



Brand Identity Guidelines

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Introduction

Overview

The purpose of these guidelines is to explain the use of the RINNO brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations and all other marketing materials, both online and offline.

Guidelines on the use of the logo are included.



RINNO identity

RINNO project identity is the total effect of logos, advertising, brochures, and presentations - everything that represents the project.

This guide was created to provide all the pertinent specifications needed to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials created will represent the project cohesively to the outside world.



Logo Design

The RINNO logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Primary logo in colour



Primary logo alternative colours





Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document..



WRONG

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

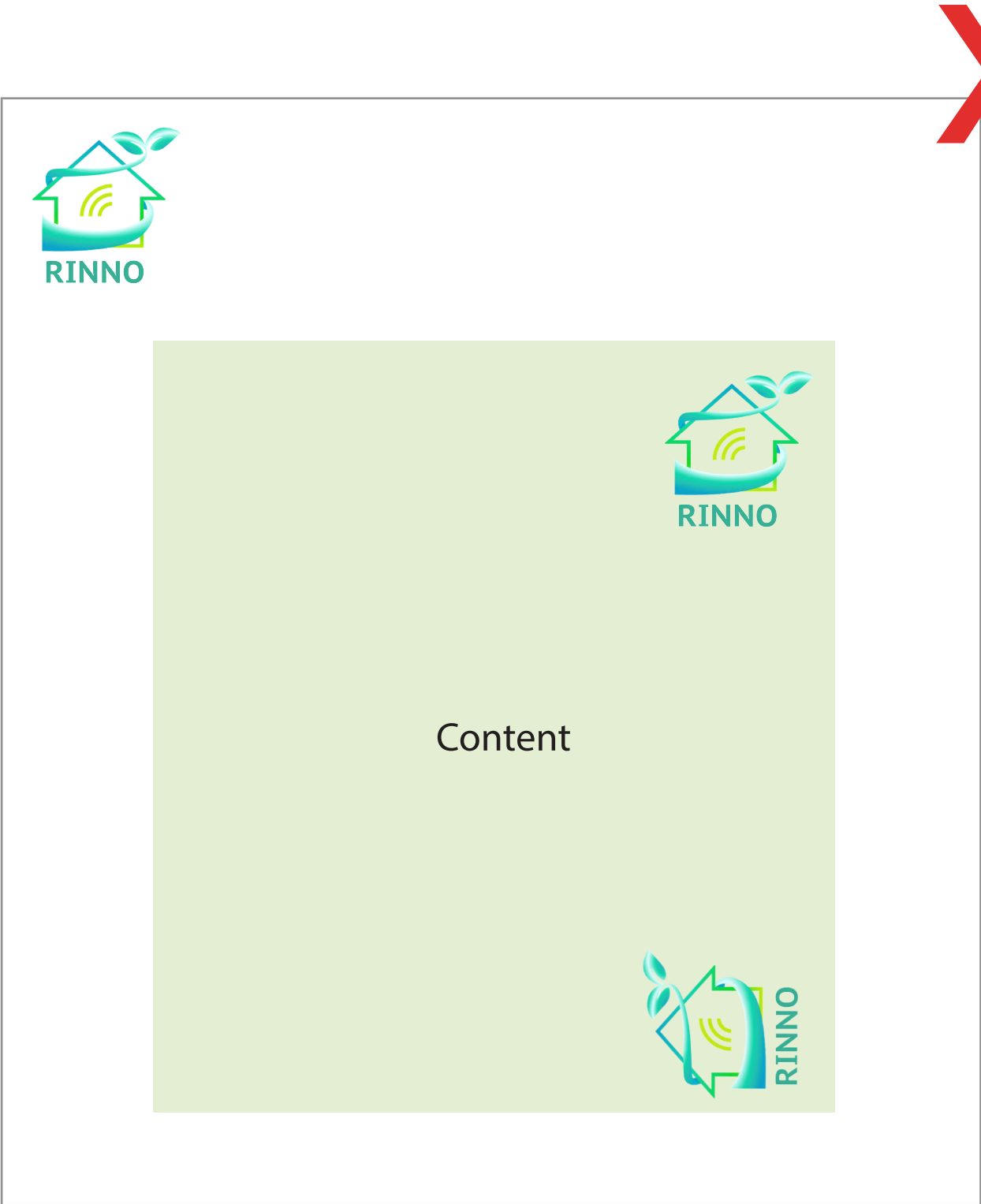
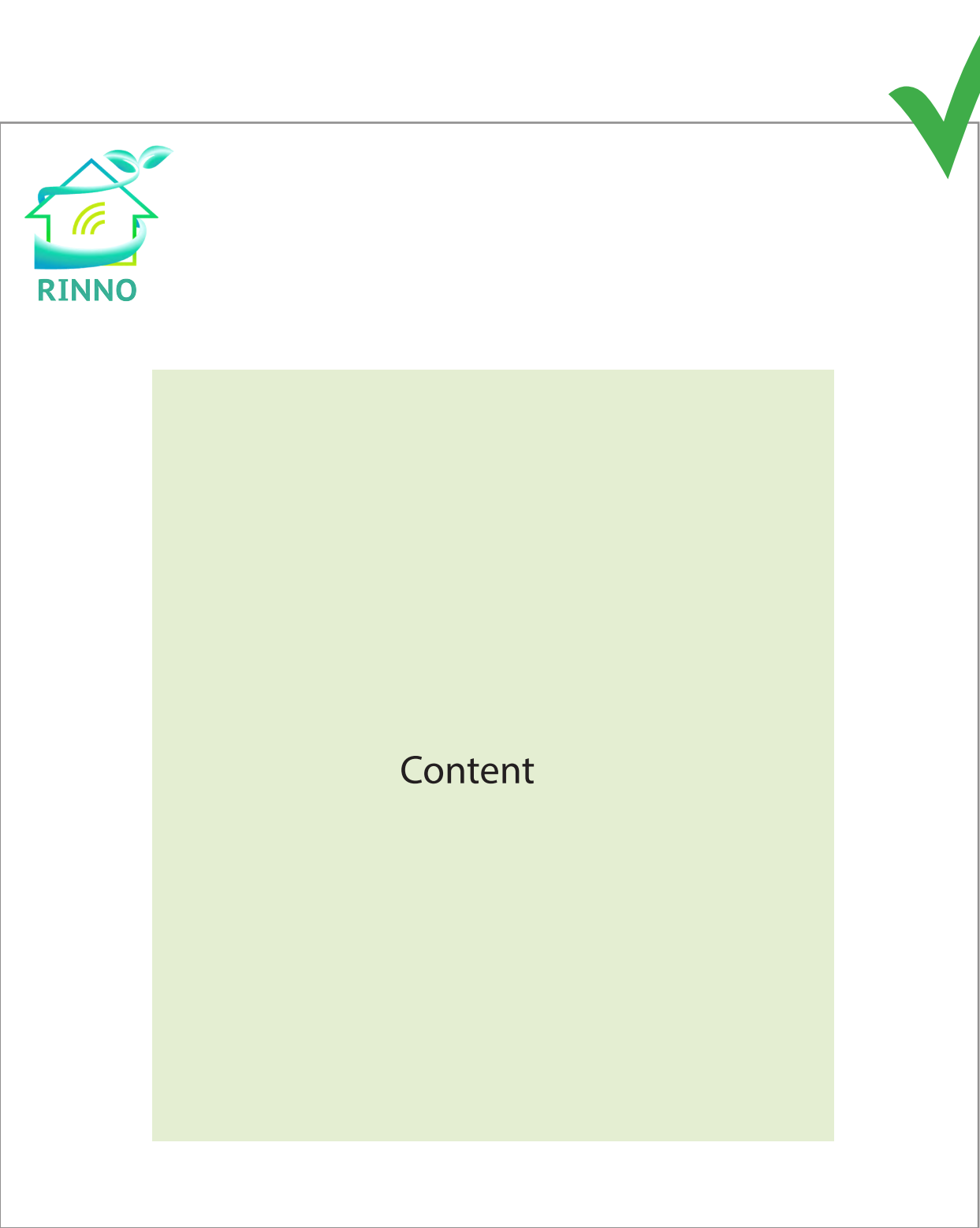
If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



CORRECT

The logo's shape is consistent with the initial design, retaining balance and legibility.

Logo Usage



In most cases, use of one logo is all that is required.



Colour Scheme



CMYK

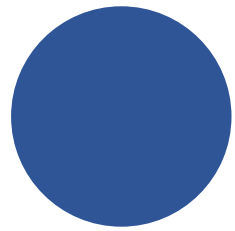
RGB

HEX

CMYK

RGB

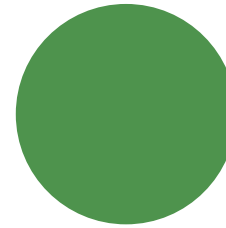
HEX



91.04/73.85/10.61/1.11

47/85/151

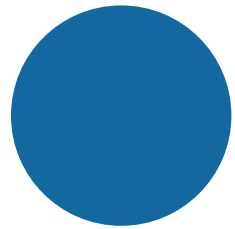
#2F5597



73.42/21.07/91.15/5.33

78/147/77

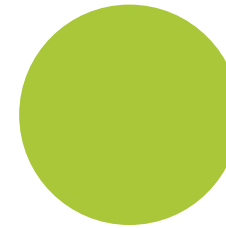
#4E934D



90.68/58.28/13.47/0.97

19/104/160

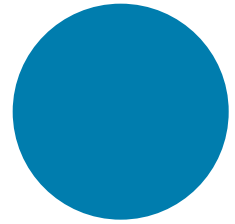
#1368A0



39.06/4.3/100/0

170/203/57

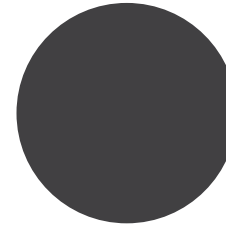
#aacb39



86.11/42.51/14.41/0.39

0/125/174

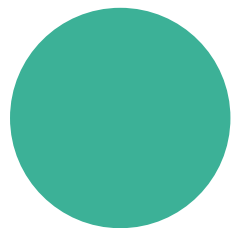
#007DAE



67.68/61.84/58.07/45.66

65/64/66

#414042



68.75/0/55.86/0

60/190/148

#3cb197

Colour Scheme



Examples of how the primary logo deals with the alternative colour backgrounds from the suggested scheme.

The only 'rules' are that the colours do not clash and that there is a level of contrast (or difference) between logo, typography and its specified backdrop.



Typography

Primary Typeface

Main logotype text / Content

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface Tagline / Subheadings

PT Sans caption
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PT Sans caption bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

PT Sans italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PT Sans bold italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890