



CONEXIONES QUE INSPIRAN

# Visual identity update

## For SUPPLIERS

Logo with brand motto



CONEXIONES QUE INSPIRAN

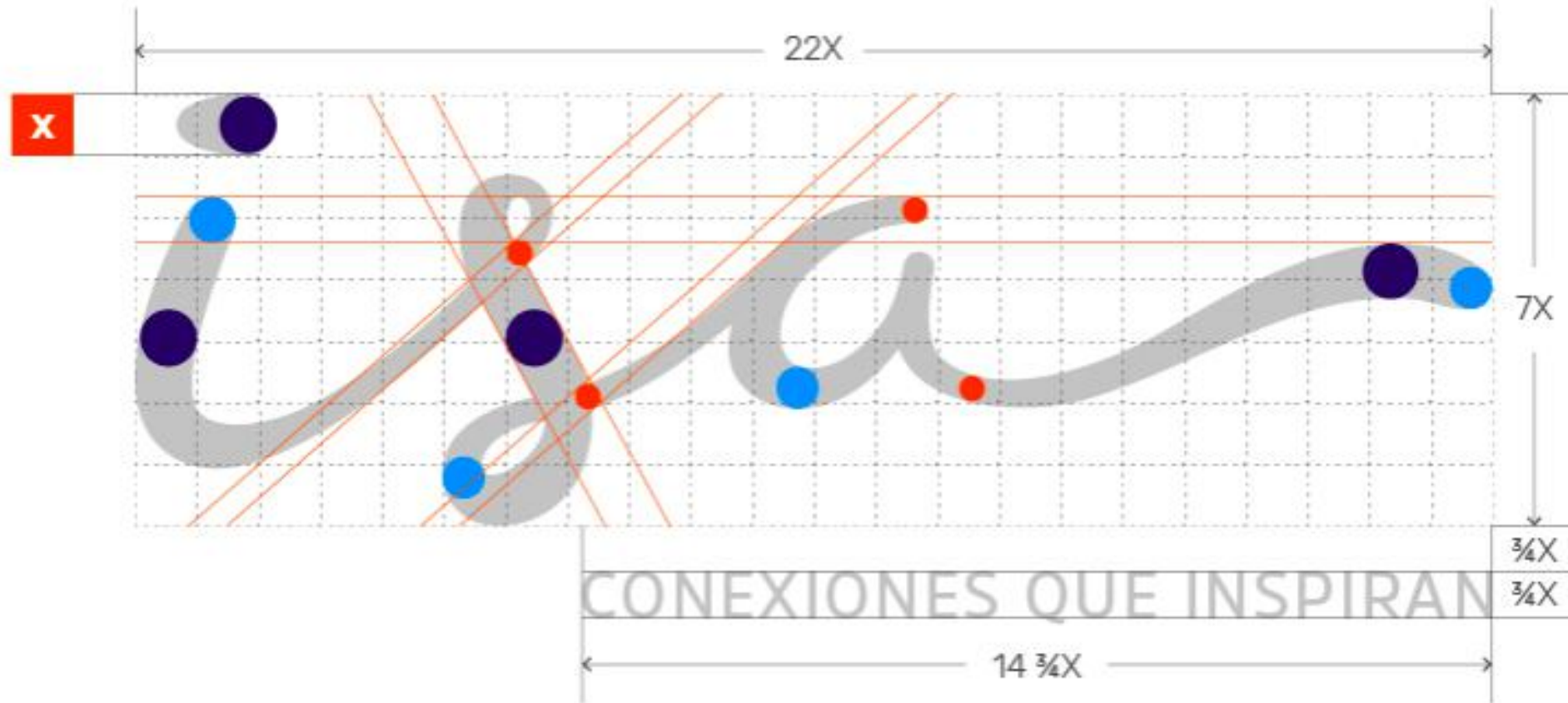
Logo without brand motto

*isa*

*isa*

# Planimetry

*isa*





## Protection area

The protection area is the minimum free area demanded around the logo. Its purpose is to avoid that external elements invade it (text, photos, or other symbols.)

We have defined a protection area of 3X. This area should be free around the entire logo.

# Protection area

Logo with brand motto



# Protection area

Logo without brand motto

*isa*





## Minimum size

The minimum authorized size for the reproduction of our logo allows a clear reading of all the elements and it varies according to the means in which our identity is used.



# Minimum size



<b>PRINT MEDIA</b>	
With brand motto	Without brand motto
1.6 cm X 0.62 cm	1.2 cm X 0.38 cm

<b>DIGITAL MEDIA</b>	
With brand motto	Without brand motto
160px X 62px	80px X 26px



## AUTHORIZED USES

Logos in Corporate colors

This version is recommended for use on white surfaces, including white areas of photos, clearly showed, without blending with the background. **This version must not be used on colored surfaces.**

# Logos in corporate colors without brand motto

isa



# Logos in corporate colors with land motto in Spanish

*isa*



# Logos in Corporate colors with brand motto in English

The logo for 'isa' is written in a blue, cursive script. The letter 'i' has a blue dot, and the 'a' has a blue dot. The end of the 'a' has a blue-to-orange gradient tail.

# Logos in Corporate colors with brand motto in Portuguese

isa





## NON-AUTHORIZED USES

Any use that contradicts, changes, reinterprets, or infringes any rule set out in this manual is considered not to be authorized.

These are just some examples of non-authorized uses:

- To use a version of the logo that competes with the logo.
- To distort the logo.
- To change the original typography of the logo.
- To invade the logo's protection area.
- To incorporate decorative elements to the logo.
- To apply the logo to less than 100%.



# NON-AUTHORIZED USES

isa

1.



2.



3.



4.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis



5.



6.







CONEXIONES QUE INSPIRAN

INTERCONEXIÓN

ELÉCTRICA S.A E.S.P.

TAX I.D.: 860.016.610 - 3

Calle 12 Sur 18 - 168 Medellín, Colombia

Phone Number: +57 4 3252270 | Fax: +57 4  
3170848

A.A. 8915

Carrera 69 25B - 44 Piso 10 Bogotá, Colombia

Phone Number:  
+57 1 4165596 | Fax: +57 1 4165398

A.A. 55063

[www.isa.co](http://www.isa.co)