Eat
Spain
Drink
Spain

**ESDS** CAMPAIGN
IDENTITY MANUAL

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# INDEX

The claim **"Spain, a land of taste"** captures the rich culinary legacy of Spain and its renowned elegance, playing on the double meaning of "taste" to highlight both the diverse gastronomic flavours and the sophistication of the country. The claim simultaneously defines Spain as a land of flavours and as a distinguished, exclusive place of good taste. It underscores the promise of exceptional culinary experiences and the refinement of a culture that elevates food to art. This claim invites exploration of a vast palette of Spanish flavours while appreciating the refined tradition behind each dish.

# Spain, a land of taste

The logo designed for the campaign makes an elegant nod to Spain's culinary and wine-making heritage, cleverly combining the silhouette of a wine glass with that of a fork, symbolising the perfect union between drink and food that characterises Spanish gastronomy.



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The use of red and yellow is no coincidence; these vibrant tones are a clear homage to the Spanish flag, facilitating instant recognition of Spain in the international market. This colour palette, besides being deeply symbolic, aims to evoke the passion, warmth, and joy inherent to Spanish culture-elements we wish to resonate in every aspect of our campaign. With this logo, we seek not only to create a memorable image but also to convey a message of quality, tradition, and culinary diversity that Spain offers to the world.

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**PANTONE 485C**
**C0 M100 Y100 K5**
**R194 G40 B33**
**#C22821**

**PANTONE 124C**
**C0 M30 Y100 K10**
**R234 G170 B0**
**#EAAA00**

**PANTONE Black**
**C0 M0 Y0 K100**
**R0 G0 B0**
**#000000**

# Aa Operetta 32

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
! ? 1 2 3 4 5 6 7 8 9 0

# Aa Fraunces

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

# Aa Poppins

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
! ? 1 2 3 4 5 6 7 8 9 0

The **Operetta** typeface, with its classic and elegant style, is used for headlines and the campaign hashtag, while Fraunces, with a more organic and contemporary air, is employed in the layout of text paragraphs. This offers a balance between cultural heritage and innovation, aligning with the image of superior quality Spanish products in international markets.

The use of **Poppins** is proposed for digital communication to ensure readability thanks to its clean, geometric design. Its versatility allows messages to be clear on any screen, maintaining a modern and professional aesthetic. Ideal for conveying content efficiently and attractively.

The campaign's photographic inspiration draws from the warmth and richness of Spanish cuisine, using warm tones and marked shadows to highlight the textures and volumes of foods, products, and raw materials, evoking the depth of classical still-life paintings.

Wooden backgrounds and settings that evoke artisanal and traditional references enrich each image, creating a tangible connection with the land and tradition. The idea is to present vibrant photos that relate to the environment, taste, and textures; real products embedded in their natural surroundings, avoiding an aseptic catalogue of decontextualised products.

Additionally, elements of the landscape and references to the countryside underscore the geographical diversity of Spain, ensuring that the country's natural and cultural environment is always present, adding a layer of authenticity and depth to the visual narrative of the campaign.

For the correct application of the campaign, two visual versions have been defined for some pieces, differentiated by background colour: white and black/dark. The use of these proposals, generally, will follow the guidelines below:

**1. White background pieces:**
These versions will be used for events taking place during the years 2025 and 2026. Their use is recommended for activities and presentations that require a fresh, clear, and elegant image, aligned with the visual identity established for these years.

**2. Black/dark background pieces:**
The version with a black/dark background will be reserved for major events involving the architecture department, conveying a sense of sophistication and exclusivity. Additionally, it will be the standard version for all events from 2027 onwards.



● **WHITE BACKGROUND** PIECE
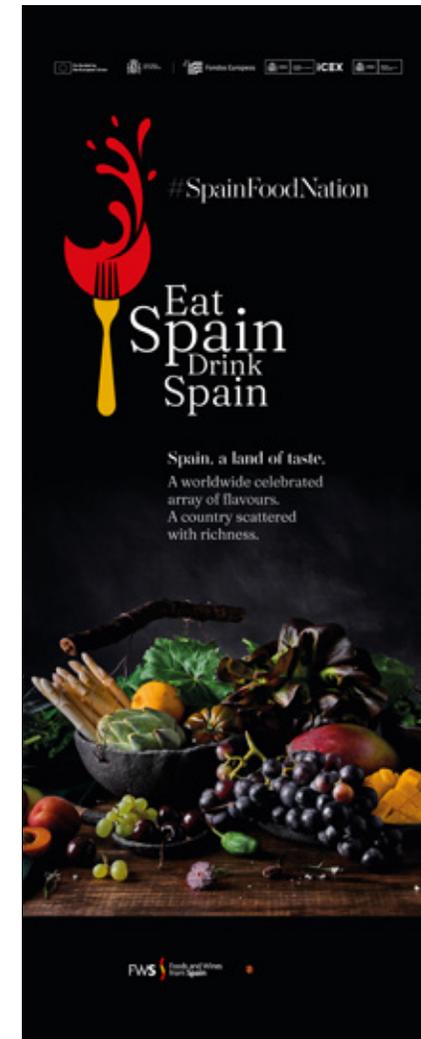


● **BLACK/DARK BACKGROUND** PIECE

Dimensions: A4 (21 x 29.7 cm)

Available formats: Adobe Illustrator, PPT and PDF.

Dimensions: A4 (21 x 29.7 cm)

Available formats: Adobe Illustrator, PPT and PDF.

Two options are proposed, one with a light background and a collage of images (**Option A**), and another with a dark photo (**Option B**).

**Dimensions: 81.28 x 203.2 cm**

Available formats: **Adobe Illustrator and PDF.**



● OPTION **A**



● OPTION **B**

Dimensions: 372.11 x 237.49 cm

Available formats: **Adobe Illustrator and PDF.**

Two options are proposed, one with a light background and a collage of representative products (**Option A**), and another with a dark photo on a black background (**Option B**).

**Dimensions: 61 x 91.44 cm**

Available formats: **Adobe Illustrator, PPT and PDF.**



● OPTION **A**



● OPTION **B**

Dimensions: 600 x 1025 pixels

Available formats: **Adobe Illustrator, Adobe XD, PPT, PDF and HTML.**

**Dimensions: 600 x 1268 pixels**

Available formats: **Adobe Illustrator, Adobe XD, PPT, PDF and HTML.**

**300 x 250 pixels**

Available formats: **Adobe Illustrator and JPG.**

300 x 300 pixels

Available formats: **Adobe Illustrator and JPG.**

Dimensions: 300 x 600 pixels

Available formats:  Adobe Illustrator and JPG.

Dimensions: 2917 x 1042 pixels

Available formats: **Adobe Illustrator and JPG.**

Dimensions: 960 x 150 pixels

Available formats: **Adobe Illustrator and JPG.**

Dimensions: 960 x 150 pixels

Available formats: **Adobe Illustrator, Adobe Photoshop and gif.**

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