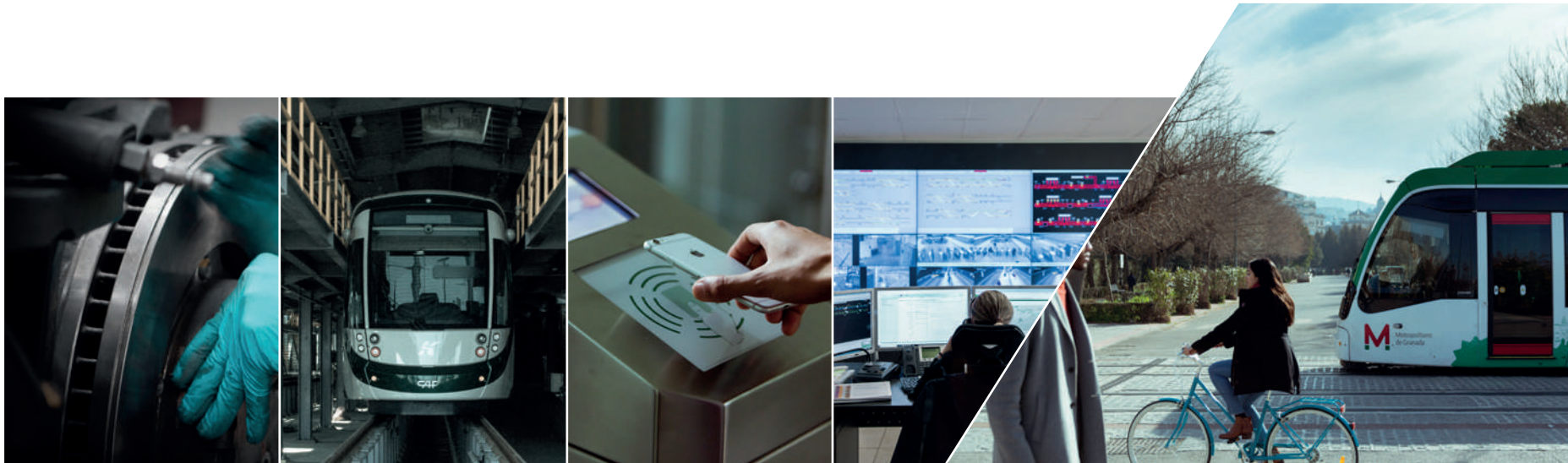
**/ THIS IS OUR BRAND'S
RAISON D'ÊTRE.
WHAT WE BELIEVE IN,
AND WHAT DRIVES US.**



MISSION AND VISION

MISSION

We are a world benchmark when it comes to key transport solutions in transit to a more sustainable planet, and offer, with our dedicated team, innovative rail and bus mobility options.



VISION

To be a leading player of sustainable mobility, committed to a culture of excellence and reliability, whilst ensuring ultimate customer satisfaction and contributing to the progress of society.





VALUES AND PURPOSE

1

EXCELLENCE

We are committed to **work well done**, to ongoing **innovation** and to the achievement of **results**.



2

TRUST

We work with **honesty, integrity and as a team**, in order to provide the best response to our **stakeholders**.



3

SUSTAINABILITY

We take **long-term** responsibility with **human health** and **environment** regard.



A statement of intent that allows us to give the brand a more human dimension.

WE DEVELOP SUSTAINABLE TRANSPORT SOLUTIONS TO IMPROVE PEOPLE'S QUALITY OF LIFE.



2 VERBAL IDENTITY

HOW WE REFER TO OURSELVES
OUR TONE OF VOICE
MAIN MESSAGES
OUR MANIFESTO
OTHER MAIN MESSAGES



ABOUT US

It is important to establish how we will refer to ourselves, and to do so in the same way in all communication media.

CAF's origins date back to 1892 in Beasain. Industrial workshops were set up there for repairing and assembling wagons. It was in 1917 when the "Compañía Auxiliar de Ferrocarriles, S.A.", i.e. CAF, was officially founded. Later it was renamed "Construcciones y Auxiliar de Ferrocarriles" and the same name was included under the brand name. The CAF logo, which has survived almost intact until today, is based on the lines, angles and layouts used by the draughtsmen in their original train and wagon drawings.

As is the case with many other acronym-based brands, its historical name has become meaningless since CAF is nowadays much more than a company dedicated to the construction of railway vehicles. Gradually, it is advisable to progressively relegate this tagline to the legal/administrative sphere and refer to CAF as: "CAF Global Sustainable Mobility Experts", when we refer to the company, for example in internet search engines, on social networks or in any media.

The group will be referred to as "CAF", leaving the name "CAF Group" for legal or administrative purposes only. The word "CAF" will always be written completely in capital letters.

HOW WE REFER TO OURSELVES





TONE OF VOICE

The importance of our brand's verbal communication resides not only in the content of our messages, but also in their appearance. The style of expression reinforces our personality traits and differentiates us from others, making us more recognisable.

Therefore, establishing and adhering to CAF's communication tone will make a significant contribution to creating the desired brand positioning.

PERSONAL AND COLLABORATIVE (PARTNER)

We are partners. We have a personal and accessible relationship with our customers. We make every effort to be available for them. In fact, it is one of our distinctive attributes.

Description: We explain things. We take nothing for granted. We always put ourselves in our customers' shoes.

Resources:

1. We use language that is familiar, simple and instructive.
2. We speak on equal terms. We refer to “us” repeatedly.
3. We use descriptions

EXPERT AND HONEST TONE (TRUST)

We are experts in what we do. We talk about what we know, and we know what we're talking about. We are sincere and focus on our expertise. We are assertive, direct, specific.

Description:

We speak frankly and showcase all our experience and know-how.

However: We will not exaggerate, nor are we grandiloquent or unapproachable.

Resources:

1. We set forth results. We use data, we quantify.
2. We use examples and demonstrable real cases.

PROACTIVE TONE (IN MOTION)

We show that we're restless, we're always anticipating and creating what will come next. We're always aware of future mobility needs. We take the reins and take action to make things happen. We work meticulously and tenaciously. We are engineers and designers, as well as being dynamic, active and attentive to detail.

Resources:

1. We use a direct, clear and assertive tone.
2. We use questions and data with the aim of making our target group think.
3. We use short statements with an action and a consequence (smart mobility for a green future).



MAIN MESSAGES

TRUST IN MOTION

**WHEN YOU TRAVEL IN GOOD COMPANY,
THE JOURNEY IS ALWAYS BETTER.**

TRUST is demonstrated by customers' confidence in CAF as a reliable partner to respond to their urban and interurban mobility challenges. Our firm commitment to continuous innovation keeps us IN MOTION, constantly improving and moving forward, contributing to our planet's sustainability and quality of life for all.



TRUST IN MOTION

TRANSPORT SYSTEMS
TRAINS
BUSES
SIGNALLING
COMPONENTS
SERVICES

Your Way
to Future Mobility

This is our main claim and the summary of our value proposal. It describes why we are important to our target groups.

We will use it prominently and visibly in catalogues, presentations, trade fair posters and other advertising media.

We will always write it in English, regardless of the language used in that particular piece of communication.

This is a message that is clearly present in CAF's verbal identity. It demonstrates not only our ability to adapt to the needs and requirements of our customers, but also a message that refers to the wide variety of solutions we provide.

We will always write it in English, regardless of the language used in that particular piece of communication. This piece will normally be placed at the bottom left and will not distract from the claim.

The above two concepts will also prevail in the other brand messages, such as the cover statements on the main solutions offered by CAF:

RAIL SERVICES - **YOUR WAY TO AVAILABILITY**
TRANSPORT SYSTEMS - **WE MAKE YOU WAY EASIER**
MODERNIZATIONS - **RENEWED COMFORT IN MOTION**
SIGNALLING - **GO ON THE RIGHT WAY**
OARIS - **TRUST AT 350KM/H**
CIVITY - **ADAPTABILITY IN MOTION**
URBOS - **SUSTAINABILITY IN MOTION**
INNEO - **FOR CITIES IN MOTION**
BITRAC - **HIGH PERFORMANCE IN MOTION**

3

VISUAL IDENTITY

LOGO
TYPOGRAPHY
CHROMATICITY
PHOTOGRAPHIC STYLE
BRAND MESSAGE
LAYOUT
BASIC APPLICATIONS
ICONS

CHART STYLE
TABLE STYLE
RESOURCES CHARTS
SOCIAL NETWORKS
THE LOGO ON UNIFORMS AND PPE
DESCRIPTIVE SECTIONS AND TEXTS
VIDEO CALL BACKGROUND

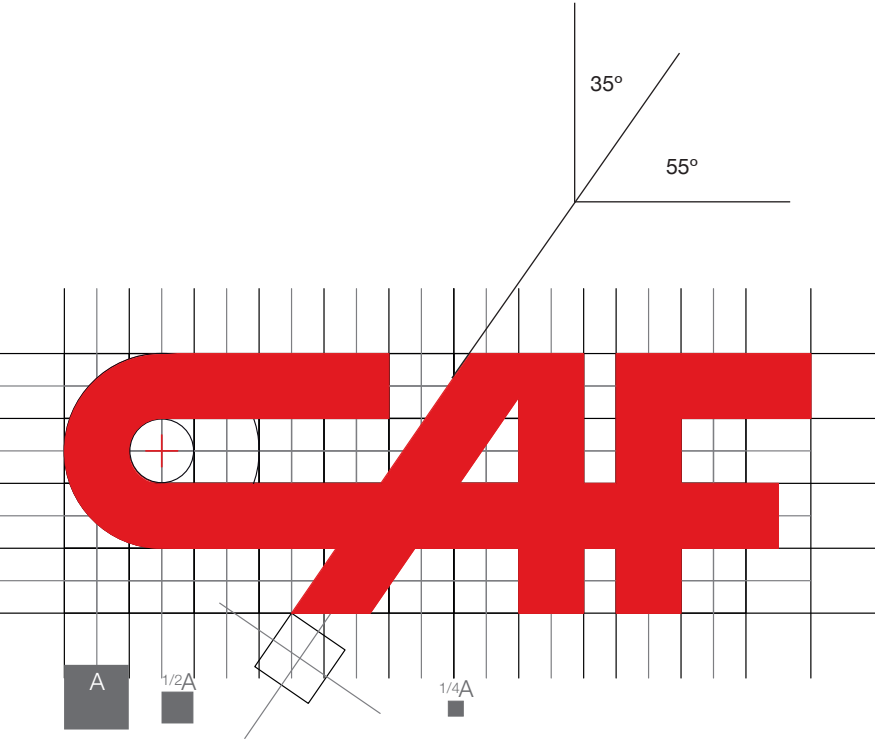


LOGO

PROPORTIONS

The proportions of the CAF brand will always remain unchanged. The diagram shows the unchanged thickness of the outline of the entire brand, as well as the correct angle of the "A".

The "C" is based on two concentric circles.



PERIMETER

This refers to the visual perimeter around the brand that will not be occupied by any other brand or graphic element, except for the internal sub-brand applications authorised in this book.

The equivalent will be the height of the letter C of the brand, applied around its entire perimeter as shown in the diagram.



UNCHANGED SIZES FOR STANDARD SUPPORTS

In addition to always keeping to the same proportion, fixed sizes are established for the logo **in its most typical applications only**. The aim is to achieve greater continuity and homogeneity, avoiding minor variations.

To this end, 3 fixed sizes are established:



20 mm

Fixed size for business card.



30 mm

Fixed size for the rest of stationery up to DinA4. (American envelopes, DinA5, etc.)



42 mm

Fixed size for larger applications such as envelopes, bags or folders.

REDUCIBILITY MAXIM OF THE LOGO

The visibility and legibility of our logo is extremely important. This is the minimum size to which the logo can be reduced.



Reduced limit for textile stitching.
30x10 mm.



Reduced limit for screen printing, pad printing
and rotogravure.
21x7 mm.



Reduced limit for offset printing.
15x5 mm.

There are occasions when the medium on which our brand must appear is smaller and does not allow the minimum size standard to be applied (e.g. the marking of a merchandising pen). On these occasions it will be necessary:

- 1- To always use flat inks
- 2- To conduct printing and legibility tests
- 3- To replace the logo with a text (e.g. the website or the claim) if the result is unclear.

THE PRIORITY APPLICATION WILL BE IN RED.

The brand will be applied whenever possible in corporate red, against a white background.

When the background is not white, but is a neutral colour, (low colour saturation), the logo will remain in red as long as the intensity of the background does not exceed 50%, i.e. light backgrounds. When the background is dark (more than 50% colour intensity) the logo will change to its negative version in white.

If the background colour is not neutral (blues, greens, yellows, etc.) we will absolutely avoid placing the logo on that base. If there is no other choice, we will use the negative version of the logo in white.

The application in black should only be used for documents printed in black and white, fax or similar, where printing technology constraints so require.



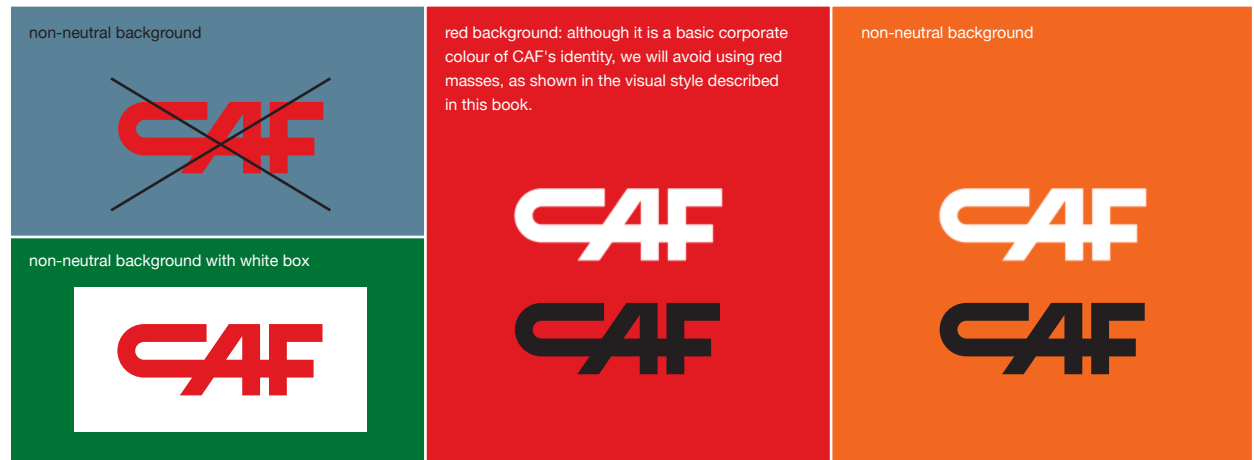
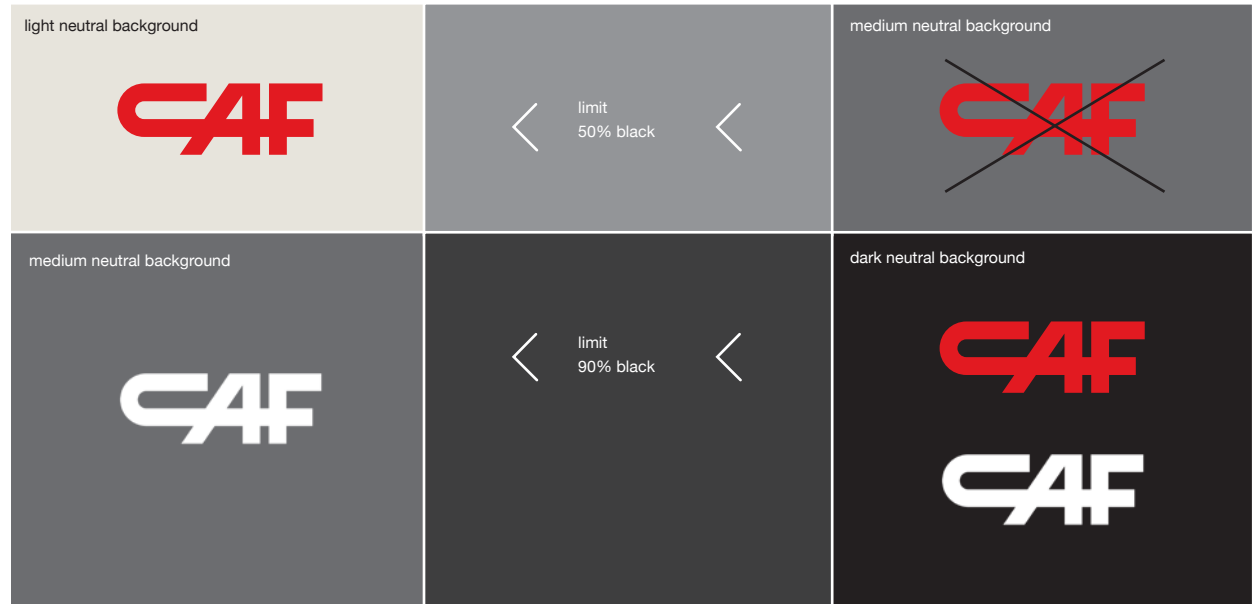
WHEN THE BACKGROUND IS NOT WHITE

We will always try to place the logo against a white background. When this is not possible, however it is a neutral colour (low colour saturation), the logo will remain in red as long as the intensity of the background does not exceed 50%, i.e. light backgrounds.

When the background is neutral and of medium intensity (colour intensity more than 50% and less than 80%) the logo will change to its negative version in white since red vibrates excessively against these backgrounds. It could be red against dark backgrounds when the intensity exceeds 90% black. In these cases both options will be permitted.

If the background colour is not neutral (blues, greens, yellows, etc.) regardless of the intensity, we will absolutely avoid placing the logo on that base. We will resort to a white background box that surrounds the logo while respecting the safety perimeter. If there is no choice but to apply it against a coloured background, we will only use the black or white versions of the logo, never red.

The only exception to this rule will be the PPE, which, according to regulations must have specific colours, such as phosphorescent vests, on which the logo may be displayed in red.



THE LOGO ON IMAGES

WE WILL PROVIDE THE LOGO WITH A CLEAN PLACE, WITHOUT "NOISE" AND WHITE IF POSSIBLE

Although it is a permitted option, we will try not to place the logo on a photo.

When we do so, we will look for a white background if possible and, if there isn't one, we will automatically apply the logo as negative, always on as clean a base as possible.

We will only place the logo in colour on a white and clear area.



★☆☆☆☆

We will place the logo in an area where there is no information and where it is clear of elements.



★☆☆☆☆

The logo will never be placed on images without air or without areas free of elements.



☆☆☆☆☆



☆☆☆☆☆

INCORRECT USES

INCORRECT

It is very important not to change the shape, perspective or effects of the logo.

We must maintain the consistency of our image.

 <p>DO NOT USE GRADIENTS</p>	 <p>DO NOT ADD EFFECTS</p>	 <p>DO NOT USE A NON-CORPORATE RED</p>
 <p>DO NOT USE PERSPECTIVES</p>	 <p>DO NOT USE COLOURS OTHER THAN RED OR BLACK</p>	 <p>DO NOT OUTLINE THE LOGO</p>
 <p>DO NOT USE LOGOS THAT ARE OUT OF PROPORTION</p>	 <p>DO NOT USE THE LOGO WITH CLAIMS THAT ARE NOT VALID</p>	 <p>DO NOT USE THE LOGO WITH BASELINES THAT ARE NOT VALID</p>

GENERAL BRAND

The CAF brand stands for all the company’s rail and bus solutions, so there is no need for a specific CAF Group logo. It is the CAF logo itself that represents the Group. This logo will be used on all internal and external communication tools with a global and corporate purpose.

The CAF Group logo will only be used under exceptional circumstances and when absolutely necessary for administrative/legal reasons.



Corporate brand



Exceptional use in very specific cases

ENDORSEMENT BRAND

The different brands of the CAF Group can indicate that they are part of the CAF Group by including the A CAF GROUP COMPANY baseline in their own brand. It is not permitted to use other designs to create this association with the CAF Group for these brands. Any adaptations of these logos must first be approved by CAF’s Marketing Department.

INSTRUCTIONS FOR USE:

We will align “A CAF GROUP COMPANY” to the right or left of the endorsed trade mark and its width will be half the width of the trade mark.

The separation of “A CAF GROUP COMPANY” from the trade mark will be the same as the height of “A CAF GROUP COMPANY”.

When the logo width is equal to, or less than, 40 mm, “A CAF GROUP COMPANY” will increase until it reaches the full width of the logo.

The proportions and adaptation will be approved by CAF Marketing area beforehand.

>40mm.



≤ 40mm.





TYPOGRAPHY

**/ THE ART OF ARRANGING
LETTERS, DISTRIBUTING
SPACE AND ORGANISING
FONTS TO SUPPORT
THE READER AS MUCH
AS POSSIBLE.**

TYPOGRAPHY IN HEADINGS

RUBIK

RUBIK CORPORATE TYPOGRAPHY

Typography plays an important role in conveying an overall tone and quality. The careful use of Rubik typography, for all types of headings, helps to convey familiarity and trust in all CAF communications.

It will be used primarily in headings, tables, charts and anything else that is not the main text.

In our identity we use the Regular and Bold styles.

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY IN THE MAIN TEXT

Helvetica Neue

HELVETICA CORPORATE TYPOGRAPHY

Helvetica Neue is the timeless and neutral sans serif font par excellence. It provides legibility, seriousness and trust. It is to be used in the main text of all types of communications.

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SUBSTITUTION TYPOGRAPHY

Arial

ARIAL SUBSTITUTION TYPOGRAPHY

Arial is a geometric sans serif font that ensures good reproduction on digital systems.

It will be used for desktop publishing, in exceptional cases where corporate typographies are not available.

In our identity we use the Regular and Bold styles.

Bold

**ABCDEFGHIJKLMÑOPQRSTUVWXYZ
abcdefghijklmñopqrstuvwxyz
0123456789**

Regular

ABCDEFGHIJKLMÑOPQRSTUVWXYZ
abcdefghijklmñopqrstuvwxyz
0123456789

CORPORATE CATALOGUE GENERAL

These are the weights and typographic hierarchies that will be used in the General Catalogue.

H1 HEADINGS

INTEGRATED MOBILITY SOLUTIONS

—

Rubik Regular 60 pt / Line spacing 60 pt
Rubik Regular 60 pt / Line spacing 60 pt

H2 HEADINGS

CREATING SUSTAINABLE CITIES

—

Rubik Regular 26 pt / Line spacing 26 pt
Rubik Bold 26 pt / Line spacing 26 pt

H3 HEADINGS

ELECTRICAL TRACTION SYSTEMS

—

Rubik Medium 9 pt / Line spacing 11 pt

BODY COPY

CAF has a wide range of components which provide an overall solution to the requirements of a sector dedicated to smart transport based on technologically efficient, highly reliable and sustainable solutions.

—

Helvetica Neue Regular 8 pt / Line spacing 11 pt

LIST

SPAIN - High-speed trains: RENFE S/104, ATPRD S/120 & AVR S/121 - Regional trains: RENFE EMU TEMD S/449, DMU TDMD S/599, TRD S/594, ADR S/598, SFM DMU S/61 - Commuter trains: RENFE EMU S/446, S/447, Double-deck S/450 & CIVIA, Euskotren EMU, FGC EMU, FEVE DMU, SFM EMU, RENFE hybrid trains and EMUs - Metros: Madrid Metro S/2000, S/3000, S/5000, S/6000, S/8000, S/8400, Barcelona Metro S/2100, S/3000, S/4000, S/5000 & S/6000, Bilbao Metro, Palma de Mallorca Metro - LRVs / Trams: Bilbao Tram, Granada Tram, Malaga Tram, Sevilla Tram, Valencia LRV, Vitoria Tram, Zaragoza Tram, Chiclana TramTrain - Locomotives: Bitrac, Locomotive BB 3000 V, S/252, C'C' 3.000 V & BB200

—

Helvetica Neue Bold 5 pt / Line spacing 6 pt
Helvetica Neue Regular 5 pt / Line spacing 6 pt

PLATFORM CATALOGUES

These are the weights and typographic hierarchies that will be used in the Platform Catalogues.

H1 HEADINGS

TRAMS AND LRV CREATING SUSTAINABLE CITIES

—

Rubik Regular 75 pt / Line spacing 70 pt
Rubik Regular 60 pt / Line spacing 60 pt

HIGHLIGHTS

With their avant-garde design and flexibility, CAF trams give each city its own identity.

—

Rubik Regular 10.5 pt / Line spacing 12.5 pt

H2 HEADINGS

URBOS TRUST IN MOTION

—

Rubik Regular 26 pt / Line spacing 26 pt
Rubik Regular 20 pt / Line spacing 21 pt

BODY COPY

The search for efficient and environmentally friendly mobility systems is one of the main challenges facing cities in the 21st century..

—

Helvetica Neue Regular 8 pt / Line spacing 11 pt

H3 HEADINGS

FLEXIBLE CONFIGURATION:

—

Rubik Regular 9 pt / Line spacing 11 pt

LIST

Wide aisles

Air conditioning

Large windows

Heating

Wide doors

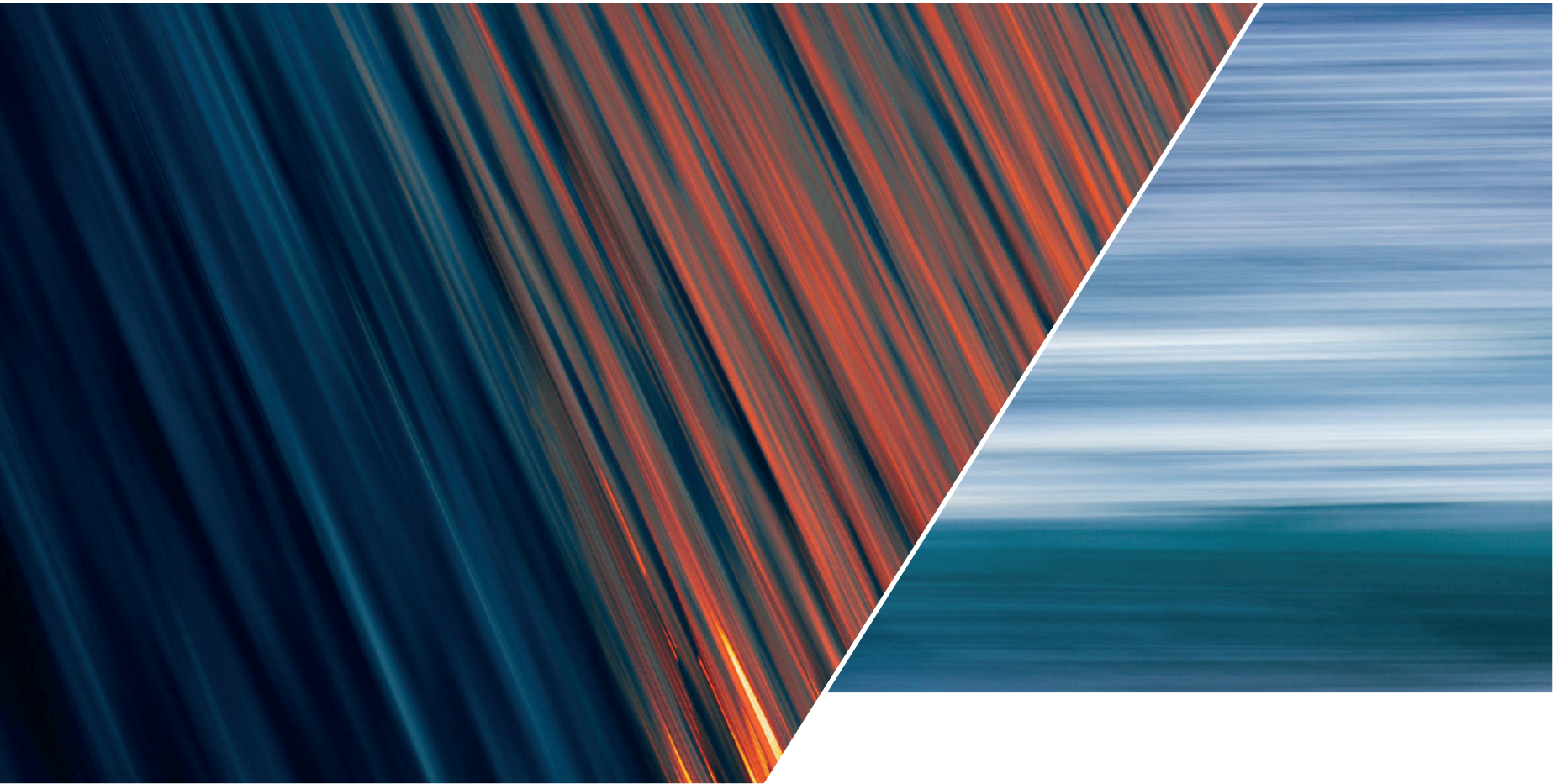
TFT screen

Comfortable seats

LED panels

—

Helvetica Neue Regular 8 pt / Line spacing 11 pt



CHROMATICITY

**/ CHROMATICITY
IS ONE OF THE MOST
IMPORTANT TOOLS
FOR CONVEYING
A BRAND.**

PRIMARY COLOURS PALETTE

PRIMARY COLOURS

Colour plays an important role in CAF's corporate identity manual.

The constant use of these colours will contribute to the cohesive and harmonious appearance of the brand identity in all relevant media.

CAF has three official colours, red, black and white. These colours have become a recognisable identifier for the company.



CMYK	C0 M0 Y0 K100
PANTONE	BLACK COATED
RGB	R0 G0 B0
RAL	9017
WEB	#000000



CMYK	C0 M100 Y100 K5
PANTONE	711C
RGB	R219 G8 B18
RAL	3020
WEB	#db0812



CMYK	C0 M0 Y0 K0
PANTONE	
RGB	R255 G255 B255
RAL	9003
WEB	#ffffff

PRESENCE



RED 2%
• LOGO
• RESOURCES

BLACK 38%
• TEXTS
• LINES

WHITE 60%
• PAPER
• SCREEN

SECONDARY COLOURS PALETTE

SECONDARY

The secondary colour palette is mainly used for the charts and graphic designs that require it.

This palette is divided into cool colours and warm colours.

The cool colours are in the blue / grey range. They convey:

- Technology
- Industry 4.0
- Trust
- Ecology (green will be shown in the photos)

Warm colours originate from the primary colour red. They convey:

- Familiarity
- Motion
- Human side

<p>CMYK C0 M0 Y0 K100 Pantone BLACK COATED RGB R0 G0 B0 Web #000000 RAL 9017</p>	<p>CMYK C95 M60 Y40 K40 Pantone 3025C RGB R6 G66 B90 Web #054258 RAL 5009</p>	<p>CMYK C60 M30 Y20 K20 Pantone 7695C RGB R100 G134 B158 Web #64869e RAL 5024</p>	<p>CMYK C40 M30 Y27 K10 Pantone COOL GRAY 6C RGB R156 G159 B164 Web #9c9ea4 RAL 7004</p>
<p>CMYK C20 M16 Y16 K0 Pantone 427C RGB R212 G210 B210 Web #d4d2d1 RAL 7047</p>	<p>CMYK C0 M73 Y100 K0 Pantone 152C RGB R235 G95 B10 Web #eb5f0a RAL 211</p>	<p>CMYK C0 M100 Y100 K5 Pantone 711C RGB R219 G8 B18 Web #db0812 RAL 3020</p>	<p>CMYK C25 M90 Y70 K30 Pantone 7641C RGB R150 G45 B50 Web #962d32 RAL 3003</p>



PHOTOGRAPHIC STYLE

/ PEOPLE

TRUST

Neat appearance. Firm and confident posture, conveying trust and familiarity.
Users enjoy safe transport. Employees convey know-how and professionalism.



/ VEHICLES ON TRACK

GLOBAL MOBILITY

We want to give importance to the setting where the vehicle is located, which is why air and context will be left around it. In this way we will convey that CAF not only makes vehicles, but also intervenes in the entire integrated mobility system.



/ URBAN ENVIRONMENT

CITIES IN MOTION

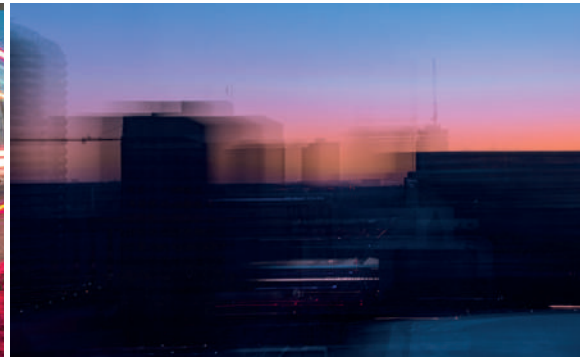
The cityscape will be emblematic with modern buildings and architectural design. Cities, streets, and stations will be shown with open and detailed drawings.



/ URBAN ELEMENTS

WE NEVER STOP

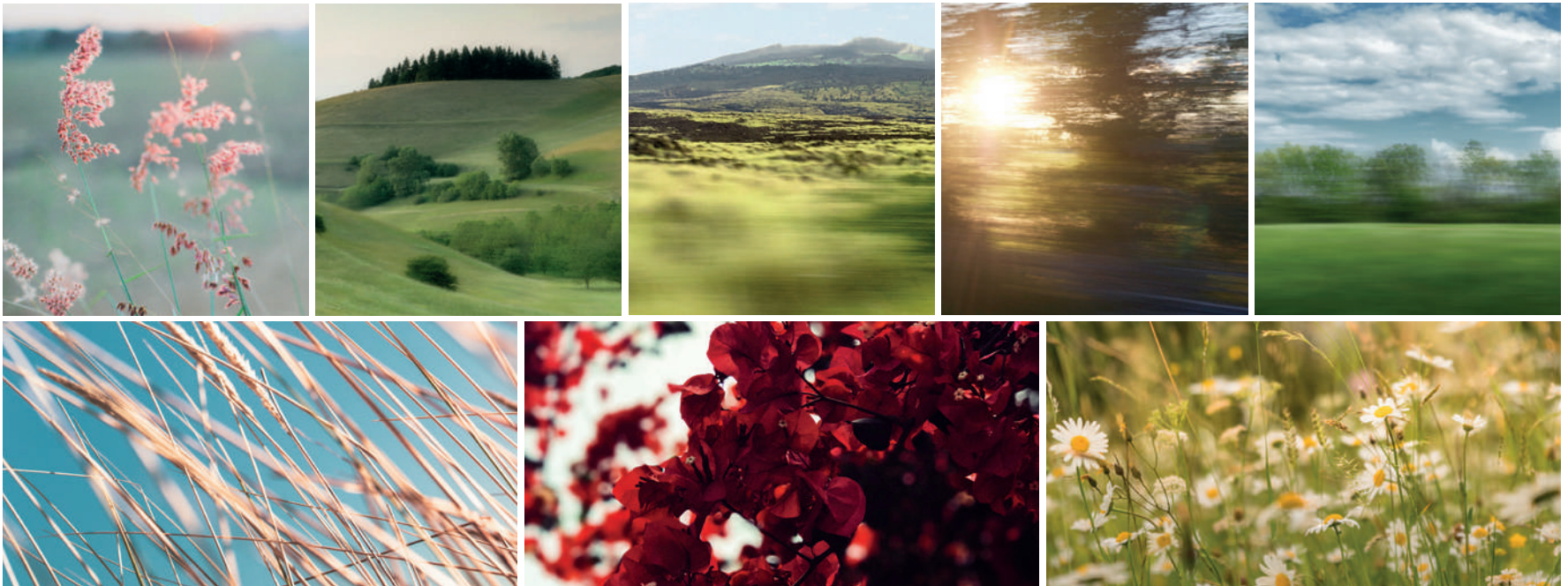
The urban aspect will be a prominent feature of communication. Cities and motion will take centre stage. We will work with closed and out-of-focus settings.



/ NATURAL ELEMENTS

SUSTAINABILITY IN MOTION

Nature will be a major element. When we show landscapes, it will be as if we're looking out of a train window, in motion, thereby conveying the concept of echo and motion. We will use details with very tight settings that almost become abstract textures.





BRAND MESSAGE

MESSAGE

The "Trust in Motion" claim will always be right-justified and comply with the typography weights. It will be in black against a white background.

TYPOGRAPHIC WEIGHTS

TRUST - Rubik Bold

IN MOTION - Rubik Regular

TRUST IN MOTION



www.caf.net



TRUST IN MOTION

**WHEN YOU TRAVEL IN GOOD COMPANY,
THE JOURNEY IS ALWAYS BETTER.**

TRUST is demonstrated by customers' confidence in CAF as a reliable partner to respond to their urban and interurban mobility challenges. Our firm commitment to continuous innovation keeps us **IN MOTION**, constantly improving and moving forward, contributing to our planet's sustainability and quality of life for all.

TRANSPORT SYSTEMS
INFRASTRUCTURE
SOLUTIONS
CONSTRUCTION
SERVICES / **Your Way**
to Future Mobility

EXCEPTIONS

In very specific situations it will be right-aligned or on a single line. For example, in pieces that have excessive landscape format, or where the layout has the photos on the right.

TRUST IN MOTION



TRUST IN MOTION





LAYOUT

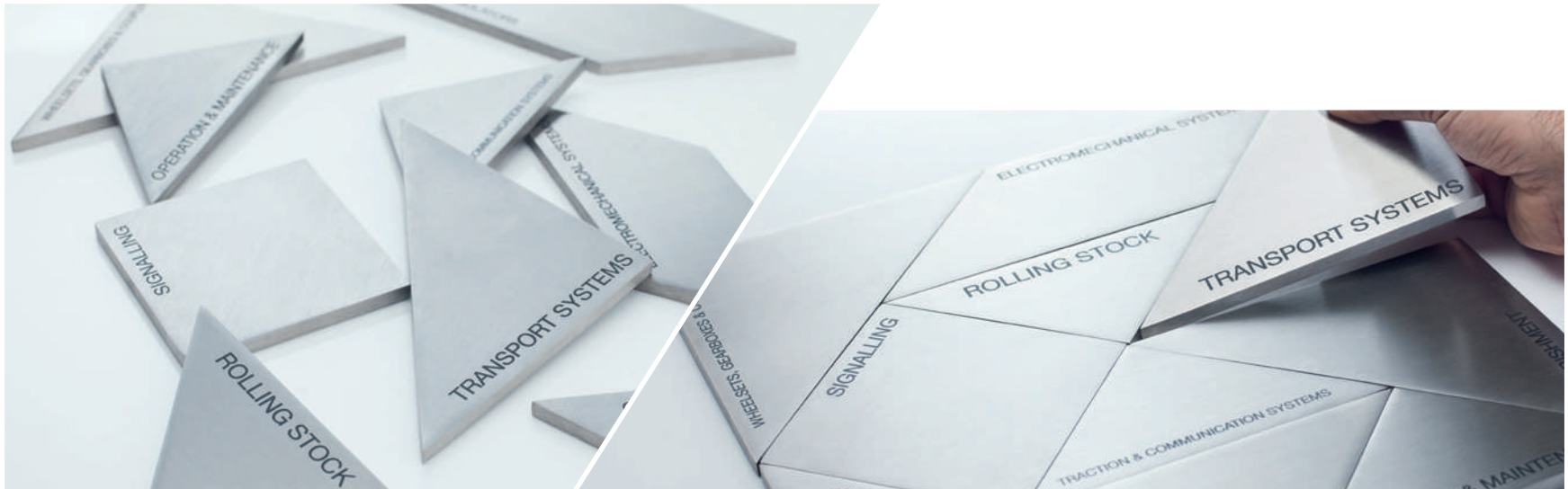
PIECES THAT FIT

THE PIECES REPRESENT THE DIFFERENT BUSINESSES AND SOLUTIONS WITHIN CAF.

CAF is not just a company. We are experts in mobility, with the capacity to understand the challenges of the future, to design, build and implement using our own technology, transport systems that improve people's lives and the sustainability of the planet.

Each member of the group is a leading expert in their own field and, together, we offer global solutions that are perfectly coordinated to ensure an optimum result.

Visual identity is based on content boxes that are aligned, and whose angles coincide with each other, and also coincide with the tilt of the "A" in CAF at 35° (see page 22) to create the final composition. These forms, and this orderliness, convey the idea of interdisciplinarity, as well as the coordination and unity of the whole. They are the visual derivation of the tangram idea that CAF already used as a metaphor for "transport systems".



THE SYSTEMS BASES

It is a highly versatile system which at the same time has few elements to combine. This lends it recognisability and continuity on the one hand, and adaptability on the other, both of which are essential in a visual system that has to respond to a wide range of needs.

The width and height of the photo boxes will be variable depending on the format of each image.



LAYOUT

The layout to be followed in CAF's communication pieces is set out below.

This is a generic outline for corporate advertisements.

The only red element is the brand, which stands out from everything else.

Keep our brand asset (35° tilt) as an abstraction of any vehicle in our range, and also as a metaphor for ascending, improving and progressing.

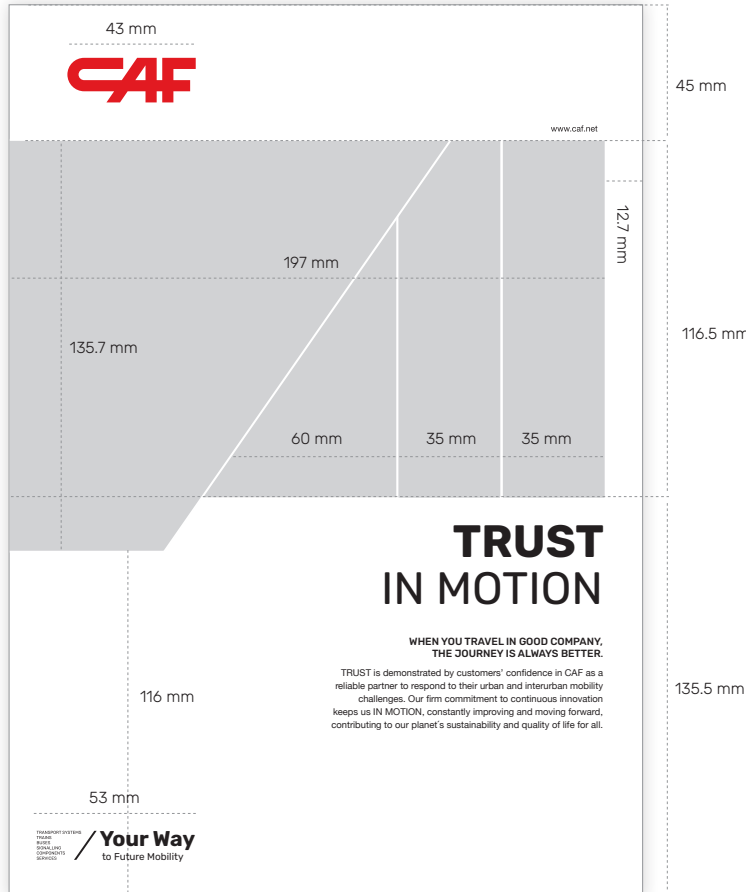
The "Your Way" message is kept, but separated from the brand. By linking it to the group's 6 solutions, it is also related to the scale of the offer, directing it towards greater positioning as a Leader.

Motion, progress, acceleration, improvement...
From the most tangible to the most aspirational.

The layout has large white areas that allow it to breathe. Empty spaces in a composition provide tranquility and orderliness.

The claim conveys the idea of trust in a great company. Positioned as a leader, always in motion.

VERTICAL



Rubik Regular 8 pt

Rubik Bold 44pt
 Rubik Regular 44pt
 Line spacing 45pt

Rubik Medium 11pt
 Line spacing 13pt

Rubik Regular 9pt
 Line spacing 12.5pt



HORIZONTAL

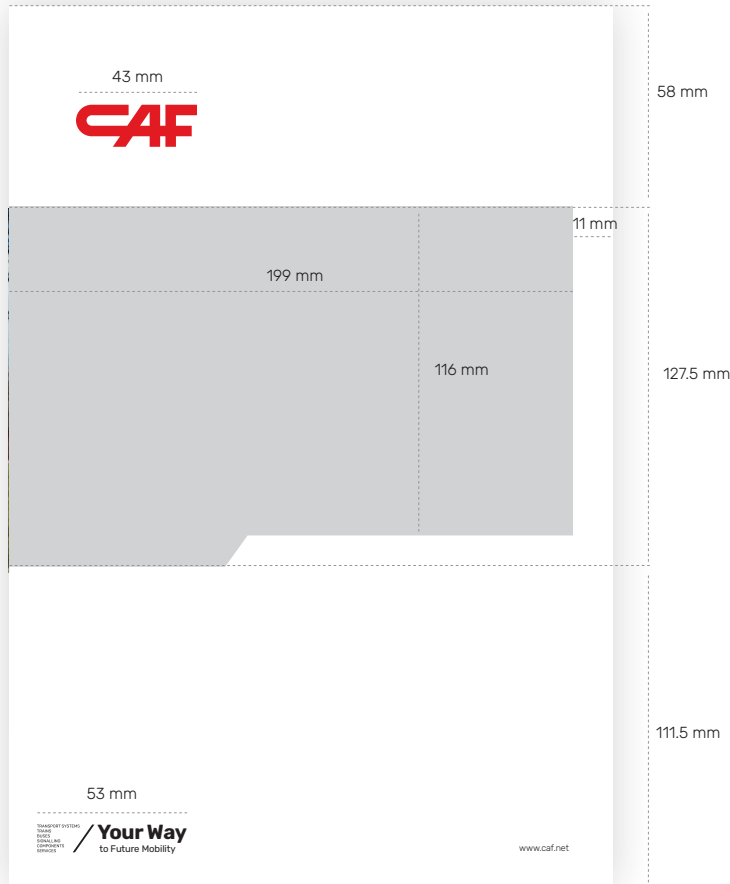
In versions that are very horizontal, we will disregard the main text and will only use the claim and the heading.



Rubik Regular 7 pt

Rubik Medium 30pt
Rubik Medium 30pt

Rubik Medium 10pt
Line spacing 11 pt



- Rubik Bold 37 pt
- Rubik Regular 37 pt
- Line spacing 39 pt
- Rubik Light 16 pt
- Rubik Light 9 pt

Rubik Regular 60 pt
Line spacing 60 pt

Rubik Bold 60 pt
Line spacing 60 pt

Rubik Medium 9 pt
Line spacing 11 pt

Helvetica Neue Regular 8 pt
Line spacing 11 pt

SISTEMAS DE TRANSPORTE

SOLUCIONES INTEGRALES DE MOVILIDAD

LIDERAMOS PROYECTOS INTEGRALES DE INFRAESTRUCTURAS DE MOVILIDAD SOSTENIBLE

CAF garantiza la integración y compatibilidad de todos los subsistemas en sus proyectos, desde la obra civil hasta la operación de servicios ferroviarios, pasando por la electrificación, señalización, comunicaciones y billeteo. Los proyectos se abordan de manera integral bajo un prisma interdisciplinar, gestionando toda su complejidad para proporcionar una solución de movilidad llave en mano.

INGENIERÍA Y CONSULTORÍA

Los servicios de consultoría e Ingeniería de CAF dan respuesta a los retos de desarrollo urbano de distintas administraciones, a partir de una sólida experiencia en los ámbitos de movilidad, energía, edificación y medioambiente.

PROYECTOS INTEGRALES DE TRANSPORTE

Las soluciones del Grupo CAF garantizan la correcta integración entre el material rodante y la infraestructura. Este modelo de proyecto integrado se basa en la optimización de cada uno de los tres pilares EPC (Engineering-Procurement-Construction). Esto permite diseñar, suministrar e integrar los diferentes subsistemas del proyecto de manera transversal.

SERVICIOS FINANCIEROS

Instrumentos de financiación para hacer realidad la estrategia de movilidad de cada cliente. Los proyectos integrales llave en mano (EPC/Turkey) incluyen sistemas complejos de financiación como PPPs, concesiones, leasings, etc.



We Make Your Way Easier

DIGITAL OPTIMIZATION

Comprehensive solutions for your fleet management through advanced analytics.

A new generation of digital solutions with a single objective: get the best performance from your fleet and your maintenance strategy. Welcome to a powerful combination of Data Analytics and Engineering expertise.

ANY VEHICLE. ANY MANUFACTURER.
CONNECTED WITH YOUR CMMS. DATA IS YOURS.
CLOUD-BASED. EASY TO SCALE-UP.



WE FEEL YOUR CHALLENGE AS OURS LEADMIND ROI ACHIEVEMENT

16-21%

PRODUCTIVITY INCREASE

15-25%

REPETITIVE FAILURES REDUCTION

10%

COST REDUCTION OVER BUSINESS PLAN

1-10

SERVICE INCIDENTS AVOIDED

10-35%

FAILURE DIAGNOSTICS TIME REDUCTION

2-6%

ENERGY CONSUMPTION REDUCTION



A leading data platform for smart dynamic maintenance and higher operational efficiency.

FLEET MANAGEMENT

Ensure operational excellence and reduce the impact of service-affecting incidents.

REAL TIME INFORMATION

- 1 | Passenger Counter
- 2 | Remote HMI
- 3 | Telemetry
- 4 | Geolocation
- 5 | Equation Editor
- 6 | Passenger Comfort



REAL TIME DATA FOR A SEAMLESS PASSENGER EXPERIENCE.

- | Units in Service
- | Passengers On Time
- | Breakdowns Anticipated

ADVANCED ANALYTICS /CBM

Predictive maintenance for a safe and efficient operation. Improve availability, reduce over maintenance and life cycle cost.

SMART OPERATIONS

- 1 | Safety: Speed Monitoring/ Sliding Map
- 2 | Energy Efficiency: Catenary Voltage

SMART MAINTENANCE

- 1 | Reliability: Drill Down, E&D
- 2 | Availability: Predictive Maintenance
- 3 | Process Automation: Automatic Work Orders, Digital Logbook, Guided maintenance, Trace.



EASIER THAN EVER. PLAN THE UNPLANNED.

- | Improved Availability
- | Improved Reliability
- | Reduced Life Cycle cost

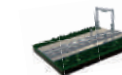
WAYSIDE SYSTEMS

Modular Automatic Wayside Systems for Failure detection and wear monitoring. Modular integration capabilities with different systems and manufacturers.

- 1 | WHEEL Inspection
- 2 | SPRING Inspection
- 3 | BOGIE Inspection
- 4 | PANTOGRAPH Inspection
- 5 | CAR Inspection

YOUR INSPECTION STATION. YOUR WAY.

- | Automate measuring
- | Gain safety and efficiency
- | Gather all data centralized and integrate with WO

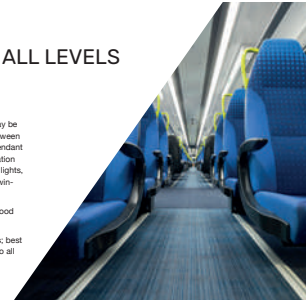


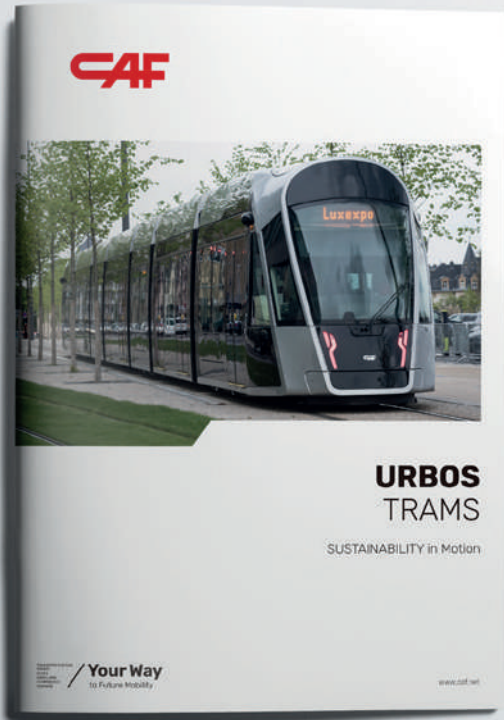
**CIVITY IS
A MADE-TO-MEASURE TRAIN**

- Regional or commuter service provider
- 1 or 2 doors on each carbody side with large windows.
- Business and economy class zones.
- Seats are designed to achieve maximum passenger comfort. They can be fitted with fold down armrests, waste bins, magazine racks, and sockets, laptop computer tables on the backrests, footrests, handholds or knobs for aisle seats among others.
- Multi-purpose areas:
 - Cafeteria /vending machines.
 - Children's game areas.
 - Sports' equipment modules; bicycle or sky racks.
 - Standard or universal WCs
 - Wheelchair areas.
 - Seats or standing zones
 - Praying areas.
 - Custom-made zones with information zones.
- Personalised interior design to offer the best possible on-board experience.
- Passenger information systems, including the most advanced systems with LED signs and/or TFT screens; with possibility of providing WiFi service.

**CIVITY IS
PERSONALISED AT ALL LEVELS**

- Regional or commuter service provider.
- High capacity. Operating companies can adapt the configuration of their trains by adding on re-moving intermediate cars based on passenger demand.
- Intelligent coupling system with reduced shunting times; only one driver needed
- Modularity at the service of operators. Enables customers to set up trains up to 18 cars long.
- Maximum safety. The interior design includes all the equipment and accessories designed and installed to increase the safety, information and comfort of passengers.
- The passenger salon may be equipped with tables between seats, reading lights, attendant call buttons, seat reservation systems, complimentary lights, blinds and racks on the window panels.
- Ergonomic Cabs, with good all-round visibility
- Mobility without barriers; best accessibility conditions to all types of passengers.







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PARRAMATTA TRAMWAY

Urbos units with Greentech system for Transport for NSW

PARRAMATTA TRAMWAY

The new trams for the Parramatta tramway system in New South Wales, Australia, belong to CAF's Urbos range. They are international gauge, bi-directional units with two driving cabs, made up of seven articulated modules supported on three motor bogies and a trailer bogie under the central module, which offer the operator a high transport capacity.

The tram floor is 100% low throughout the passenger department. This eliminates the existing barriers to transit along the vehicle, while at the same time making it very comfortable for passengers to board and alight the tram from platforms at a similar height to the pavements.

To ensure full accessibility for all users, the unit has two specific areas for wheelchair passengers, strategically located near the doors.

In addition, the tram is equipped with the Greentech OESS system. This is an onboard energy storage system based on lithium-ion batteries, so that it can operate without catenary some sections of the line.

TECHNICAL DATASHEET

• Composition	Mc-S-M-S-T-S-Mc
• Supply voltage	750 Vdc
• Track gauge	1,435 mm
• Maximum speed	70 km/h
• Train length	45,411 mm
• Outer track gauge	2,650 mm
• Floor height	350 mm
• Total passenger capacity	421 (6 p/m ²)
• 2 wheelchair places y 2 bicycle space	

OTHER EQUIPMENT

- Saloon and cab air conditioning
- Passenger information systems, passenger alarm and public address system (PIS-PAS-PA)
- Video surveillance system (CCTV)
- Train Control and Monitoring Solutions (TCMS)
- Fire detection system
- Event recorder and driver presence monitoring system ("Dead Man")
- On-board passenger counting system
- Collision warning system
- Obstacle detector
- External side cameras with rear-view function
- Sanding systems on motor bogies and flange lubrication
- Front anti-trap system, self-adjusting in height
- Anti-climbers for shock absorption
- Retractable hitch at the rear end of the vehicle



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BIRMINGHAM TRAMWAY

First British tram to run without catenary, thanks to Greentech on-board energy storage system

BIRMINGHAM TRAMWAY

This is a standard gauge, bidirectional tram comprising 5 articulated modules resting on two motor bogies and one trailer bogie under the central module.

The tram is 100% low floor along the entire passenger saloon. This eliminates any passenger barriers along the whole tram. In addition, boarding and alighting of passengers from / to platforms located at a similar level to sidewalks is extremely comfortable.

The new Urbos units are equipped with a Greentech Onboard Energy Storage Solution (OESS) that avoids the need for an overhead electrification facility and helps protect architecturally sensitive areas of the city centre.

This tramway is fitted with 6 doors on each side for rapid passenger boarding and alighting. Furthermore, there are 2 specific areas reserved for persons with reduced mobility, strategically located close to the doors.

TECHNICAL DATASHEET

• Composition	Mc-S-T-S-Mc
• Supply voltage	750 Vdc
• Track gauge	1,435 mm
• Maximum speed	70 km/h
• Train length	33,070 mm
• Outer track gauge	2,650 mm
• Floor height	350 mm
• Total passenger capacity	209
• 2 places for wheelchairs	

OTHER EQUIPMENT

- Saloon and cab air conditioning
- Passenger audio and visual information: The Public Address System, exterior and interior LED displays, TFT Video-Entertainment screens
- Exterior side cameras with rear-view mirror function
- Event recorder and driver presence monitoring system ("Dead Man")
- Closed circuit TV train surveillance
- Sanders and flange lubrication
- Height adjustable front pedestrian protection system
- Crashworthiness device
- Train maintenance and operation data transmission via WiFi communication
- OESS devices based on Lithium-Ion technology

CAF

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PARRAMATTA TRAMWAY

Urbos units with Greentech system for Transport for NSW

PARRAMATTA TRAMWAY

The new trams for the Parramatta tramway system in New South Wales, Australia, belong to CAF's Urbos range. They are international gauge, bi-directional units with two driving cabs, made up of seven articulated modules supported on three motor bogies and a trailer bogie under the central module, which offer the operator a high transport capacity.

The tram floor is 100% low throughout the passenger department. This eliminates the existing barriers to transit along the vehicle, while at the same time making it very comfortable for passengers to board and alight the tram from platforms at a similar height to the pavements.

To ensure full accessibility for all users, the unit has two specific areas for wheelchair passengers, strategically located near the doors.

In addition, the tram is equipped with the Greentech OESS system. This is an onboard energy storage system based on lithium-ion batteries, so that it can operate without catenary some sections of the line.

TECHNICAL DATASHEET

	Mc-S-M-S-T-S-Mc
• Composition	750 Vdc
• Supply voltage	1,435 mm
• Track gauge	70 km/h
• Maximum speed	45,411 mm
• Train length	2,650 mm
• Outer track gauge	350 mm
• Floor height	421 (5 p/m²)
• Total passenger capacity	
• 2 wheelchair places y 2 bicycle space	

OTHER EQUIPMENT

- Saloon and cab air conditioning
- Passenger information systems, passenger alarm and public address system (PAS-PAS-PA)
- Video surveillance system (CCTV)
- Train Control and Monitoring Solutions (TCMS)
- Train Control and Monitoring system
- Fire detection system
- Event recorder and driver presence monitoring system ("Dead Man")
- On-board passenger counting system
- Collision warning system
- Obstacle detector
- External side cameras with rear-view function
- Sanding systems on motor bogies and flange lubrication
- Front anti-trap system, self-adjusting in height
- Anti-climbers for shock absorption
- Retractable hitch at the rear end of the vehicle



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RAMWAY

Units to Greentech

The new Urbos units are equipped with a Greentech Onboard Energy Storage Solution (OESS) that avoids the need for an overhead electrification facility and helps protect architecturally sensitive areas of the city centre.


The tramway is fitted with 6 doors on each side for rapid passenger boarding and alighting. Furthermore, there are 2 specific areas reserved for persons with reduced mobility, strategically located close to the doors.

EQUIPMENT

- Cab air conditioning
- Audio and visual information: The Public Information System (PIS) includes exterior and interior LED displays, entertainment screens
- Cameras with rear-view mirror function and driver presence monitoring system
- Train surveillance
- Grease lubrication
- Front pedestrian protection system
- Side view
- Operation data transmission
- ... based on Lithium-ion technology

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**TRUST
IN MOTION**

TRANSPORT SYSTEMS
INFRASTRUCTURE
SERVICES // **Your Way**
to Future Mobility

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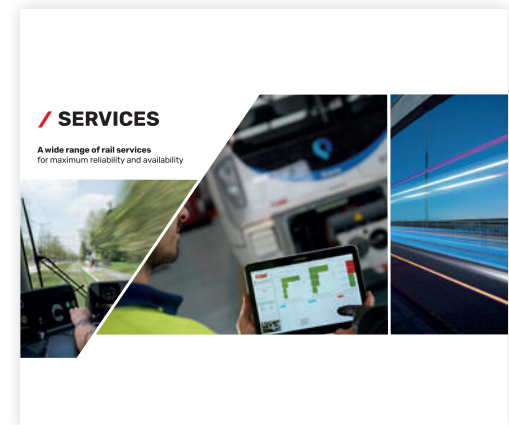
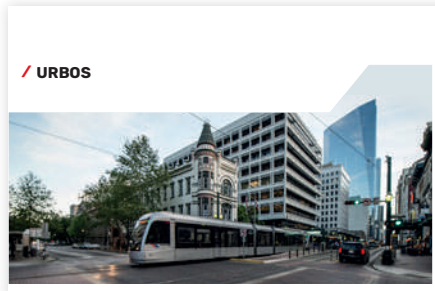
**TRUST
IN MOTION**

Your Way
to a Better World

EXAMPLES OF SIGNAGE

Components

- Corporate typography
- White spaces
- Aesthetic images
- Diagonal contour
- Red forward slash







BASIC APPLICATIONS

**/ HOW THE
BRAND COMES
TO LIFE.**

LETTER SHEET

We will have a letter sheet with the specific Headquarters address.

PARAMETERS

Dimensions

210 x 297 mm

DIN A4

Weight

120g/m Coated white

Printing

Two inks



LETTER SHEET

We will have a letter sheet with the generic web address for those cases where the headquarters vary.

PARAMETERS

Dimensions

210 x 297 mm

DIN A4

Weight

120g/m Coated white

Printing

Two inks



LETTER SHEET

We will have a letter sheet with the specific Headquarters address.

PARAMETERS

Dimensions

148 x 210mm

DIN A5

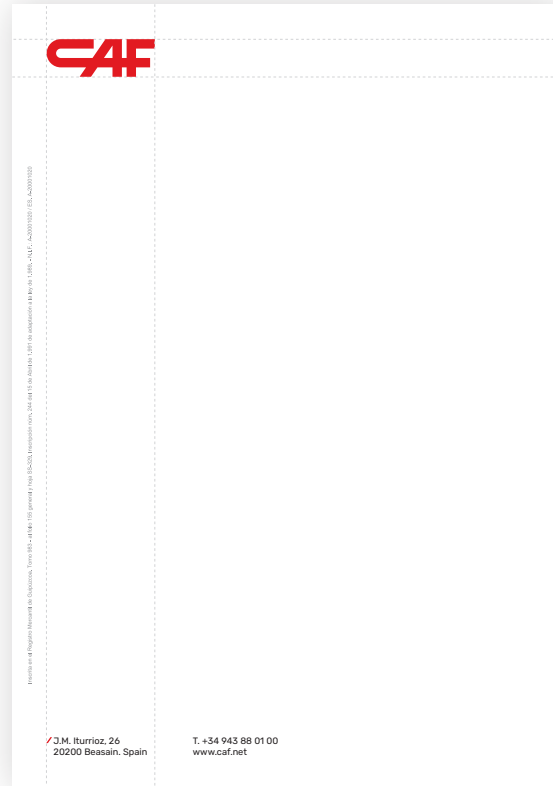
Weight

120g/m Coated white

Printing

Two inks

8 mm 30 mm

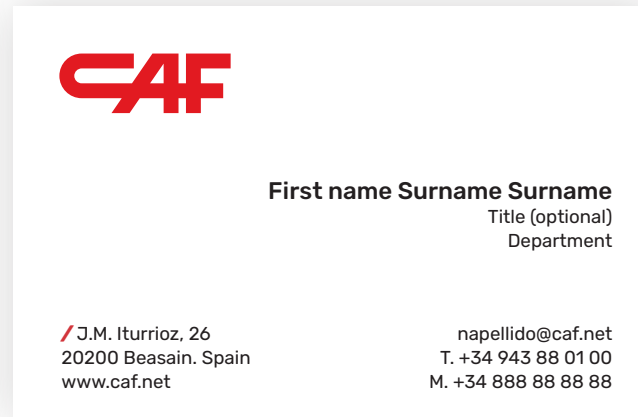
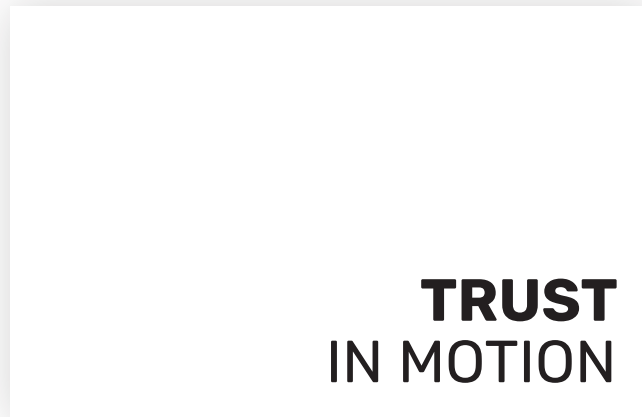


8 mm

.....
Rubik Regular 7pt

BUSINESS CARD

The approved designs are shown here with the main elements of the CAF stationery system for business cards.



Rubik Medium 9pt
Rubik Regular 7pt
Line spacing 9pt

Rubik Regular 7pt
Line spacing 9pt

PARAMETERS

Dimensions
85 x 55mm

Weight
300g/m
Coated white

Printing
Two inks



CORPORATE ENVELOPE 220X110

The approved design with the main elements of the CAF stationery system for envelopes is shown here.



30 mm

Fixed size for the rest of stationery up to DinA3. (American envelopes, DinA5,...)

Rubik Regular 7pt
Line spacing 9pt



PARAMETERS	Dimensions	Weight	Printing
	220 x 110mm	120g/m Coated white	Two inks

CORPORATE ENVELOPE 230X177

The approved design with the main elements of the CAF stationery system for envelopes is shown here.



30 mm

Fixed size for the rest of stationery up to DinA3. (American envelopes, DinA5,...)

Logo width: 30mm

Rubik Regular 7pt
Line spacing 9pt



J.M. Iturrioz, 26
20200 Beasain, Spain

T. +34 943 88 01 00
www.caf.net

PARAMETERS

Dimensions
230 x 177mm

Weight
120g/m
Coated white

Printing
Two inks

CORPORATE ENVELOPE 250X353

The approved design with the main elements of the CAF stationery system for envelopes is shown here.



42 mm

Fixed size for the rest of stationery up to DinA3. (American envelopes, DinA5,...)



Logo width: 42mm

Rubik Regular 7pt
Line spacing 9pt



J.M. Iturriz, 26 T. +34 943 88 01 00
20200 Beasain, Spain www.caf.net

PARAMETERS	Dimensions	Weight	Printing
	250 x 353mm	120g/m Coated white	Two inks

CORPORATE ENVELOPE 307X410

The approved design with the main elements of the CAF stationery system for envelopes is shown here.



42 mm

Fixed size for larger applications such as envelopes, bags or folders.



Logo width: 42mm

Rubik Regular 7pt
Line spacing 9pt

PARAMETERS

Dimensions
307 x 410mm

Weight
120g/m
Craft

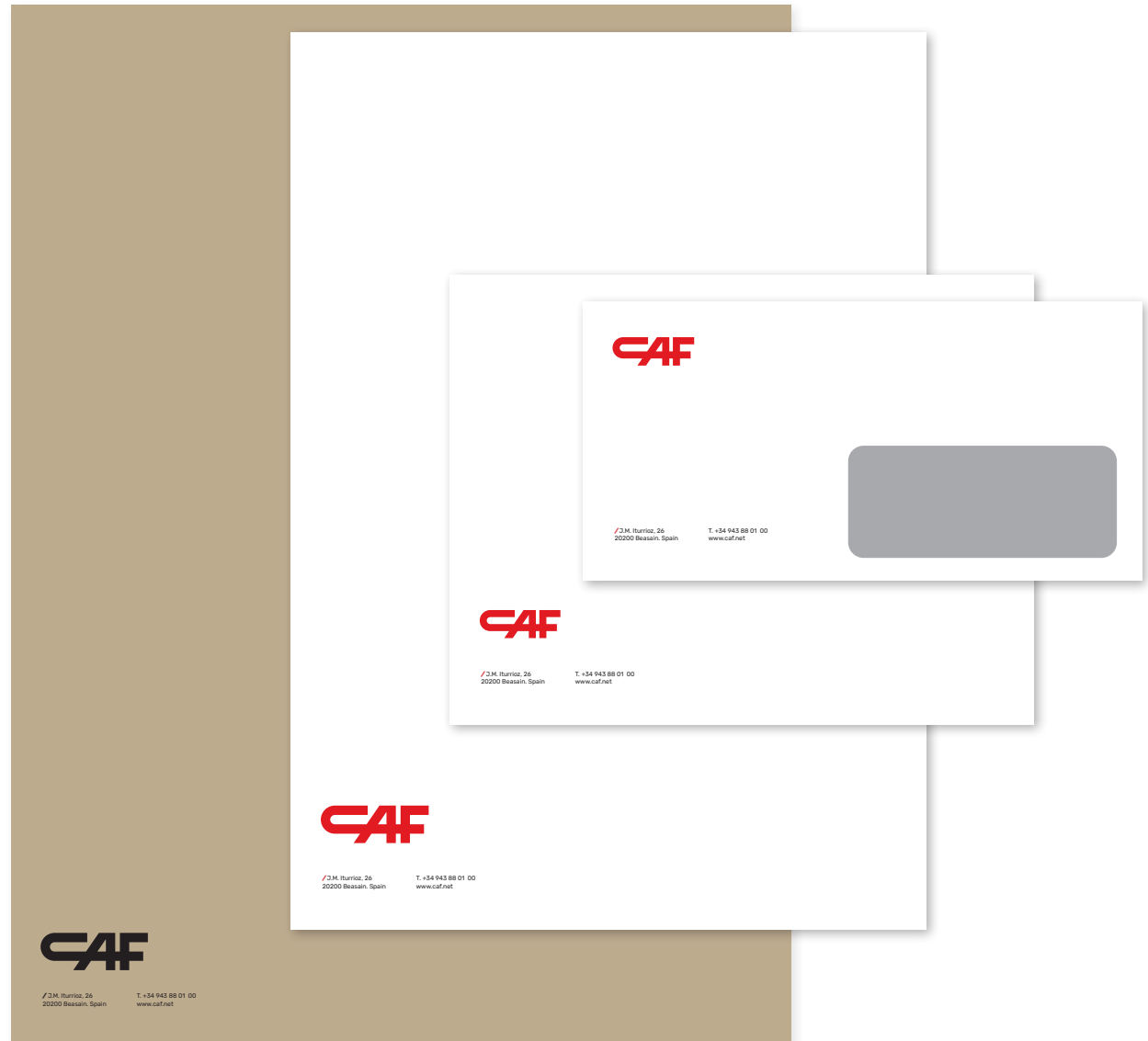
Printing
One ink

FULL RANGE CORPORATE ENVELOPES

All the corporate envelope models are available on CAF's intranet at the following addresses:

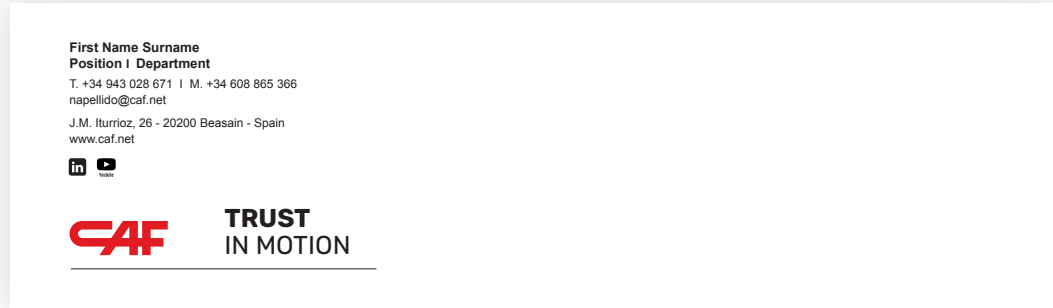
- Generic
- Beasain
- Madrid
- Saragossa
- Irun
- Deutschland

If the need arises to generate envelopes with another address, the rules applied to the previous ones will be respected, both in size, shape, color and in the way of writing the addresses.

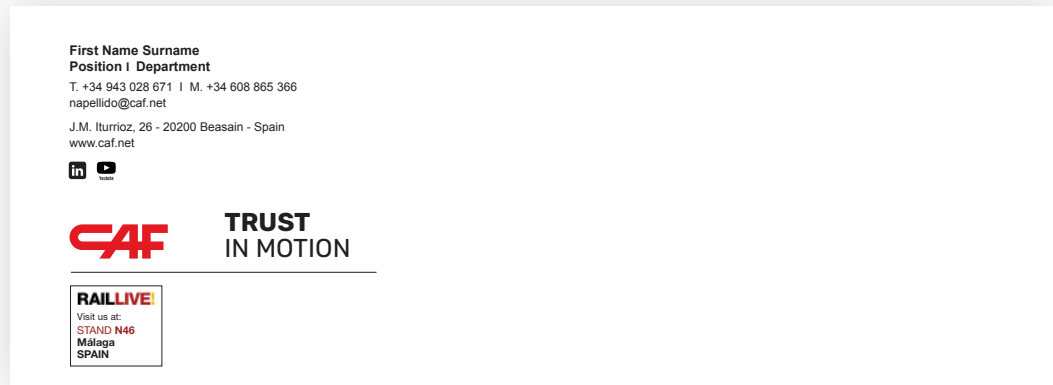


EMAIL SIGNATURE

The email signature will be neat and tidy.
At the bottom we will place the brand message by way of a closing.



General signature



Signature for trade fair

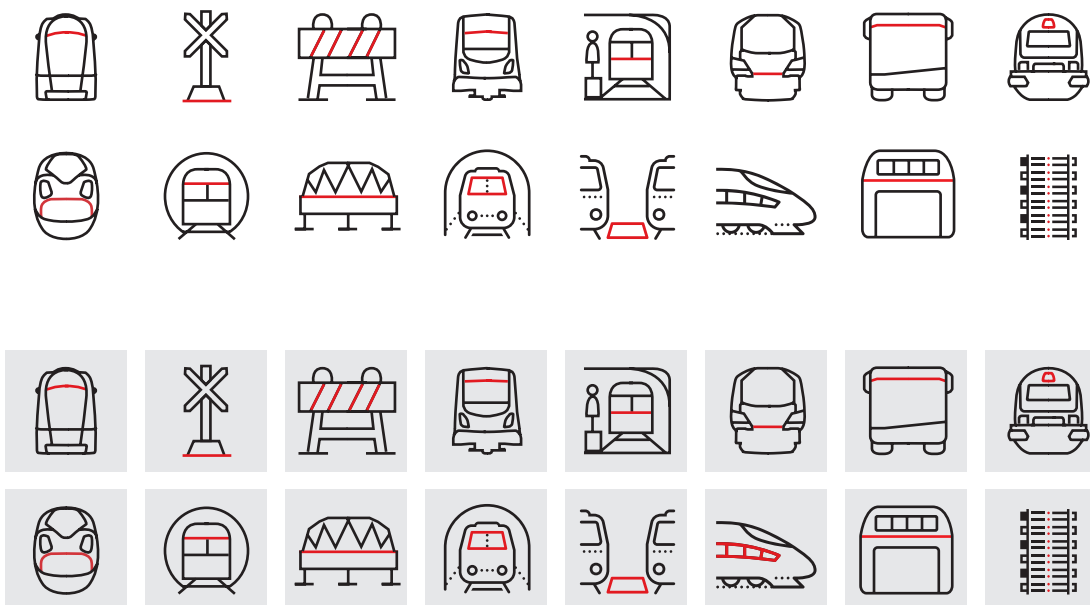
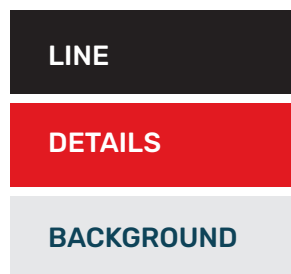


ICONS

ICONS

Icons are an essential part of the design system. They help us to understand concepts without needing language. They are simple, universal and effective.

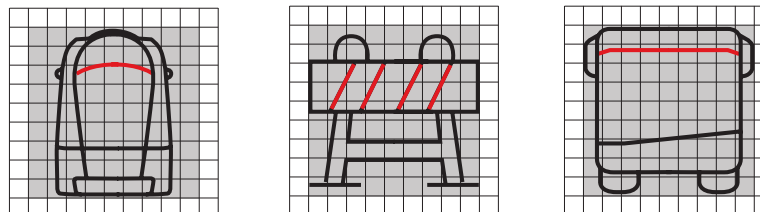
CAF's icons are created adhoc with the graphic lines of its identity. They respect thicknesses and curves.

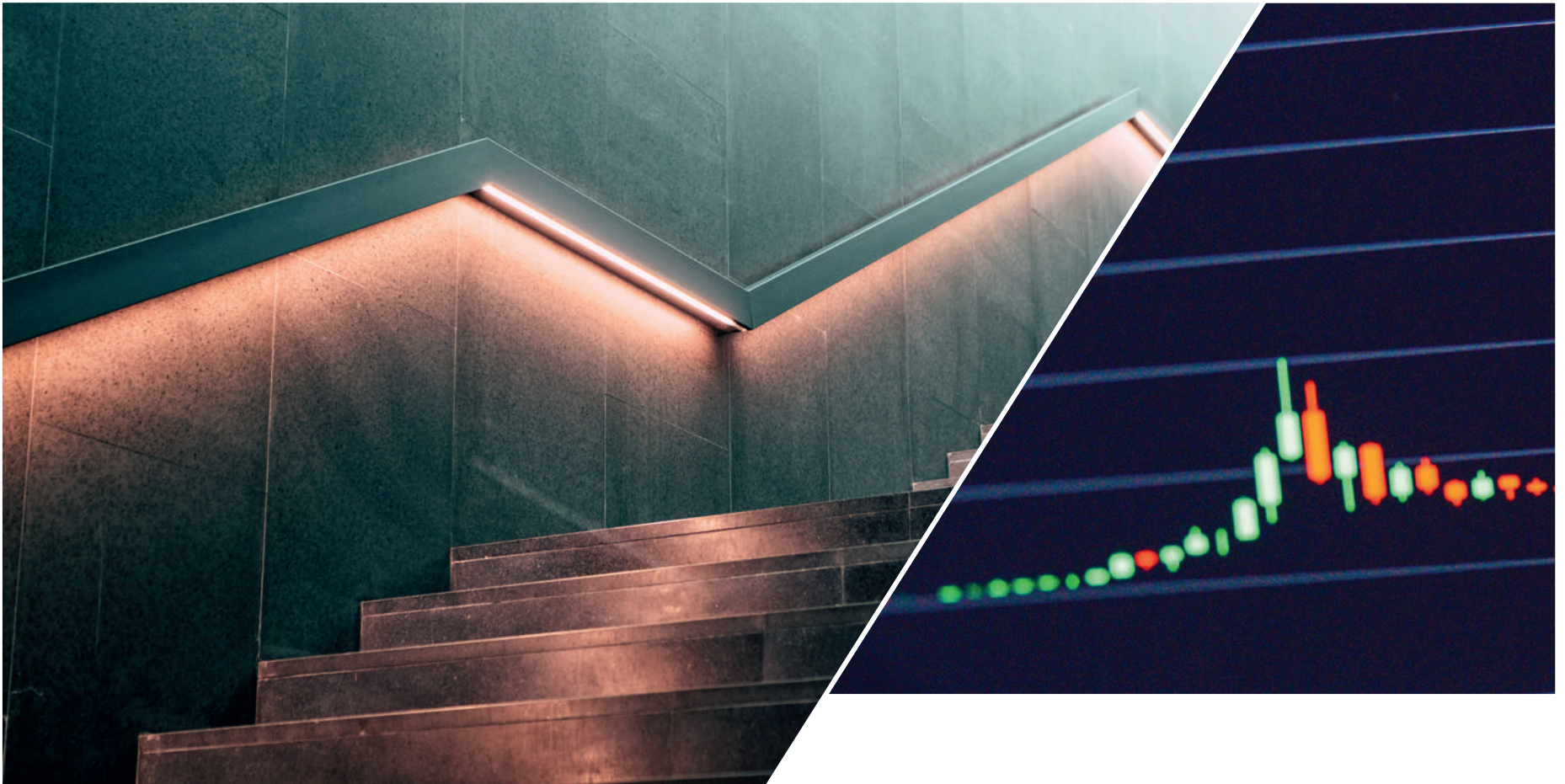


HOW TO USE THE ICON SYSTEM

Whenever possible, they will be used without background.

Minimum line: 1 pt

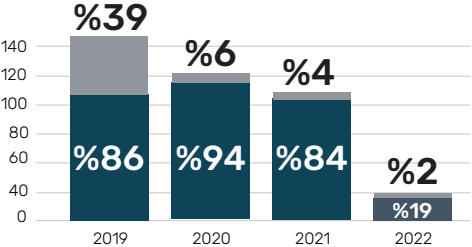
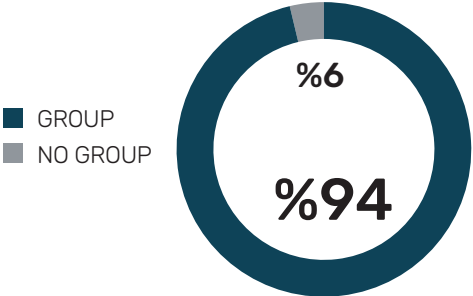




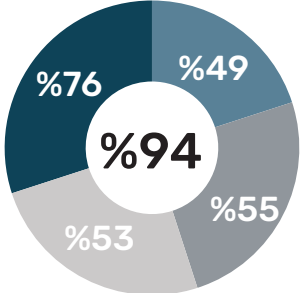
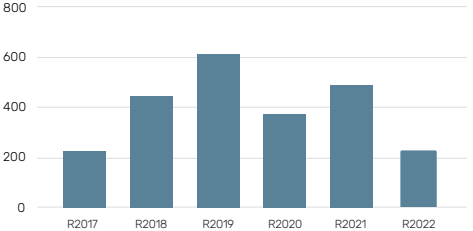
CHARTS AND TABLES

CHARTS

In charts where the colour requirement is less than four tones, only the cool colours in the secondary palette will be used.

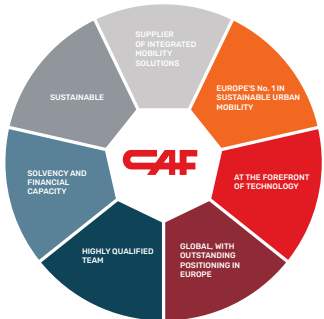
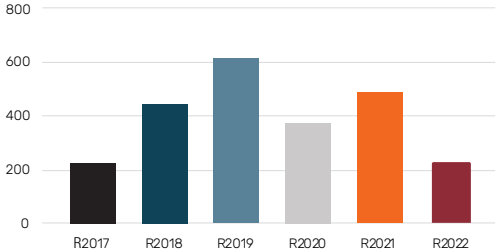
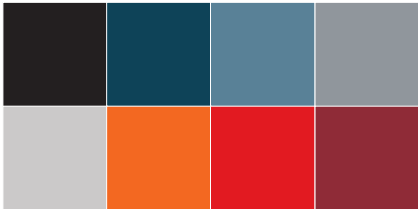


TRACTION AND STORAGE EQUIPMENT MANUFACTURED

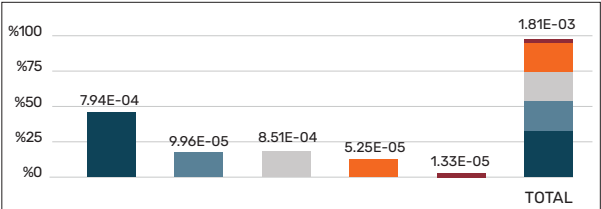


CHARTS

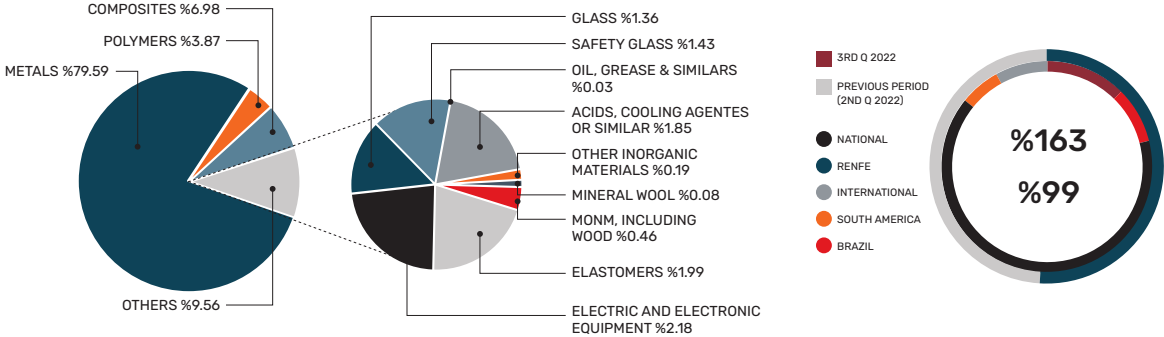
For charts which require more than four tones, the full palette of colours allowed in this manual will be used.



TOTAL GLOBAL WARMING POTENTIAL (kg CO2 eq.)



In 2019 Norwegian CO2 emissions were 6.72 metric tons per capita
Source: <http://data.worldbank.org>



TABLES

Tables contain a lot of valuable information that we must handle with care. To this end, the design will be minimalist with black lines and grey backgrounds.

TABLES WITH A SMALL AMOUNT OF INFORMATION

To organise it, we will use support lines and inline boxes.

TECHNICAL DATASHEET

Composition	Mc-S-T-S-Mc
Power supply voltage	750 Vdc
Track gauge	1,435 mm
Max. speed	70 km/h
Length	34.16 m
Exterior width	2.65 m
Vestibule area floor height	330-360 mm
Total capacity	220
Places for wheelchairs	2

TABLES WITH A LARGE AMOUNT OF INFORMATION

To organise it, we will use black lines and grey backgrounds.

ENVIRONMENTAL PROFILE FOR THE FUNCTIONAL UNIT [1 PASS. 1 KM]		Material and Component Production [UPSTREAM]	Transport and vehicle assembly [CORE]	Vehicle use [DOWNSTREAM]				TOTAL	
WASTE* [kg/ pass.km]				Use energy consumption & consumables		Maintenance	& End of Life	0% receipt.	100% receipt.
				0% receipt.	100% receipt.				
Hazardous waste disposed	Kg	6.60E-07	2.63E-09	1.88E-08	1.13E-08	2.91E-09	1.38E-10	6.84E-07	6.77E-07
Non-hazardous waste disposed	Kg	1.94E-04	1.54E-05	1.02E-03	5.82E-04	1.27E-05	6.35E-06	1.25E-03	8.11E-04
Radioactive waste disposed	Kg	3.70E-08	1.02E-08	2.40E-08	1.53E-08	1.95E-09	3.23E-10	7.35E-08	6.48E-08
OUTPUT FLOWS [kg/ pass.km]									
Components for reuse	Kg	0	0	0	0	0	0	0	0
Material for recycling	Kg	0	1.33E-06	0	0	5.21E-06	1.38E-04	1.45E-04	1.45E-04
Materials for energy recovery	Kg	0	0	0	0	8.36E-06	2.93E-06	1.47E-05	1.47E-05
Exported energy, electricity	Kg	0	0	0	0	0	0	0	0
Exported energy, thermal	Kg	0	0	0	0	0	0	0	0

STROKE ———
0.5pt.

COLOUR
C0 M0 Y0 K10
R235 G235 B235



RESOURCES CHARTS

FORWARD SLASH


This resource is derived from the tilt of the "A" in the logo, but means a lot more: the tilt conveys the idea of ascending, growing and moving:

At the same time, this resource is understood as change (before/after), displacement (point A/point B), choice and range (one/another), collaboration, etc. It is therefore an important and significant part of our identity.

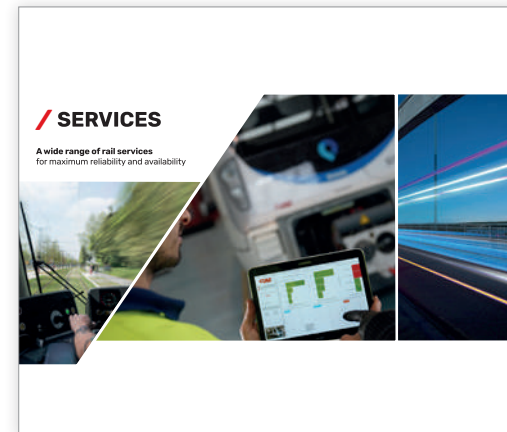
For ease of use, we will use the slanting line of the keyboard in Rubik Black Italic typography, since it keeps the official 35° of the identity. The colour will always be corporate red.

It will be used at the beginning of text or headings to give them a CAF identity, and to create the presence of red in an elegant way.

/ THIS RESOURCE IS VERY USEFUL FOR HIGHLIGHTING TEXT AND ADDS PERSONALITY TO DESIGNS.

COLOUR 
C0 M100 Y100 K05
R219 G8 B18

TILT
35°



YOUR WAY

This set of elements helps us to have a clear and concise description of the complete range of CAF solutions. Furthermore, it reminds us of the message used up to now, and which is still valid for the content it conveys.

This piece will normally be placed at the bottom left and will not distract from the claim.

COLOUR
C0 M0 Y0 K100

TRANSPORT SYSTEMS
TRAINS
BUSES
SIGNALLING
COMPONENTS
SERVICES

Your Way
to Future Mobility

www.caf.net



**TRUST
IN MOTION**

**WHEN YOU TRAVEL IN GOOD COMPANY,
THE JOURNEY IS ALWAYS BETTER.**

TRUST is demonstrated by customers' confidence in CAF as a reliable partner to respond to their urban and interurban mobility challenges. Our firm commitment to continuous innovation keeps us IN MOTION, constantly improving and moving forward, contributing to our planet's sustainability and quality of life for all.

TRANSPORT SYSTEMS
TRAINS
BUSES
SIGNALLING
COMPONENTS
SERVICES

Your Way
to Future Mobility

TILT 35°

Whenever the design requires it, the photos will have a 35° tilt on one side. This tilt allows us to create designs with personality and make them very recognisable.

We can play with different ways of placing the photos so that our system is versatile and flexible.

The width and height of the boxes will vary depending on the design format.



LINES

The lines that appear in the documents will be black with a thickness of 0.5pt. They will be used in charts and tables, and in layouts that require them.

COLOUR
 C0 M0 Y0 K100
 R0 G0 B0

THICKNESS
 0.5 pt

<p>MORE THAN 4800 SUPPLIED TRAINS</p>	<p>MORE THAN 1000 MODERNISED CARS</p>	<p>MORE THAN 1200 ELECTRIC BUSES IN OPERATION</p>	<p>MORE THAN 50 COUNTRIES</p>
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OARIS	HIGH-SPEED AND VERY HIGH-SPEED TRAINS CAPABLE OF REACHING 350 KM/H
CIVITY	MODULAR TRAINS FOR REGIONAL AND COMMUTER SERVICES
INNEO	METRO UNITS ADAPTED TO THE NEEDS OF EACH CITY
URBOS	TRAMS, LIGHT METROS AND TRAM-TRAINS
BITRAC	DIESEL AND ELECTRIC TRACTION LOCOMOTIVES

Composition	Mc-S-T-S-Mc
Power supply voltage	750 Vdc
Track gauge	1,435 mm
Max. speed	70 km/h
Length	34.16 m
Exterior width	2.65 m
Vestibule area floor height	330-360 mm
Total capacity	220
Places for wheelchairs	2



SOCIAL NETWORKS

LINKEDIN

For the linkedin header we will use a photo that represents motion with a very pronounced blur, thus making the image an abstract image that also evokes technology. The tones of the photo will be blue and red, representing CAF's colour range.



LINKEDIN

The CAF logo will be placed against a white background. This will make it clearly visible and identifiable.



VERSION FOR PERSONAL ACCOUNTS

The CAF logo will be placed on the header image.



POST-EMPLOYMENT



WE ARE HIRING!

Interface Manager
Track Design Engineer
Quality Manager
Systems Engineering Engineer



See our LinkedIn and Infojobs job website.
Ikus itzazu gure LinkedIn eta Infojobs orriak.
Consulta nuestras páginas de empleo de LinkedIn e Infojobs



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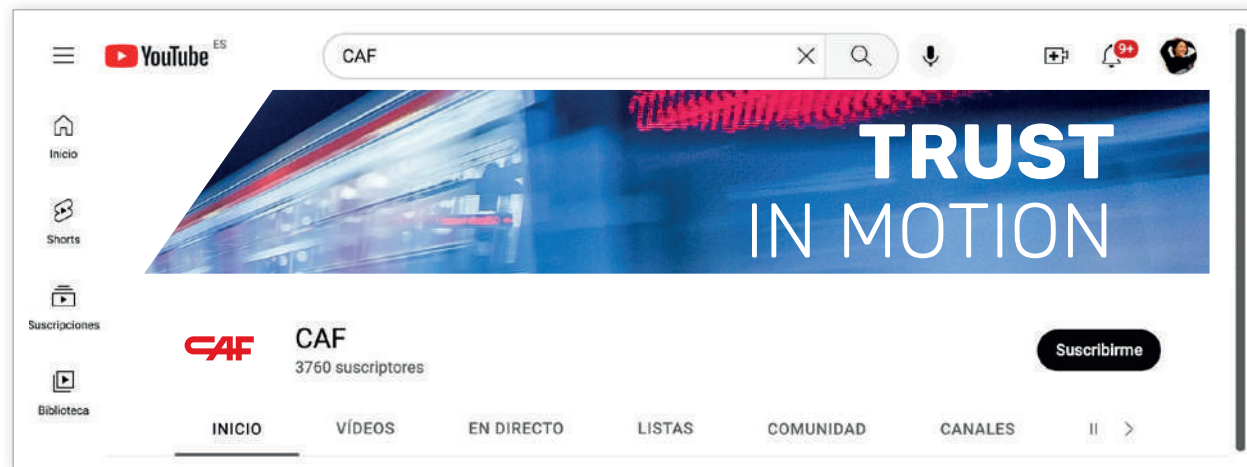
YOUTUBE

We will make sure that our brand message is in the safe viewing area on any device.

VISIBLE AREA ON
ANY DEVICE



YOUTUBE





THE LOGO ON UNIFORMS AND PPE

THE LOGO ON UNIFORMS AND PPE

UNIFORMS AND PPE

The CAF logo will always be in red on the lapel area of the garments or on the back of PPE.

It will not bear any caption or additional element.

In the case of CAF Group business units and/or work areas, the CAF logo will be used.



The CAF logo will always be in red on the lapel area of the garments or on the back of PPE.



Specific business division or unit logos will not be used.



DESCRIPTIVE SECTIONS AND TEXTS

DESCRIPTIVE SECTIONS

Both at the start and end of the videos, the "intro" and "outro" created for CAF will be used.

These will be taken from the master files provided and will not be subject to modification.



TEXTS ON IMAGE

In the videos where we need to place texts, there are several options:

- They can be placed on the image itself.
- We will use the geometric resource with the 35° tilt that will appear from below and on which we will place the text.
Depending on the amount of text, this resource will be wider or narrower, and the tilted part can be moved to the left to have more space.





VIDEO CALL BACKGROUND

VIDEO CALL BACKGROUND

VIDEO CALL BACKGROUND HORIZONTAL

For video calls we will use the
CAF corporate background.



VIDEO CALL BACKGROUND VERTICAL

For video calls we will use the
CAF corporate background.



4 MASTERS

ALL CORPORATE APPLICATIONS DESCRIBED IN THIS MANUAL ARE ACCESSIBLE TO THE TEAM IN DIFFERENT STANDARDISED FILES AND MASTER PIECES THAT ARE AVAILABLE ON THE CAF SERVER.

-
- Logo in all formats
-
- Stationery
 - DinA4 letter
 - DinA5 letter
 - Corporate envelope 220x110
 - Corporate envelope 230x117
 - Corporate envelope 250x353
 - Corporate envelope 307x410
 - Business card
-
- Generic email signature
-
- Special email signature for events/trade fairs
-
- Icons
-
- Segment catalogues
-
- Other catalogues
-
- Technical data sheets
-
- PPT presentation templates
-
- Roll ups
-
- LinkedIn header
-
- YouTube header
-
- Job vacancy templates social networks
-
- The logo on uniforms and PPE
-
- Intro and outro video descriptive sections
-
- Video call background



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caf.net



SCAN
COMPLETE
MANUAL