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# Logo

The **Rojone** logo should always appear in a specified and consistent manor as illustrated in this document. The logo should never be typeset except in the body copy - always use the logo files supplied.

## Elements

The logo consists of 2 elements, company name "**Rojone**" and the graphic element "**The red stripes**". The relationship between the 2 elements has been specifically set and should only be altered in exceptional circumstances.



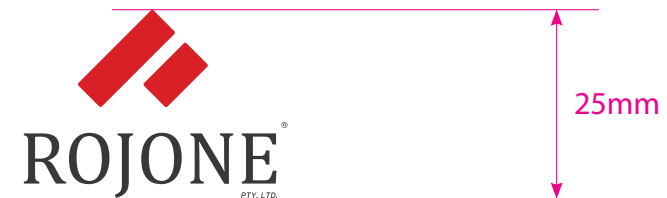
## Exclusion Zone

To ensure the logo is clear of any visual distraction including graphics and text, a minimum clear area (exclusion zone) has been developed. This distance is called “clear space.”

The minimum clear space is illustrated on the right (**marked X**). The clear space can be determined by measuring the distance between the top of the capital letters in the company name to the bottom of the capital letters in the company name. Wherever possible this amount of clear space should be increased.

## Minimum Logo Size

The logo may be scaled proportionately in size as large as desired. However, the logo should never be used smaller than **25mm** in height.



# Logo usage

The logo can be used in the following formats. Under no circumstances should the logo be used in any other way.

## 1. Colour Logos

The colour logos may only be printed in colour from the supplied files.

## 2. One Colour Logo (Black)

In instances where it is not possible to replicate the logo accurately in colour, the one colour logos may be used. If the logo needs to be faxed, the logo element is to be discarded due to reproduction problems.

## Unacceptable Usage

Correct usage of the logo is essential to maintain the integrity of the **Rojone** identity. Inconsistent or careless use of the logo diminishes its value and weakens its impact. Only use approved artwork provided by **Rojone** and never reproduce the logo from any black and white, colour or facsimile print.

## Incorrect Use Examples:

- Distorting the logo in any way
- Changing or using colours other than those specified
- Printing or displaying the logo on an angle
- Placing a border around the logo
- Using the logo enclosed within a shape
- Changing the type face or other elements
- Repositioning elements or type other than specified
- Placing the logo over a complex background

## Colour Logo (Available in CMYK and RGB)

Version 1



Version 2



### One Colour Logo (Black)

Version 1



Version 2



### Additional Brand Elements

In conjunction with the logo, additional brand elements have been created (called logo stripes). These elements can be used in any promotional material created for **Rojone**. Always use files supplied.

### Logo stripes with colour variations

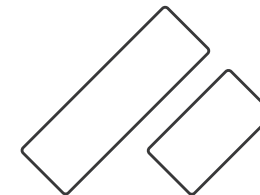
Rojone Red



Black (92%)



Black (92%) Outlines



# Typography

To ensure a consistent appearance of communications, the management of typography is essential and must be uniform. **Rojone** uses the following type faces for internal and external communications. The correct type faces are listed on the right. The entire font family can be used for each of the type faces.

**Cambria** and **Myriad** are the primary font families and can be used for internally and externally designed and printed publications. **Arial** is the secondary font which can also be used for all printed publications.

**Georgia**, **Cambria** and **Arial** can be used for all digital media promotions.

## Using Typography

Follow these guidelines when laying out type:

- Do not use justified text
- Do not use drop caps
- Ensure strong contrasts when using coloured type or type on coloured backgrounds
- Italics should be used sparingly and reserved only for special emphasis
- Do not use extreme kerning or leading
- Do not angle or rotate text

### Primary fonts

Cambria Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

**Cambria Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*()**

*Cambria Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#%&^\*()*

***Cambria Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#%&^\*()***

Myriad Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### Secondary fonts

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*()**

*Arial Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#%&^\*()*

***Arial Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#%&^\*()***

# Colour palette

The **Rojone** colour logo is created using one primary colour and a Grey tone.

The logo should always be reproduced using these colours or using the CMYK/RGB equivalent values stated.

## Primary Colours



**Pantone** DS 74-1 U  
**CMYK** 10, 100, 100, 2  
**RGB** 208, 3, 28



**CMYK** 0, 0, 0, 92  
**RGB** 55, 55, 57



**CMYK** 0, 0, 0, 100  
**RGB** 0, 0, 0