

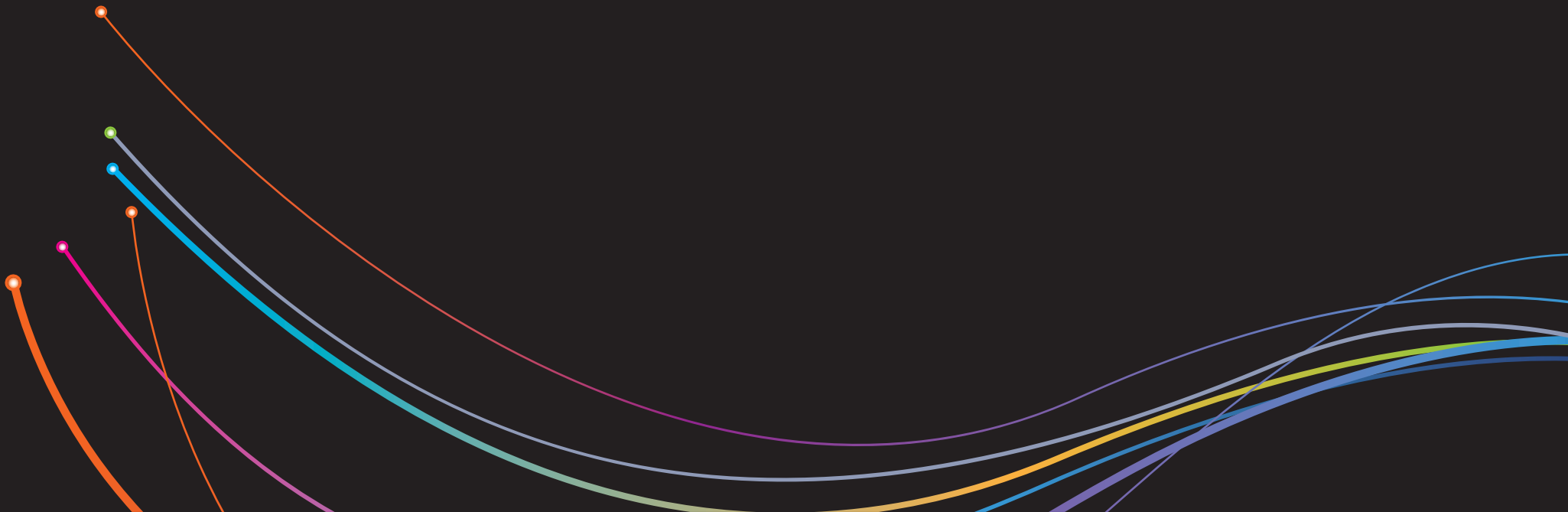
2009YUELKIFHJKLPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAK
01010101010101010101010000000111010101011101010101010101010101010101010100000111110001111
FGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAWQNAZXCVMKDLSYHDYDÑOPRFTAKALPOIYEBDGTERFTPLKAHTGD
CSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAVMKDLSYHDYDÑOPRFTAKAAWQNAZXCVMKDLS
DYDÑOPRFTAKATDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKASERAWQNAZXCVMKDLSYHDYDÑOP
TAKAGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAAABNDHYUELKIFHJK
OIYEBDGTERFTPLKAFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKABDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFG
RAWQNAZXCVMKDLSYHDYDÑOPRFTAKAWQNAZXCVMKDLSYHDYDÑOPRFTAKALPOIYEBDGTERFTPLKAHTGDRECS
TDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAVMKDLSYHDYDÑOPRFTAKAAWQNAZXCVMKDLSYHD
ÑOPRFTAKAAABNDHYUELKIFHJKLPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHD
ÑOPRFTAKAPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAELKIF
KLPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAELKIFHJKLPOI
DGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAFHJKLPOIYEBDGTERFTPL
HTGDRECSGTDJKSYBAHJDFMANUAL IMAGEN DE MARCA E IDENTIDAD CORPORATIVOIYEBDGTERFTPLKAHTG
CSGTDJKABNDHYUELKIFHJKLPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNALICE2KDLSYHDYDÑ
HTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKABDGTERFTPLKAHTGDRECSGTDJKSYBAH
FGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAWQNAZXCVMKDLSYHDYDÑOPRFTAKALPOIYEBDGTERFTPLKAHTGD
CSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAVMKDLSYHDYDÑOPRFTAKAAWQNAZXCVMKDLS
DYDÑOPRFTAKATDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKASERAWQNAZXCVMKDLSYHDYDÑOP
TAKAGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAAABNDHYUELKIFHJK
OIYEBDGTERFTPLKAFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKABDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFG
RAWQNAZXCVMKDLSYHDYDÑOPRFTAKAWQNAZXCVMKDLSYHDYDÑOPRFTAKALPOIYEBDGTERFTPLKAHTGDRECS
TDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAVMKDLSYHDYDÑOPRFTAKAAWQNAZXCVMKDLSYHD
ÑOPRFTAKAAABNDHYUELKIFHJKLPOIYEBDGTERFTPLKAHTGDIPIXELBAHJDMARKETING+DISEÑOXCVMKDLSYHDY
ÑOPRFTAKAPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAELKIF
KLPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAELKIFHJKLPOI
DGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAFHJKLPOIYEBDGTERFTPL
HTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAJKLPOIYEBDGTERFTPLKAHTGDRECSGT

The branding image of an enterprise, a product, a service, a social institution or a person, is the quantitative and qualitative result of all their communications.

OUR BRAND

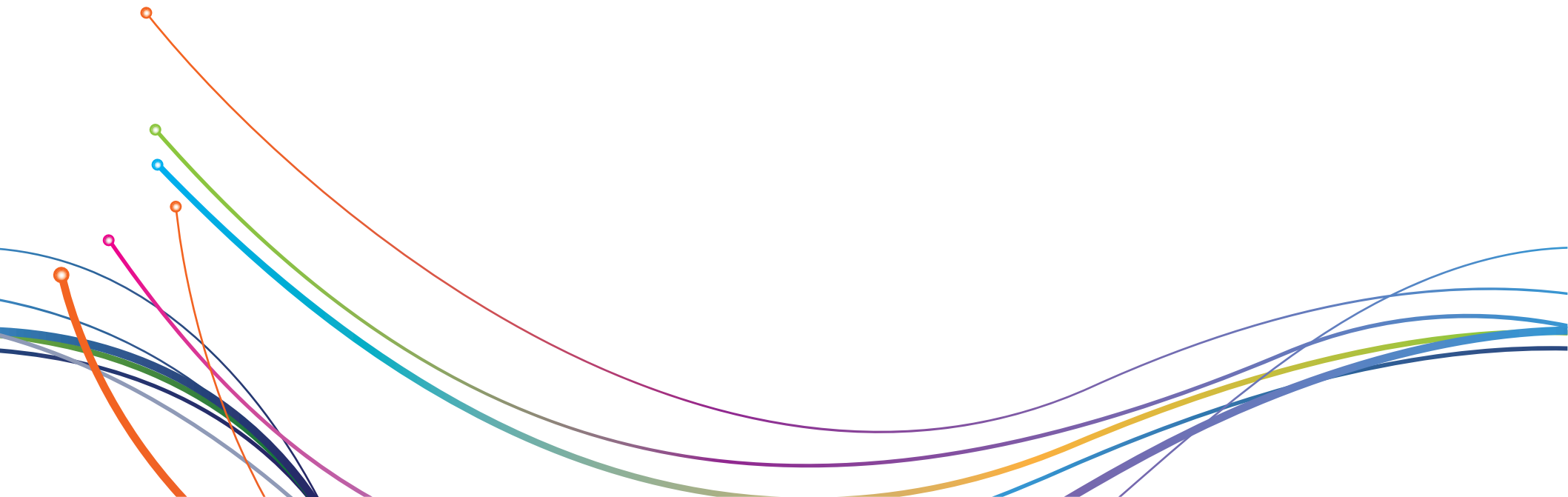
01 contenido

02 building alice2 03 alice2 image 04 logo 05 black and white logo 06 inverted logo 07 two colour logo 08 graphic proportions 09 reserved area 10 minimum reduction 11 corporate colours 12 symbol colours 13 brand application on corporate colour backgrounds 14 brand application on non-corporate colour backgrounds 15 brand application on grey scale backgrounds 16 corporate typography 17 general use typography 18 card use typography 19 stationery: letter size paper 20 business card A 21 business card A1 22 american envelope 23 booklet envelope 24 folder 25 power point screen 26 power point screen 2.



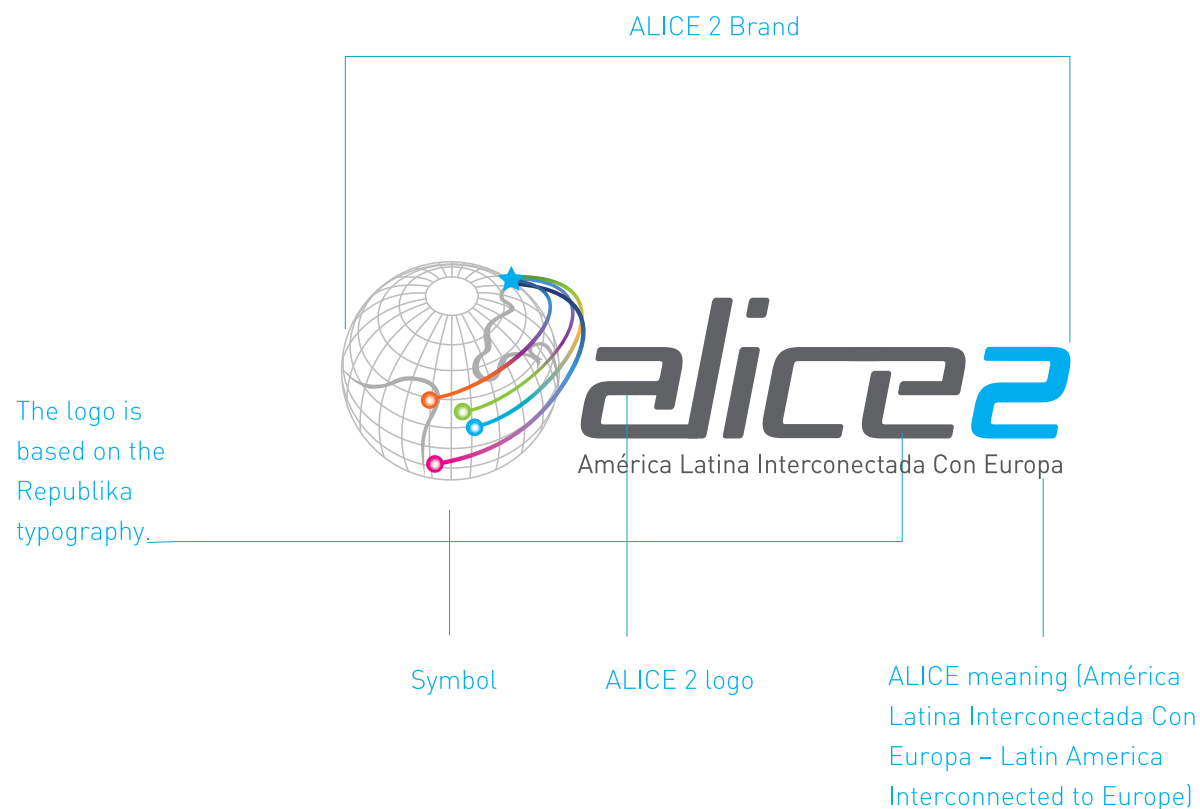
02 building alice2

This branding manual is a guide for all those who use, promote and implement the ALICE2 brand.



03 alice2 image

We have created a new logo to revitalise the brand and communicate our status, subject and personality. The new branding image is inspired by the optical fibre links and globalisation, reflecting our service's personality and sophistication. We are developing a new outlook in order to project a similar style in all our communications. It is distinctive, in systems that are similar to it, but it does say we are specialists.



04 logo

The new ALICE2 identity must be always reproduced in the correct forms and colours; the logo is based on the Republika typography.



Pantone 877C

Process colours

63% Cyan
54% Magenta
48% Yellow
21% Black

RGB Value R: 254 G: 158 B: 224



Pantone 877C

Process colours

63% Cyan
54% Magenta
48% Yellow
21% Black

RGB Value R: 254 G: 158 B: 224

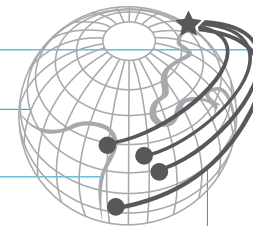
05 black and white logo

Black and white brand application in its positive version.

Logo
Black 100%

Lines
Black at 40%

Map lines
Black at 40%



alice2

América Latina Interconectada Con Europa

Optical fibres
Black at 80%

Number 2
black at 60%

06 inverted logo

In this version of the negative logo the continents' outline has been left in a percentage of black to achieve their visibility.

White dotted
logo

White dotted
lines

Map lines
black at 40%



07 two colour logo version

This two colour logo version must be used when the printing resources are limited and the CMYK colour model cannot be used for printing.

Globe lines
Pantone Cool Gray 10C at 40%

Map profiles
Pantone Cool Gray 10C



Optical fibres
Pantone Process Cyan

alice2

América Latina Interconectada Con Europa

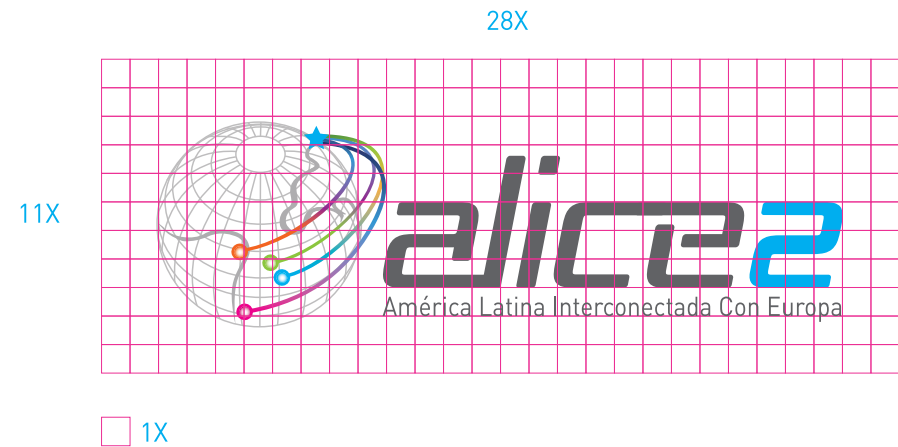
Alice
Pantone Cool Gray 10

Number 2
Pantone Process Cyan C

Acronym
Pantone Process Cyan C

08 graphic proportions

The proportions of the elements that make up the brand must not be altered under any circumstances and it is not allowed to incorporate any other graphic elements within the defined corporate area.



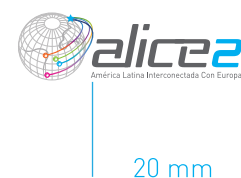
09 reserved area

The brand will be reproduced with a protection white area in the cases in which it is applied on non-corporate colour backgrounds or on photographic backgrounds which interfere with its legibility.



10 minimum reduction

In order to ensure the brand's clear and correct reading, a minimum size for reduction has been established. The brand must not be reproduced in a size smaller than the one indicated under any circumstances.



Colour is a component of light that stimulates the senses. It helps distinguish a brand and put it on the map.

11 corporate colours

The CMYK colour model will be used for the reproduction of the brand in colour, and Corporate Pantone when its reproduction is in two colours. For the brand reproduction in CMYK colour model and RGB colour, for internet or for PowerPoint presentations, the values hereby detailed will be used. These colours must never be changed or altered.



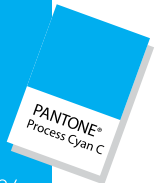
Alice2 Gray

Pantone Cool Gray 10
Process Colours
63% Cyan 54% Magenta
48% Yellow 21% Black
RGB Value R: 254 G: 158 B: 224



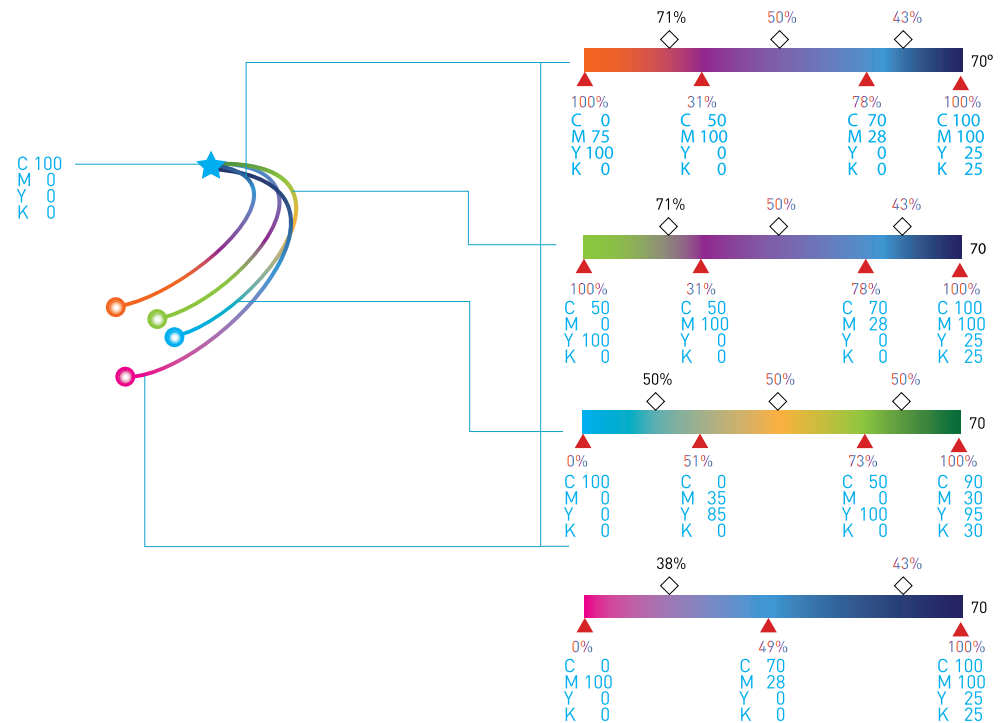
Alice2 Cyan

Pantone Process Cyan C
Process Colours 100% Cyan
RGB Value R: 254 G: 158 B: 224



12 symbol colours

Alice2' new identity must always be reproduced using the correct form and colours.



Map lines
Pantone Cool Gray 10 C at 50%

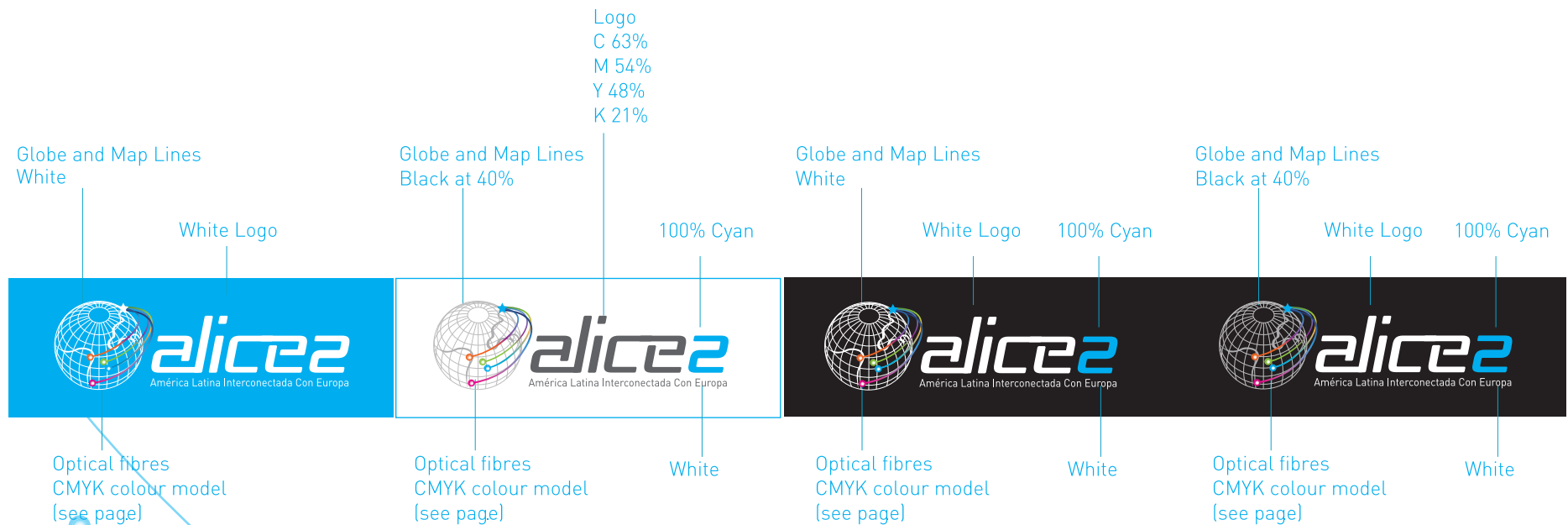
Lines
Pantone Cool Gray 10 C at 40%

Process Colours
63% Cyan
54% Magenta
48% Yellow
21% Black

RGB Value R: 98 G: 98 B: 101

13 brand application on corporate colour backgrounds

The brand will be applied without its reserved area only on backgrounds of the two corporate Pantone® and on black backgrounds as illustrated below.



14 brand application on non corporate colour backgrounds

Where the brand is applied on non-corporate backgrounds whose colours do not match the same colour range of the corporate colours, such as the use for flags or banners, it will be used without its reserved area as shown below.



15 brand application on grey scale backgrounds

The brand is shown in different grey tones in order to demonstrate the most efficient use of its colour; we have created the diagrams shown on the left. For a black or gray backgrounds which are darker than 50% black tone, white must be used for the logo together with number 2 in Cyan.



20% Black

30% Black

40% Black

50% Black



60% Black

70% Black

80% Black

90% Black

Typography plays an important role in our new expression of the brand, particularly in all our communications. Our system incorporates the Din fonts, which will be used in three different styles – light, regular and medium – and provide the visual distinction and differentiation in the emphasis for the text and the headlines. The Republika font is exact and modern; it reasserts our brand's concepts. After some time it will be highly recognisable and will contribute to our brand's recall.

16 corporate typography

The primary typography is Din, a simple and contemporary style font of high legibility, which together with the brand's typography provides a balance and strengthening in the applications of its different styles.

simple and contemporary style font of high legibility, which together with the brand's typography provides a balance and strengthening in the applications of its different styles.

The Din typography will be used in its light, regular and medium styles.

17 general use typography

Most of the typography uses for both internal and external communications will be adapted to a specific size for publication. These are some of the general guidelines that will be applied to all situations. The correct size of the components of the brand's architecture will be determined by the size of a publication in particular. Titles must always be prominent and set to the biggest size on the page. Titles are always set on the Din Medium typography. The size of the typography's body for the text will be 10pt, which is considered a standard size. Main sizes suggested: cpo 10 for reading text, cpo 24 for titles used in letter size format.

Most of the typography uses
r publication. These are some of
components of the brand's
st always be prominent and set
y. The size of the typography's
ested: cpo 10 for reading text,

simply
dummy text
of the prin-
ting and ty

simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s by the Letraset team, who used it to create a range of type specimens.

<http://alice2.redclara.net>



18 card use typography

These are some of the general guidelines that will be applied for cards and bulletins. The correct size of the components of the brand architecture will be determined by the size of a publication in particular. Titles must always be prominent and set to the biggest size on the page. Light Din must be used for titles. The size of the typography's body for the text will be 10 pt, which is considered a standard size.

Main sizes suggested: cpo 10 for reading text, cpo 84 for titles used in letter size format.

Brand Architecture

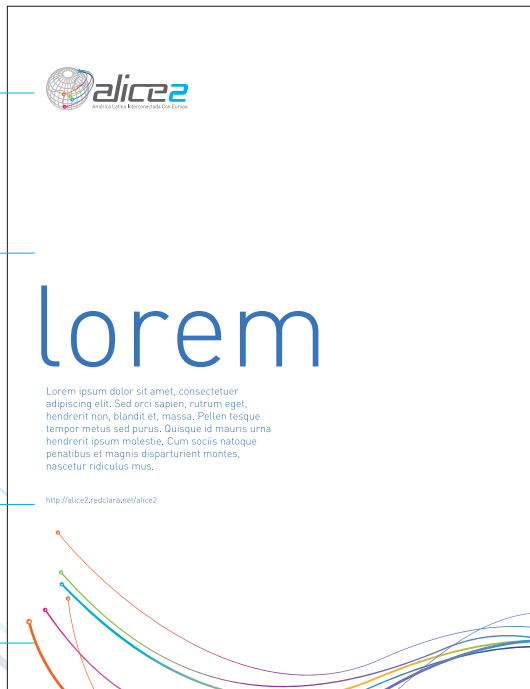
Headline cpo
24 pt
Flexible
Elements

Text cpo 10 pt

URL cpo 9 pt

Complementary Graphic

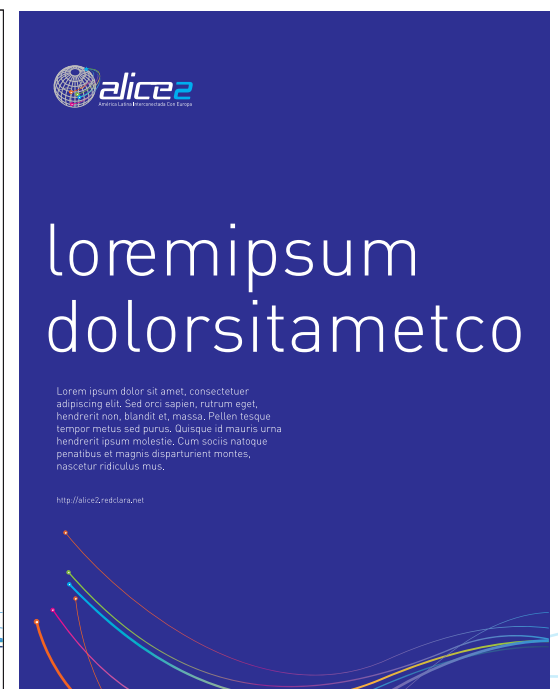
Title Din Light typography
124 pt



Title Din Light typography
84pt/88 pt Interline



Title Din Light typography
84pt/88 pt Interline



Stationery is the way in which we introduce ourselves to our clients, business partners and competitors, among other audiences, and behind it there is a lot more, there is a project, an enterprise, its culture, its objectives; there are people with dreams.

BASIC STATIONERY

19 stationery: letter size paper

Format 215mm x 280 mm

Typography: Din Light cpo 8pt for address, number, email and url, in Process Cyan U Corporate colour.

Typography: Din Regular cpo 8pt to indicate telephone, province or state, and in Pantone Cool Gray 10 U or its equivalent in the CMYK colour model.

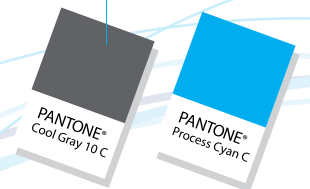
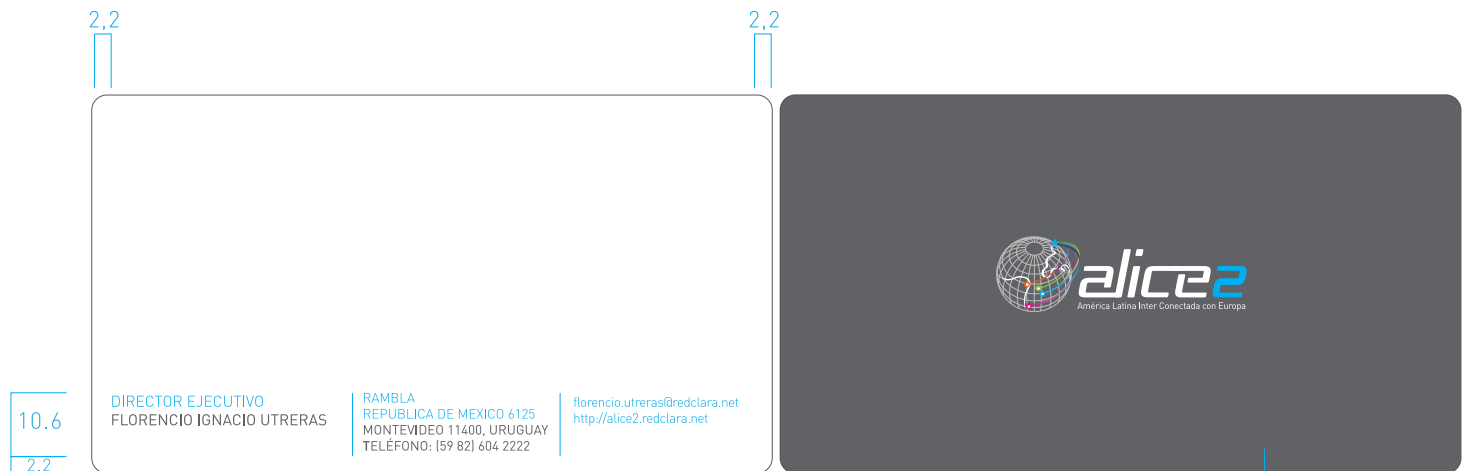


Cotas en mm

20 business card A Format: 90mm x 50mm

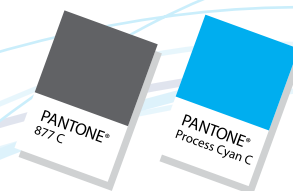
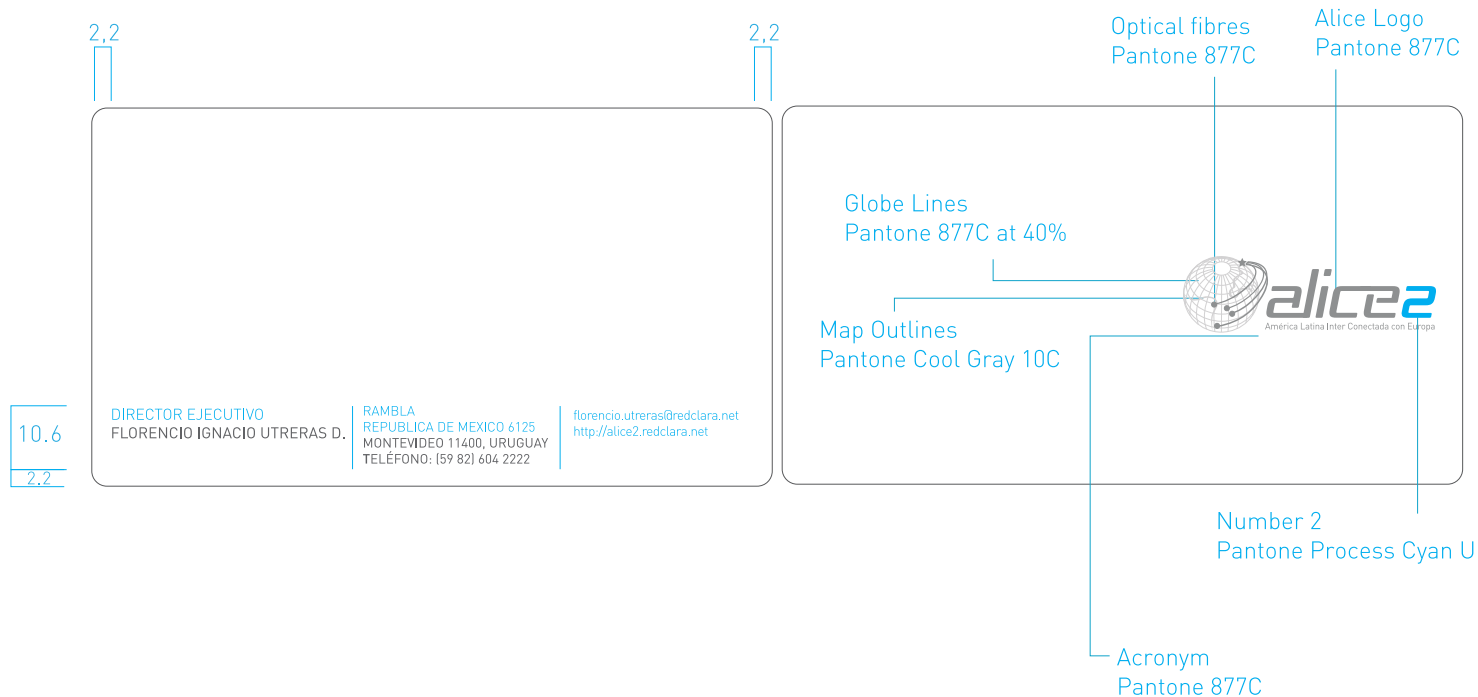
Post typography: Din Light cpo 5.8 pt, Pantone Process Cyan U corporate colour.

Name: Din Regular cpo 5.8 pt. Pantone Cool Gray 10U (uppercase). Address – street: Din Light cpo 5pt Pantone Process Cyan U corporate colour. Address – Province or state: Din Regular cpo 5pt Pantone Cool Gray 10U corporate colour (uppercase). e-mail and url: Din Light cpo 5.8pt Pantone Process Cyan U corporate colour (lowercase). Colours: Pantone Cool Gray 10U for the card's background and the application of colours in the CMYK colour model for the logo.



21 business card A1 Format: 90mm x 50mm

Post typography: **Din Light** cpo 5.8 pt, **Pantone Process Cyan U** corporate colour. Name: **Din Regular** cpo 5.8 pt. **Pantone Cool Gray 10U** (uppercase). Address – street: **Din Light** cpo 5pt **Pantone Process Cyan U** corporate colour. Address – province or state: **Din Regular** cpo 5 pt. **Pantone Cool Gray 10U** corporate colour (uppercase). Email and url: **Din Light** cpo 5.8. **Pantone Process Cyan U** corporate colour (lowercase). Colours: **Pantone Cool Gray 10U** must be replaced by **Pantone 877 C**, for the application in texts, as well as in the **alice2** logo, globe, map lines.



22 american envelope Format: 220mm x 110mm

Typography: Din Light cpo 8pt. for address, number, email and url, in Process Cyan U corporate colour.

Typography: Din Regular cpo 8pt. to indicate telephone, province or state and in Pantone Cool Gray 10 U colour, or its equivalent in the CMYK colour model

26

www.alice2.net

24

RAMBLA REPUBLICA DE MEXICO 6125
MONTEVIDEO 11400, URUGUAY

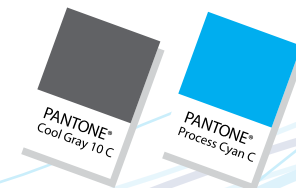
TELEFONO: (59 82) 604 2222

info-alice2@redclara.net
<http://alice2.redclara.net>



Contour line in mm

11



23 booklet envelopes

Format: A 228 x 324mm, B 258mm x 360mm,

C 279mm x 380mm.

Typography: Din Light cpo 8pt. for address, number, email and url, in Pantone Cyan U Corporate colour.

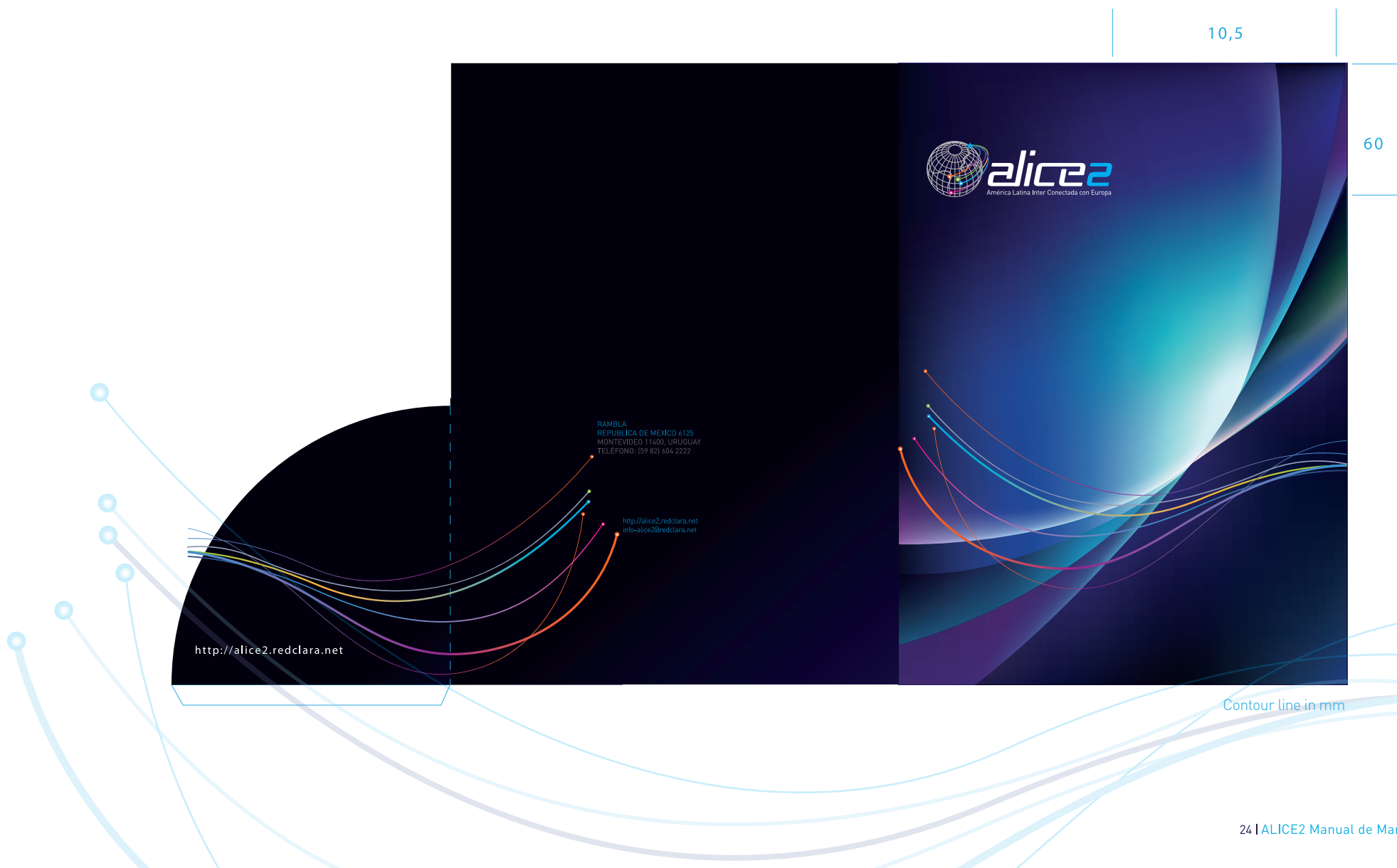
Typography: Din Regular cpo 8pt. to indicate telephone, province or state and in Pantone Cool Gray 10 U colour or its equivalent in the CMYK colour model. The two colour brand can be used for this format.



24 folder Format: 220mm x 290mm

Typography: **Din Light cpo 5.8pt.** Pantone Process Cyan U corporate colour. Open format: 440mm x 290mm.

Recommended paper: **300g Gloss coated.** Print run: 4/0 colour, bright varnish. Withdrawal print: 0/1 Pantone Process Cyan C colour, matte varnish.



25 power point screen

Format 800 x 600 px

Typography: Title Din Regular cpo 32, subtitle Din Light cpo 24 cpo 24pt. Text Din Light cpo 18pt., the use of volume graphics is recommended.



25 power point screen

Format 800 x 600 px

Typography: Title Din Regular cpo 32, subtitle Din Light cpo 24 cpo 24pt. Text Din Light cpo 18pt., the use of volume graphics is recommended.

Graphic banner



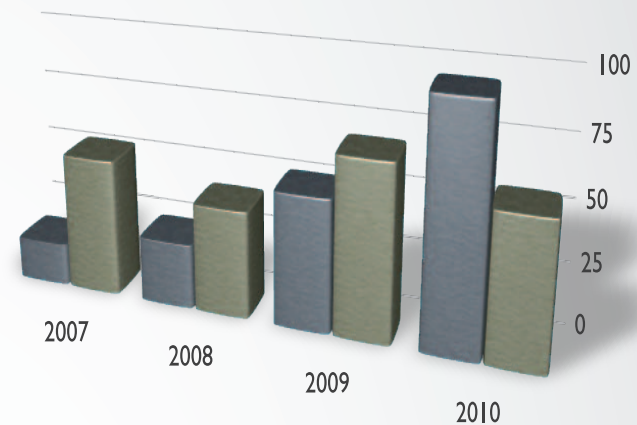
Title
Din. cpo 32pt

Título de la diapositiva | Subtítulo de la diapositiva

Subtitle
Din. cpo 24pt

Text
Din. cpo 18pt

Texto de la diapositiva Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It



26 power point screen

Format 800 x 600 px

Typography: Title Din Regular cpo 32, subtitle Din Light cpo 24 cpo 24pt. Text Din Light cpo 18pt., the use of volume graphics is recommended.

Title
Din. cpo 32pt

Subtitle
Din. cpo 24pt

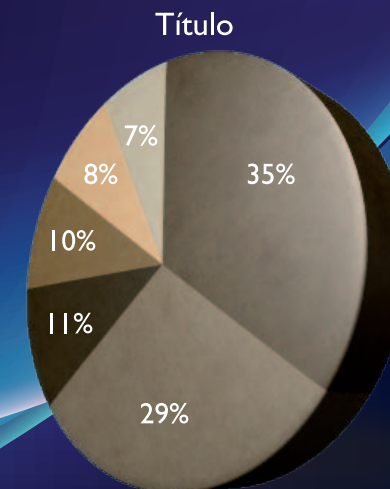
Text
Din. cpo 18pt

Descriptive text
Din. Cpo 13pt.

Título de la diapositiva

Subtítulo de la diapositiva

Texto de la diapositiva Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It



Texto de la diapositiva Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It



2009YUELKIFHJKLPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAK
01010101010101010101010000000111010101011101010101010101010101010101010100000111110001111
FGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAWQNAZXCVMKDLSYHDYDÑOPRFTAKALPOIYEBDGTERFTPLKAHTGD
CSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAVMKDLSYHDYDÑOPRFTAKAAWQNAZXCVMKDLS
DYDÑOPRFTAKATDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKASERAWQNAZXCVMKDLSYHDYDÑOP
TAKAGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAAABNDHYUELKIFHJK
OIYEBDGTERFTPLKAFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKABDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFG
RAWQNAZXCVMKDLSYHDYDÑOPRFTAKAWQNAZXCVMKDLSYHDYDÑOPRFTAKALPOIYEBDGTERFTPLKAHTGDRECS
TDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAVMKDLSYHDYDÑOPRFTAKAAWQNAZXCVMKDLSYHD
ÑOPRFTAKAAABNDHYUELKIFHJKLPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHD
ÑOPRFTAKAPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAELKIF
KLPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAELKIFHJKLPOI
DGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAFHJKLPOIYEBDGTERFTPL
HTGDRECSGTDJKSYBAHJDFMANUAL IMAGEN DE MARCA E IDENTIDAD CORPORATIVA OIYEBDGTERFTPLKAHTG
CSGTDJKABNDHYUELKIFHJKLPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNALICE2KDLSYHDYDÑ
HTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKABDGTERFTPLKAHTGDRECSGTDJKSYBAH
FGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAWQNAZXCVMKDLSYHDYDÑOPRFTAKALPOIYEBDGTERFTPLKAHTGD
CSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAVMKDLSYHDYDÑOPRFTAKAAWQNAZXCVMKDLS
DYDÑOPRFTAKATDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKASERAWQNAZXCVMKDLSYHDYDÑOP
TAKAGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAAABNDHYUELKIFHJK
OIYEBDGTERFTPLKAFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKABDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFG
RAWQNAZXCVMKDLSYHDYDÑOPRFTAKAWQNAZXCVMKDLSYHDYDÑOPRFTAKALPOIYEBDGTERFTPLKAHTGDRECS
TDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAVMKDLSYHDYDÑOPRFTAKAAWQNAZXCVMKDLSYHD
ÑOPRFTAKAAABNDHYUELKIFHJKLPOIYEBDGTERFTPLKAHTGDIPIXELBAHJDMARKETING+DISEÑOXCVMKDLSYHDY
ÑOPRFTAKAPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAELKIF
KLPOIYEBDGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAELKIFHJKLPOI
DGTERFTPLKAHTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAFHJKLPOIYEBDGTERFTPL
HTGDRECSGTDJKSYBAHJDFGSERAWQNAZXCVMKDLSYHDYDÑOPRFTAKAJKLPOIYEBDGTERFTPLKAHTGDRECSGT