Brand Book

CONDENSED VERSION

March 2017

isaa

CONNECTIONS THAT INSPIRE

Introduction

This document summarizes the basic definitions of our BRAND PLATFORM and the basic rules of our BRAND IDENTITY.

If you need the complete brand manual and the standards for the correct application of our Identity, please contact Verónica Franco at the following e-mail address: **vfranco@isa.com.**

You may not reproduce this document, nor modify its content.

Brand platform

OUR STRATEGIC BASES

> Brand Manifesto
> Brand Essence, Purpose, and Values
> Brand Architecture

Brand Manifesto

Our Brand Manifesto is the public statement of our principles, as well as an expression of our roadmap.

Our higher purpose includes creating Connections that Inspire.

We have been connecting countries and improving the quality of life of millions of people for 50 years. That is our great responsibility, and we accept it by challenging ourselves, our partners, and our allies to reach the level of excellence that has earned us the trust of everyone. To honor the road travelled, today we must recommit ourselves to the work that lies ahead.

We realize that we are all part of a whole. Humankind and the planet demand ever-greater challenges. Our efforts must be focused on transforming the experience gained into new responses to new challenges, understanding that, whenever we connect one point with another, we are connecting people, making each connection an inspiring act.

Brand Manifesto

If we understand that we all are one and the same, there is connection.

If we realize that our planet is fragile and needs us, there is connection.

If we understand that our actions, however small, have an impact, there is connection.

If we discover that the change that we want for the world lies in each of us, there is connection.

If we are convinced that our well-being is linked to everyone else's, there is connection.

If we know that excellence is the result of the effort we put into each act of our lives, there is connection.

If we are committed to act constructively and responsibly in the decisions we make, there is connection.

If we are inspired to know that we are made for great challenges, there is connection.

After half a century, we have renewed ourselves by creating one connection after another. Without borders. Without barriers.

This is our legacy to the new generations.

We are convinced that if there is connection, there is life. Let’s celebrate!

ISA, connections that inspire.

Brand Essence, Purpose, and Values

Our essence reinforces who we are.

Our brand goal makes our higher purpose public.

Our brand values are the path to developing our identity.

Our essence is to create connections.

Our goal is to make those connections to inspire others.

We are reliable, ethical, consistent. Co-responsibility is a fundamental principle for us.

We are open to new insights.
We innovate to secure the future.
We reaffirm our commitment to excellence.

Brand Architecture

The architecture conveys our model for brands and sub-brands and the relationship between them.

Brand identity

The elements that shape our identity are verbal and visual. Here you will find an overview of the most relevant aspects.

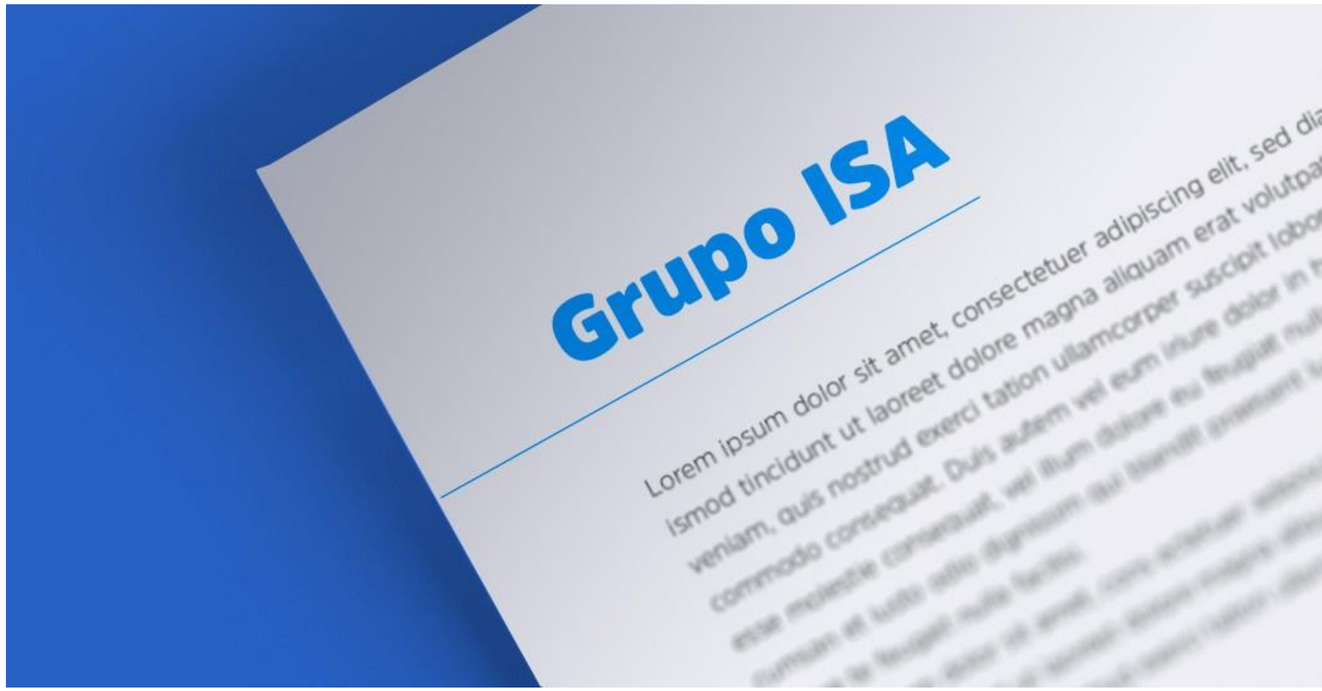
- Name
- Brand slogan
- Logo
- Colors
- Fonts
- Visual universe

Our Name: **ISA**

Although "ISA" is the acronym for "Interconexión Eléctrica S.A. E.S.P.," today, it is a fantasy name that covers our business throughout Latin America. Our name, ISA, is our main identity marker.

We use various ways to refer to our Organization:

- ISA
- ISA Group
- ISA Company Group
- Our Organization
- Our Company Group
- Our ISA Company Group



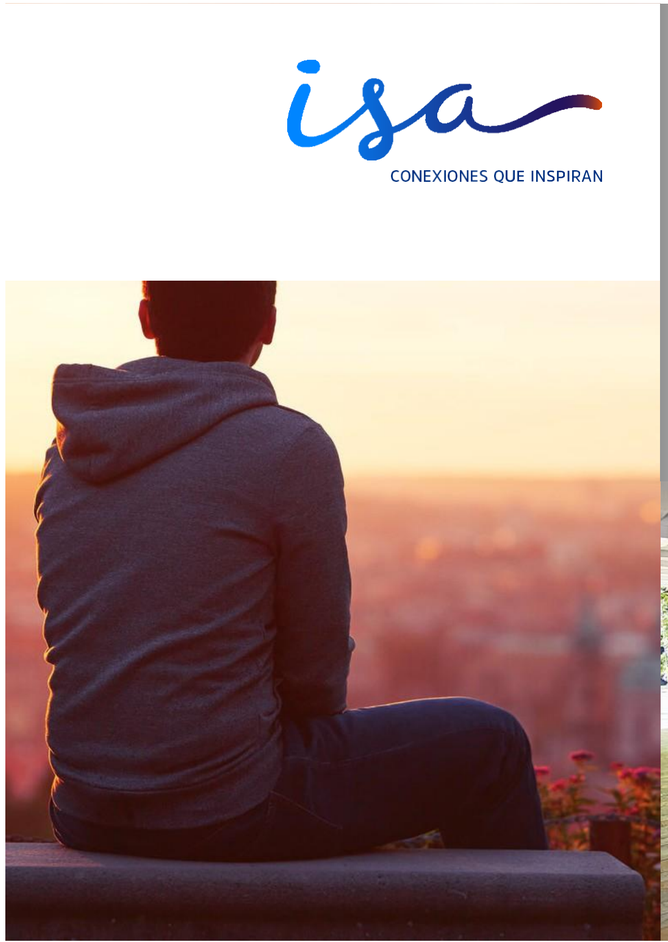
Our brand slogan:

CONNECTIONS THAT INSPIRE

Our Brand Slogan synthesizes our higher purpose. This is a strategic communication tool that can be used together with our Logo or alone.
You will always see it capitalized.

If you need to type it in a phrase, capitalize it, in the same font in which you are typing.

Our Brand Slogan captures our core communication message. We will make sure to make this Brand Slogan relevant, including it in all our moments of truth, communications, and institutional settings.



Our Logo

Our logo is a highly visually modern handmade signature with wavy and smooth shapes, without sharp edges, that expresses our organization's ability to inspire connections.

It is a seal that attracts and translates into closeness.

Authorized versions

We must create a versatile expression of our logo, reflecting the multiculturalism of Latin America.

Version recommended for use on white surfaces.

Version recommended for use on photos, textures, and medium and dark colors.

This version is ideal for highlighting our higher purpose. It is mainly used on photos.

Version authorized to give identity to programs such as *Conexión Jaguar*.

In this version, ISA includes part of a photo.

Unauthorized use of our Logo

You must use the logo correctly. These are some examples of non-authorized uses:

1. Using a version of the logo that does not stand out in the picture.
2. Distorting the logo (stretching it up or sideways).
3. Changing the original font.
4. Covering the logo with text or information.
5. Decorating the logo.
6. Applying the logo at less than 100% density.

1.

2.

3.

4.

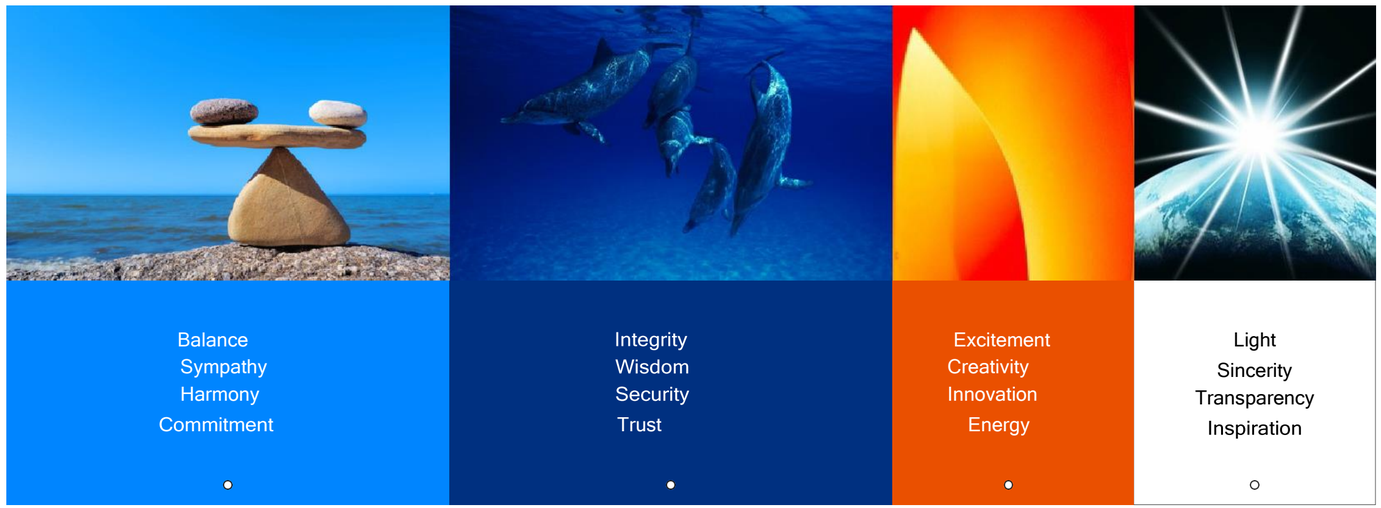
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

5.

6.

Our Colors

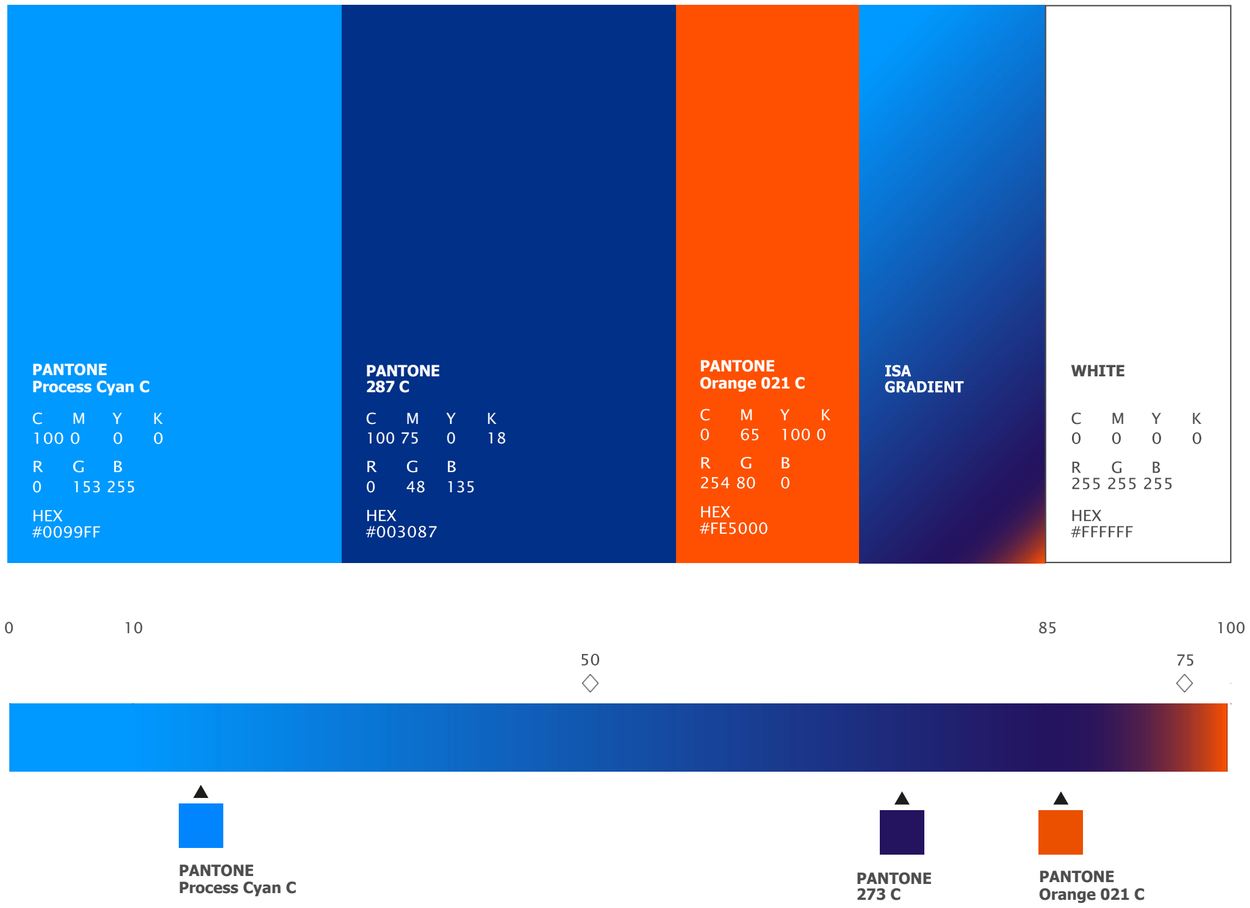
Our corporate colors reflect the evolution of our brand. We have added an orange hue to the typical ISA blues, which gives warmth to our messages, as well as white to evoke light.



Our color palette

Corporate colors

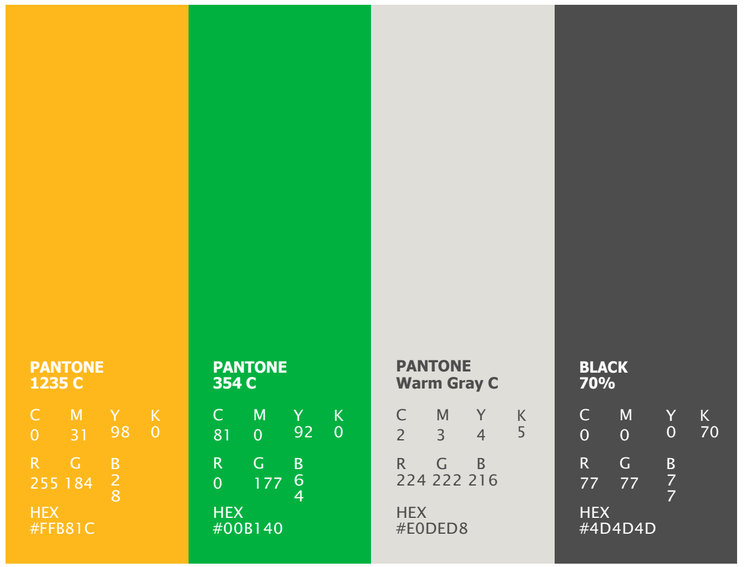
We have added backgrounds in a gradient from blue to orange to our 4 corporate colors. This evokes the color of our logo in corporate colors.



Our color palette

Complementary colors

We have added 4 complementary colors. As the name suggests, they complement our corporate colors. They allow us to produce more complex editorial pieces or graphics that require a wider color palette.



Our Fonts

We have chosen specialized fonts, appropriate for each media.

For our printed publications, we will combine Amsi Pro and Trade Gothic.

Also, you must use these fonts in the design of editorial pieces, reports, PDF files, books, and brochures, regardless of whether they will be posted on the web.

You should use these fonts in the design of editorial pieces, reports, PDF files, books, and brochures, regardless of whether they will be posted on the web.

Our Fonts

For our web environments and Microsoft Office suite documents, we use **Tahoma**. This font is by default installed in the different versions of operating systems and browsers. It is ideal for the design of digital elements: web pages, landing pages, banners, menus, buttons, and web texts. You can also use it to create documents such as PowerPoint presentations, Excel spreadsheets, and letters or minutes in Word.

Use the different weights of this font family to separate headings and highlights from the body text.

Tahoma Bold

Tahoma Regular

Tahoma Regular

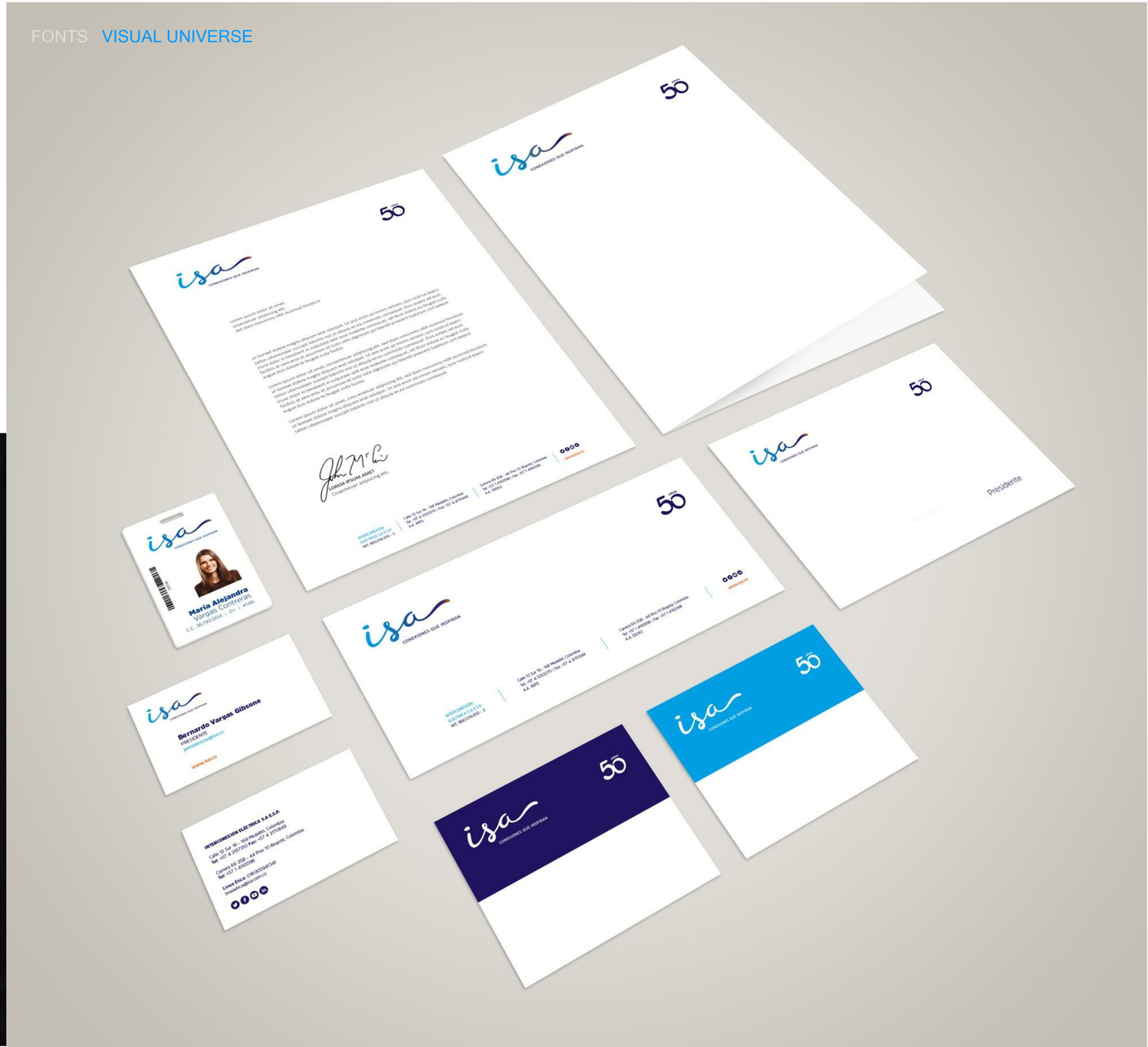
LOREM IPSUM CONSECTETUR

Hello, world

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent sit amet mattis ex, quis vestibulum lectus. Pellentesque quis ipsum vitae lectus consequat bibendum. Pellen tesque tempor vel sapien cursus cursus. Donec lorem odio, tincidunt id pharetra sagittis, laoreet nec odio. Nunc sit amet nisl feugiat, congue lectus in, consectetur ante. Curabitur laoreet dolor velit, at rhoncus mi luctus sed. Nullam tincidunt ultricies sapien et tincidunt.

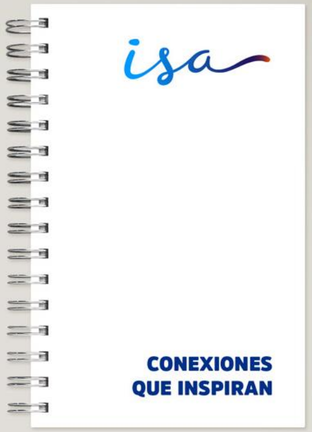
Visual Universe

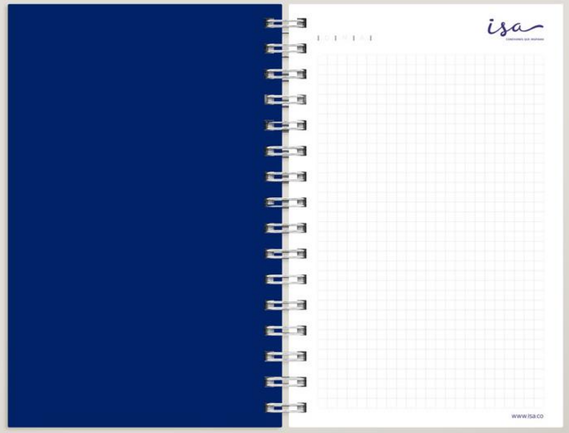
Our identity is reflected by a wide visual universe.



BRAND IDENTITY

NAME BRAND SLOGAN LOGO COLORS FONTS VISUAL UNIVERSE





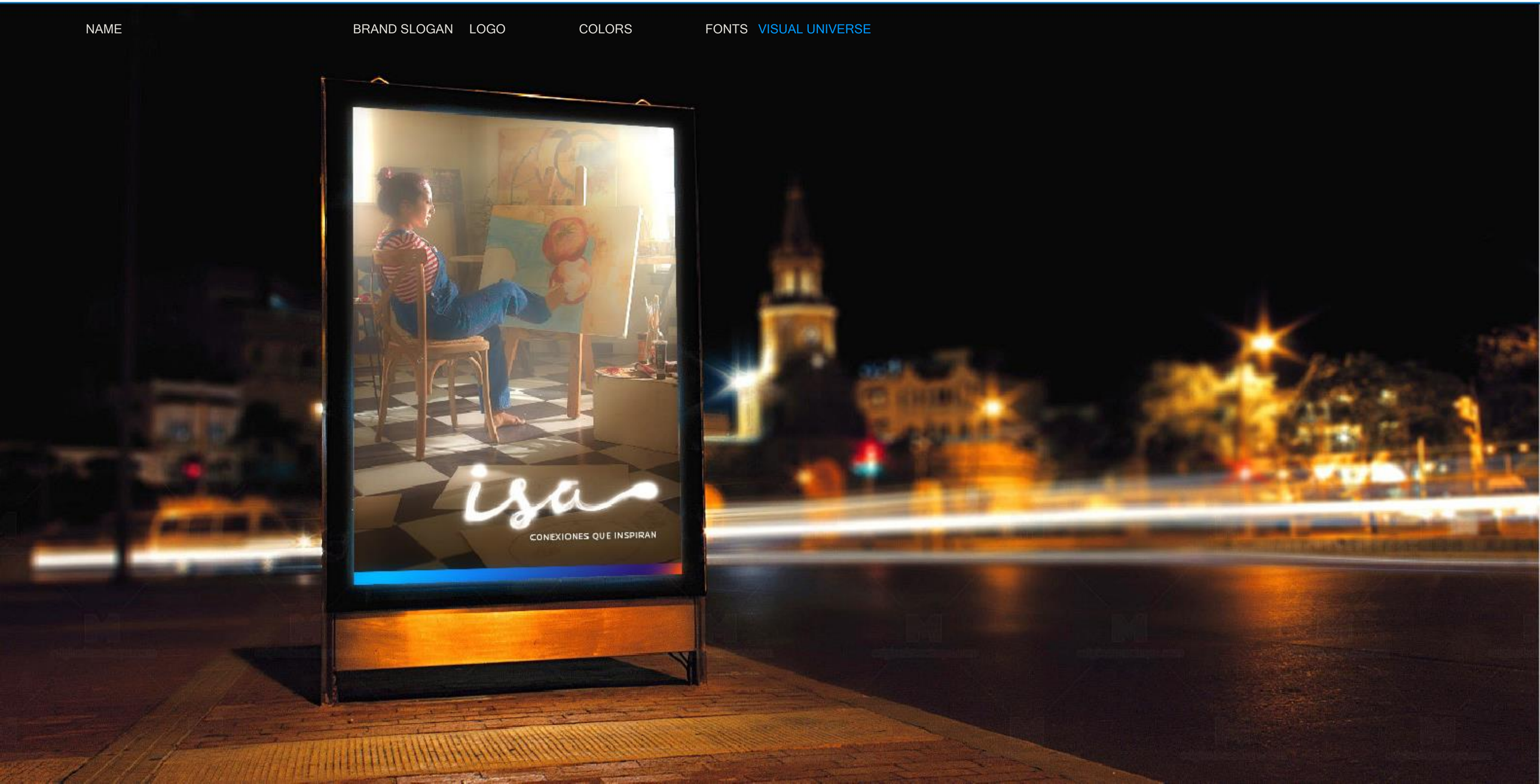
BRAND IDENTITY

BRAND IDENTITY

NAME BRAND SLOGAN LOGO COLORS FONTS VISUAL UNIVERSE

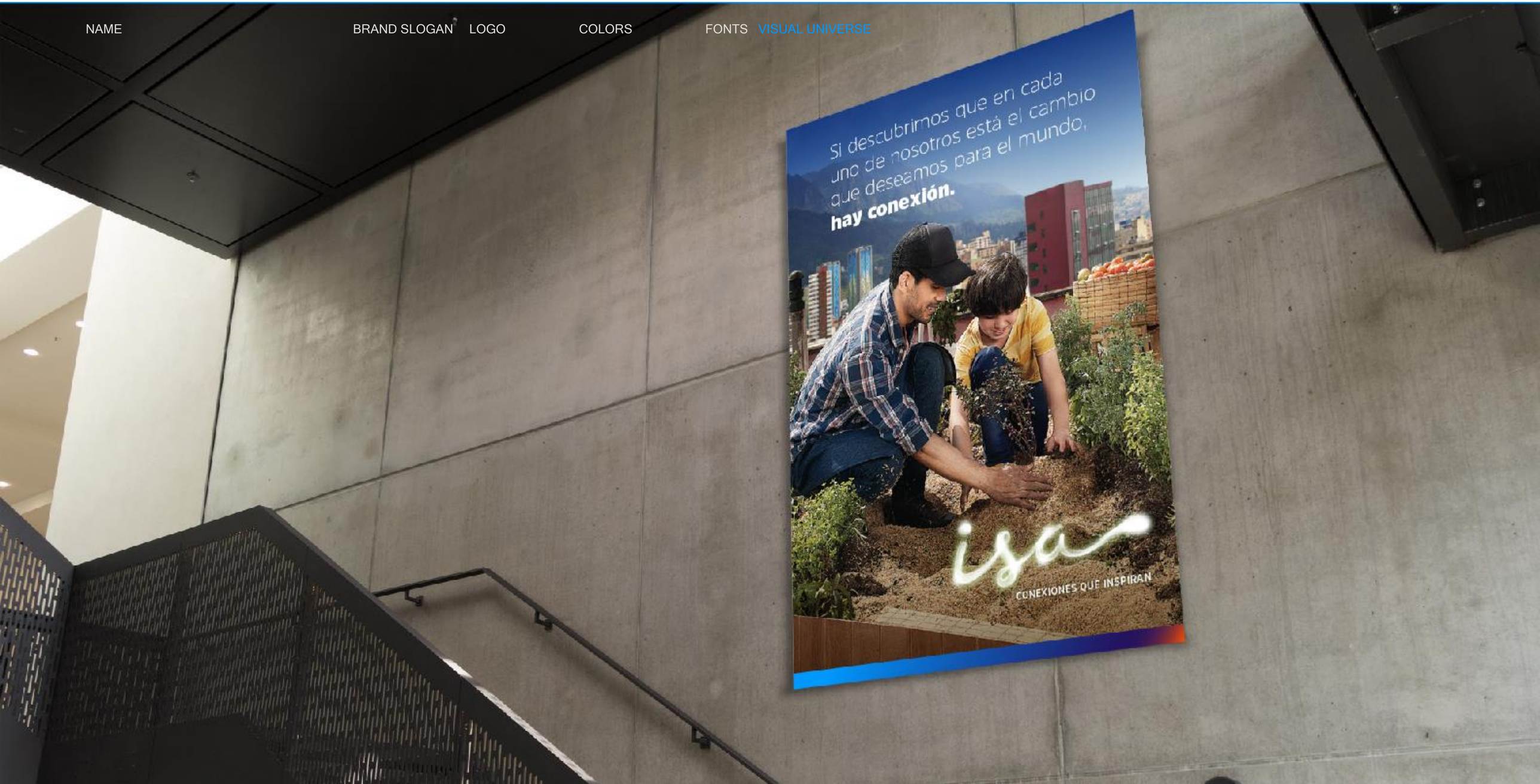
BRAND IDENTITY

NAME BRAND SLOGAN LOGO COLORS FONTS VISUAL UNIVERSE

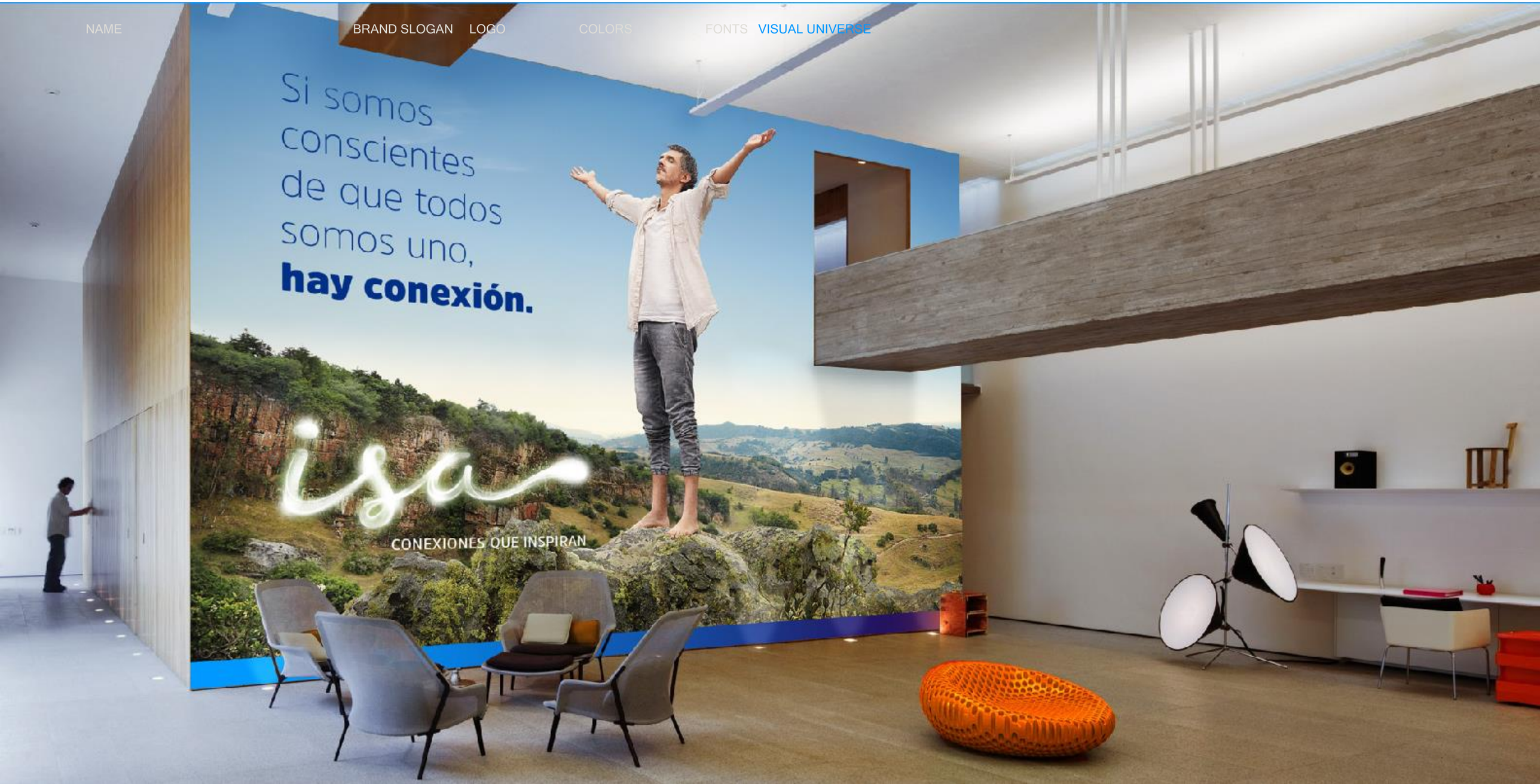


BRAND IDENTITY

NAME BRAND SLOGAN LOGO COLORS FONTS VISUAL UNIVERSE



BRAND IDENTITY



BRAND IDENTITY

NAME BRAND SLOGAN LOGO COLORS FONTS VISUAL UNIVERSE

BRAND IDENTITY

NAME BRAND SLOGAN LOGO COLORS FONTS VISUAL UNIVERSE

BRAND IDENTITY

BRAND IDENTITY

NAME BRAND SLOGAN LOGO COLORS FONTS VISUAL UNIVERSE

22/03/2017 version

corporate/ Consulting services