



SEAT BRAND IDENTITY GUIDELINES

MARCH 2025

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Brand Strategy

01_Brand ID & Pillars
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01



Brand ID & Pillars

Vision

Move younger generations with a human, **provocative** and **inclusive** attitude.

Mission

Creating mobility solutions that celebrate **individual expression** and empower everyone to move freely toward **new possibilities**.

Values

AUTHENTICITY
OPTIMISM
OPEN-MINDEDNESS

Tone

UNEXPECTED
EDGY
DIRECT
VIBRANT

Provocative Authenticity

Embracing a **genuine approach** that fights narrow-minded perspectives and **inspires self-expression**.

Youthful Design

Fresh, **vibrant designs** that capture the energy and creativity of a **young mindset**.

Affordably Simple

Offering **straightforward and attractive cars** that are accessible without compromising coolness and fun.

Brand Essence

Provenance

Where we come from

SEAT is a brand born from the idea of **providing access to mobility**—'getting Spain on wheels.'
For decades, it has embodied the **youthful, creative, and progressive spirit**, as well as the vibrant attitude that defines life in Barcelona.

We are **provocative, dynamic expressionists** aiming to bring challenging perspectives, with the idea of building an **optimistic and inclusive future**. Part of a youthful collective that remains **accessible and relevant** in every moment.

Point of view What we believe in

We believe in **giving more power to the people.** Promoting a sense of community that inspires a better future. We embrace a **vibrant and authentic life,** connecting people with themselves so they can grow in sync with others.



We offer **affordable freedom of movement, expression**, and connection, empowering people to **feel part of a community** where they never feel judged or scrutinised.

Purpose

What we fight for

We fight **narrow-minded perspectives** by breaking down barriers and building a world where everyone feels included. We empower people **to drive new possibilities.**



03



Brand Audience

Our target Unapologetic Optimists

Our audience embodies **young people with a forward-thinking attitude**, championing diversity, inclusivity, and the power of **authentic self-expression**. They're driven by a **love for exploring and breaking down boundaries** that divide, always seeking to uplift and empower others. They are deeply aware of the issues that matter and are **unafraid to stand up** for a brighter, more progressive future.


Creative and unapologetically unique, fashion passionate, always bringing their style to life. They are interested in artistic expressions, and they live music, not just listen to it. **They are vital**, always in movement, interested in discovering trends and new ideas. They celebrate human richness and **a world where everyone can take part**.


Unapologetic Optimists

Consumer target profile


- **Gender balanced** [51%/49%], with above-average income [high income 120ix] and primarily living in urban areas [77%].
- This group includes the highest percentage of **young buyers** in the market [20% vs. 13% market average – NCBS EU5], bringing down the average buyer age to 52.6 years compared to the market average of 56.5 years.
- They describe themselves as **positive, open-minded, creative, and social**. **Their main interests include music, sports, and fashion**, with over 45% reach among younger generations.
- They **like trying new things** and value **innovative** [125ix] and **trendy brands** [126ix] that advocate for a more progressive future.
- They **care about their appearance** [58%/134ix] and look for brands that support their **sense of belonging and participation** [123ix].
- **Self-expression and opinions are crucial**, especially for younger generations [199ix], with **authenticity** being a highly important brand quality [119ix].
- **Digital media** is their world and it's where they **discover brands** through social media, streaming services, and podcasts.
- They also like to **shop online**, spending time researching to find the best **deals**, and are willing to **pay more for brands that align with their unapologetic optimism**.




MEN: 51% / 102ix
WOMEN: 49% / 98ix


URBAN/SUBURBAN
77% / 104ix


MARRIED
41% / 106ix


HIGHER EDUCATION
28% / 108ix

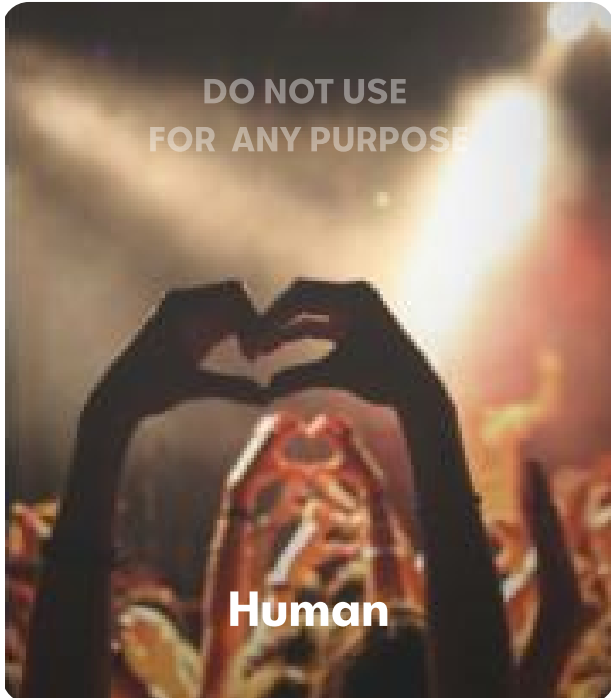
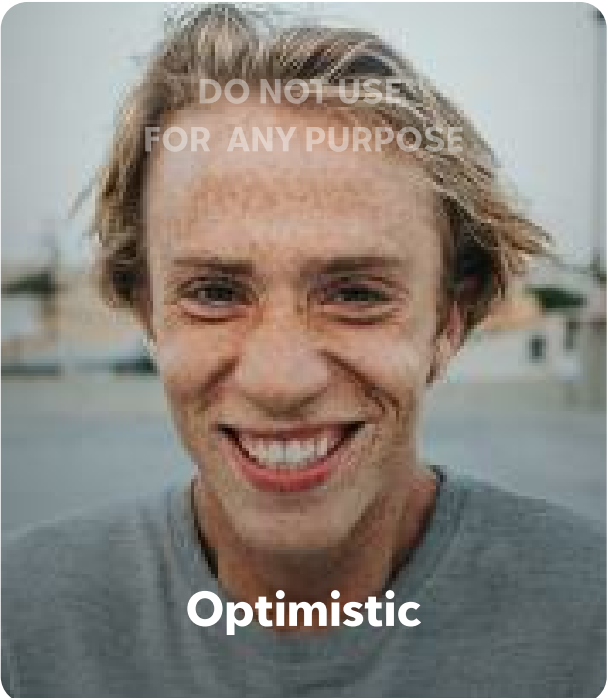
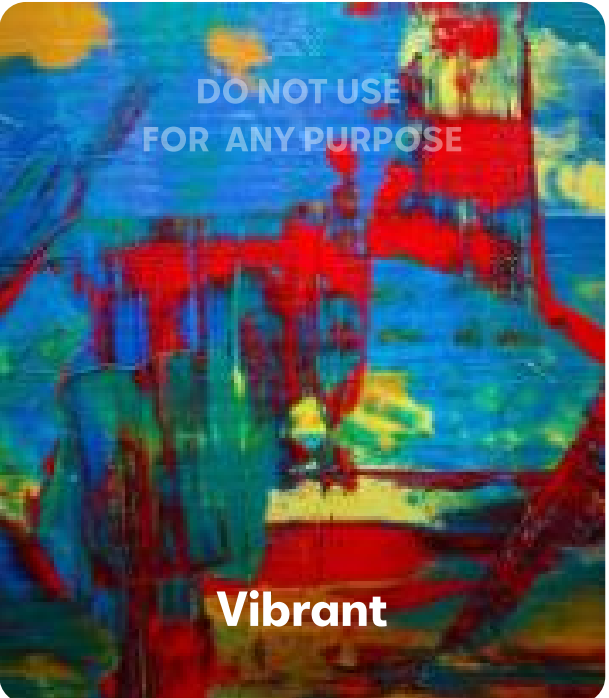
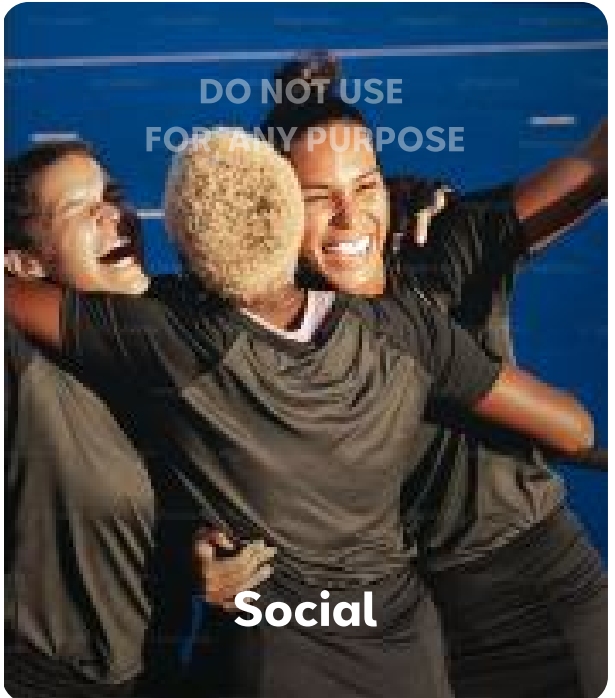
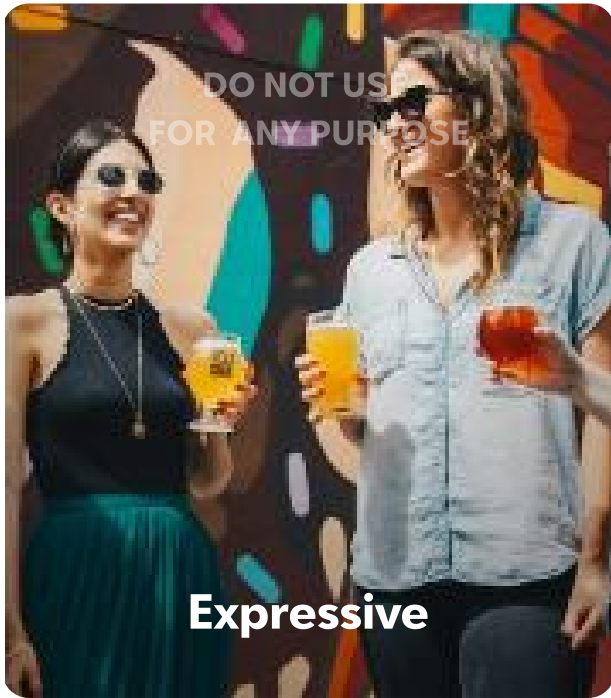
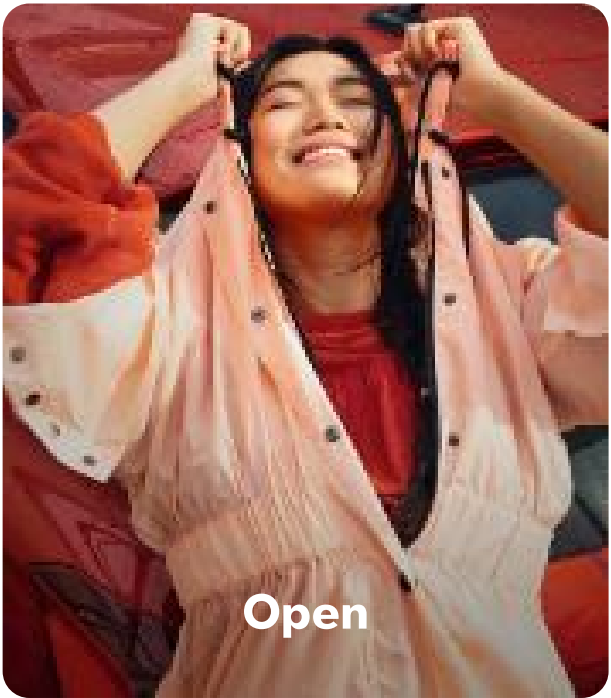
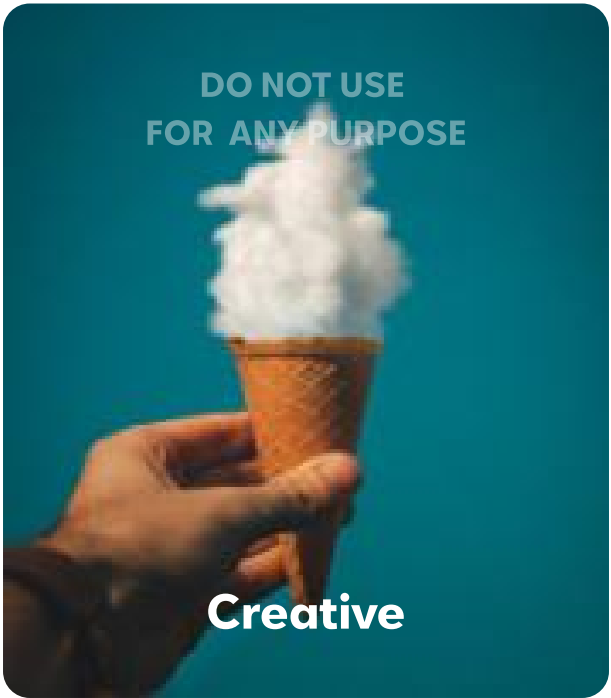
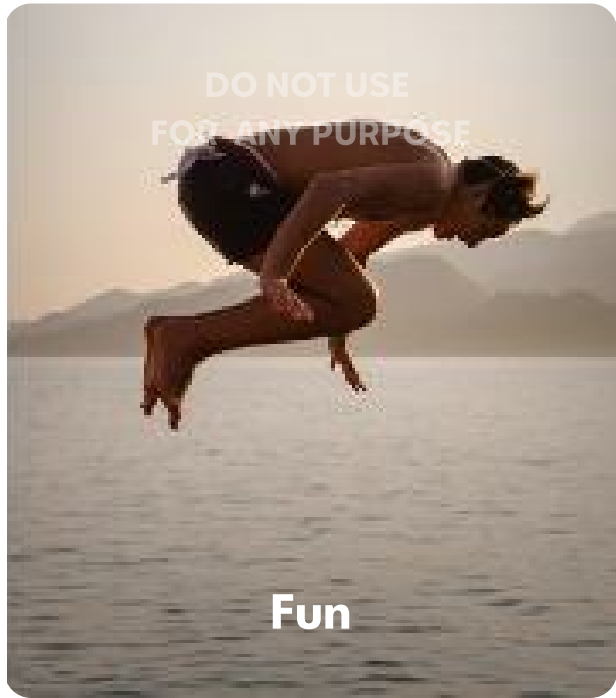
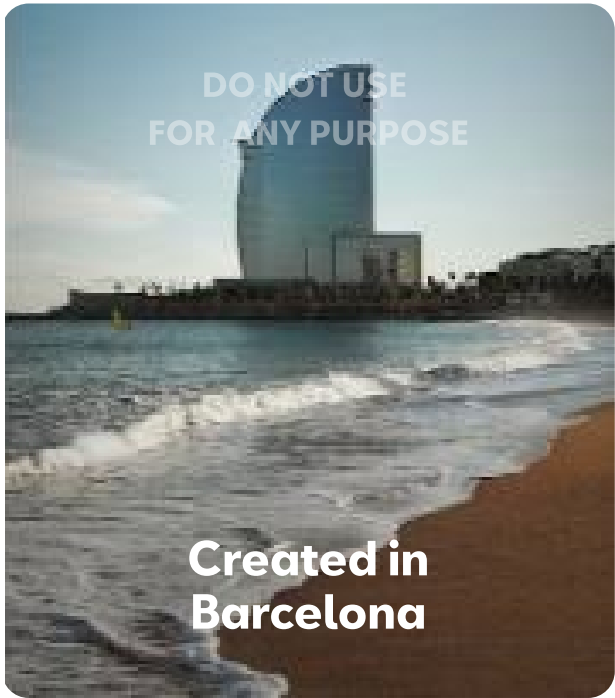

YOUNGER
31% under 34 y.o.]


FULL-TIME WORKERS
51% / 104ix

Brand Positioning

Positioning Territory

Position SEAT as the youngest, edgiest, and most provocative cool mobility brand, always placing people at the centre.



For unapologetic optimists, SEAT is the brand that **empowers the fight for freedom of movement** and self-expression, offering mobility solutions that are both **affordable and dynamic.**



Brand Territories

What are our Brand Territories?

These are the territories where SEAT can build a coherent brand across markets and find greater opportunities. This also aligns with the strategic vision of where it is most relevant for the brand to establish its presence across markets.

1. Music

Music connects people emotionally and enriches everyday moments.

For our audience, music **fuels their creativity** and adds memorable experiences to their lives.

At SEAT, music has always been an integral part of our history, from iconic ad soundtracks to event sponsorships.

2. Sport/Fitness

Sport brings people together and promotes an active lifestyle.

For our audience, fitness encompasses a variety of activities and sports that **emphasise togetherness**, a sense of community, and the enjoyment of outdoor experiences.

SEAT has a long history of supporting iconic sports sponsorships that resonate with our audience and carry social significance.

3. Emerging Fashion

Fashion drives creativity, reflects cultural shifts, and challenges traditional norms.

For our audience, **reinventing their appearance is a way to express individuality and authenticity**.

SEAT has supported fashion events as part of its commitment to offering attractive and desirable designs.

How should Brand Territories be activated?

Before deciding on the type of activities or properties to sponsor or support, it is important to define how they should be approached. It is recommended to ask the following questions and **ensure that at least three out of five receive positive answers:**

Young

Does the property transmit a **young, fearless spirit** with an optimistic, **open-minded**, and **expressive** attitude?

Inclusive community

Does the property create an **inviting and welcoming space**, and does it actively support **diversity**?

Fun

Does the property reflect the idea that every circumstance is an **opportunity for new experiences, discovery, and fun**?

Authentic

Does the property represent an **honest and transparent** opportunity for SEAT to **stay true** to its **essence**?

Moving

Does the property support the idea that SEAT is a brand with flow, embracing **motion, change, and new adventures**?



Logo

01_Lockup Logo
02_Symbol
03_Outline Symbol

Lockup Logo

Vertical Version

The lockup logo remains the primary and official version of the logo. The "S" symbol, which we will see later, is used only in external communication, where the name "SEAT" already has sufficient presence alongside the car model name.

In dealerships and applications where brand recognition needs to be reinforced, the lockup logo is mandatory.

Primary uses:

- Corporate
- Retail
- Situations where brand awareness needs to be ensured.

Minimum size

Our logo must always be reproduced at a size large enough to ensure perfect legibility. It should never be reduced below the specified minimum size.



Lockup Logo

Horizontal Version

The lockup logo remains the primary and official version of the logo. The "S" symbol, which we will see later, is used only in external communication, where the name "SEAT" already has sufficient presence alongside the car model name.

In dealerships and applications where brand recognition needs to be reinforced, the lockup logo is mandatory.

Primary uses:

- Corporate
- Retail
- Situations where brand awareness needs to be ensured.

Minimum size

Our logo must always be reproduced at a size large enough to ensure perfect legibility. It should never be reduced below the specified minimum size.

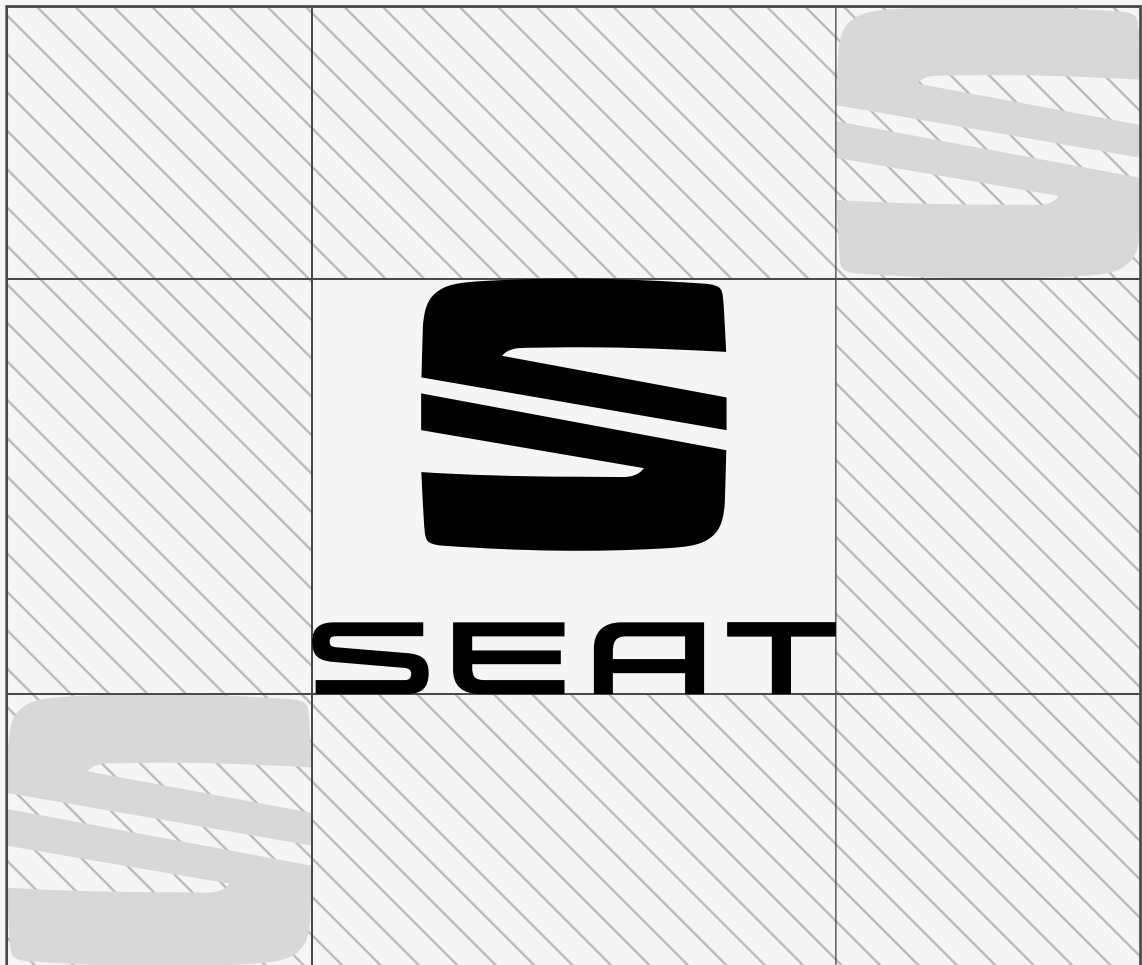


Lockup Logo

Clear Space

We must always ensure the visibility of our logo by respecting its clear space. This is defined by using the "S" symbol from the logo as the measurement to determine the safety area.

This "S" space must never be reduced or encroached upon by adjacent elements such as text, images, other brands, etc.



Symbol


We are evolving the use of our logo to create a stronger, more modern, and globally recognisable identity.

From now on, in campaign content and external communications, we will use only the symbol, reserving the lockup logo version for specific occasions. Its universal design ensures instant recognition across all languages and cultures, and it is flexible across various applications, from vehicles to digital platforms. This evolution simplifies our image, making it clearer and more adaptable.

The symbol has two versions: filled and outline. The filled version has a stronger visual impact and will be the main focus in our communications.

Primary uses:

- Internal communications
- Campaign content
- Digital applications
- Stationery
- Events



3,5mm

Minimum size

Our symbol must be reproduced at a size large enough to ensure perfect legibility. Respect the minimum size indicated.



Symbol

Clear Space

We must always ensure the visibility of our symbol by respecting its clear space. This is defined by using the “S” symbol as a measure to determine the safety area.

For use in communication layouts, the minimum clear space is reduced to half the size of the “S” symbol.

It is crucial that this defined space, whether a full "S" or 1/2 "S," is not reduced or encroached upon by neighbouring elements such as text, images, or any other graphic components.

Clear space symbol



Clear space in layout uses

Symbol

Colour Uses

The primary colour for logo applications is Midnight Black. However, Liminal Red, Candy White, or Nevada White can also be used on occasion.

Note:

Refer to the "Colours" section for guidance on using colours in brand content.



Midnight Black
PANTONE: 426C
CMYK: 0-0-0-97
RGB: 25-25-25
HEX: #191919



Liminal Red
PANTONE: PANTONE 185C
CMYK: 0-100-80-0
RGB: 255-0-54
HEX: #FF0036



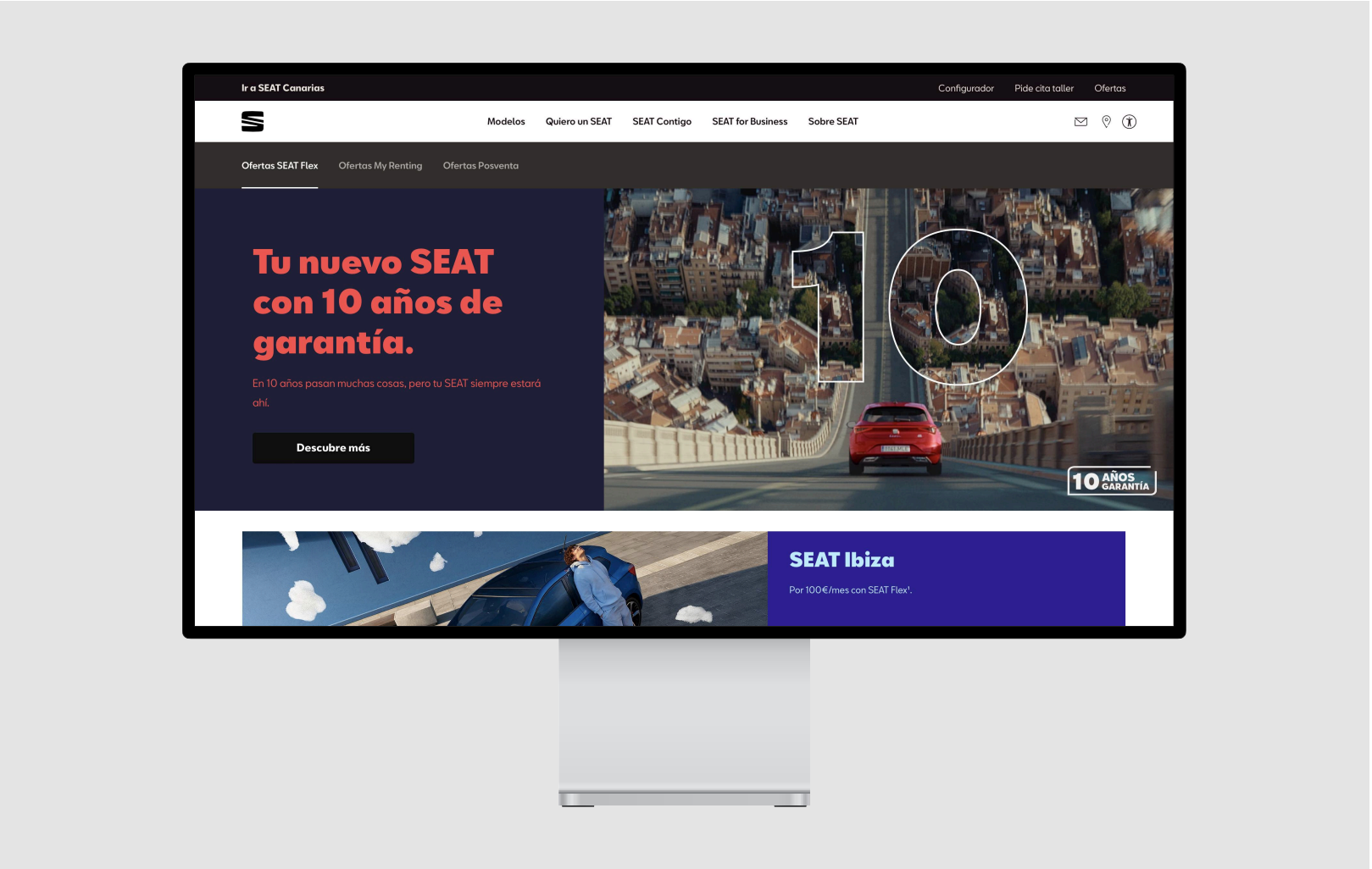
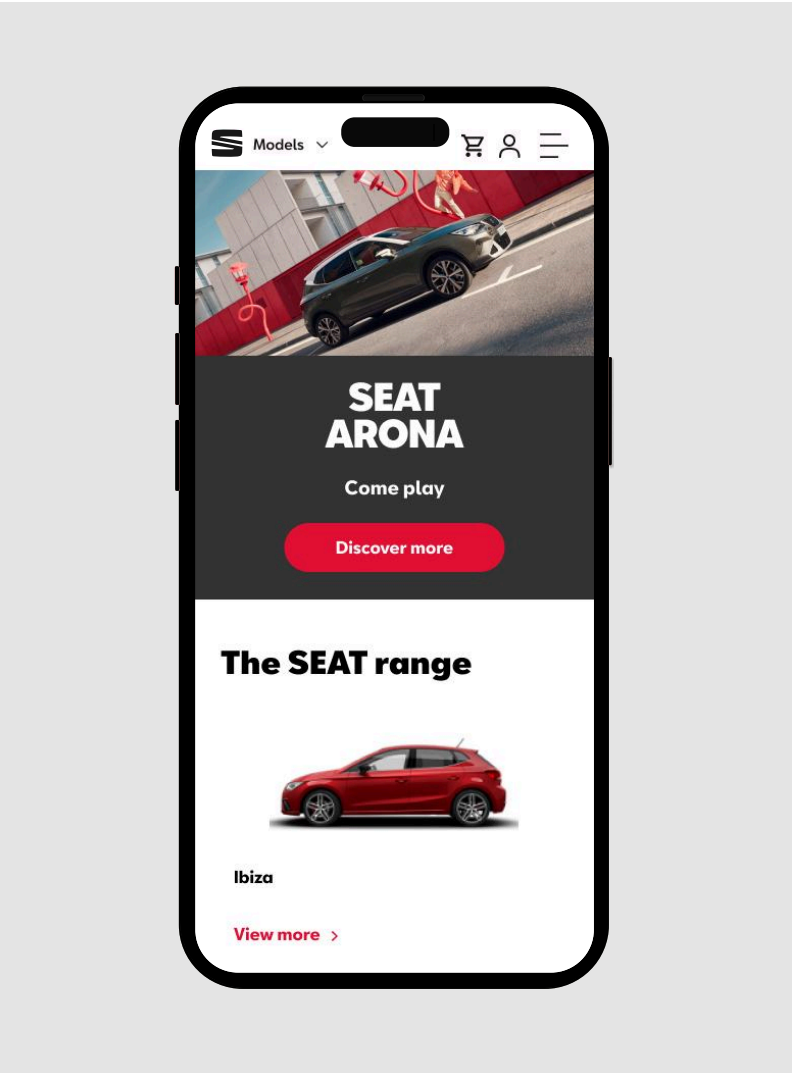
Candy White
PANTONE: Warm Grey 1
CMYK: 0-0-3-12
RGB: 235-233-232
HEX: #EBE9E8



Nevada White
PANTONE: Cool Grey 1
CMYK: 0-0-0-6
RGB: 245-245-245
HEX: #F5F5F5

Symbol

Examples



Outline Symbol

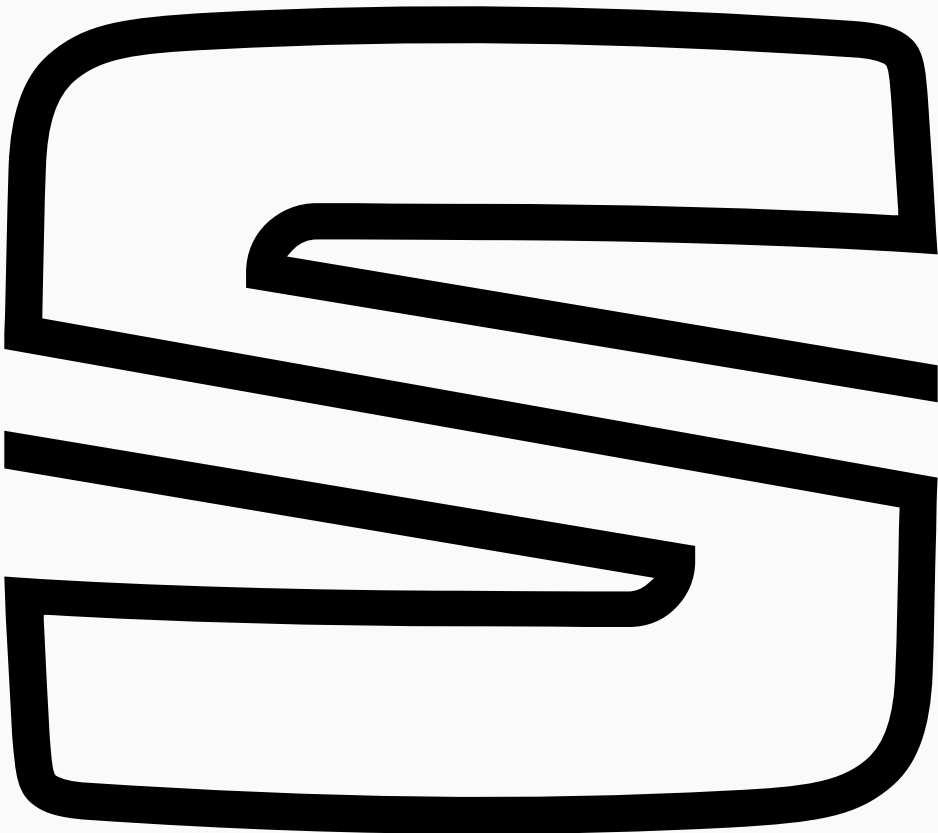
The outline version of the symbol creates impactful and visually engaging experiences. It is ideal for physical applications such as three-dimensional signage and adapts well to merchandising items like t-shirts and tote bags. Its primary use will be in events and situations where the brand has sufficient recognition. Otherwise, the filled version should be used to ensure stronger identification.

Primary uses:

- Design Elements
- Physical Elements
- Merchandising
- Events

Note

This version does not perform well in small sizes. It is important to always use high-quality materials.



Outline Symbol

The outline version of the symbol creates impactful and visually engaging experiences. It is ideal for physical applications such as three-dimensional signage and adapts well to merchandising items like t-shirts and tote bags. Its primary use will be in events and situations where the brand has sufficient recognition. Otherwise, the filled version should be used to ensure stronger identification.

Primary uses:

- Design Elements
- Physical Elements
- Merchandising
- Events

Note

This version does not perform well in small sizes. It is important to always use high-quality materials.





Graphic Elements

01_Typography
02_Colours
03_Photography
04_Layouts
05_Pictograms

01



Typography

Our Brand Characters

SEAT BCN is our unique font designed for web and print. It is a geometric sans-serif font ready to use in bold weights.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!\".\$%&/()=?¿?

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!\".\$%&/()=?¿?

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!\".\$%&/()=?¿?

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!\".\$%&/()=?¿?**

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!\".\$%&/()=?¿?**

Including 5 Different Alphabets

- Alphabets:**
- Latin extended
 - Cyrillic
 - Greek
 - Arabic
 - Hebrew

Hola

привет

Χαίρετε

مرحبا

שלום

Latin extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!~".\$%&/[]=?~?

Cyrilic
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
0123456789!~".\$%&/[]=?~?

Greek
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρςστυφχψω
0123456789!~".\$%&/[]=?~?

Arabic
أبجد حـ ذـ رـ سـ طـ قـ كـ لـ مـ نـ وـ فـ يـ
?~?=[]/&%\$.~"!·٠١٢٣٤٥٦٧٨٩

Hebrew
תשרקצפןעסנמןמלכריתחזוזדהגבא
?~?=[]/&%\$.~"!0123456789

Font Uses

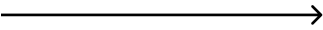
Examples of the fonts used in corporate content and campaign materials.

The scheme is intended to outline typical usage but is not definitive.

Primary uses:

- Internal communications
- Campaign content
- Stationery

SUPER HEADLINE
SEAT BCN
BLACK



HOLA

HEADLINE A
SEAT BCN
BOLD



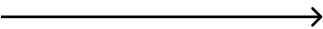
Forward Thinkers

HEADLINE B
SEAT BCN
LIGHT



At the centre of it all

HEADLINE C
SEAT BCN
BOOK



Connected, like best mates

BODYCOPY A
SEAT BCN
BOOK



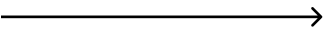
Enjoy round-the-clock access. Lock and unlock your SEAT Ibiza’s doors, check its status and activate the horn remotely.

BODYCOPY B
SEAT BCN
BOLD & REGULAR



There by your side
Life is too short to worry. Rest easy knowing our safety and service technology is designed with you as **our top priority**.

NOTES
SEAT BCN
BOOK



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Maecenas eget condimentum velit, sit amet feugiat lectus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent auctor purus luctus enim egestas, ac scelerisque ante pulvinar. Donec ut rhoncus ex. Suspendisse ac rhoncus nisi, eu tempor urna. Curabitur vel bibendum lorem.

02

Colours



Core Brand Colours

Liminal Red

Nevada White

Candy White

Midnight Black

Additional Colours

Vibrant Contrast

Violet

Green

Pink

Yellow

Soft Contrast

Dark Green

Soft Pink

Soft Green

Blue

Gradual Colours

02.1



Core Brand Colours

Core Brand Colours

The Core Brand Colours are SEAT's main colour group, which includes the main colour Liminal Red and the support colours: Nevada White, Candy White, and Midnight Black.

Primary uses:

- Internal communications
- Corporate
- Retail
- Events

Liminal Red

PANTONE: PANTONE 185C
CMYK: 0-100-80-0
RAL: RAL K5 3028 *Gloss Finish
RGB: 255-0-54
HEX: #FF0036

Nevada White

PANTONE: Cool Grey 1
CMYK: 0-0-0-6
RAL: RAL D2 000 90 00 *Gloss Finish
RGB: 245-245-245
HEX: #F5F5F5

Candy White

PANTONE: Warm Grey 1
CMYK: 0-0-3-12
RAL: RAL K5 9002 *Gloss Finish
RGB: 235-233-232
HEX: #EBE9E8

Midnight Black

PANTONE: 426C
CMYK: 0-0-0-97
RAL: RAL D2 000 15 00 *Gloss Finish
RGB: 25-25-25
HEX: #191919

Main Colour

Liminal Red is SEAT's main brand colour and a key identifier.

Its use is limited to corporate materials, brand communications, and spaces where reinforcing brand presence through colour is essential.

It can be applied as an accent colour or as a background.

Primary uses:

- Internal communications
- Corporate
- Retail
- Events

Liminal Red

PANTONE: PANTONE 185C
CMYK: 0-100-80-0
RAL: RAL K5 3028 *Gloss Finish
RGB: 255-0-54
HEX: #FF0036

Support Colours

These colours will only be used in combination with Liminal Red for corporate and/or internal communications.

Primary uses:

- Internal communications
- Corporate
- Retail
- Events

Nevada White

PANTONE: Cool Grey 1
CMYK: 0-0-0-6
RAL: RAL D2 000 90 00 *Gloss Finish
RGB: 245-245-245
HEX: #F5F5F5

Candy White

PANTONE: Warm Grey 1
CMYK: 0-0-3-12
RAL: RAL K5 9002 *Gloss Finish
RGB: 235-233-232
HEX: #EBE9E8

Midnight Black

PANTONE: 426C
CMYK: 0-0-0-97
RAL: RAL D2 000 15 00 *Gloss Finish
RGB: 25-25-25
HEX: #191919

Uses for Liminal Red

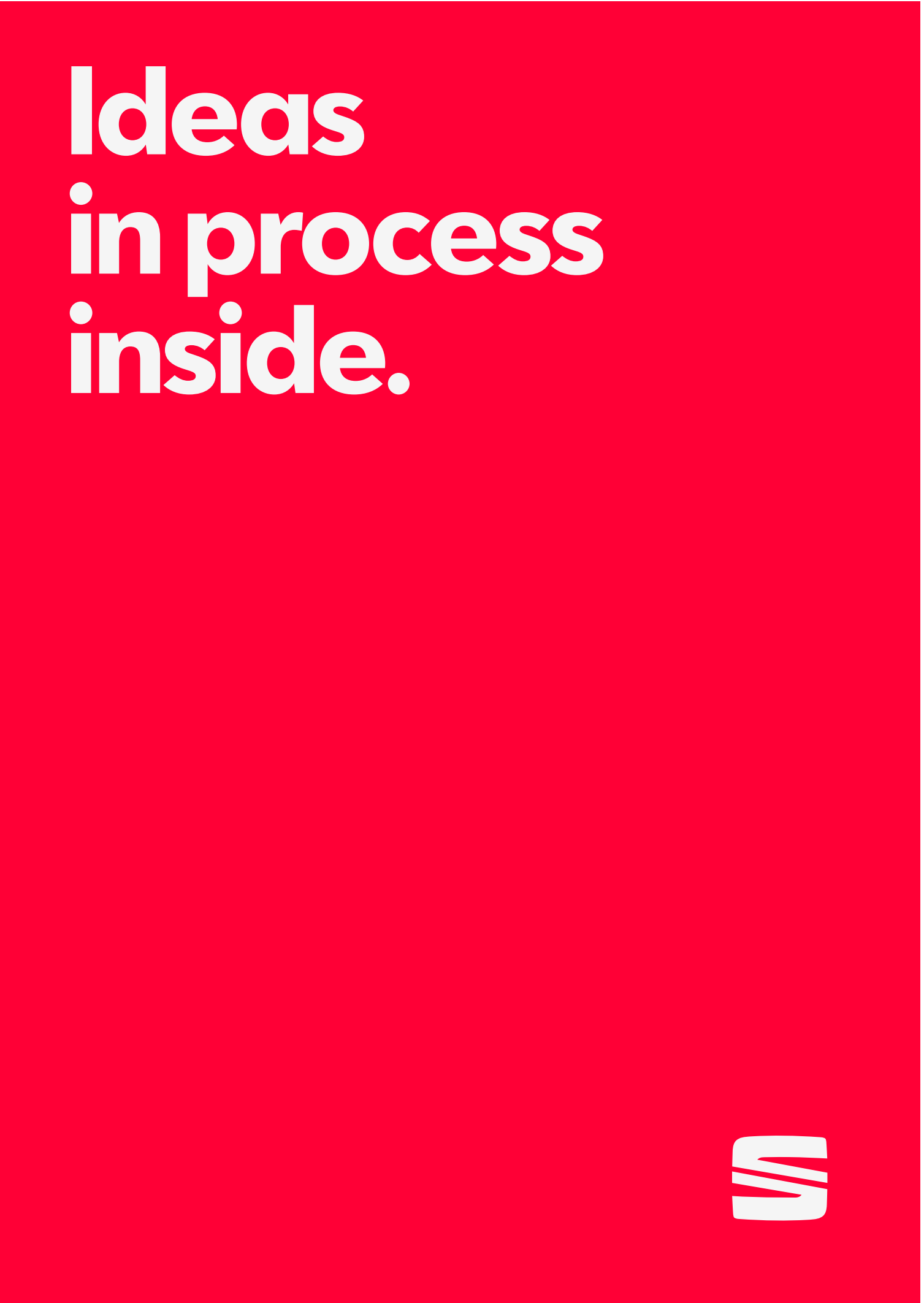
Colour Uses

Liminal Red is used as an accent colour or as a background colour. When we refer to an accent colour, we mean highlighting the SEAT symbol and headlines.

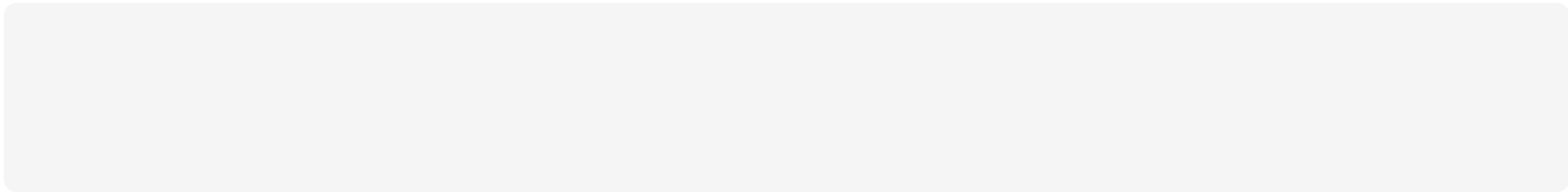
When **Liminal Red is used as an accent colour**, the support colour for the background can be **Nevada White** or **Candy White**.

When **Liminal Red is used as a background colour**, the support colours **Nevada White** or **Candy White** become the accent colour.

This balance ensures a consistent and versatile application of colour within the brand's visual identity.



Liminal Red as an Accent Colour



Nevada White

Primary Background

Background colour for corporate use and brand communications.



Liminal Red

Accent Colour

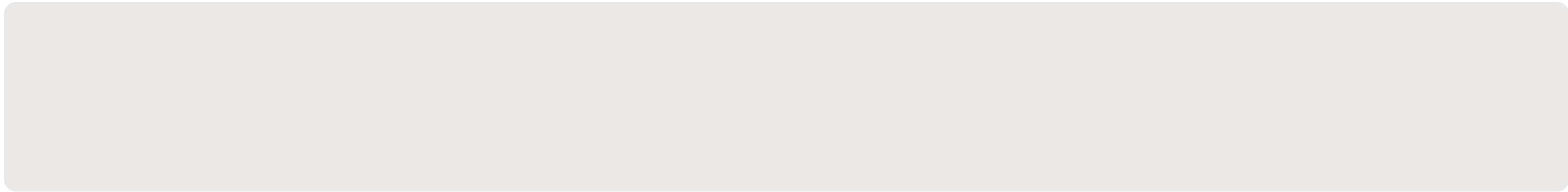
In corporate use and brand communications, the colour Liminal Red will be used as an accent, limited to highlighting the SEAT symbol or headlines.



Midnight Black

Small Text

The Midnight Black colour can only be used for text.



Candy White

Secondary Background

Background colour for corporate use and brand communications.



Liminal Red

Accent Colour

In corporate use and brand communications, the colour Liminal Red will be used as an accent, limited to highlighting the SEAT symbol or headlines.



Midnight Black

Small Text

The Midnight Black colour can only be used for text.

When using the Core Brand Colours over an image, ensure optimal text readability on the image.

ROUTE X: LOREM IPSUM

TITLE:

“Lorem ipsum dolor”

Amet et faucibus arcu ullamcorper. Elit nisi ut quam duis mi pulvinar nisi ac purus. Et habitant tristique augue diam volutpat. Et a nunc malesuada facilis leo. Luctus ac lectus cursus eu quam quisque amet.

SEAT

HOLA!

Molestie auctor vivamus volutpat turpis.

Porttitor tristique ornare nibh aliquet aliquam ultricies tempor. Sagittis consectetur lectus purus aliquet eget sit. Diam tellus venenatis velit sapien dui tincidunt sollicitudin porttitor sit. Tempor et eget tincidunt ipsum sit.

Lorem ipsum dolor sit amet consectetur. Pretium sit convallis vulputate eleifend commodo. Aliquet molestie amet turpis tellus. Sapien nullam sit aliquam ornare eget lobortis sit nulla. Nibh sit.

SEAT

Kit out your ride and get ready for those future adventures – with a selection of SEAT Genuine accessories, all specially designed for your new SEAT Ibiza FR.

SEAT

SEAT

HOLA!

There by your side

Life is too short to worry. Rest easy knowing our safety and service technology is designed with you as our top priority.

SEAT

This is a Headline

HOLA!

Ullamcorper tellus dignissim. Id elementum amet volutpat lorem consequat. Morbi pulvinar blandit adipiscing iaculis. Consequat ut sit diam sit et eu amet. At adipiscing pellentesque sapien id adipiscing purus praesent mi.

SEAT

SEAT

SEAT

SEAT

ROUTE X: LOREM IPSUM

08.

SEAT

08.

SEAT

08.

SEAT

08.

SEAT

08.

SEAT

SEAT

SEAT

SEAT

SEAT

SEAT

SEAT

SEAT

SEAT

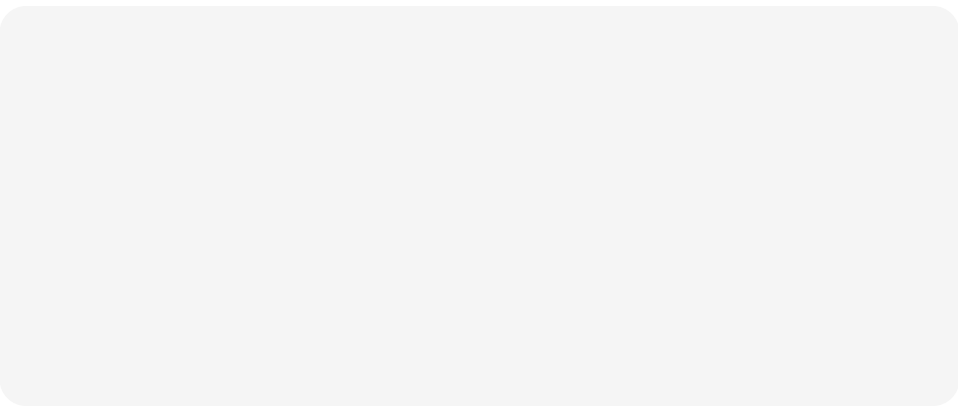
Liminal Red Background Colour



Liminal Red

Background Colour

In corporate use and brand communications, the colour Liminal Red can be used as a background colour, always ensuring a visual balance so that the content does not appear overwhelmed by the colour.



Candy White

Primary Accent Colour

When the background is Liminal Red, the colour Candy White will be used as an accent colour to highlight large headings and the SEAT logo.



Midnight Black

Small Text

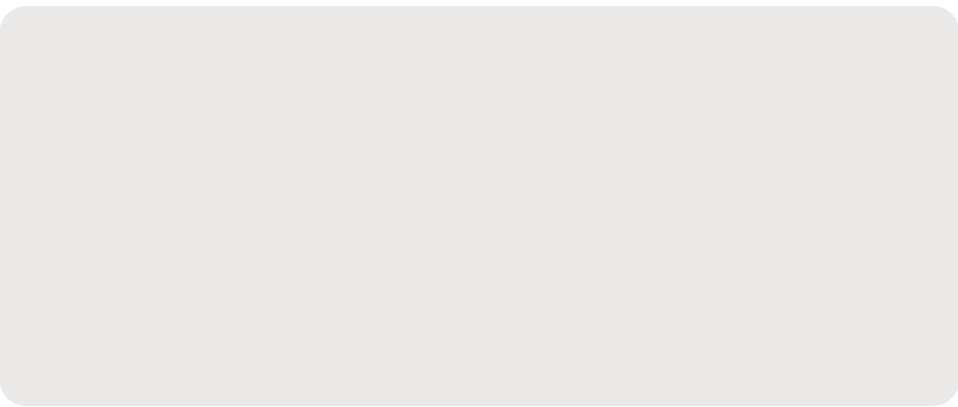
The Midnight Black colour can only be used for text.



Liminal Red

Background Colour

In corporate use and brand communications, the colour Liminal Red can be used as a background colour, always ensuring a visual balance so that the content does not appear overwhelmed by the colour.



Nevada White

Secondary Accent Colour

When the background is Liminal Red, the colour Nevada White will be used as an accent colour to highlight large headings and the SEAT logo.



Midnight Black

Small Text

The Midnight Black colour can only be used for text.

When using the Core Brand Colours over an image, ensure optimal text readability on the image.



This is
a Headline

There by your side
Life is too short to worry. Rest easy knowing our safety and service technology is designed with you as our top priority.



Ideas
in process
inside.





HOLA!

Molestie auctor vivamus volutpat turpis.
Porttitor tristique ornare nibh aliquet aliquam ultricies tempor.
Sagittis consectetur lectus purus aliquet eget sit.



Headline title

This is
a Headline

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02.2



Additional Colours

Additional Colours

Vibrant Contrast

Violet

PANTONE: 2665C
CMYK: 75-85-0-0
RAL: RAL D2 290 40 45 *Gloss Finish
RGB: 139-75-226
HEX: #8B4BE2

Green

PANTONE: 359C
CMYK: 40-0-50-0
RAL: RAL D2 130 80 50 *Gloss Finish
RGB: 164-244-138
HEX: #A4F48A

Pink

PANTONE: 219C
CMYK: 0-95-0-0
RAL: RAL K5 4010 *Gloss Finish
RGB: 225-40-239
HEX: #E128EF

Yellow

PANTONE: 107C
CMYK: 0-0-85-0
RAL: RAL K5 1016 *Gloss Finish
RGB: 238-254-66
HEX: #EEFE42

Soft contrast

Dark Green

PANTONE: 3302C
CMYK: 100-55-60-50
RAL: RAL K5 6004 *Gloss Finish
RGB: 10-43-47
HEX: #0A2B2F

Soft Pink

PANTONE: 230C
CMYK: 5-55-0-0
RAL: RAL D2 330 60 40 *Gloss Finish
RGB: 247-139-255
HEX: #F78BFF

Soft Green

PANTONE: 333C
CMYK: 70-0-50-0
RAL: RAL D2 180 70 40 *Gloss Finish
RGB: 85-228-192
HEX: #55E4C0

Blue

PANTONE: 540C
CMYK: 100-100-0-50
RAL: RAL K5 5022 *Gloss Finish
RGB: 27-15-77
HEX: #1B0F4D

Additional Colours

Vibrant Contrast

Young audience

In content creation, vibrant colours specifically designed to appeal to a young audience will be used. These colour combinations not only capture attention but also reflect the energy and diversity of the brand.

These colours are classified as **additional, not core, brand colours** within our brand palette.

The additional colours can be used alone or using only the following combinations:

- A - Violet + Green
- B - Pink + Yellow

Primary uses:

- PPTX Presentations
- Events
- Furniture
- Structures
- Staff outfits

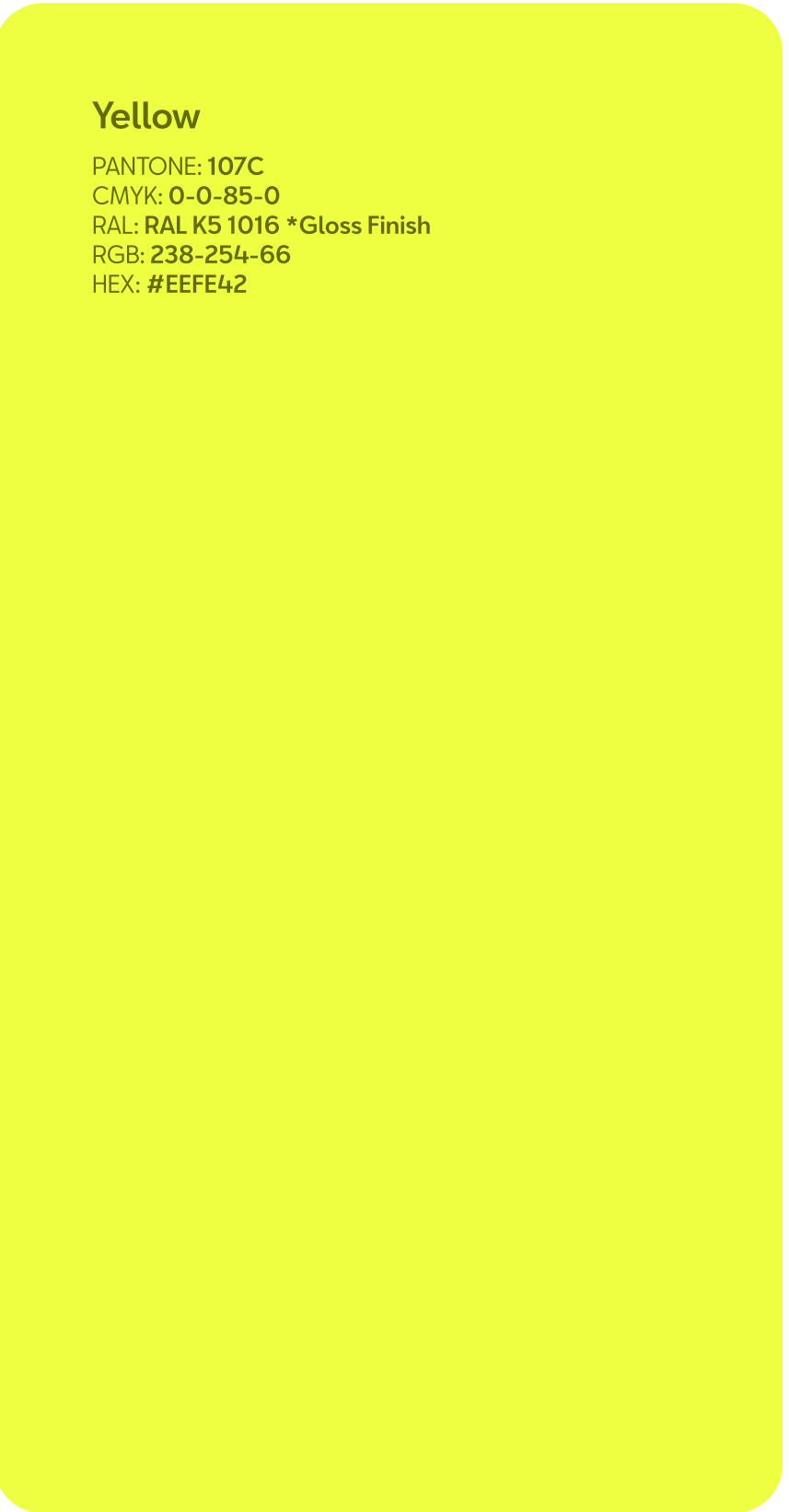
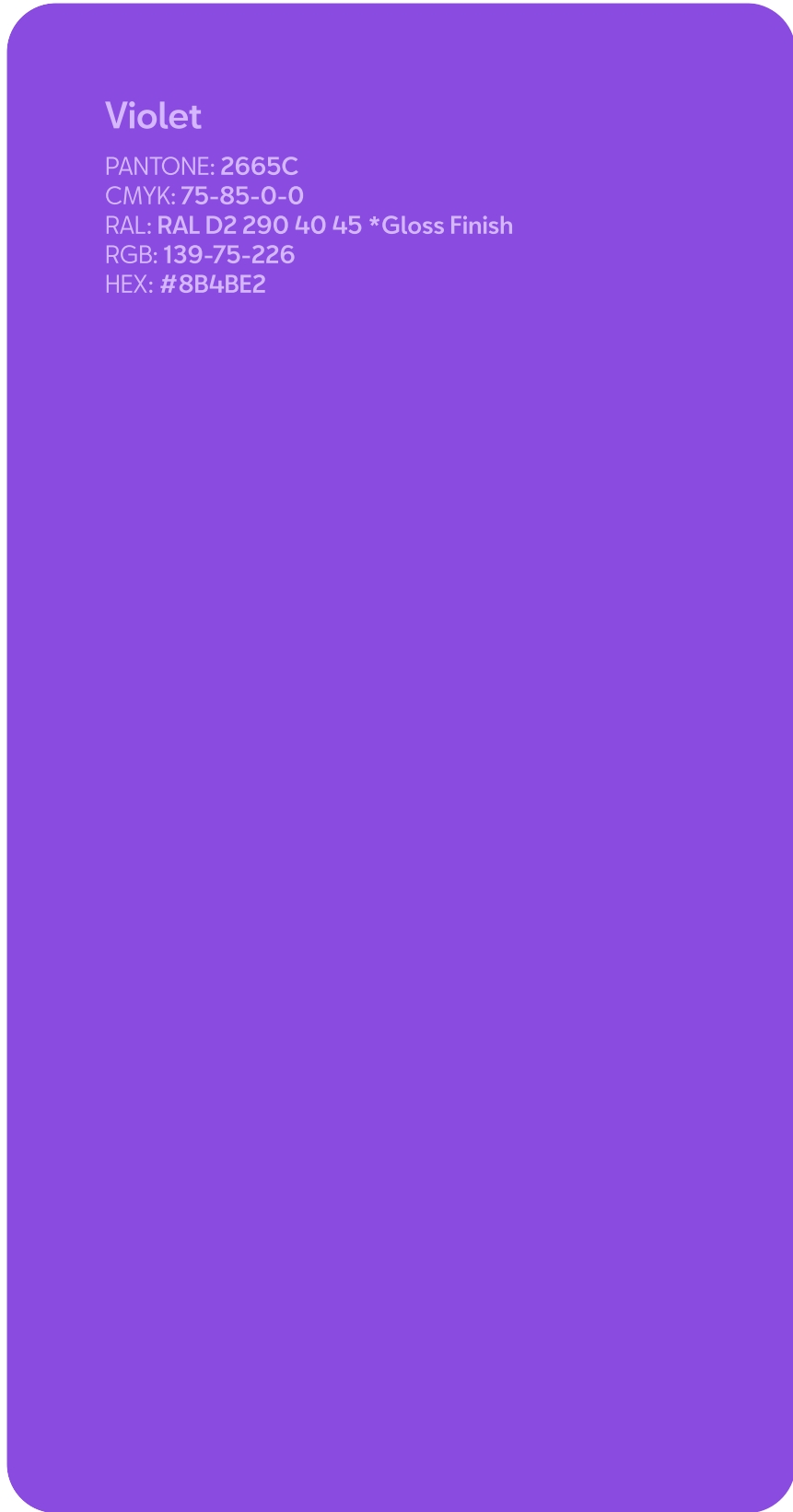
*These colours will be used exclusively in brand content, while campaigns will always use their own dedicated colours.

A

Violet + Green

B

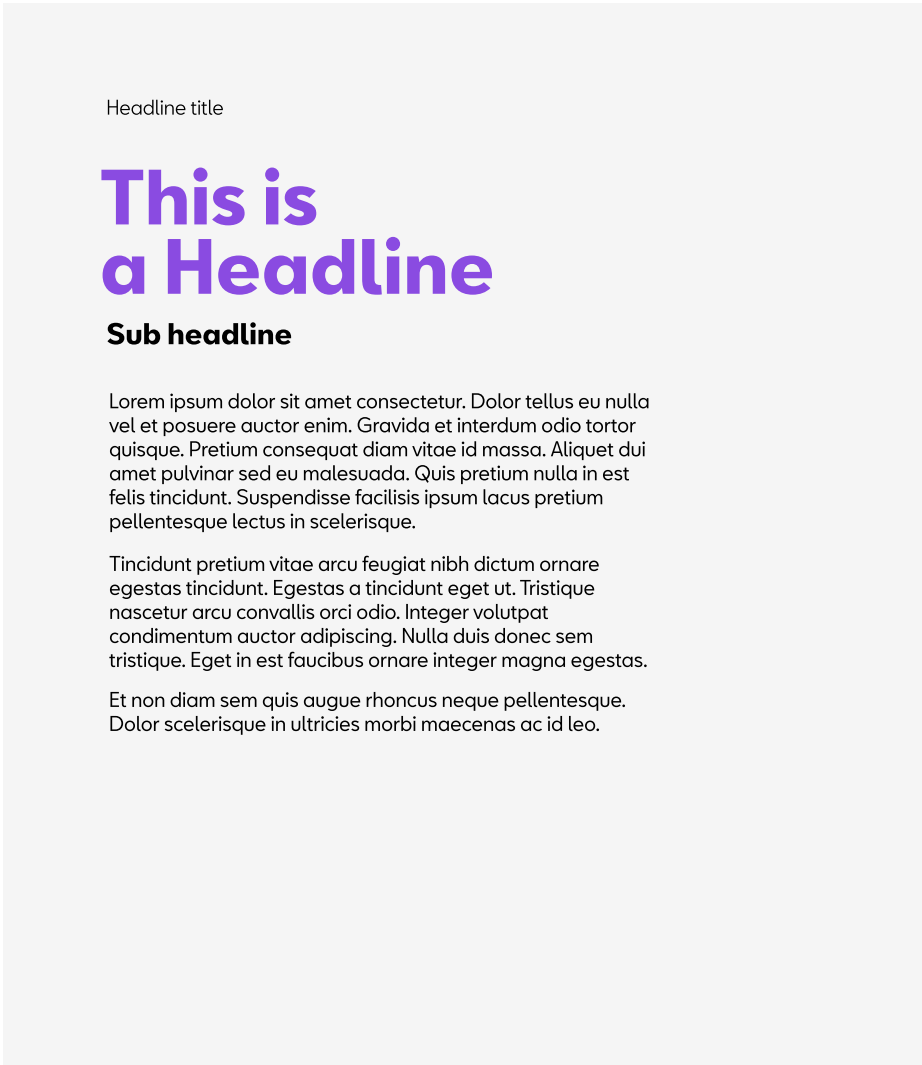
Pink + Yellow

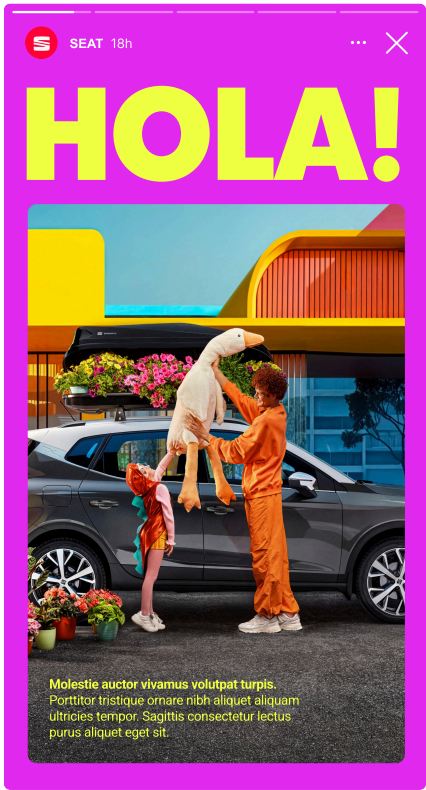
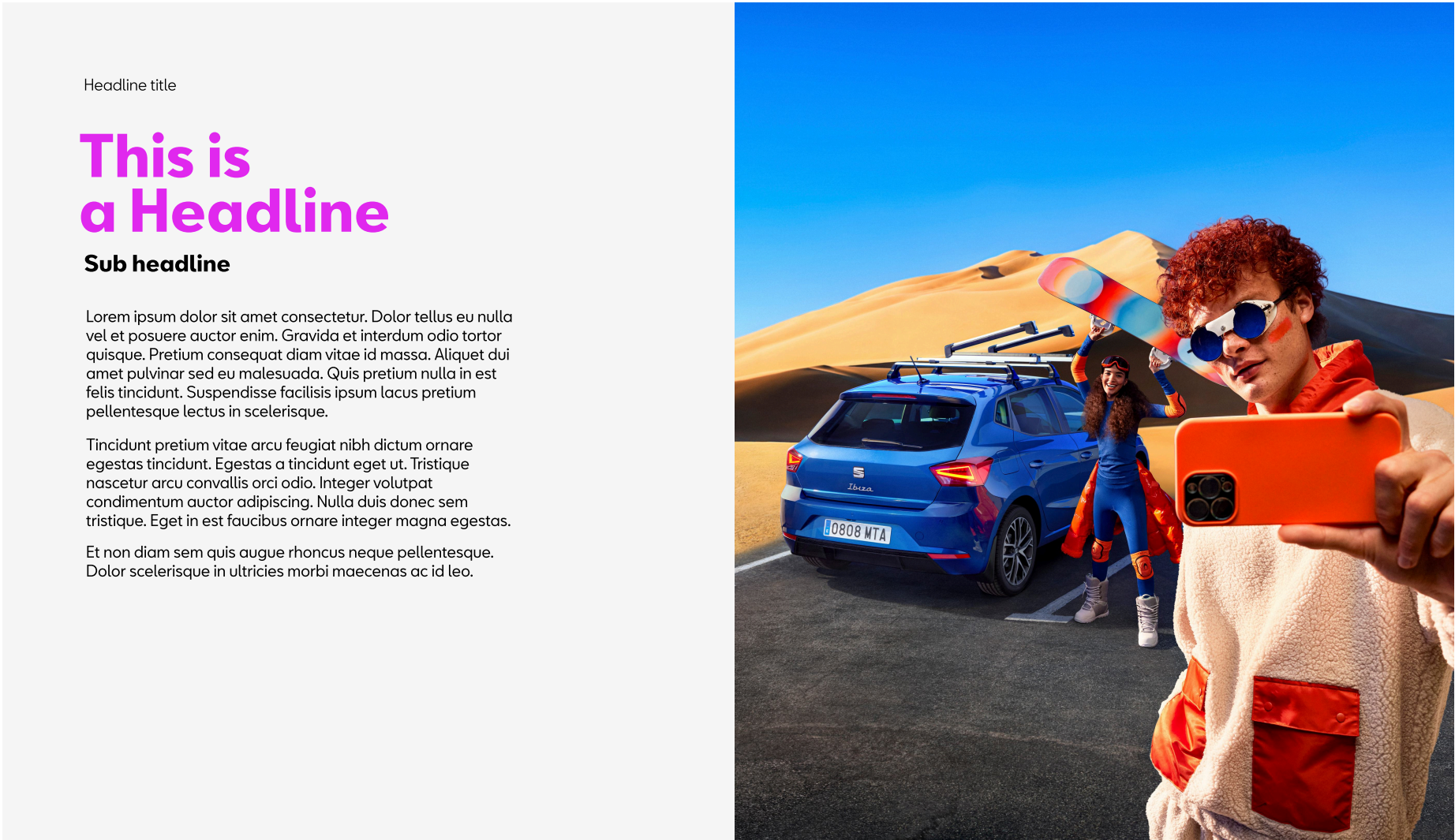


When using Additional Colours over an image, ensure optimal text readability on the image.

Considerations

It is essential to find a balance in the use of these colours to avoid visual saturation. They should be engaging without being overwhelming, thereby creating a positive impact on the audience.





Additional Colours

Soft Contrast

Adult audience

For content creation aimed at an adult audience, soft contrast colours are used to reflect a calm and balanced aesthetic. These colour combinations are designed to communicate clearly and in a sophisticated way, maintaining a contrast that highlights the information without being visually intense.

These colours are classified as **additional, not core, brand colours** within our brand palette.

The additional colours can be used alone or using only the following combinations:

- A - Dark Green + Soft Pink
- B - Dark Blue + Soft Green

Primary uses:

- PPTX Presentations
- Events
- Furniture
- Structures
- Staff outfits

*These colours will be used exclusively in brand content, while campaigns will always use their own dedicated colours.

A

Dark Green + Soft Pink

B

Blue + Soft Green



When using Additional Colours over an image, ensure optimal text readability on the image.



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SEAT

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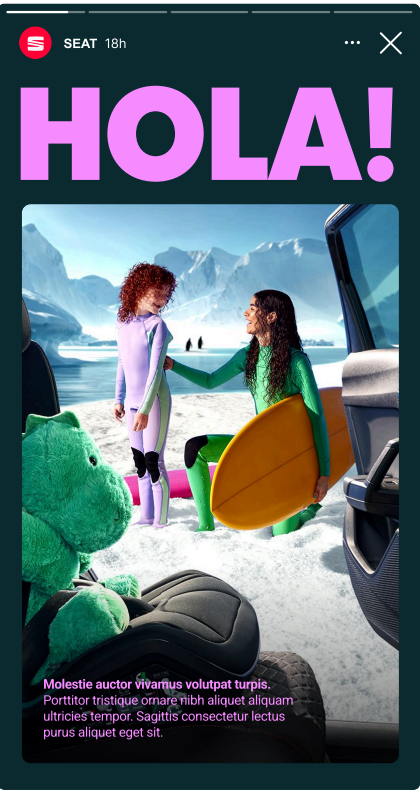


ROUTE X: LOREM IPSUM

SEAT

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SEAT 18h

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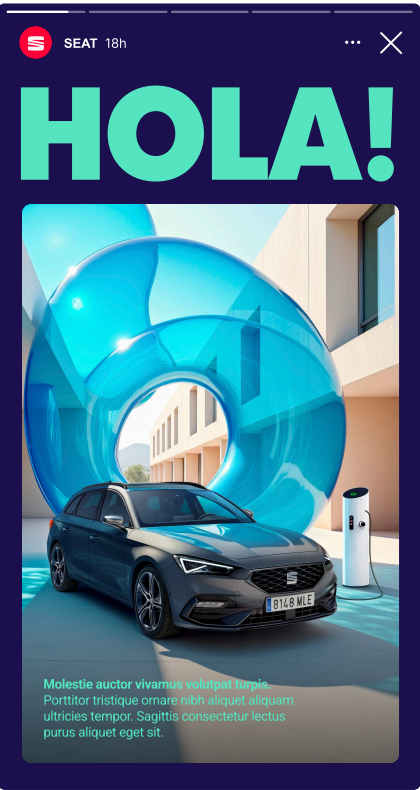


ROUTE X: LOREM IPSUM



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Liminal Red combined with Additional Colours

Don'ts

To ensure optimal readability and visual consistency, Liminal Red **should not be combined** with Additional Colours.

The contrast levels achieved in these combinations are inadequate for maintaining high legibility standards.

Liminal Red
Text Colour



Liminal Red
Background



02.3



Gradual Colours

Gradual Colours

Gradual Colours are an expansion of the Additional Colours.

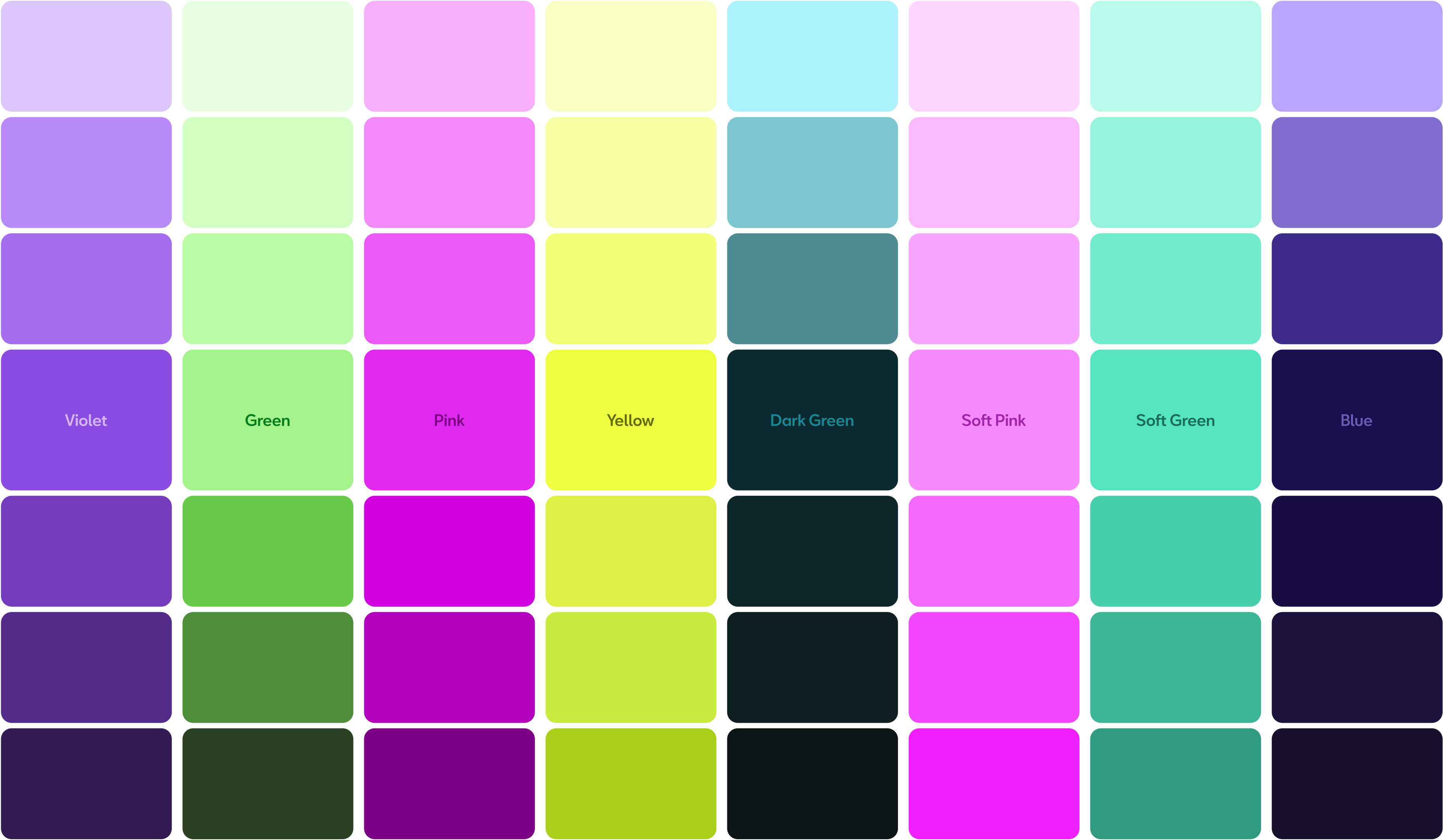
This expansion is centred on the Additional Colours and broadens the range of light and dark variations within each tone.

These colours provide great flexibility, allowing adaptation to different types of content. The use of these colour variations is especially relevant for content with extensive information, where maintaining consistent colour use is crucial for ensuring high legibility. Each colour is carefully selected to provide the necessary contrast, keeping the content accessible and clear without compromising the brand’s visual style.

Visual Balance

The Additional Colours and Gradual Colours are designed to complement the brand's visual identity rather than overpower it. The goal is to achieve visual balance, ensuring that colours and images coexist harmoniously.

*These colours will be used exclusively in brand content, while campaigns will always use their own dedicated colours.




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20" BLIZZARD



20" BLIZZARD





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Forward Thinkers



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Lorem ipsum



03. YOUR WAY

Trim selection

Unique styles and personal choice. We all have our own way to move. So, the SEAT Biao comes in 4 styles where you can move to the beat of your own drum.




LEON Sportstourer



This is a Headline

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This is a Headline

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02.4



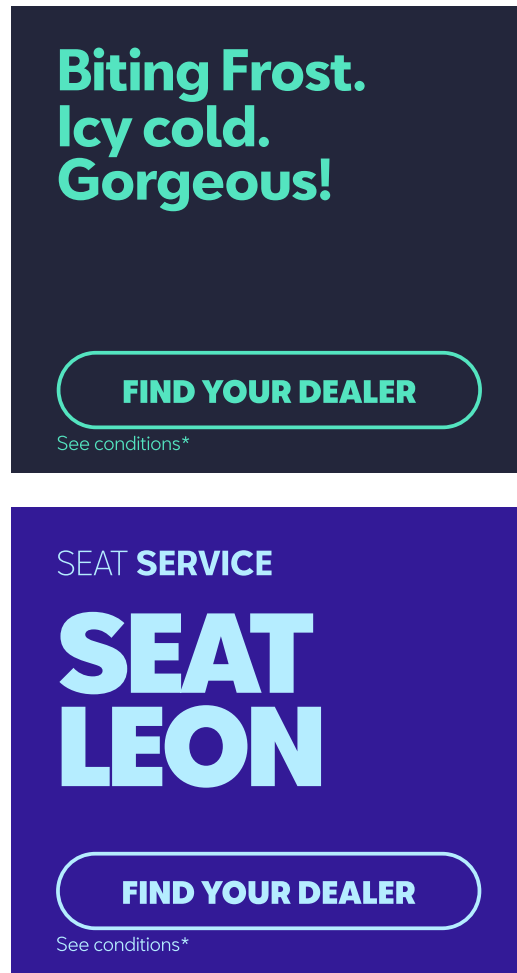
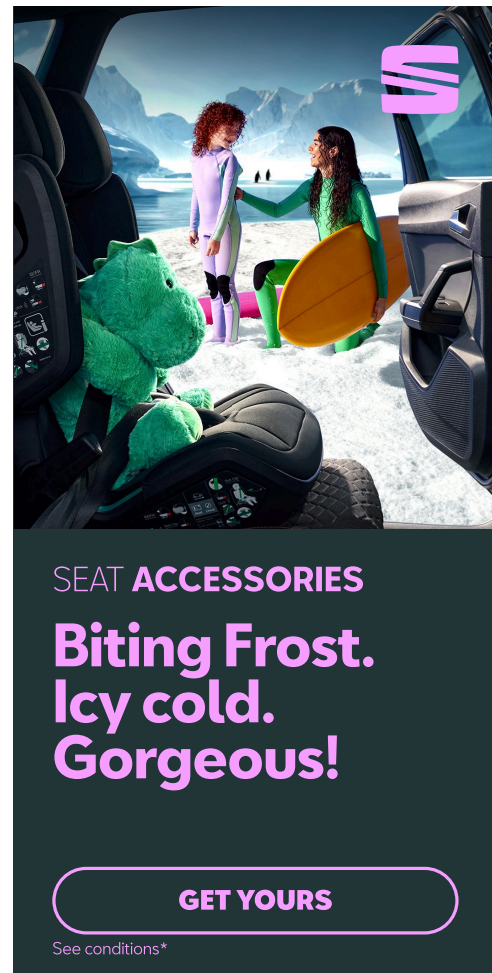
Campaign Colours

Campaign Colours

The use of colour in SEAT campaigns is designed to project a colourful, diverse, and vibrant identity. SEAT employs a colour palette that reflects energy, visually supporting the brand's positioning and ensuring consistency at every touchpoint.

In each campaign, colour is strategically used to capture attention and communicate SEAT's unique character. The colours are carefully selected to reflect the diversity of our audiences and the versatility of our brand.

For more details, see the **Communication Media Guidelines**



03



Photography

Unexpected Twist

Bold and Colourful

To create this twist, we approach things from a fresh perspective, sparking our creativity with a provocative attitude to bring more joy, movement, urban energy, and colour to the world.

We take the story to another level, making it visually captivating through outfits, locations, or CGI elements, always seeking opportunities to connect with people.





Attitude

Provocative and Spontaneous

Our mood is that of a dynamic provocateur, aiming to inspire fun and enjoyment by being playful, spontaneous, and easygoing. Our world is vibrant, full of colour, and always radiates good vibes.

Flow and music are key elements in expressing our optimistic and uplifting attitude, infused with the spirit of Barcelona.



Cast & Target

Real, Warm, Openness

From real people to real people, the individuals we feature are inclusive, approachable, and youthful at heart, always seeking the unexpected.



Styling

Stylish, Colourful design

The SEAT fitting is all about vibrant colours, high-quality materials, unexpected textures, and stylish shapes.

We only have two seasons: warm and cold. For warm weather, we focus on layering to create versatile midseason outfits, making them suitable for communication at any time of the year.

For cold weather, we embrace bold, exaggerated styles, incorporating cool and unexpected shapes.



Young Women

Warm weather: stylish and colourful designs.

These images cannot be used for any purpose, as the buyouts for them are not available



Young Women

Cold weather: stylish and colourful designs.

These images cannot be used for any purpose, as the buyouts for them are not available



Mature Women

Warm weather: stylish and colourful designs.

These images cannot be used for any purpose, as the buyouts for them are not available



Mature Women

Cold weather: stylish and colourful designs.

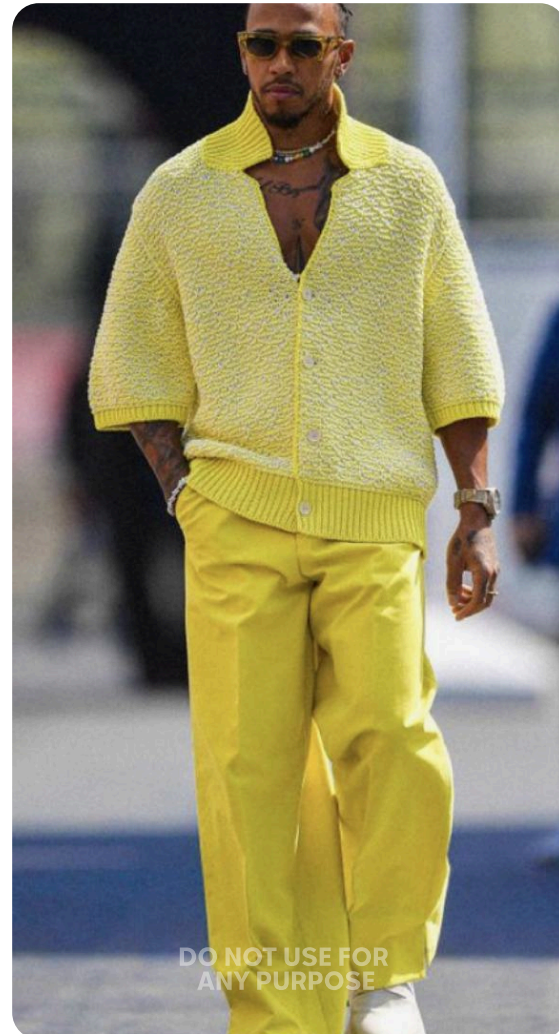
These images cannot be used for any purpose, as the buyouts for them are not available



Young Men

Warm weather: stylish and colourful designs.

These images cannot be used for any purpose, as the buyouts for them are not available



Young Men

Cold weather: stylish and colourful designs.

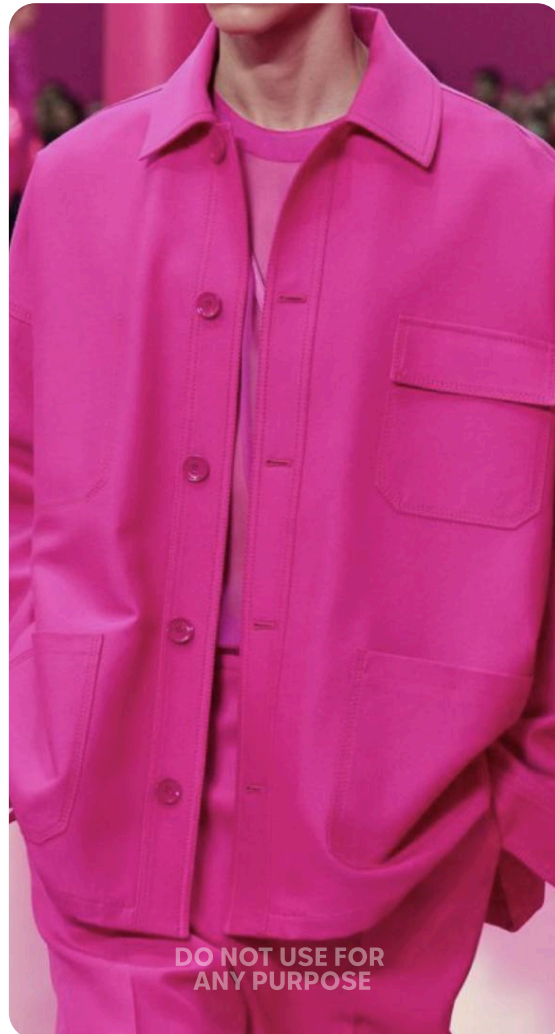
These images cannot be used for any purpose, as the buyouts for them are not available



Mature Men

Warm weather: stylish and colourful designs.

These images cannot be used for any purpose, as the buyouts for them are not available



Mature Men

Cold weather: stylish and colourful designs.

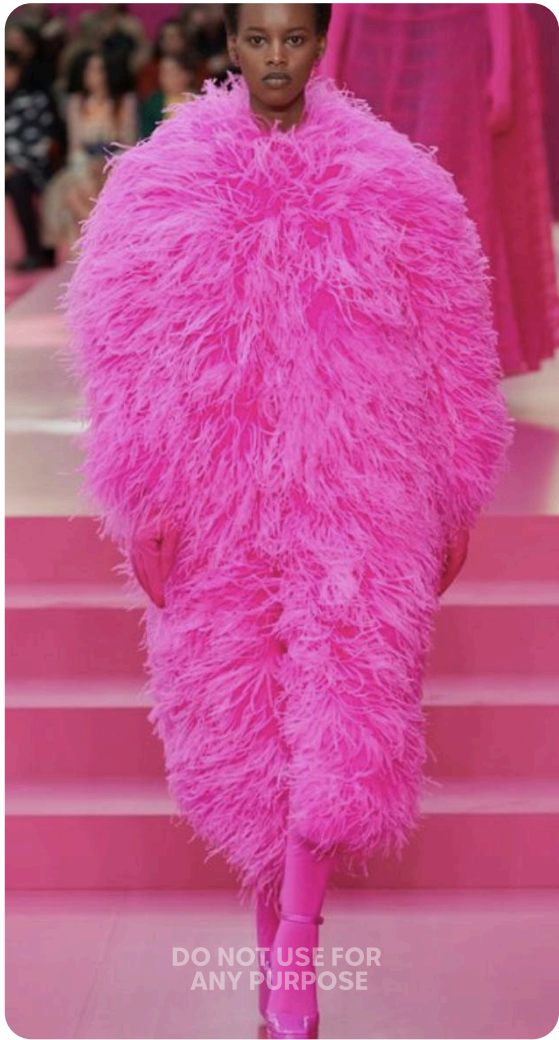
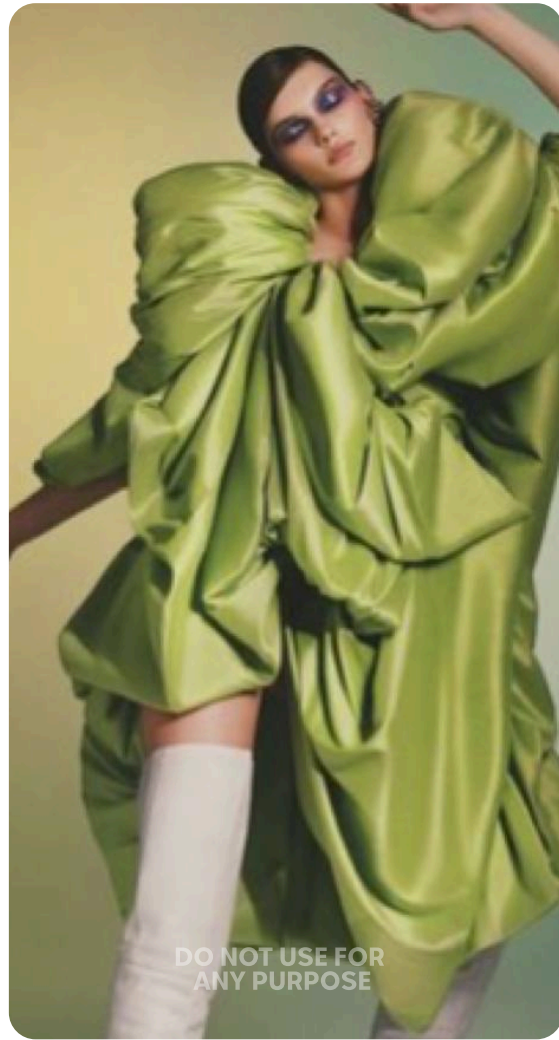
These images cannot be used for any purpose, as the buyouts for them are not available



Fully Unexpected

As mentioned earlier, we'll experiment with cool textures and shapes, but this time, in line with the concept, we'll take it a step further. We'll amplify these shapes in a way that's uniquely ours, infusing them with a digital and AI-inspired twist.

These images cannot be used for any purpose, as the buyouts for them are not available



Fully Unexpected

As mentioned earlier, we'll experiment with cool textures and shapes, but this time, in line with the concept, we'll take it a step further. We'll amplify these shapes in a way that's uniquely ours, infusing them with a digital and AI-inspired twist.

These images cannot be used for any purpose, as the buyouts for them are not available



Locations

We take 'urban with a twist' to a whole other level. Instead of looking for locations that fit the SEAT brand, whether they are city locations, in nature or even a set, we make them ours as only we know how to.

These images cannot be used for any purpose, as the buyouts for them are not available



Light

Through lighting we also express our Mediterranean spirit, which is why we tend to look for daylight environments where we can add bright and colourful elements that stand out.



Use of Colour

This will depend on the colour of the car model we choose, as the goal is to make it stand out while existing in SEAT's vibrant, colourful world.

- **Image 1:** For a vibrant car colour, such as red, we'll use more neutral elements in the environment to ensure the car remains the focal point.
- **Image 2:** Similarly, when featuring a neutral car colour, we'll create a more colourful background or environment to make the car pop.



Classic Camera Angles

Our first type of angle is the most "classic" approach, allowing the full product to be seen and appreciated in its entirety. This showcases its shape and design lines while still maintaining the narrative of what's happening.



Freestyle Camera Angles

The second type is bolder, where we experiment with perspective, showcasing the product's features in a more emotional and dynamic way, seamlessly blending with the surrounding story.



Details

We also value the intricate details of our models, which is why we take a closer approach to ensure they're part of the story, fully highlighting and embracing them.



04



Layouts







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05



Pictograms

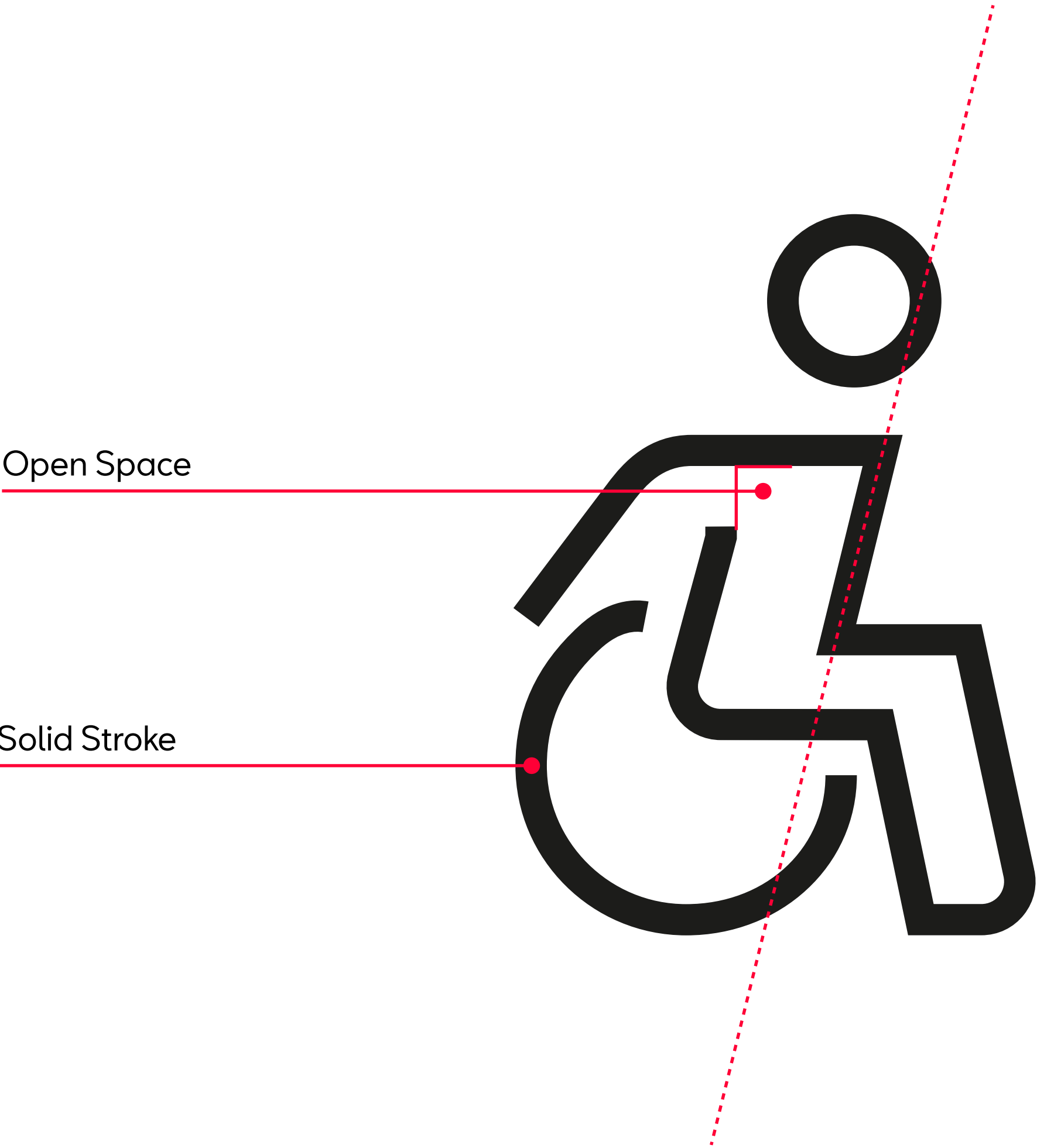
Our Icons

A style defined by our personality.

SEAT icons feature solid line strokes paired with elegantly rounded corners.

This style is inspired by the logo's lettering, reflecting the youthful spirit and vibrant energy of the SEAT brand.

- Key features:
- **Solid stroke:** Clean and bold lines ensure clarity and modernity.
 - **Open space:** Balanced proportions add simplicity and approachability.



Overview

A style defined by our personality.

SEAT icons feature solid line strokes paired with elegantly rounded corners.

This style is inspired by the logo's lettering, reflecting the youthful spirit and vibrant energy of the SEAT brand.

- Key features:
- **Solid stroke:** Clean and bold lines ensure clarity and modernity.
 - **Open space:** Balanced proportions add simplicity and approachability.





Brand to Life

01_Stationery
02_PPTX Template

01

Stationery



Business Card

The business card features the logo positioned in the bottom right corner.

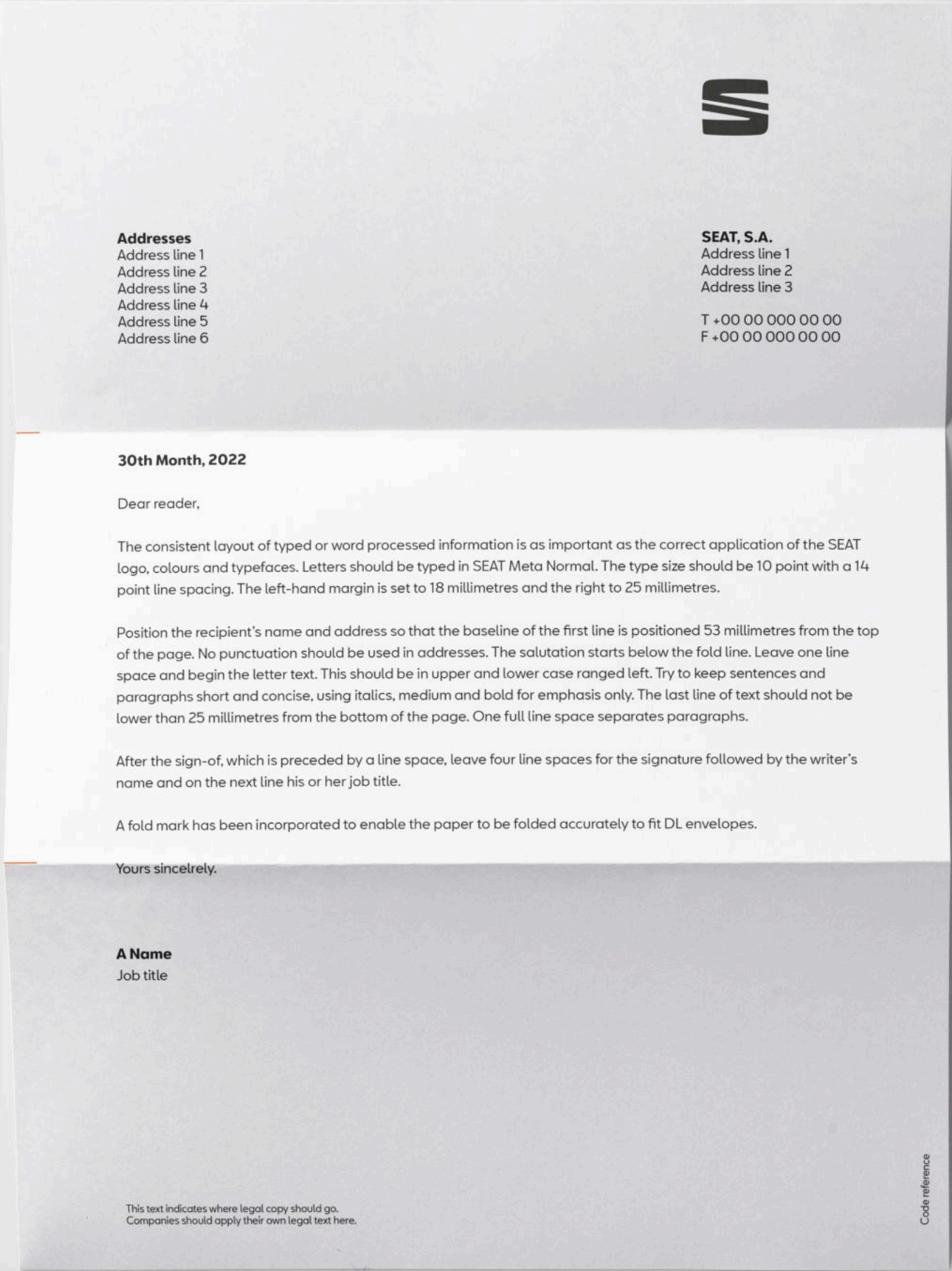
The layout is designed to accommodate all essential information in a flexible way, ensuring the content remains clear and uncompromised.



Letterhead A4

The corporate letterhead is a pre-printed sheet featuring the primary logo in the top right corner. This version is designed to pair seamlessly with the envelope featuring a DL window on the left.

The text column includes the address, telephone details, and printed code. The logo placement is illustrated as shown on the right.



Envelope

Standard DL

The corporate DL envelope follows the same composition as the A4 letterhead with the primary logo placed top left. The logo's width is 24 mm.

One column of copy holds the address and web details and is found on the flap.



Corporate Folder

The corporate folder features the primary logo positioned in the bottom right corner of the front cover.

The cover design incorporates an inspirational sentence as its focal point, while the back of the folder remains intentionally blank, maintaining a clean and minimalist aesthetic.





02



PPTX Template

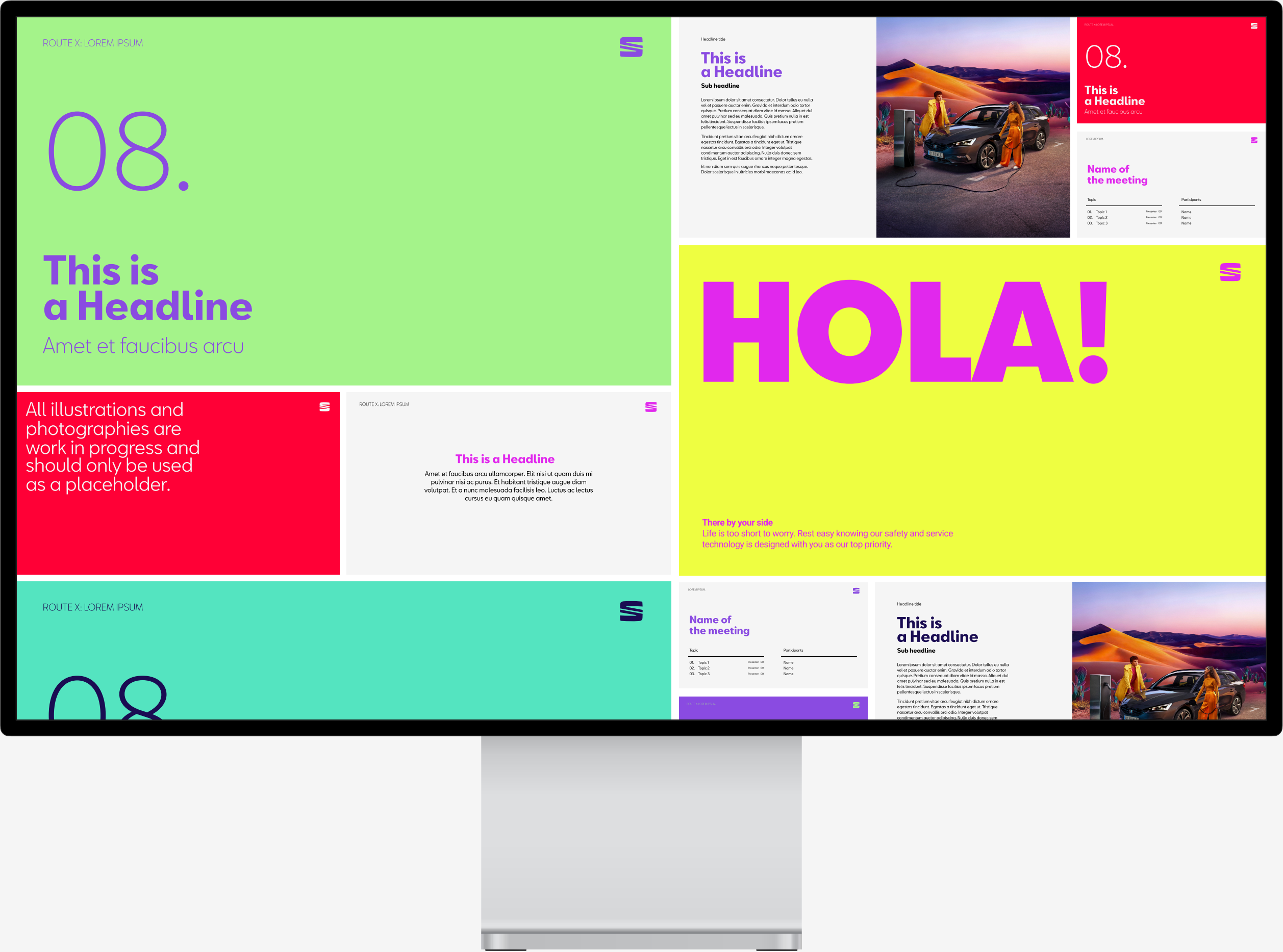
PPTX Template

We offer a customisable PPTX template for your presentations, available to download.

Designed to suit a variety of content, this tool helps maintain brand consistency while making it easier to create diverse materials.

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Audiovisual

01_Animated Logo

02_Supers

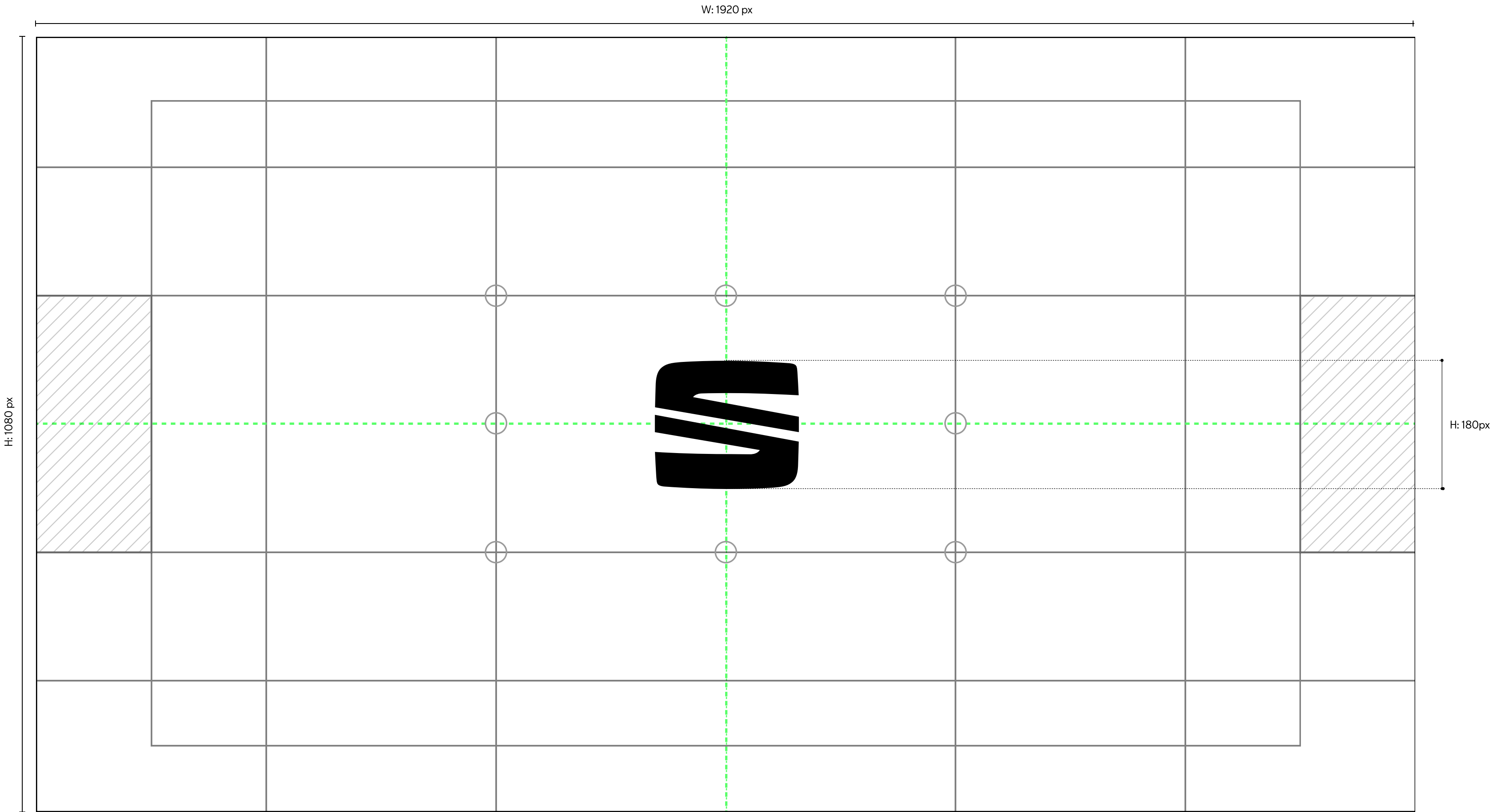
Animated Logo

The Symbol version should always be used centred horizontally and vertically on the screen.

Respect the indicated height size.

The proposal presented represents the final size of the Symbol on the screen.

The outline logo is always ending in a solid logo to ensure Brand consistency.



Animated Logo

The Lockup Logo should always be used centred horizontally and vertically on the screen. Respect the indicated height size. The proposal presented represents the final size of the Symbol on the screen.

Exceptions will be made where stronger brand recognition is required.

The outline logo is always ending in a solid logo to ensure Brand consistency.

