

Corporate visual identity manual

February 2021

How to use this document.

This corporate visual identity manual **unifies the criteria for and standardises the use of the CIE Automotive brand's graphic and corporate identity.**

It comprises a simple guide with guidance for company employees, collaborators and suppliers on how to properly apply the institutional criteria.

The rules or guidelines in this manual are mandatory and it may only be used by authorised personnel, as the consistency of the brand's visual image assists with the recognition and positioning of the company in the marketplace.

Please consult with the CIE Automotive Marketing Department prior to undertaking any application not contemplated in this manual.

01

Basic identity elements



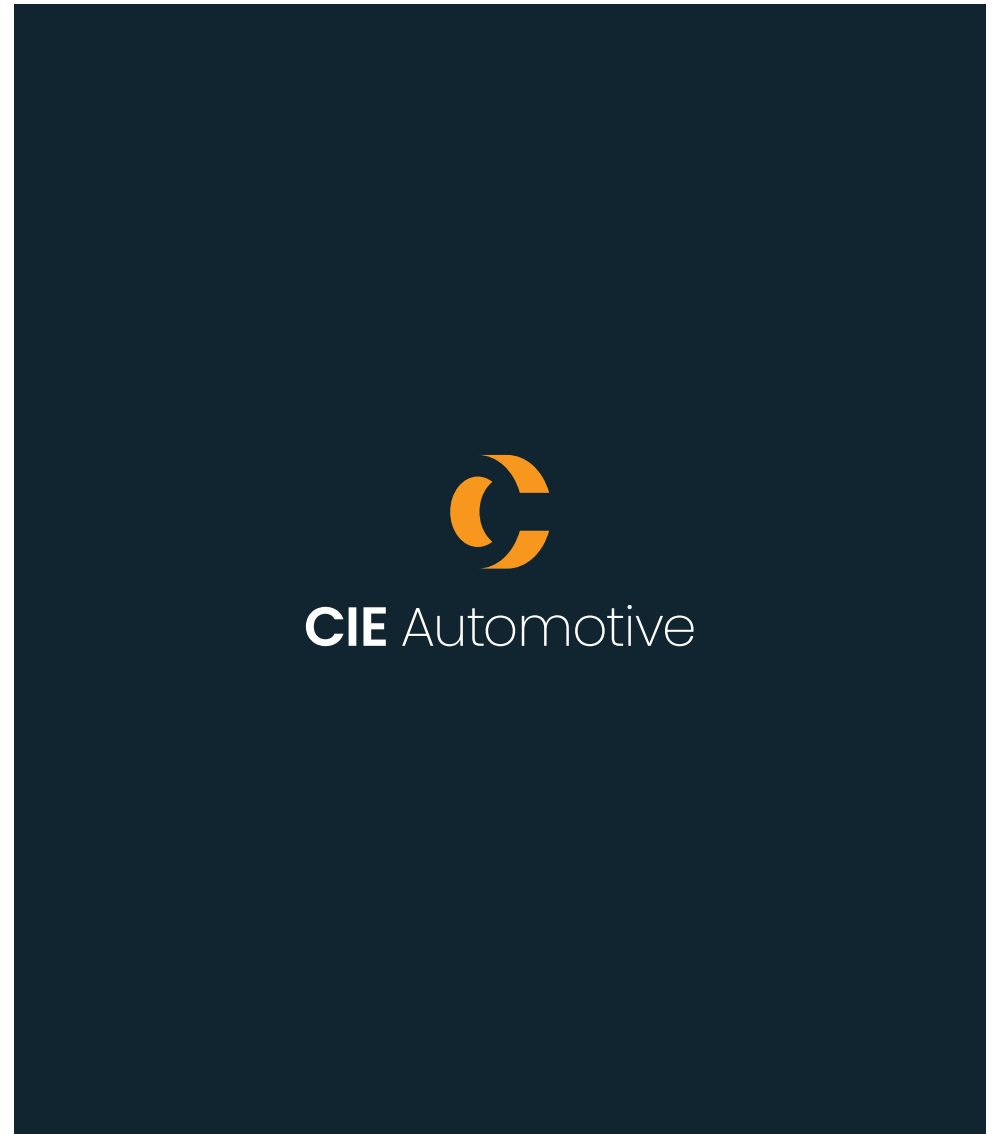


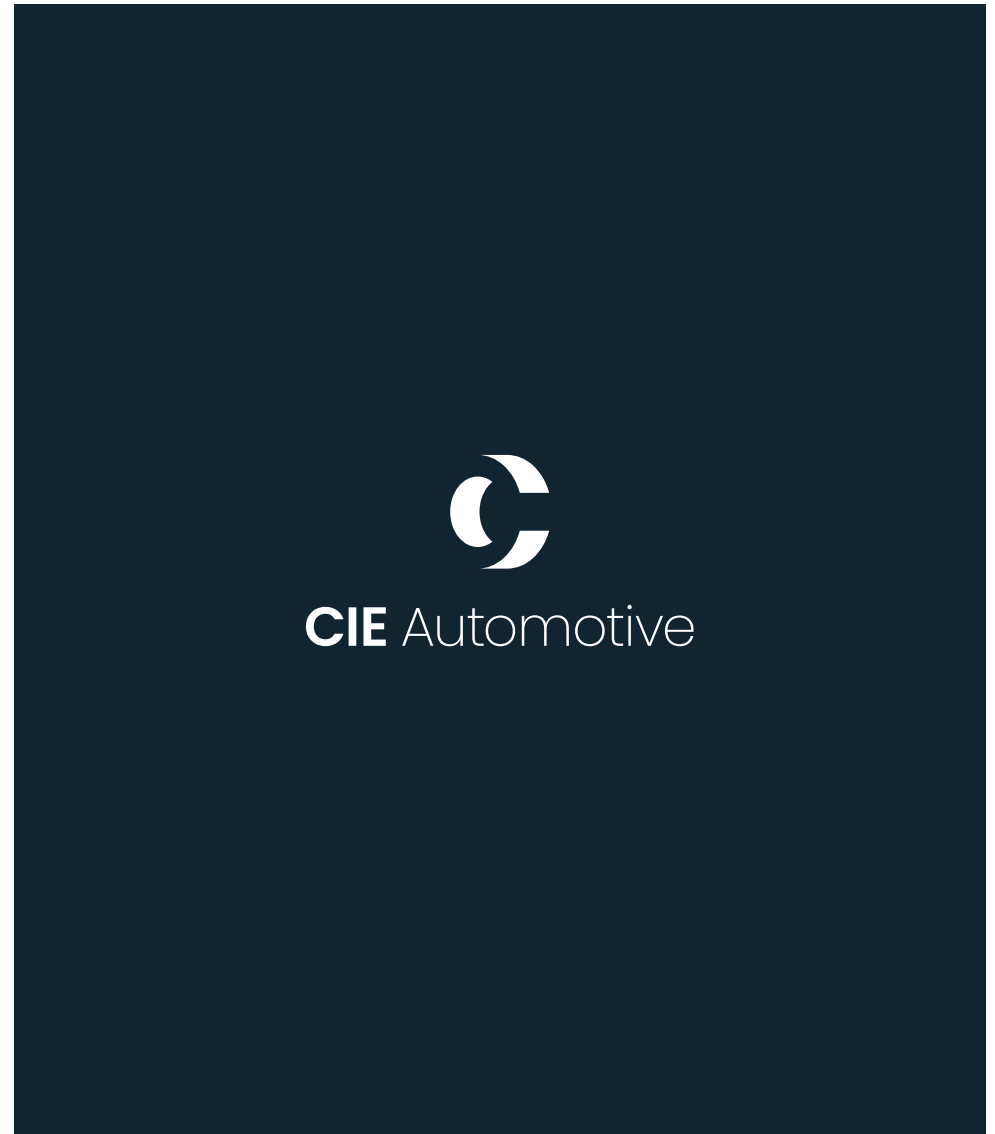






30 mm











CIE Automotive



CIE Automotive



CIE Automotive

22 mm

PANTONE 433C
C33 M3 Y0 K95
R18 G25 B20

100%

80%

60%

40%

20%

PANTONE 144C
C0 M48 Y100 K0
R241 G131 B8

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Poppins Semibold

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***

Poppins Semibold Italic

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Poppins Regular

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***

Poppins Italic

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

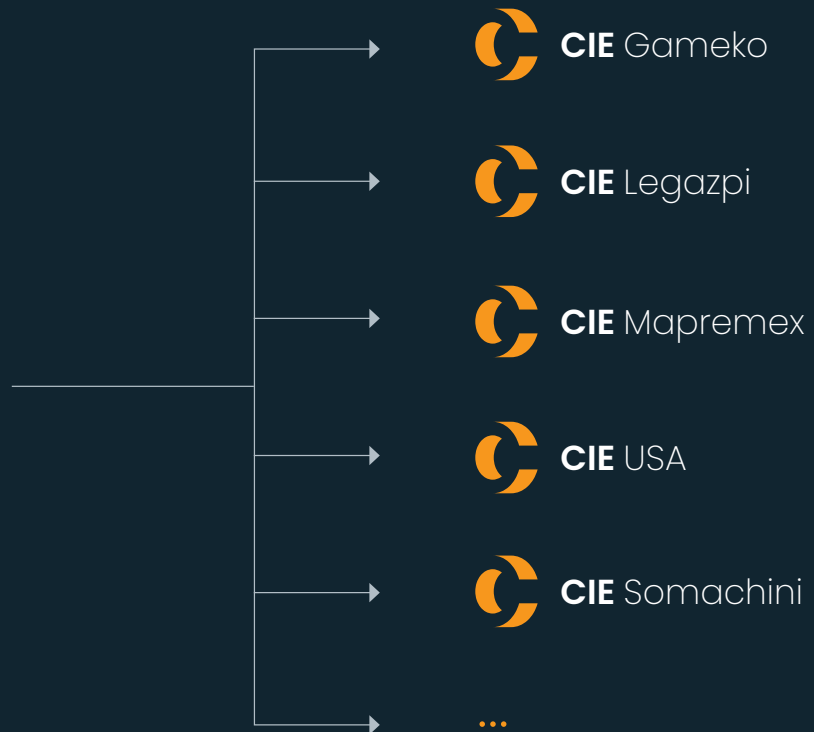
Poppins Light

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***

Poppins Light Italic



(Parent brand)



(Sub-brands)



Do not deform



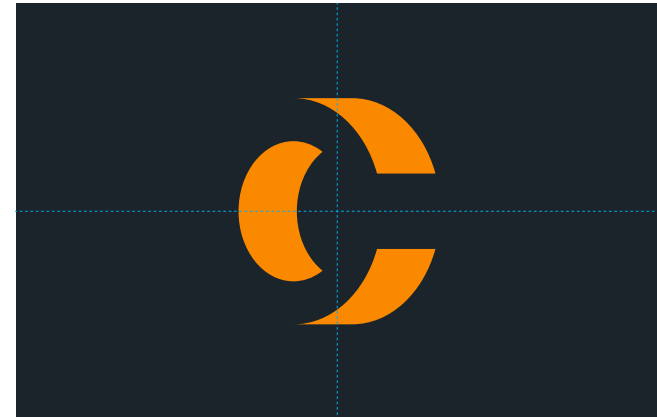
Do not invert colours, or use other colours for the brand



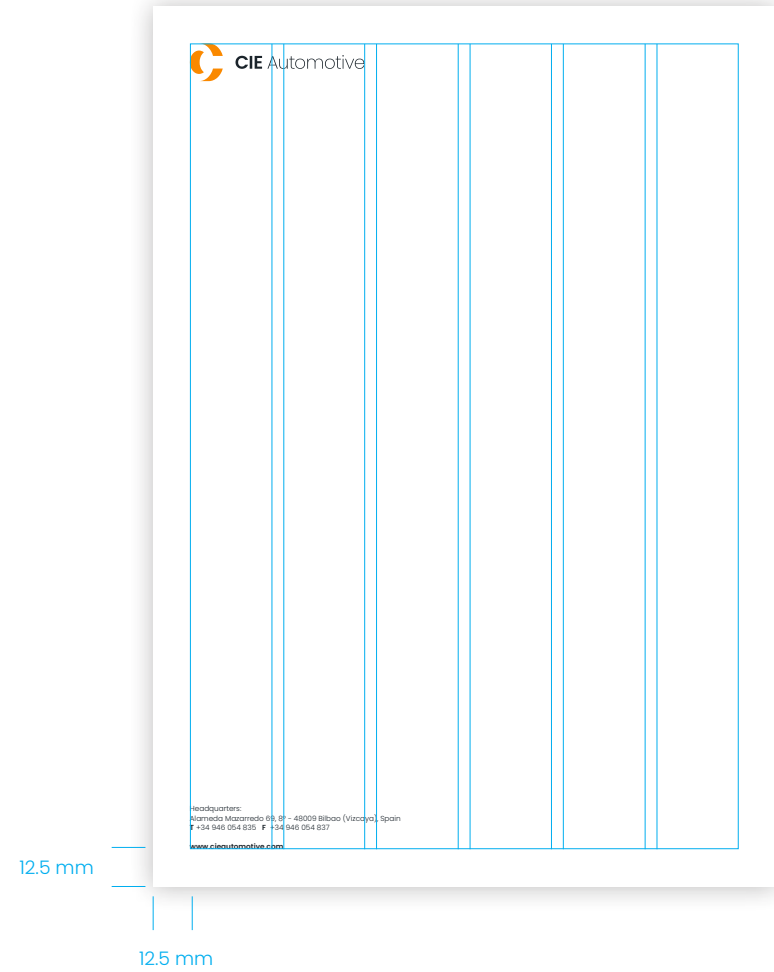
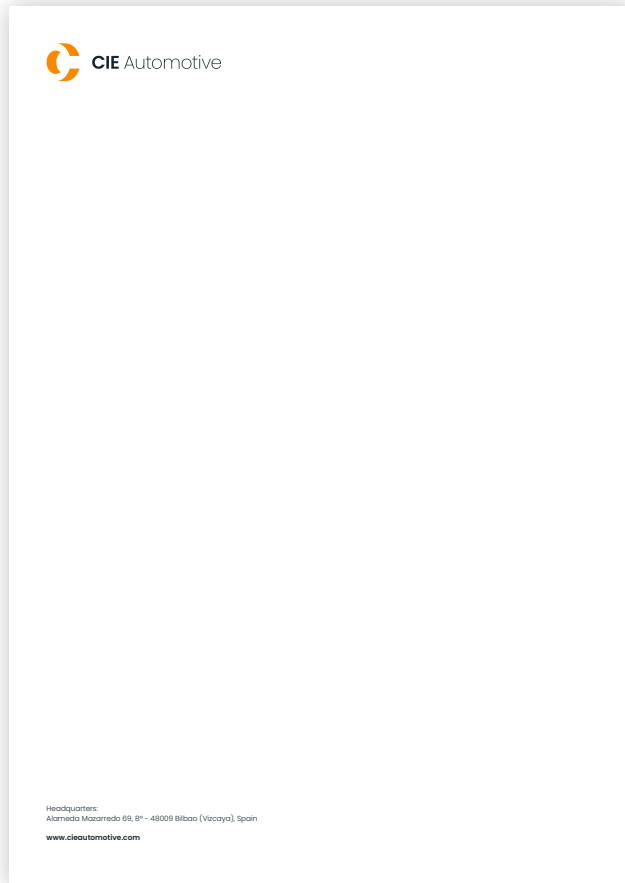
Do not outline the entire logo

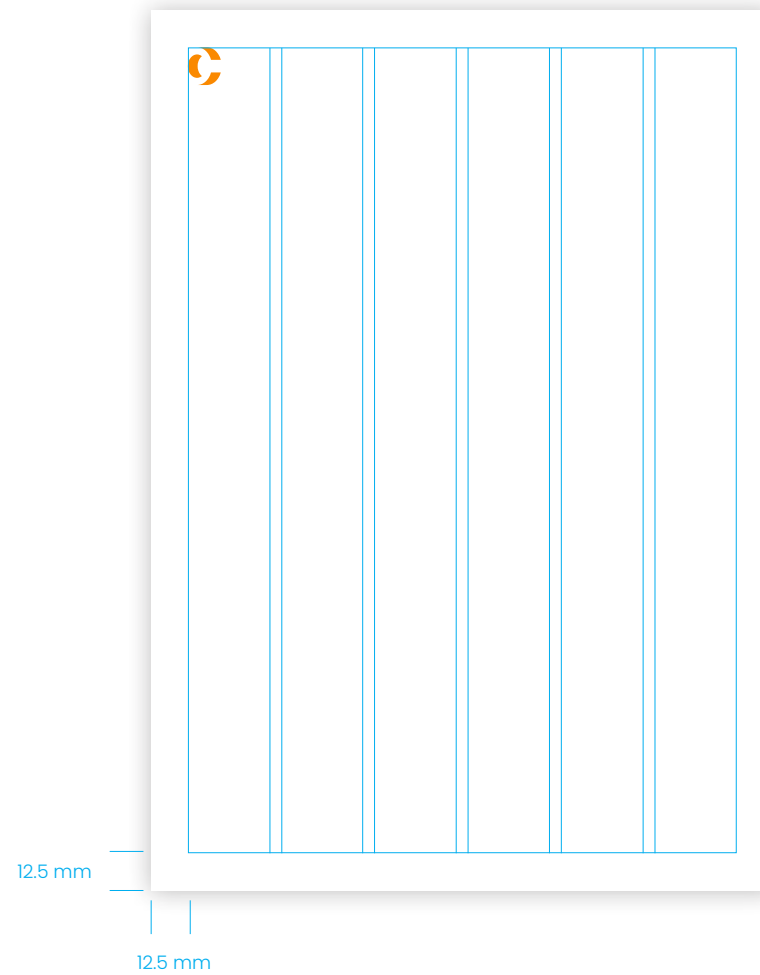
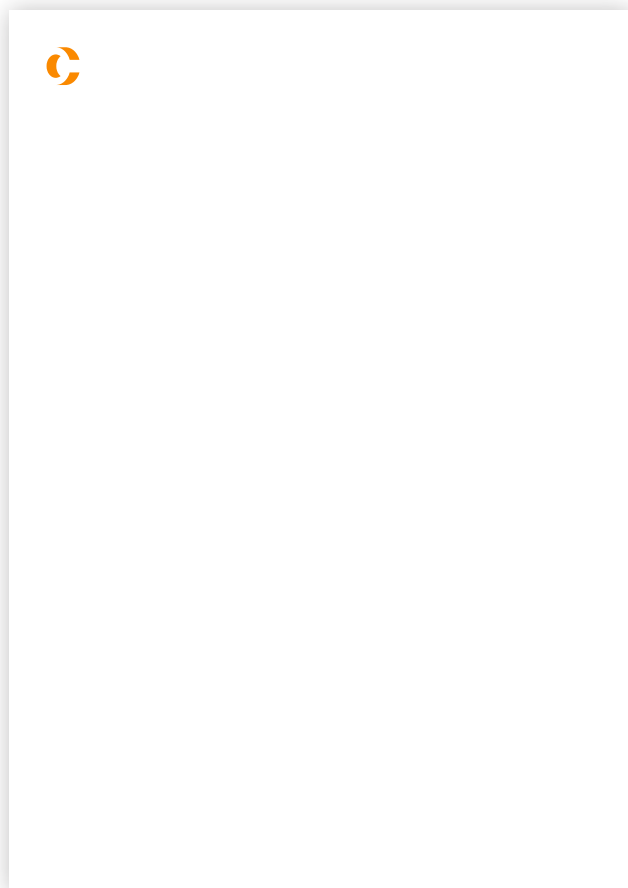
02

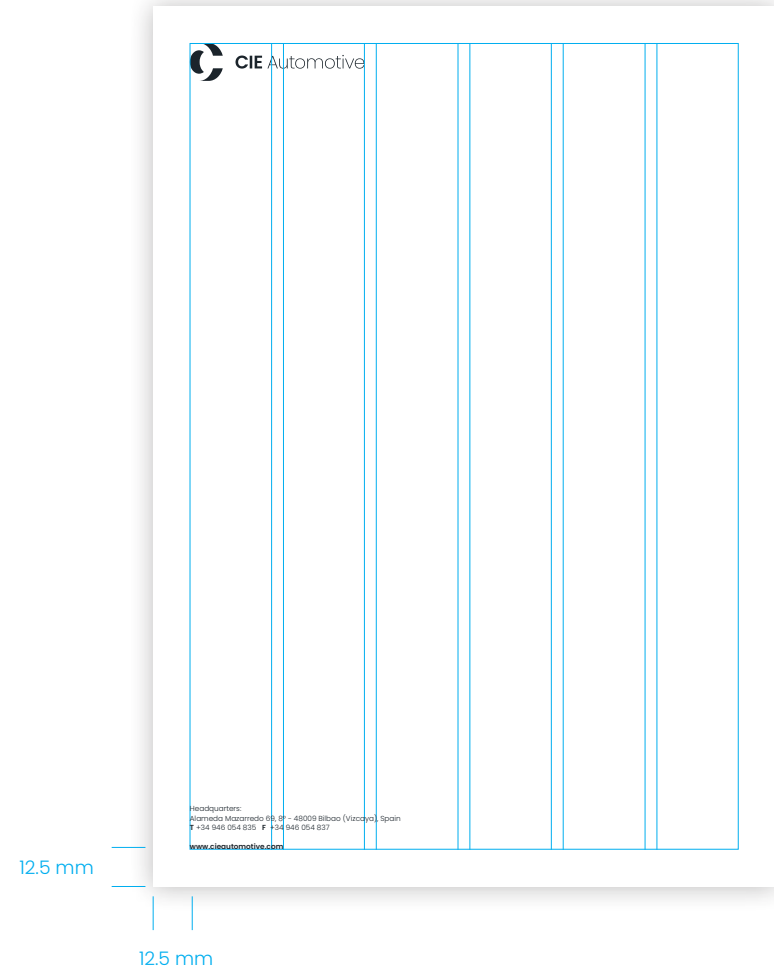
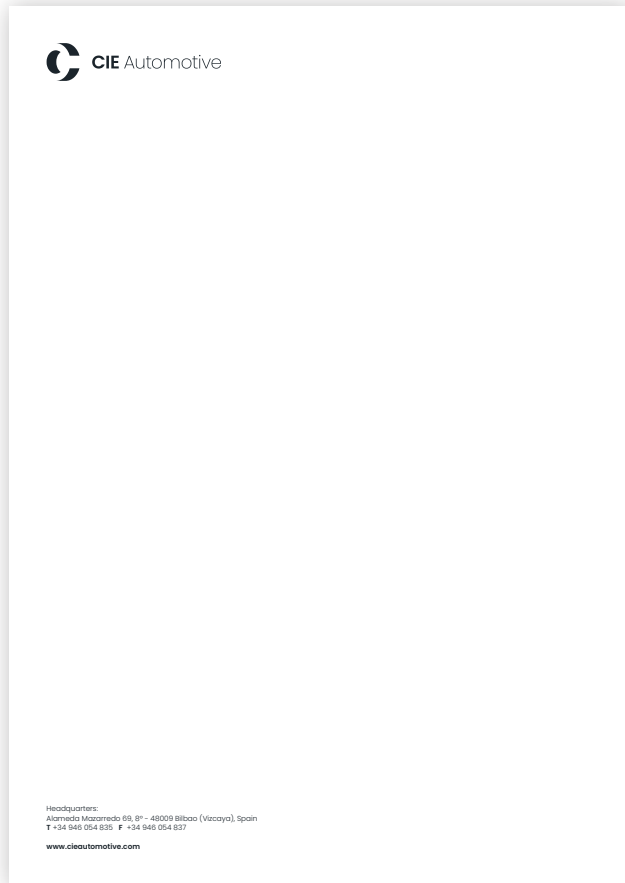
Corporate applications and media

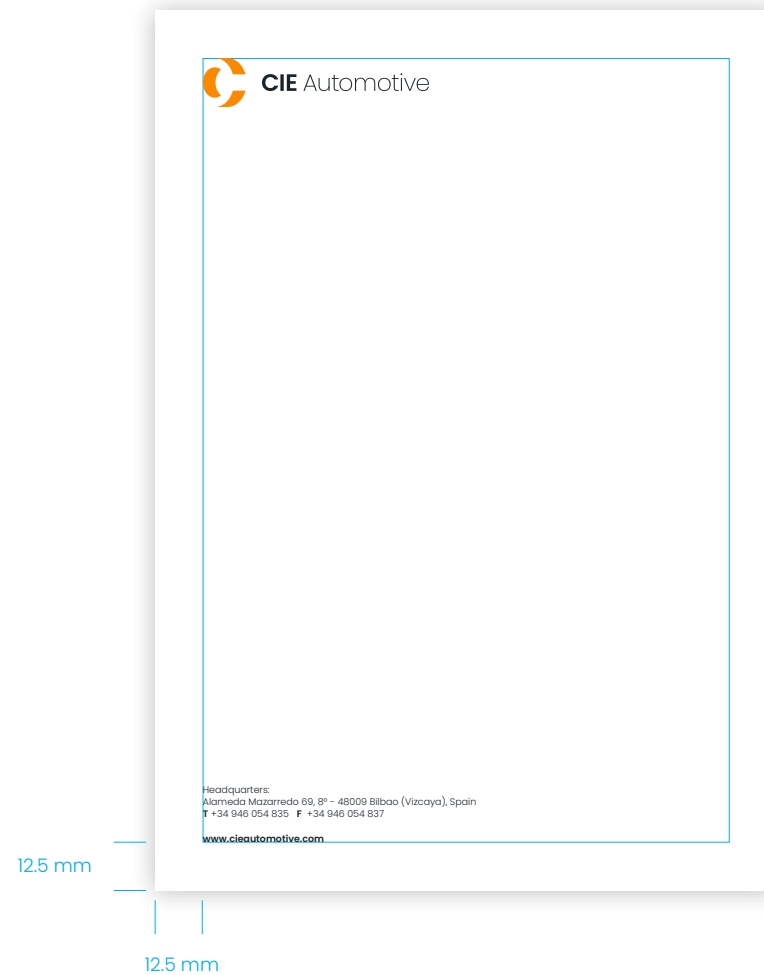
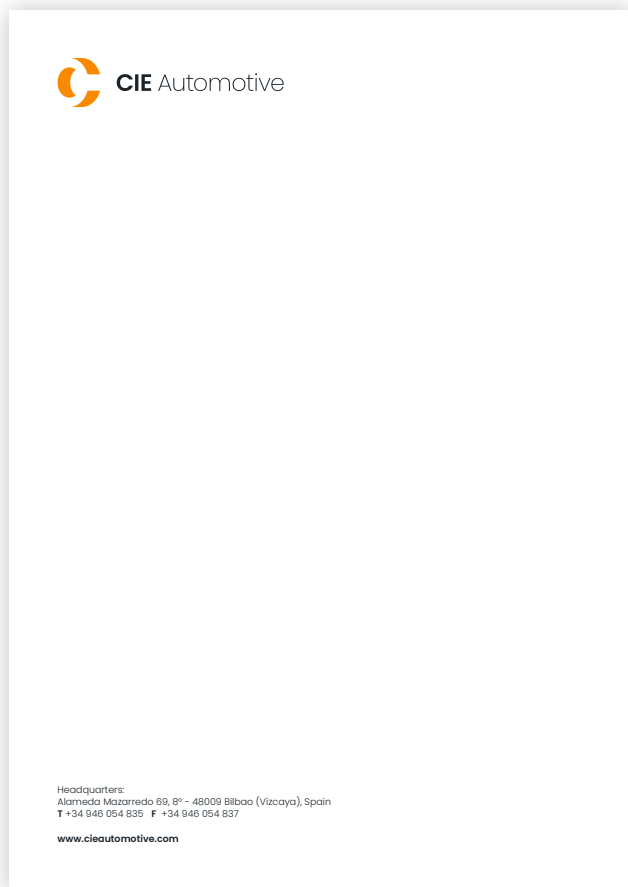


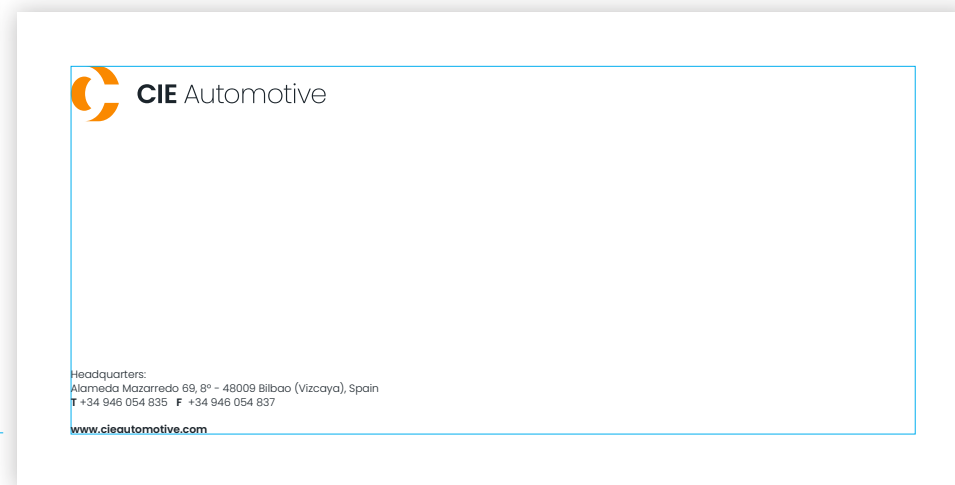
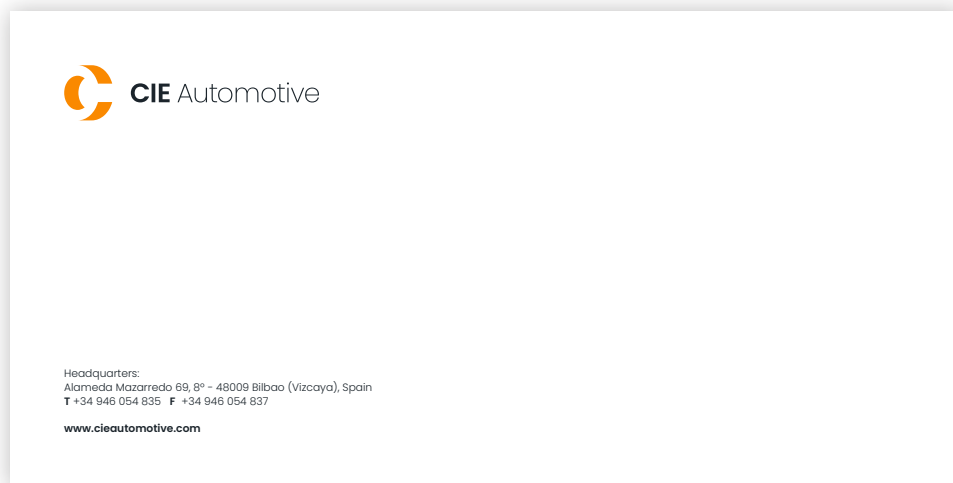
Note: the 25th anniversary stamp is only to be used until 1 January 2022





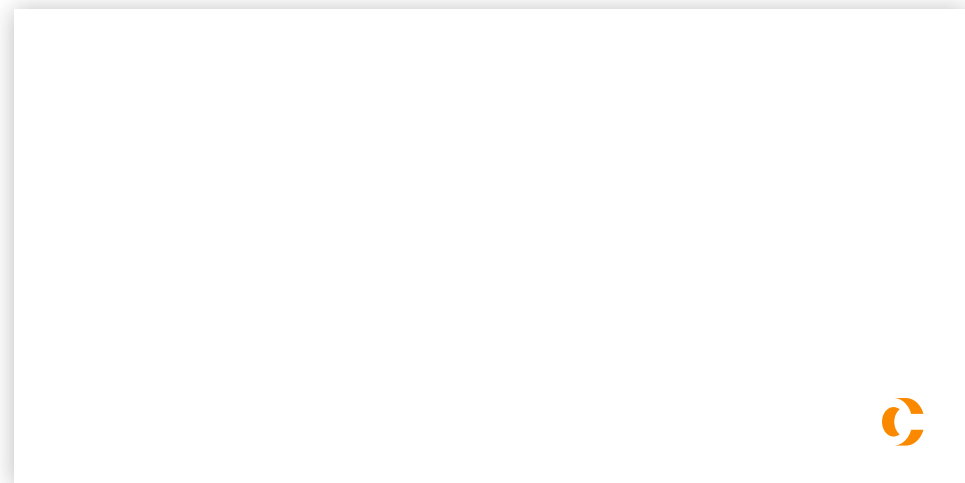








Front

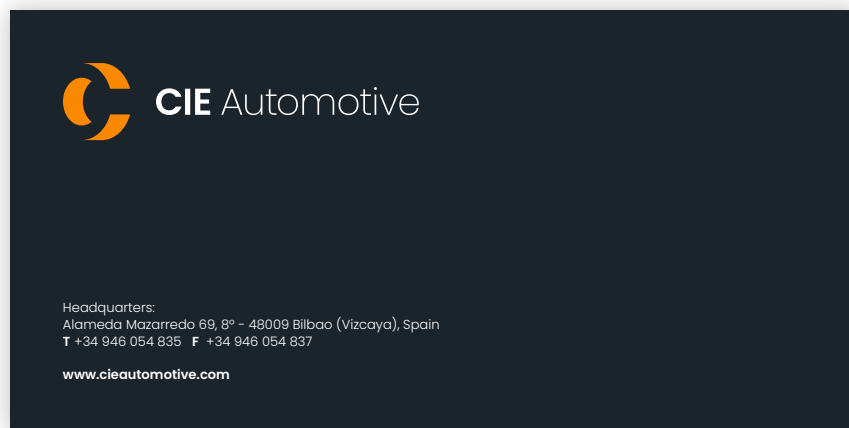


Rear







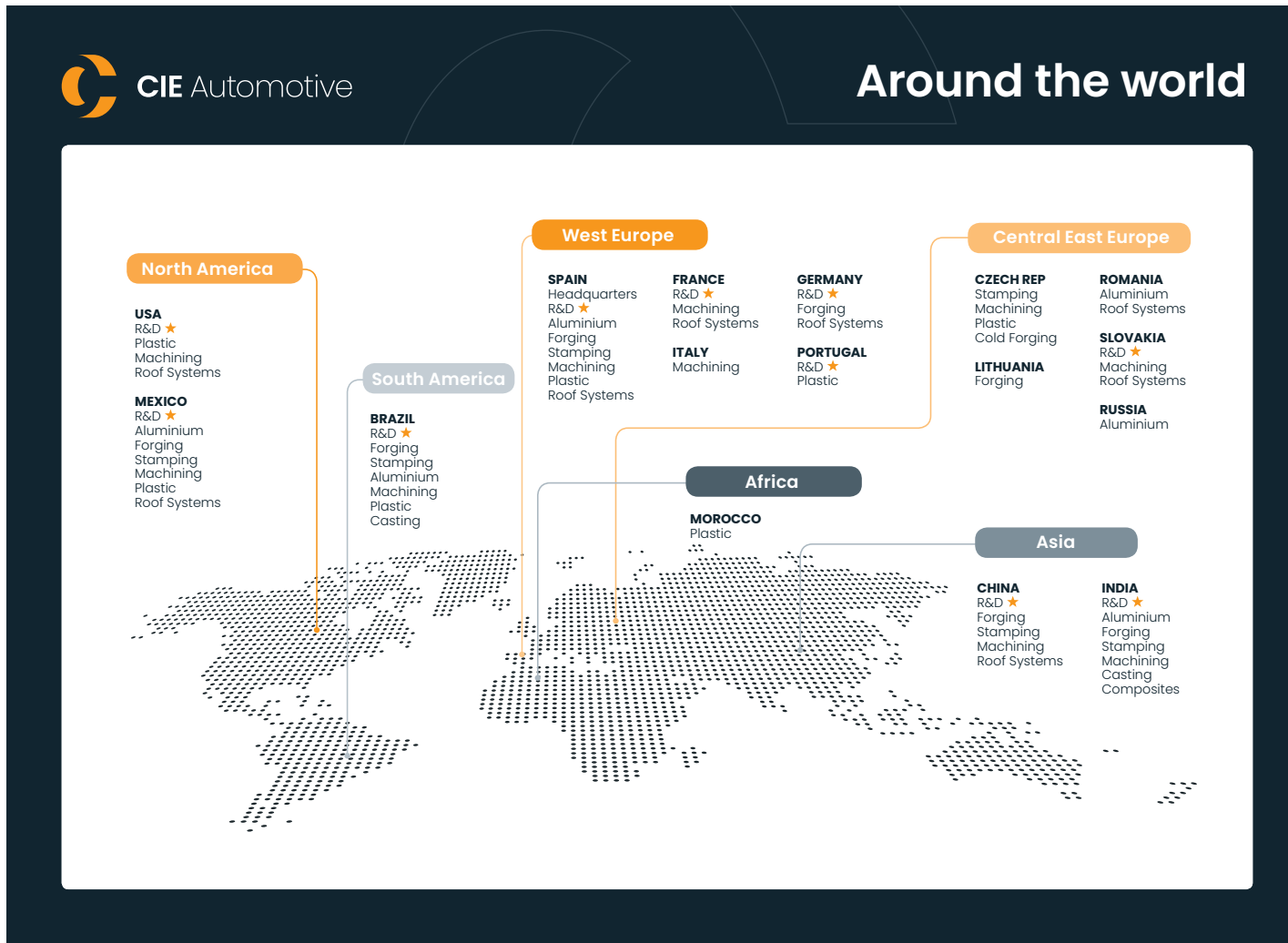


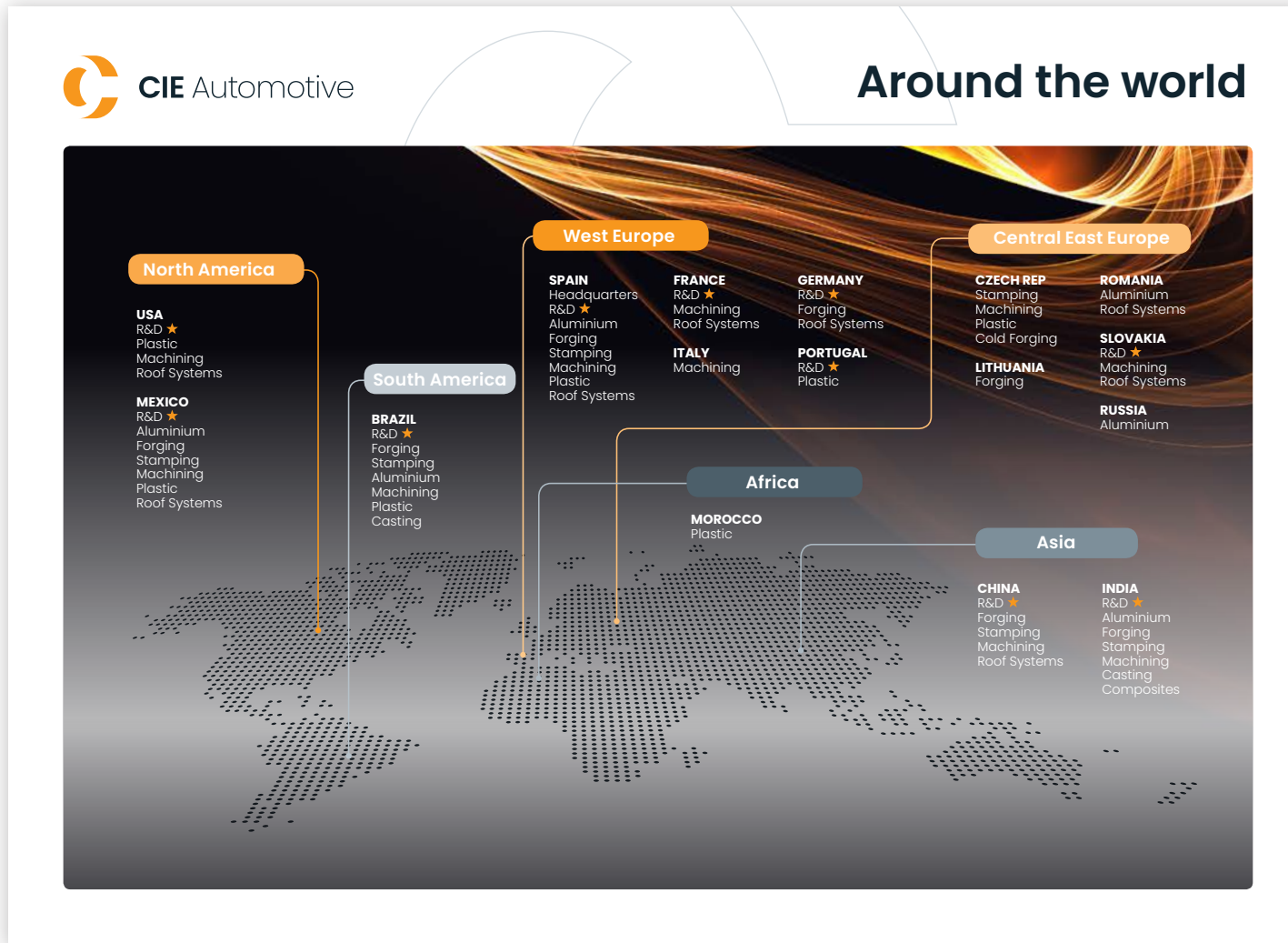


Name Last Name
Job title
T +34 600 700 800
www.cieautomotive.com











Managing high value-added processes

Mission

CIE Automotive is a **supplier of components, assemblies and sub-assemblies for the global automotive market, basing its actions on the use of complementary technologies and various associated processes.**

With an **integrated vision of all phases of the value chain.**

We are growing sustainably and profitably to position ourselves as the **benchmark partner** by satisfying our customers with comprehensive, innovative and competitive solutions with high added value.

We **strive for excellence** on the basis of the following commitments:

- Constant improvement of processes and efficient management thereof.
- Encouragement of participation, involvement and teamwork in a pleasant, safe setting.
- Transparency and integrity in everything we do.
- Care for and improvement of the environment.

Vision

We aspire to be the benchmark industrial group specialising in high added-value process management.

We seek to become the paradigm of a socially responsible company through **our permanent commitment and our responsibility with the consequences and impacts that derive from our actions**, with:

- People and their fundamental rights.
- Climate change, by fostering initiatives to promote greater environmental responsibility.
- Creating value.
- Cooperation with stake holders.
- Excellence in management.

We set out to be a **benchmark in:**

- The value chain through our ESG commitment.
- Green innovation and green design.
- Quality and service.

Values

At CIE Automotive we attach **importance to people:**

- By respecting their fundamental rights and promoting equality.
- By providing them with fair and safe employment conditions.
- By fostering their capacity for initiative, creativity and innovation, participation and teamwork, their ability to achieve goals and add value, a positive attitude to change and to constant improvement.

At CIE Automotive we attach **importance to the climate change by:**

- Maintaining a focus on risk prevention.
- Promoting the circular economy to minimize any negative impact.
- The efficient use of natural resources.

At CIE Automotive we attach **importance to transparency in management:**

- By promoting responsibility, integrity and commitment to a job well done.
- By making public all important data about our business in a clear way so that they can be known and understood.

At CIE Automotive we attach **importance to stake holders:**

- By promoting honest relations by an active listening.
- By respecting their rights.

At CIE Automotive we attach **importance to legality:**

- By complying with national and international regulations.

Honesty, equity and integrity are the basis of all our values.



CIE Automotive

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Quality, environment, health & safety policy

CIE Automotive is a reference supplier in the automotive industry, with several Technologies and global presence

- We give to our (internal / external) **customers**. Whatever they need, however they need and whenever they need

Internal customer:
- Cie staff (Safe and healthy environment)

External customer:
- Shareholders (sustained and profitable)
- Growth suppliers (long term relationship)
- Customers (Innovation y service)
- Environment (respect)

- In each of our daily activities, we **added value** to our customers

All within our commitment to **sustainable development**

Our **maximum priority** is in

- **Quality**
- **Environment** protection and
- Health and safety of the **people** at work are

Therefore:

- We observe the **law** and
- The requirements of our **customer**
- **Prevention** is our compromise

We are all concerned always working in the continuous improvement through

- The **prevention** and preservation
- The **reduction** of the environmental footprint (process and products)
 - The effectively use of natural **resources** (water, energy, material.)
 - minimization of **waste** and emissions
- **Minimizing risk** and eliminating hazard for the people
- The **participation** and consultation of people

With a clear **target** zero defects, zero accidents, zero contamination.

We are going ahead to the excellence



Jesús M. Herrera
CEO

May 2021



Plant
director



 CIE Automotive

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Jesus M Herrera
CEO

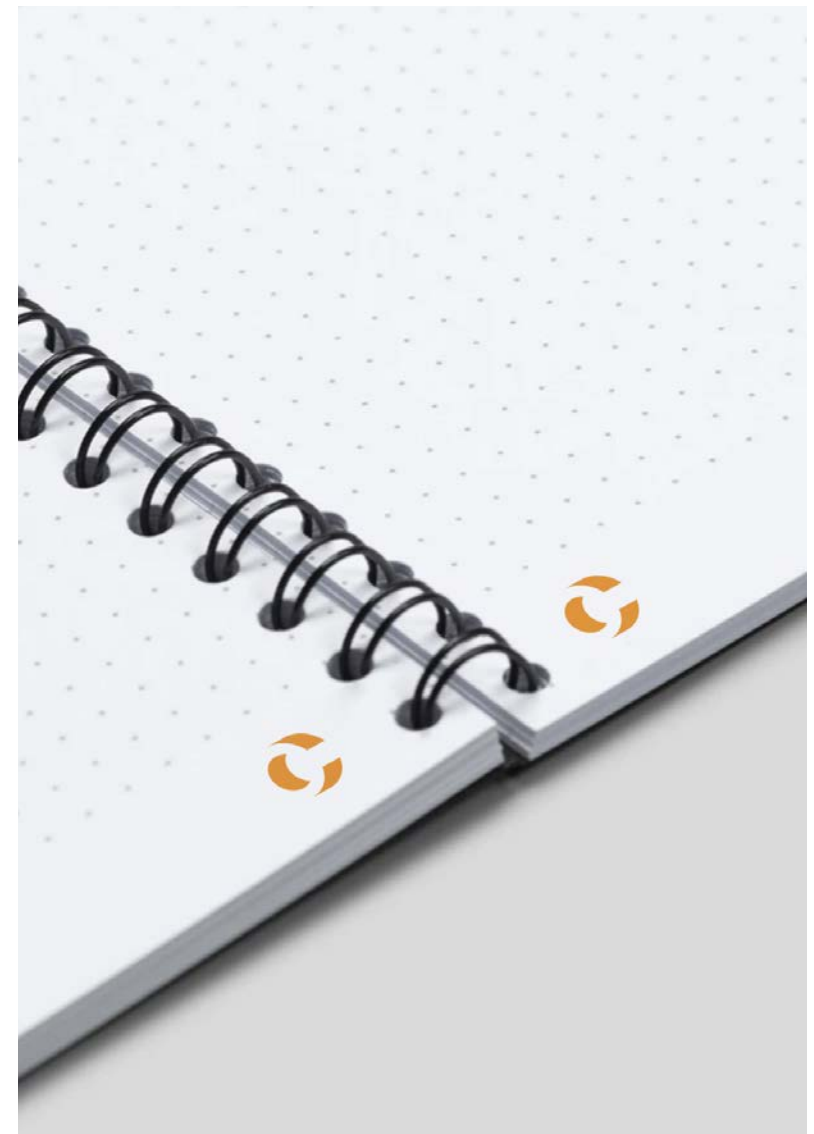
May 2021

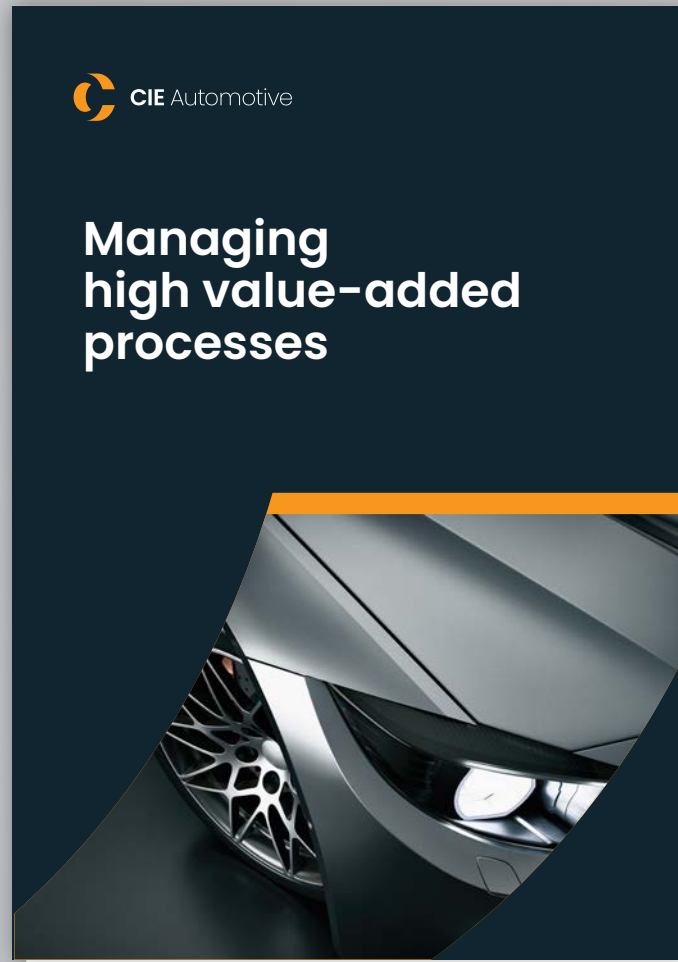

Plant
director

















Thank you

In case of doubt,
please contact us at
marketing@cieautomotive.com