Corporate Identity Manual

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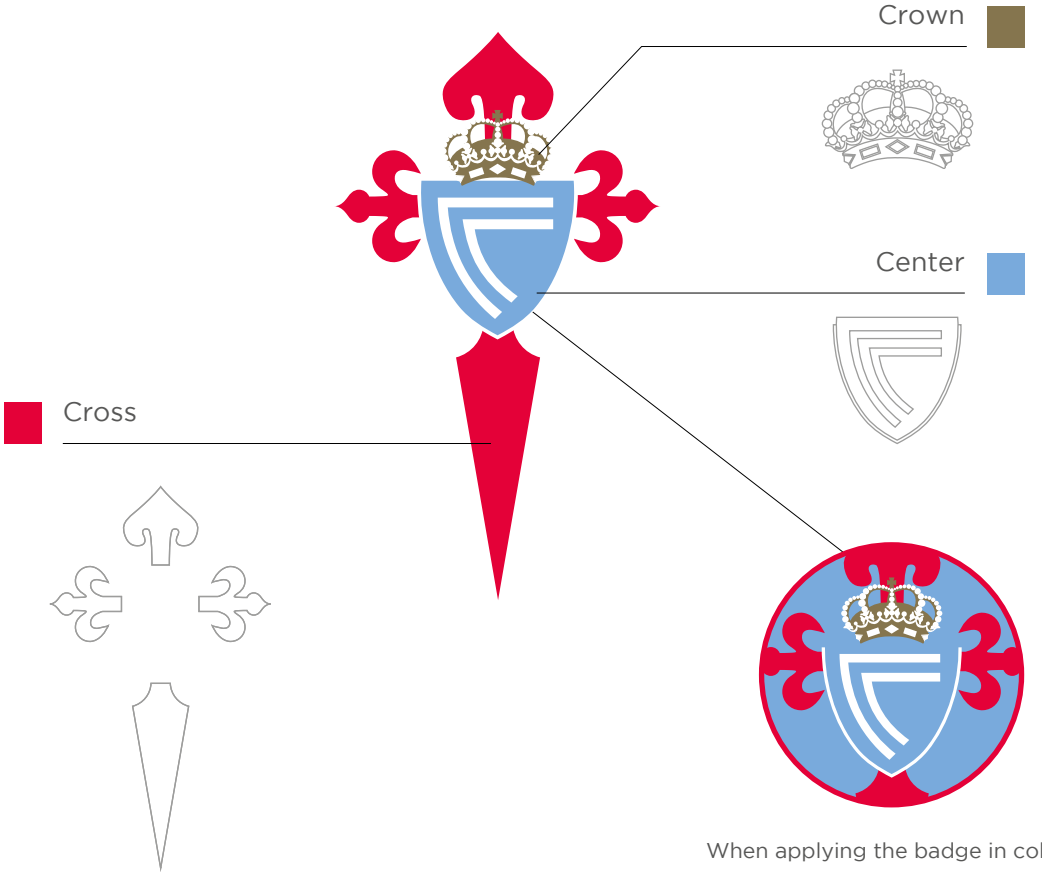
RCCelta

The badge is composed by three main elements that have stood out throughout the years.

The light blue CENTER, in which the initials CC appear (Club Celta)

The Royal Golden CROWN inherited from it's predecessors (Real Club Fortuna and Vigo Sporting Club)

The CROSS of Saint James, which represents a sword with a slick handle and three lily flowers.



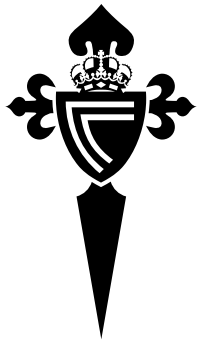
When applying the badge in colour on a background it is essential to respect the White silhouette that bears the sky-blue coat of arms with the double C.

Badge applications

Colour version

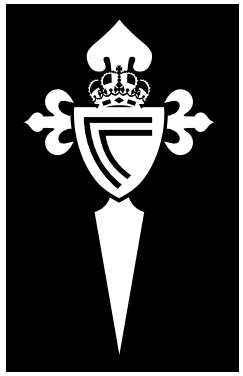
Single colour use

Black colour use

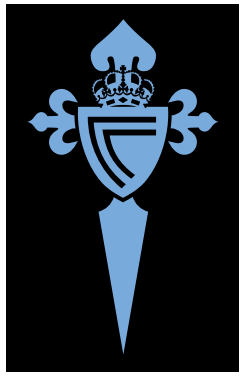


Gold colour use

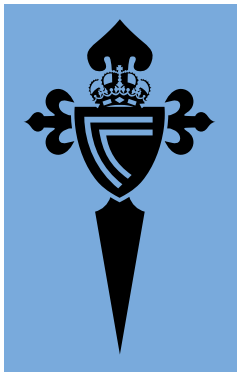
White Countertype



Single colour Countertype



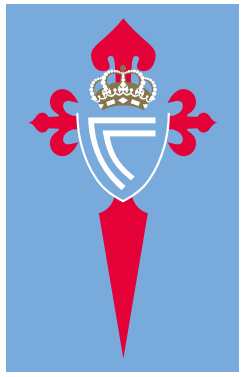
Black Countertype



Gold countertype

Black background use

Blue background use



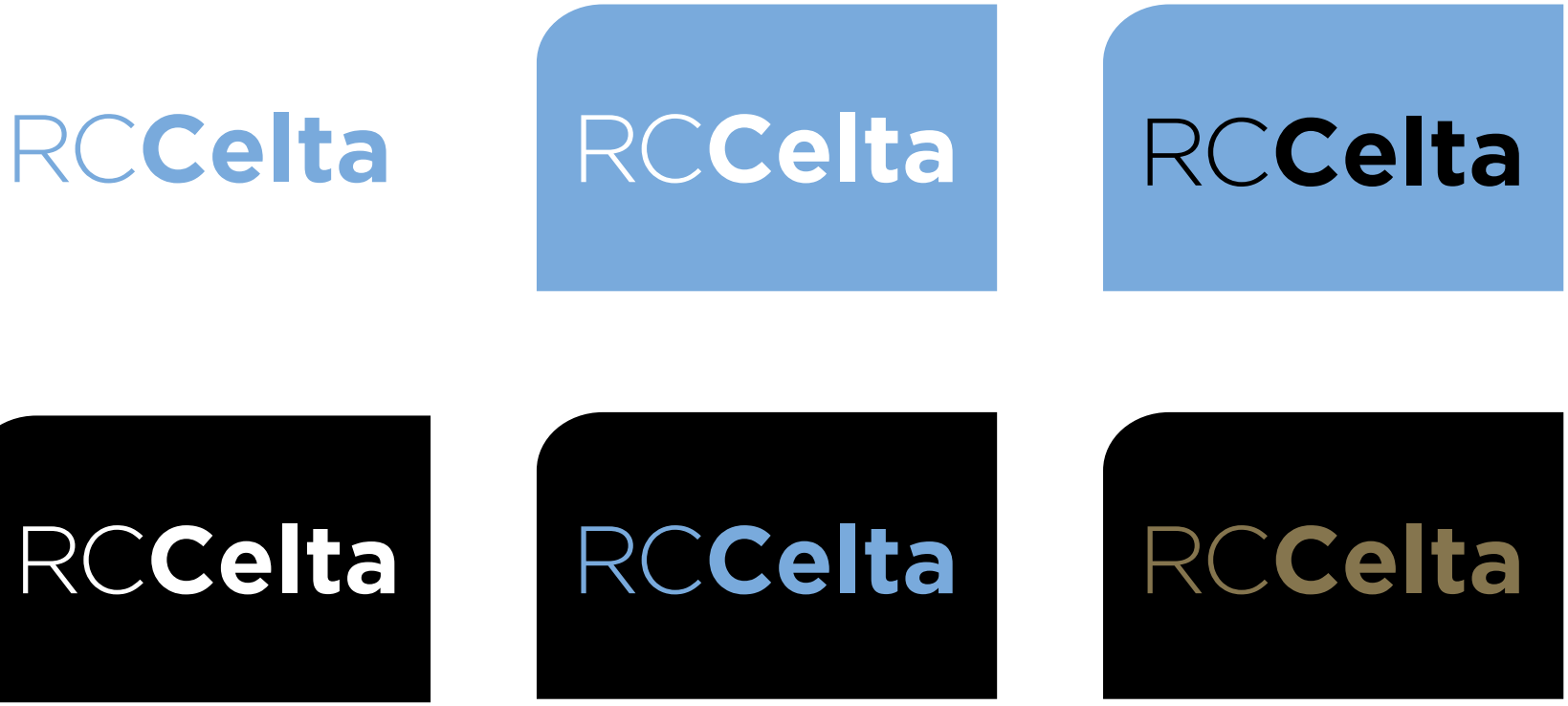
For the logo, upper case Gotham and two different weights: light for the initials RC, and bold for Celta, creating a contrast that makes the last stand out.

The use of the logo without the badge is used in cases where it is not possible to use the complete logo due to legibility or correct visibility in the application of a certain support.

RCCelta

Monochrome applications are recommended whenever it is not possible to apply the logo in the corporate colours.

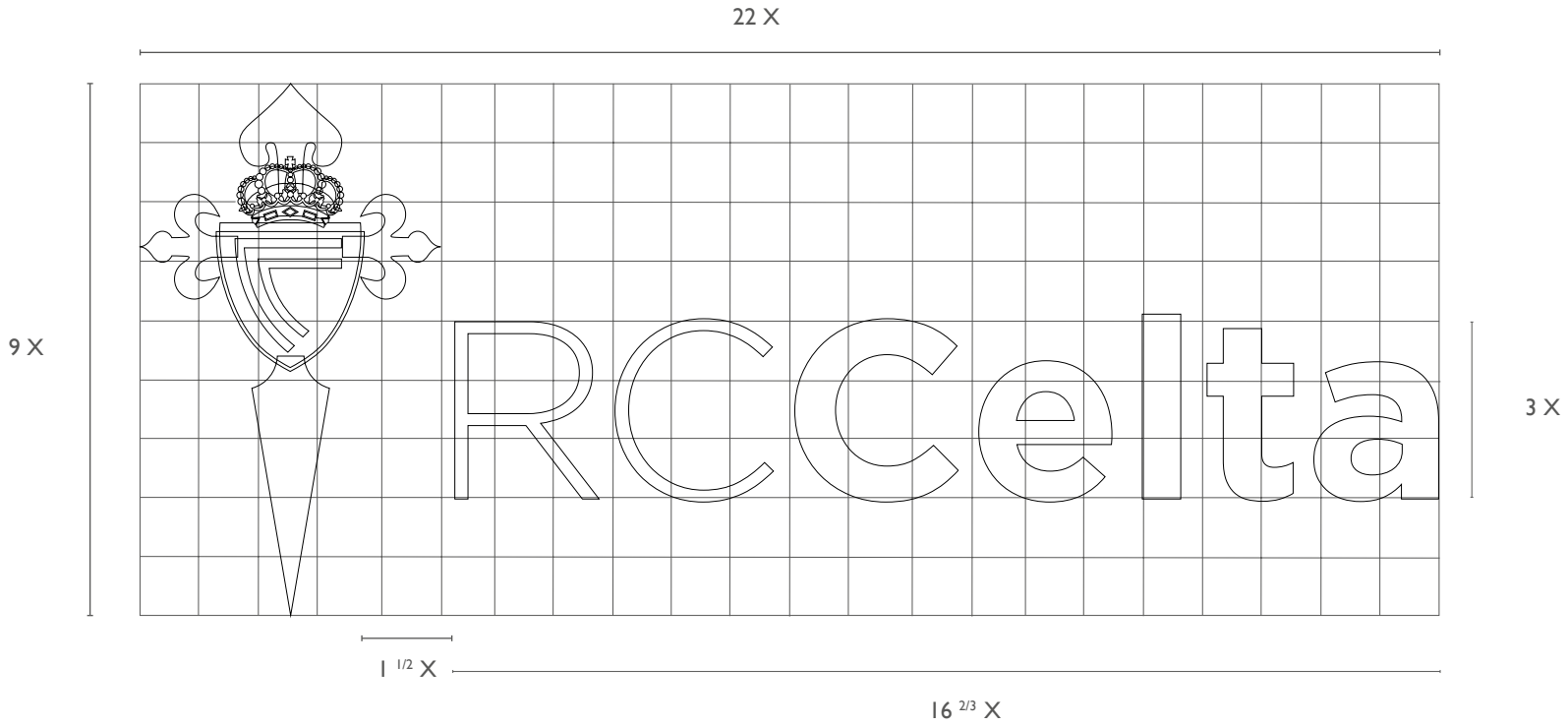
On a blue corporate background, the negative version of the badge should be used. On a black background, negative and/or monochrome versions are more suitable.



RCCelta

RC**Celta**

X = 1/3 height of R



To ensure a correct proportion between the elements that compose the Brand's logo, a standard measure is established.

Colour version

Blue on white background

Black on white background

Gold on white background

Brand use with blue background

Blue Brand use with black background

Black Brand use with blue background

Gold on black background

Brand use with black background

Colour badge and White Brand with black background

Colour badge and White Brand with blue background

Colour Brand logo with black background

The colour version will be applied whenever possible.

In case it’s not possible and on corporate colours, the countertype version will be used.

If the background is black, it can be used in colour or countertype.

Vertical Brand Logo Applications

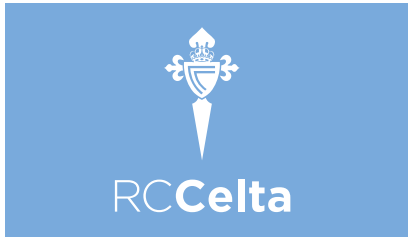
Colour version

Blue on white background

Black on white background

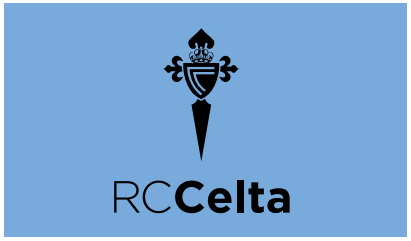
Gold on white background

Brand use with blue background



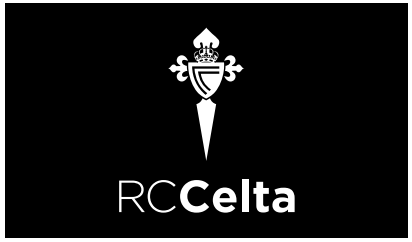
Blue Brand use with black background

Black Brand use with blue background

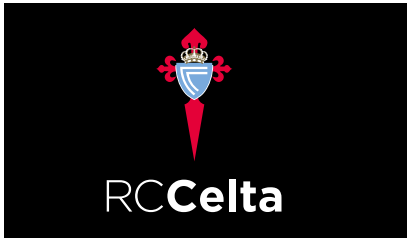


Gold on black background

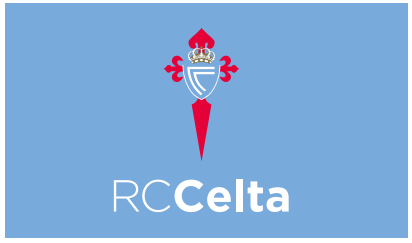
Brand use with black background



Colour badge and White Brand with black background



Colour badge and White Brand with blue background

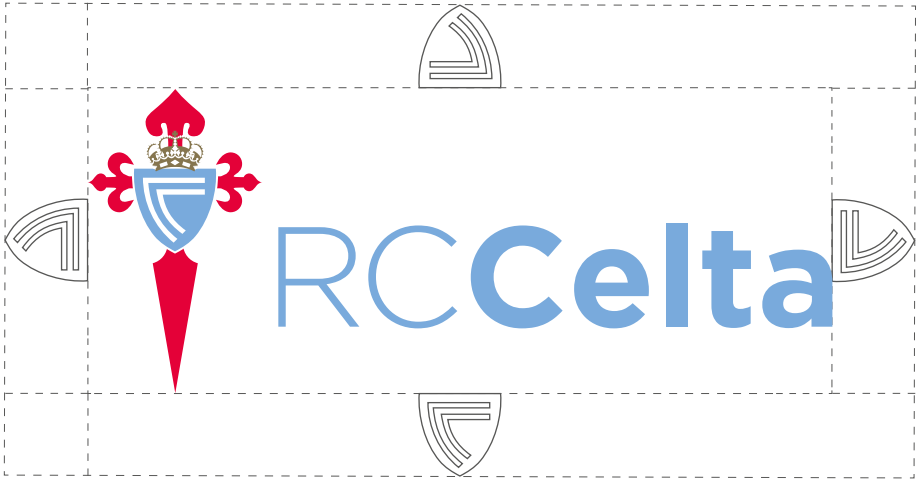


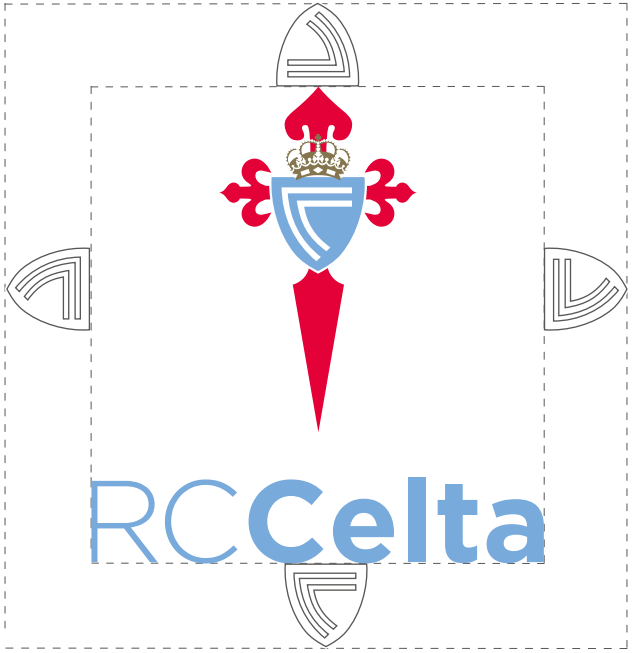
Colour Brand logo with black background

The colour version will be applied whenever possible.

In case it's not possible and on corporate colours, the countertype version will be used.

If the background is black, it can be used in colour or countertype.





When applying the Brand Logo, the surrounding breathing room should be equivalent to the blue badge.

To ensure the correct readability of the logo, minimum size is established for graphic and/or digital reproduction.

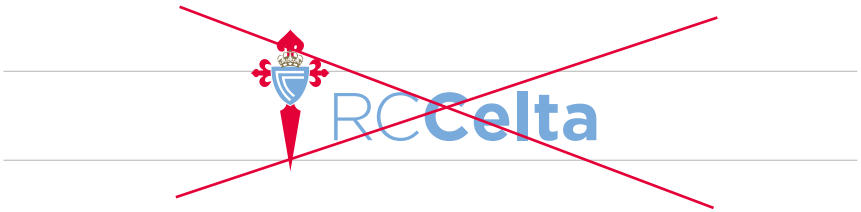
30 mm

90 px

20 mm

60 px

Occasionally, the logo without a badge should be considered to ensure correct legibility.



The badge embroidery must always reflect every badge element without quality lost or omission (Crown, Cross, ...).

It also must preserve all the proportions established in this manual without disposition changes or alter the distance of its elements.

Correct use

Incorrect use

RC**Celta** | tenda

RC**Celta** | abonados

In cases where the brand cannot be used, and it is necessary to apply it in written text mode, RC Celta will always be used without applying periods and keeping the spaces.

Correct

RC Celta has closed two preparation matches for the next preseason. During their ‘stage’ in England, the Celtics will face Brentford FC, a team who plays in the English Championship, and Burnley FC, of the Premier League.

Incorrect

~~R.C.Celta~~ has closed two preparation matches for the next preseason. During their ‘stage’ in England, the Celtics will face Brentford FC, a team who plays in the English Championship, and Burnley FC, of the Premier League.

Incorrect

~~RCCelta~~ has closed two preparation matches for the next preseason. During their ‘stage’ in England, the Celtics will face Brentford FC, a team who plays in the English Championship, and Burnley FC, of the Premier League.

Gotham Light

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
,’:¡!¿?@#¢$%&/()=

Gotham Book

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
,’:¡!¿?@#¢$%&/()=

Gotham Bold

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
,’:¡!¿?@#¢$%&/()=

Gill Sans Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
’:¡!¿?@#¢$%&/()=

PANTONE 284 C
C 59 M 17 Y 0 K 0
R 108 G 172 B 228
HEX/HTML #6CACE4

PANTONE 199 C
C 0 M 100 Y 73 K 0
R 213 G 0 B 50
HEX/HTML #D50032

PANTONE 871 C
* C 30 M 40 Y 80 K 0
R 192 G 154 B 78
HEX/HTML #C09A4E

*In order to a correct use of Pantone 871C in four-color process, it is recommended to use these values

NO distortion of the horizontal and vertical proportion

NO Font changes

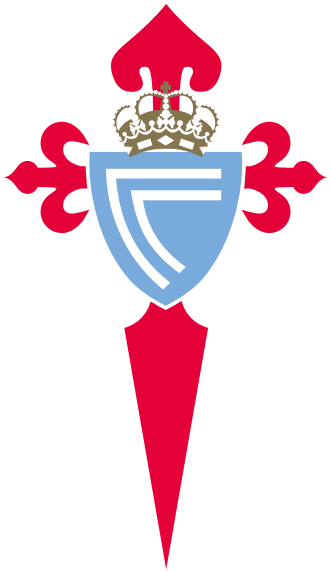
NO color changes

NO element distrubution changes

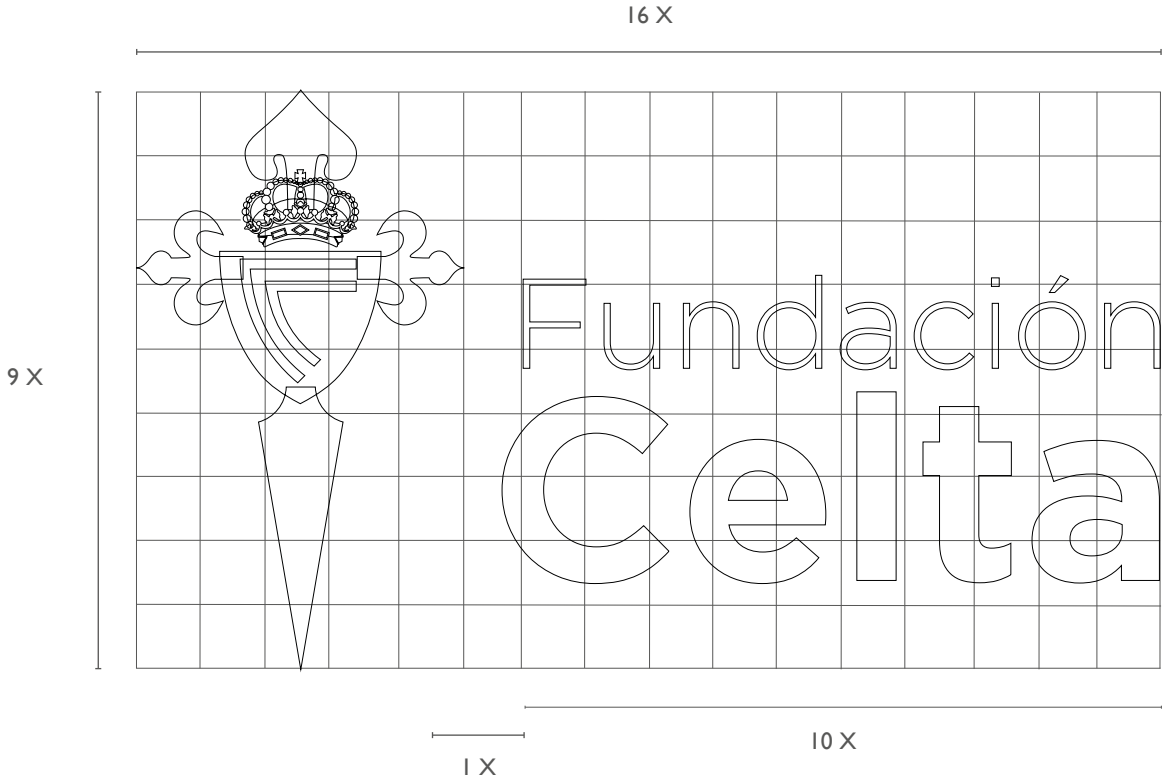
NO Elements rotation

Fundación
Celta

Fundación
Celta



Fundación
Celta



To ensure a correct proportion between the elements that compose the Brand's logo, a standard measure is established.

Horizontal Brand logo applications

Colour version

Blue on white background

Black on white background

Gold on white background

Brand use with blue background

Blue Brand use with black background

Black Brand use with blue background

Gold on black background

Brand use with black background

Colour badge and White Brand with black background

Colour badge and White Brand with blue background

Colour Brand logo with black background

The colour version will be applied whenever possible.

In case it’s not possible and on corporate colours, the countertype version will be used.

If the background is black, it can be used in colour or countertype.

Vertical Brand logo applications

Colour version

Blue on white background

Black on white background

Gold on white background

Brand use with blue background

Blue Brand use with black background

Black Brand use with blue background

Gold on black background

Brand use with black background

Colour badge and White Brand with black background

Colour badge and White Brand with blue background

Colour Brand logo with black background

The colour version will be applied whenever possible.

In case it’s not possible and on corporate colours, the countertype version will be used.

If the background is black, it can be used in colour or countertype.

When applying the Brand Logo, the surrounding breathing room should be equivalent to the blue badge.

21 mm

12 mm

21 mm

To ensure a correct read of the Brand logo, it's minimum size is indicated above.

RCCelta
a Canteira

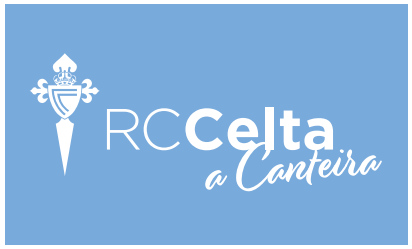
RCCelta
a Canteira

RCCelta
a Canteira

RCCelta
a Canteira

RCCelta
a Canteira

RCCelta
a Canteira


RCCelta
a Canteira

RCCelta
a Canteira

Fundación Celta | Academy
Campus **Vigo**

Fundación Celta | Academy
Clínics **Vigo**

Fundación Celta | Academy
Escuelas **Vigo**

Gotham Light

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
,’:¡!¿?@#¢$%&/()=

Gotham Book

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
,’:¡!¿?@#¢$%&/()=

Gotham Bold

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
,’:¡!¿?@#¢$%&/()=

Gill Sans Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
’:¡!¿?@#¢$%&/()=

PANTONE 284 C
C 59 M 17 Y 0 K 0
R 108 G 172 B 228
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PANTONE 199 C
C 0 M 100 Y 73 K 0
R 213 G 0 B 50
HEX/HTML #D50032

PANTONE 871 C
C 30 M 40 Y 80 K 0
R 192 G 154 B 78
HEX/HTML #C09A4E

NO distortion of the horizontal and vertical proportion

NO Font changes

NO color changes

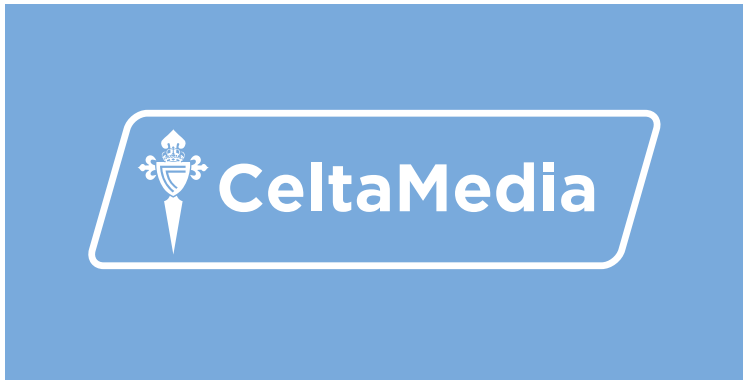
NO element distrubution changes

NO Elements rotation

CeltaMedia

CeltaMedia

Use of brand on blue background



Use of brand on black background

Use of brand on black background

Use of brand on red background

PANTONE 284 C
C 59 M 17 Y 0 K 0
R 108 G 172 B 228
HEX/HTML #6CACE4

PANTONE 199 C
C 0 M 100 Y 73 K 0
R 213 G 0 B 50
HEX/HTML #D50032

NO distortion of the horizontal and vertical proportion

NO Font changes

NO color changes

NO element distrubution changes

NO Elements rotation

February 2022