

LOGO - DOs

The logo is ideally used on a white background, but care should be taken to ensure clarity, prominence and legibility. Do not apply to images with complex, cluttered backgrounds that compete with the logo.

There are two main colours in the logo: Red and Orange

Logo with RED-ORANGE GRADIENT

Used when the logo appears on white or light colours.



Logo in WHITE

May be used when our logo appears on red and orange backgrounds, or when the legibility against background is weak.



Logo in BLACK

A black version of the logo is available for use when colour production is limited. It is not to be used as a lead logo colour in print, digital or retail. The colour should always be 100% process black.

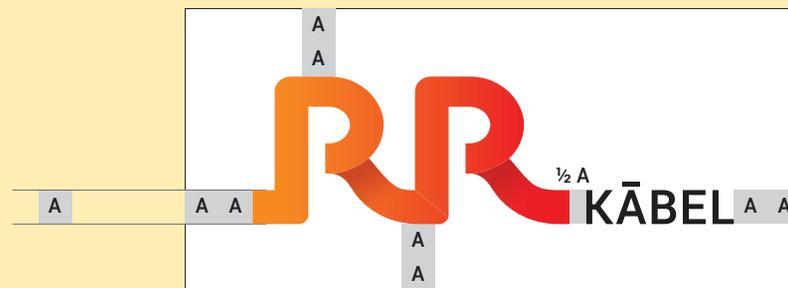


CLEAR SPACE

We have devised a clear space rule to ensure that no other design elements appear too close to the logo. This step will ensure legibility, and brand integrity. The clear space rule should be adhered all times, although there are exceptions dictated by the scale or shape of a format, particularly in retail or digital scenarios.

MINIMUM SIZE

The minimum size rule is demonstrated here.



(Where A refers to the letter "Ä" in the logo)



LOGO - DON'Ts

Do not place logo against backgrounds that visually compete with it. Always ensure there is high contrast between the logo and the background on which it is used.



Do not let the logo get cropped or cut out.



Do not place the logo in a vertical format.



Do not let the logo be tilted or slanted.



Do not flip the logo, or place it backwards.



Do not apply a black logo within colour applications,
or on coloured backgrounds.



Do not apply the RR red-orange logo to competing
colour backgrounds.



Do not apply the logo in non-RR Kabel colours,
against competing backgrounds.



Do not use the RR Kabel black logo on shades of grey.

