

Guidelines

for B2B partners



1. Logotype

Color

The red is the hallmark of our identity, that's why color versions must be prioritized across all communication, this guarantees the sub-brand recognition.

Black and white

A black or white logo has been provided for those instances where it's not possible to print the logo in red.



1. Logotype

Clear space

To ensure legibility we need to give enough clear space around the logo.

The ideal clear space for the preferred and secondary versions is defined by the flame symbol width. If needed, there's also a minimum clear space area, defined by half of the flame symbol width.

Minimum size

To provide legibility and clarity of the Santander logo a minimum size has been established for each version:

Compact version



43px / 5mm