

**Roca** 100  
1917 - 2017

The logo features the word "Roca" in a bold, sans-serif font with a horizontal line underneath. To its right, the number "100" is rendered in a large, elegant, blackletter-style font. The "100" is intertwined with a complex, white, calligraphic flourish that loops and swirls around the numbers. Below the "100" and the flourish, the years "1917 - 2017" are written in a simple, clean, sans-serif font.