

TOOLKIT EN

REPSOL LUBRICANTS

* This Toolkit is mandatory.

NARRATIVE

Repsol Lubricants' role is to **showcase the 'invisible' power of its products**, their premium quality and their ability to deliver maximum performance in all forms of transportation.

NARRATIVE

Repsol Lubricants promotes excellence, proximity and optimum performance, both on the racetrack and in everyday life.

STRATEGIC FOUNDATIONS

Brand purpose
connect, build loyalty and strengthen the Repsol Lubricants brand narrative.

Multiculturalism

Quality assurance

Purposeful connection

Tagline
Ready for the next road

Principles
High-tech (technology), Hi-touch (closeness), experience

Values
Courage, curiosity, excellence

Tone
Optimistic, fresh, inspiring, expert

POV
Synergy between technology, engine and experience.

01 PERSONALITY & TONE OF VOICE

Science drives us to challenge
HI TECH
what is possible; **connection**
HI TOUCH
inspires us to turn every advance
into real value for people.

PERSONALITY AND TONE OF VOICE

MAIN ARCHETYPE

EXPLORER

Seek freedom. Feel that there is always something new to discover.

TONE OF VOICE

FREE

CURIOUS

INSPIRING

HOW DOES IT COMMUNICATE?

OPEN, EVOCATIVE TONE

We always convey curiosity and openness. We invite people to discover and imagine what lies beyond.

“Ready for what's next”

PHRASES THAT OPEN UP POSSIBILITIES

We never limit ourselves with language; we use phrases that inspire movement, change, novelty.

“Every curve, a new story”

FLUID RHYTHM, WITH PAUSES

The rhythm flows, just like on a journey. We use pauses to give space to the imagination.

“More miles. More stories.”

QUESTIONS THAT INVITE EXPLORATION

Rhetorical questions that open paths and spark imagination and curiosity.

“Where to next?”

PERSONALITY AND TONE OF VOICE

SECONDARY ARCHETYPE

HERO

Linked to Repsol. Represents solvency and leadership from the role of guide and protector.

TONE OF VOICE

BRAVE

DEMANDING

PROTECTOR

HOW DOES IT COMMUNICATE?

USE OF CAPITAL LETTERS

The literal nature of capital letters is a resource for conveying confidence and determination in claims and titles.

*"TESTED FOR YOUR KIND
OF EXTREMES"*

PHRASES THAT OPEN UP POSSIBILITIES

SHORT, DIRECT PHRASES We always get straight to the point, no detours. Each phrase is a powerful statement that conveys confidence.

*"38 titles. 12 victories.
A legend."*

ALWAYS AVOID DOUBT

We never hesitate. We don't use conditionals or vague expressions; we sound confident.

*"Highest standards.
Maximum performance."*

LANGUAGE OF ACHIEVEMENT AND CHALLENGE

We speak in terms of goals achieved and challenges overcome. We convey competitiveness.

*"Tested under extreme
conditions"*

PERSONALITY AND TONE OF VOICE

HERO

EXPLORER

CHALLENGER

We push boundaries and open up possibilities.

HI TECH

From **science**, we build a foundation that allows us to learn, improve, challenge what is possible, and move forward.

HI TOUCH

From the **connection**, we inspire relationships that allow people to feel the brand beyond the product.

02

DIGITAL GUIDE

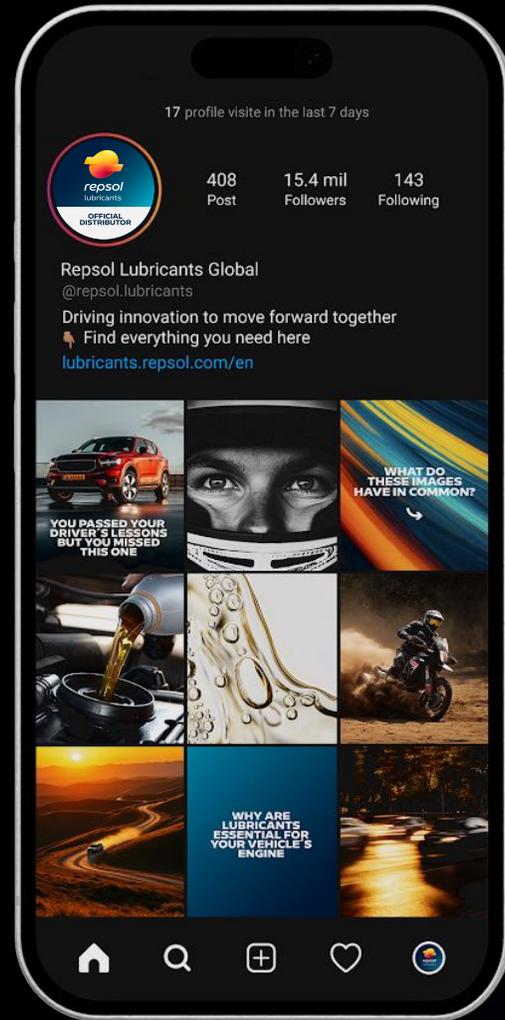
AVATAR & USER



If you wish to use the Repsol Lubricants image, use this avatar featuring the Repsol Lubricants and Official Distributor logos. No other Repsol logo may be used in any other composition.

@user: The name 'Repsol' is not used; the username must be the name of the company.

BIO



Profile name:

Company Name | Repsol Lubricants

Bio:

“Official @repsol.lubricants” + country (e.g., ES)
+ “Distributor”

SPECIAL CASE

If the distributor already has a profile for their company and wants to open or maintain an additional one for Repsol lubricants, they must use the following structure:

@user: company name + “.” + “lubricants”

Profile name: Company | Repsol Lubricants

Biography: “Official @repsol.lubricants” + country (e.g., ES) + “Distributor”



WORKFLOW

Materials

Toolbox will be the tool for **accessing content**.

The **final, editable pieces and brand files** will be available there, ready to be adapted for different cultures or markets.

In the channel filter, these files will be labelled as 'RRSS'.

The toolbox can be accessed from the Customer Area at lubricants.repsol.com.

Posting

Approval for publications will not be necessary. However, if we identify any areas for improvement, we will let you know.

The aim is to publish your own content. While you will be given access to a lot of our content, it should not be taken directly from the @repsol.lubricants profile for reposting.

Conversation management

If there is any question about which the answer is unknown, followers can be directed to our profiles, where we will try to help them.

FORMAT TYPES

REELS

The algorithm favors the **performance** of reels, which also allow us to adapt **trends** in the digital ecosystem to our message, as well as provide **information** in a more entertaining way and broadcast **events**.

PHOTO / CAROUSEL

This type of format allows us to impact the user more than once. Therefore, still photos and carousels will be the format of choice for **recapping events** and sharing more **informative** data about our products.

STORIES

The stories format is ideal for more static content, **reposting** content published in feeds, and **redirecting to the website**. Stories also allow you to include interactive stickers to get more engagement.

BEST PRACTICES

BE FRIENDLY

Use your own words, check your spelling and avoid swear words. Comments should be friendly.

BE ACTIVE

Read, like and comment on other people's content. Share and post several times a week, bearing in mind what your followers are interested in.

BE RESPECTFUL

All opinions deserve respect. Avoid discussing politics, religion or sex.

FIND OUT WHAT EVERYONE IS TALKING ABOUT

Take note of the content being published around you, and join in when relevant: comment and share, but don't forget to mention the original poster.

INTERACT

Respond to your followers, use hashtags that reflect your interests and tag other profiles when mentioning them so they are notified. Using "@Name" will make it easier for people to find them. To be more approachable, address them informally while remaining polite.

BE MINDFUL OF PRIVACY

Respect your own privacy and that of other users. Respect the confidential information of Repsol and any other company or person.

CREATE DIVERSE CONTENT

Photos, videos (which reach more people), surveys, GIFs and stories. Keep in mind the characteristics of each network. Record vertically for stories and horizontally for Facebook, Twitter, the Instagram feed or LinkedIn.

THINK BEFORE YOU ACT

Remember that social media is public and unforgiving. Think carefully about what you share and how you share it.

RESPECT THE BRAND

Speak on your own behalf, not on behalf of Repsol Lubricants. Remember that you must use the brand in accordance with the guidelines set out in this guide.

03

CONTENT

TERRITORIES

CONTENT TERRITORIES



LEARNING

A space to discover and learn more about lubricants and engine care, with content ranging from practical tips to real-life stories.



QUALITY

Excellence is no accident: behind it lies innovation and scientific rigor. We show how our lubricants are created and how they guarantee reliability and durability.



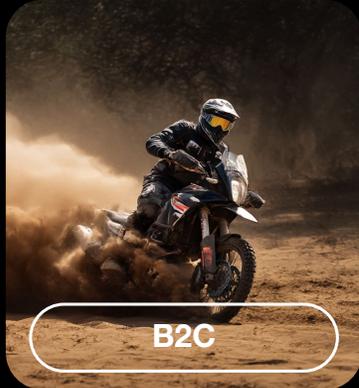
PERFORMANCE

When the road or competition demands the utmost, lubricants deliver. We demonstrate their performance in action and in synergy with other Repsol assets.

CONTENT LINES

LEARNING

WISDOM ON THE MOVE



B2C

Learning has never been so easy or practical. Tutorials, infographics, and educational videos explain how lubricants work and how to maintain vehicles, so every driver can master their engine.

THE WORKSHOP FAMILY



B2B2C

A warm, community-driven space that celebrates the professionals who trust our products every day. Real stories, technician recognition, and helpful tips strengthen the workshop community, highlighting the care behind every engine.

QUALITY

LIKE THE FIRST DAY



B2C

We talk about protection. Content focused on maintenance and cleaning products that help keep your vehicle looking and performing like the first day, offering peace of mind to users.

VALUE FOR B2B

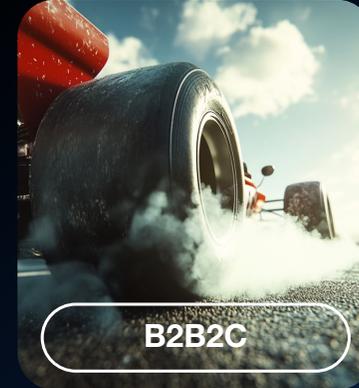


B2B

From the road to the sea and the countryside, we show how Repsol Lubricants keeps agricultural machinery, boats, and industrial equipment running. High-value information for B2B audiences.

PERFORMANCE

THE WINNING DRIVE



B2B2C

Motorcycle racing returns with Repsol Lubricants. Every team relies on our products, and the synergy with Box Repsol reinforces the story. Lubricants don't just accompany the race—they're the engine that drives victory.

04

COMMUNICATION
GUIDE

CONTENT WRITING

**WE TRANSLATE THE
COMPLEXITY OF OUR
PRODUCTS**

✗ Premium quality 5W-30
synthetic oil, ready for harsh and
complex conditions.

✓ Synthetic oil that protects your
engine from the moment you start it
up.

**LESS ME, ME, ME;
MORE YOU, YOU, YOU.**

✗ We have the most advanced
technology, at the forefront of
innovation.

✓ Technology that lets you enjoy
the journey, it's that simple.

**CONTEXT, CONTEXT,
AND MUCH MORE
CONTEXT!**

✗ Optimized formulation to reduce
internal engine friction.

✓ Less friction, smoother
performance every kilometer.

CONTENT WRITING

FROM TECHNICAL SPECIFICATIONS TO EMOTION

✗ Our product performs at temperatures ranging from -30°C to 50°C.

✓ From extreme cold to extreme heat. Always ready.

ENGINE? YES. ENGINE-CENTRIC? NO; IT IS A TOOL, NOT AN END IN ITSELF.

✗ For demanding engines.

✓ For those who demand much more from every kilometer.

BRAND BACKUP AT THE END OF THE TEXTS TO ENHANCE MEMORY

✗ Both riders are preparing to represent Spain in the Trial des Nations.

✓ And Repsol Lubricants is always at the starting line, alongside our drivers.

05

CREATIVITY

GUIDE

*The images used here are for illustrative purposes only. Instead, you should use the images available in the toolbox or your own images.

BACKGROUND VARIANTS

Background touch 01



Background touch 02



Background touch 03

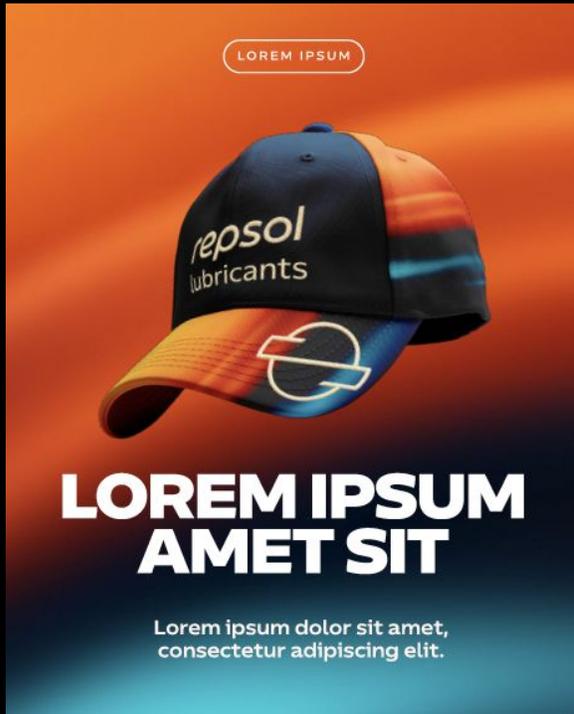


Background touch 04



COMPOSITION VARIANTS

01 Cropped with merchandise



It will be used primarily to drive the purchase of official merchandise

02 Typographic message



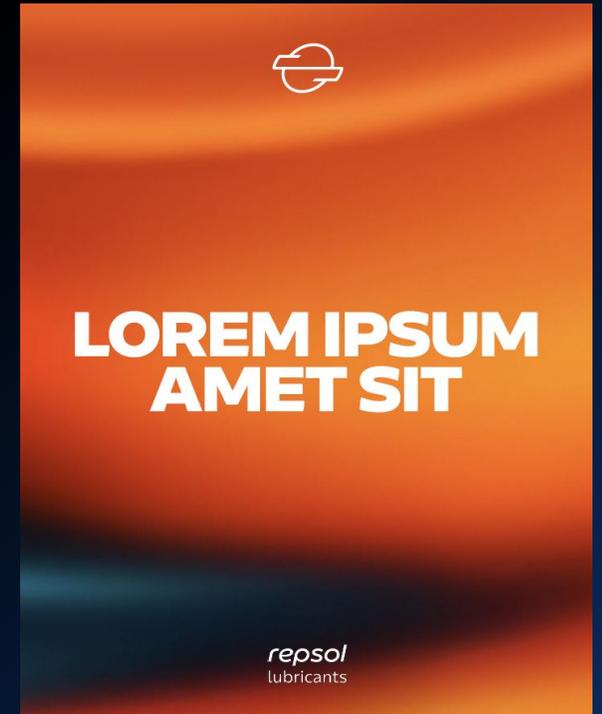
It will be used when prioritizing a message or to give an important notice

03 Cropped driver



Its use will be exclusive to posts promoting or congratulating drivers associated with the brand

04 Brand message



It will be used for posts that convey the values, personality, and essence of Repsol

CROPPED IMAGE VARIANTS

01 Cropped with merchandise



Text at the bottom

02 Typographic message



Text at the top

03 Cropped driver



Text at the bottom

04 Brand message



Text at the top

The logo must not be used in the post, except in cases of Brand Essence communication, where the online version will be used

Product images must not be used. Only images of merchandise and drivers may be used

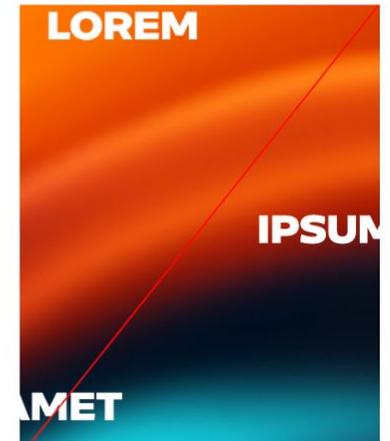
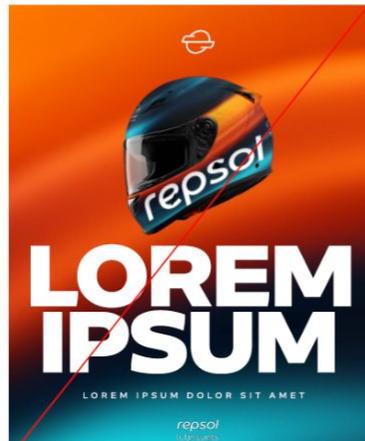
The Highlight Text typography must not be used for headlines

In split messages, all words must fit within the screen

✔ Do's

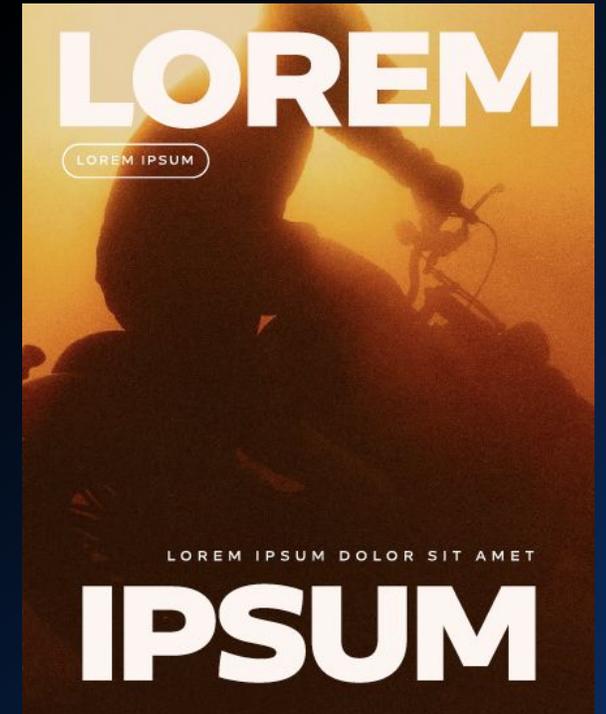
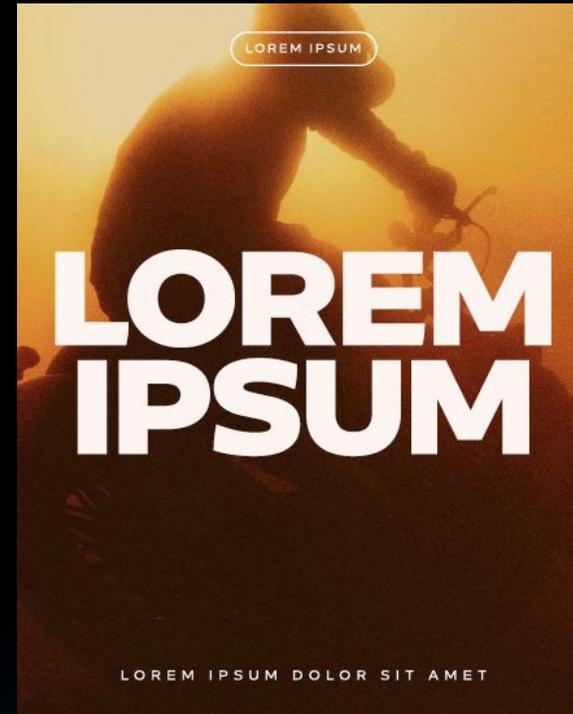
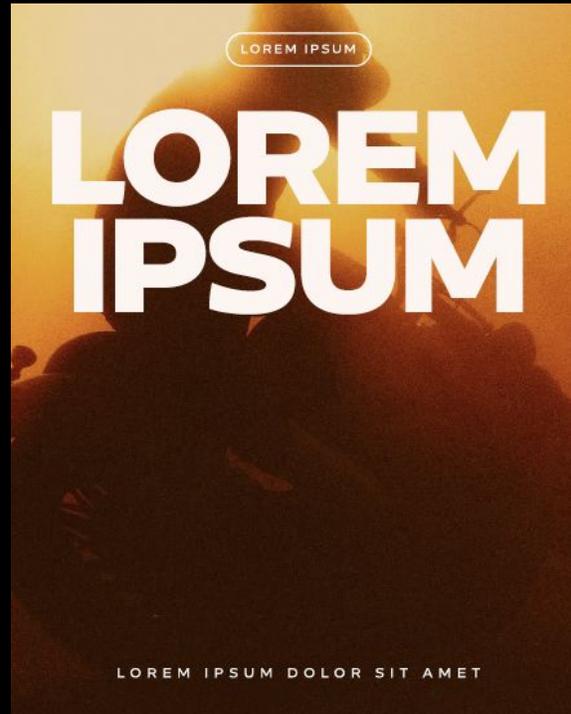
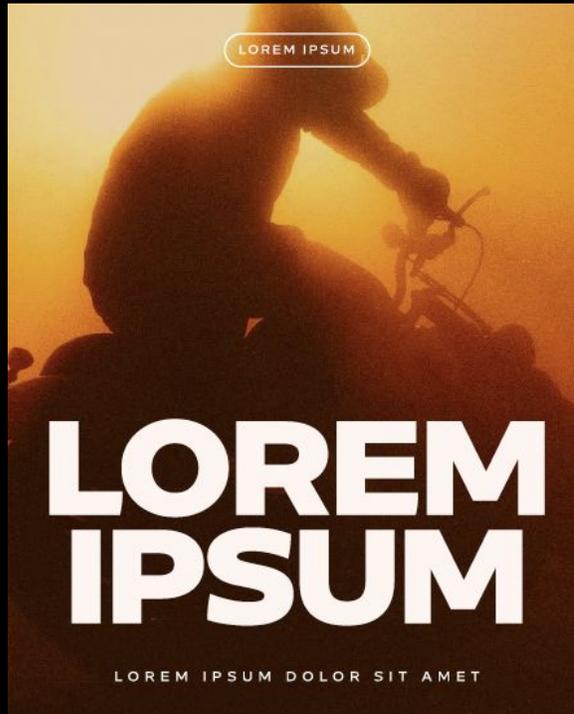


⊘ Don'ts



TYPOGRAPHIC MESSAGE

Secondary headline



TYPOGRAPHIC MESSAGE

Secondary headline

LOREM IPSUM



WHEREVER THE ROAD TAKES YOU

Donde quiera que te lleve el camino

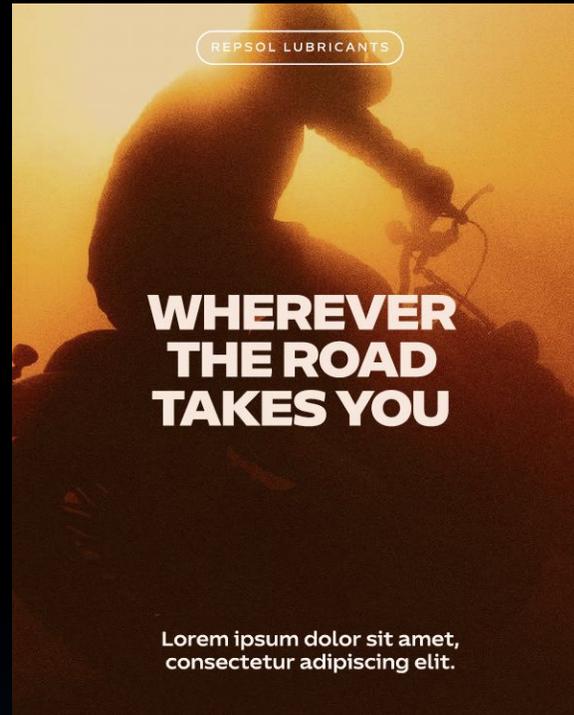
REPSOL LUBRICANTS



EVERY TURN, A NEW STORY

Cada curva, una nueva historia

REPSOL LUBRICANTS

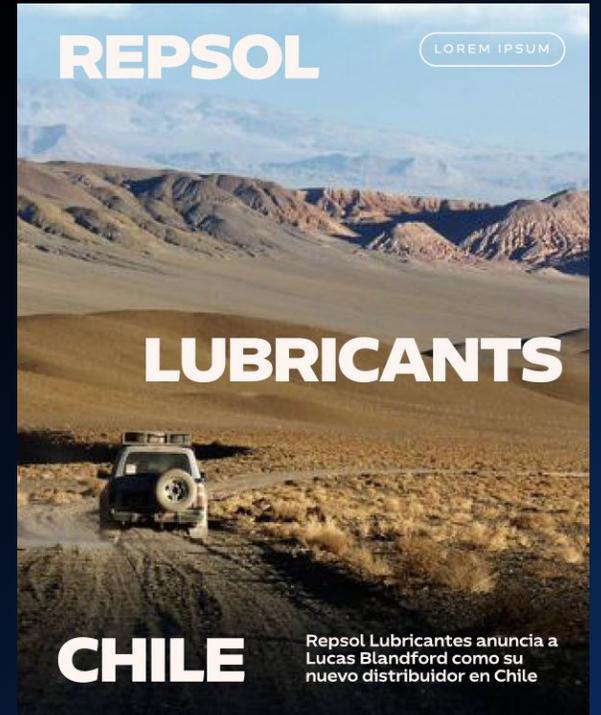


WHEREVER THE ROAD TAKES YOU

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

REPSOL

LOREM IPSUM



LUBRICANTS

CHILE

Repsol Lubricantes anuncia a Lucas Blandford como su nuevo distribuidor en Chile

TYPOGRAPHIC MESSAGE

Primary headline



Secondary headline



COMPOSITION VARIANTS

01 Cropped with merchandise



02 Typographic message



03 Cropped driver



04 Brand message



MERCHAN VARIANTS

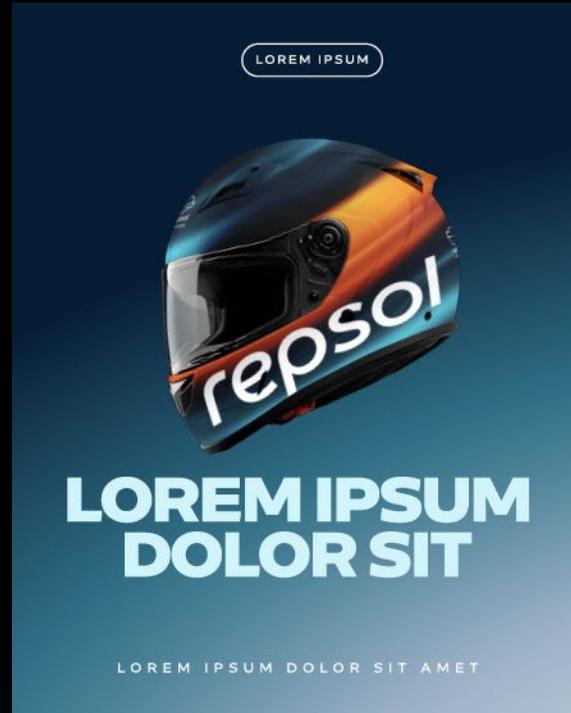
01 Cropped with merchandise



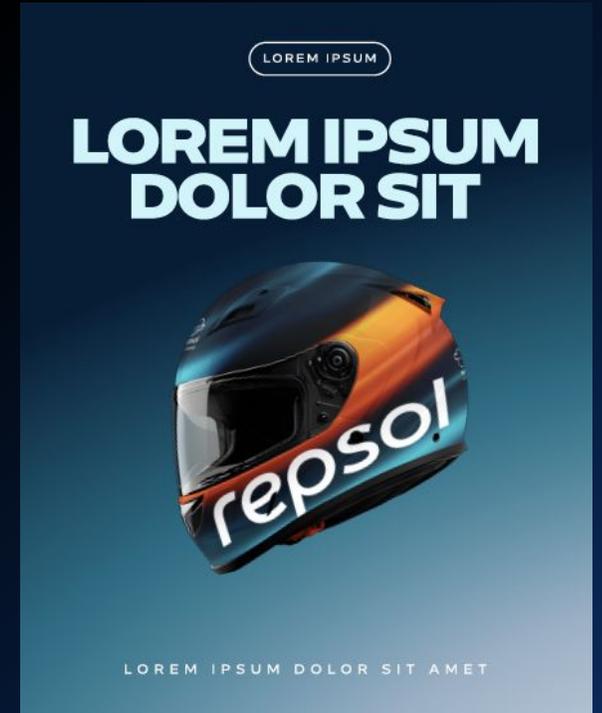
02 Typographic message



03 Cropped driver



04 Brand message



TYPOGRAPHIC MESSAGE

MOTOGP

GP EN VIVO

Sigue en directo el Gran Premio de Valencia a través de nuestra biografía

EN VIVO

VIVELO AHORA

Sigue en directo el Gran Premio de Valencia a través de nuestra biografía

ON LIVE

ENTRADAS YA A LA VENTA

No te pierdas el Gran Premio de Valencia de MotoGP y consigue tu entrada ahora

APRENDE CON REPSOL

UNA GUÍA BÁSICA SOBRE REPSOL

Conoce a fondo nuestro propósito mediante nuestra nueva guía informativa

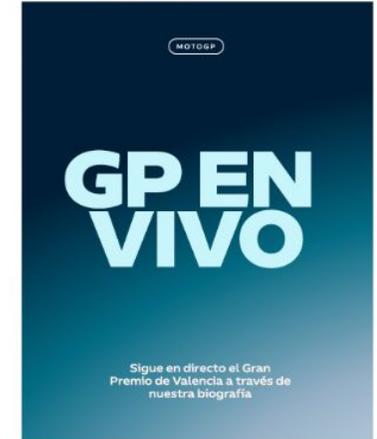
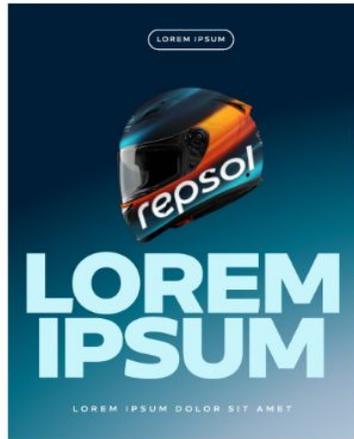
The logo must not be used in the post, except in cases of Brand Essence communication, where the online version will be used

The loop must not be used in these templates

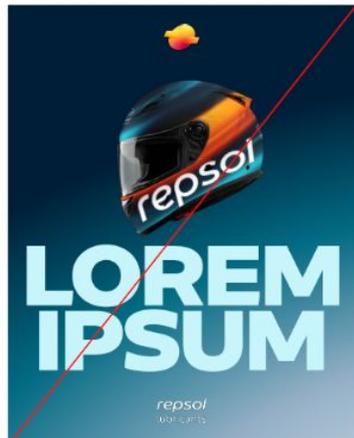
The Highlight Text typography must not be used for headlines

White color must not be used for any type of headline.”

✓ Do's



⊘ Don'ts



Thank You