r3.

BRAND TOOLKIT

This is the master logo for R3. The interconnected characters symbolize collaboration and harmony. The period communicates confidence and assurance. The lower case R symbolizes humanity and approachability. There is also a very subtle reference to a keyhole (representing security) in the negative space of the 3.

It is important that the integrity of the brand mark is retained in all applications. Therefore please adhere to the following guidelines regarding usage.

The master logo has been carefully and expertly crafted using perfect geometry. It should not be altered or amended in any way.

BRANDING ELEMENTS
MASTER LOGO: CLEAR SPACE

To allow the logo space to breathe and retain presence, a clear space rule has been established. Simply allow an 'R' height spacing around the R and 3 of the logo.

BRANDING ELEMENTS
MASTER LOGO: MINIMUM SIZE

The master logo can be used in most instances of application. However, for small scale usage, a second version has been created with a slightly wider gap between the elements.

The small usage logo should be used for applications which require it to be 15mm or under.

The minimum size of the small usage logo is 5mm.

MASTER LOGO
>15MM

MASTER LOGO
MINIMUM SIZE: 15MM

SMALL USAGE LOGO
15MM > 5MM

SMALL USAGE LOGO
MINIMUM SIZE: 5MM

BRANDING ELEMENTS
COLOR PALETTE

The color palette for R3 is confident, bold and simple. it consists of 3 colors; black, white and red. Please ensure you use the supplied breakdowns for a true, rich black and a vibrant pop of red.
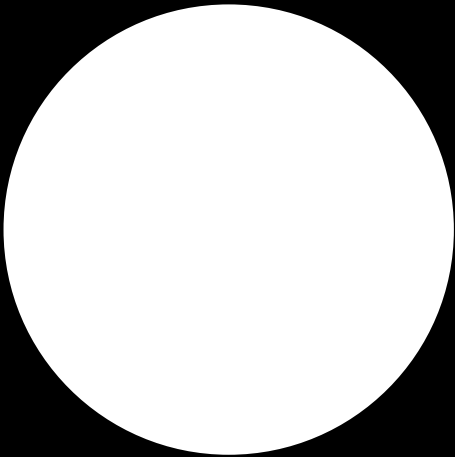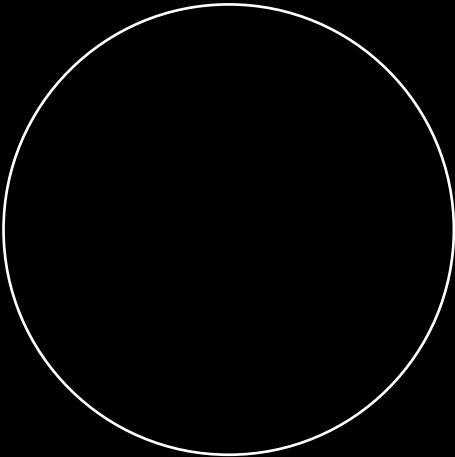
WHITE

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

#FFFFFF

BLACK

C 50
M 50
Y 50
K 100

R 1
G 1
B 1

#010101
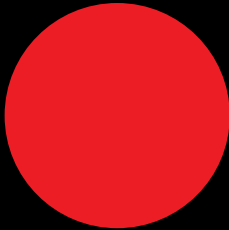
PANTONE 485

C 0
M 100
Y 100
K 0

R 236
G 29
B 36

#EC1D24

BRANDING ELEMENTS
ALTERNATIVE LOGO COLOR WAYS

The R3 logo can be shown in two alternative color-ways for a touch of playful variety for smaller applications such as business cards or other stationery. These should always be secondary to the master logo color-way.

BRANDING ELEMENTS
LOGO USAGE: DO NOT'S

1.

2.

3.

4.

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9.

Do not:
1. Use the logo in single color.
2. Use unspecified colors.
3. Use the brand colors in the wrong way.
4. Place the logo on a busy background.
5. Place elements in the clear space zone.
6. Rotate the logo.
7. Adjust the logo lock-up.
8. Warp or distort the logo.
9. Crop imagery inside the logo.

THANK YOU