corporateguidelines

Recognition EXPRESS

Unique Solutions in Promoting Your Image

Recognition Express has been providing unique **promotional solutions** to a large customer base of household names since 1979 – from name badges to signs; corporate clothing to promotional products; business gifts and staff awards to large full-colour digital posters.

These **guidelines** are for our partners to use in implementing our identity correctly and to get the most of a **franchise brand** that is both flexible, expressive and memorable.

contents

We have been successfully operating in the corporate recognition and promotional products market since 1979, and are now the most successful franchise network for this sector in the UK. Franchised operations also exist in five other European countries.

Our brand values are an integral part of how we are perceived and it is our view that these guidelines are beneficial in portraying the company effectively.

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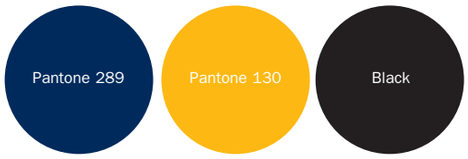
identityelements

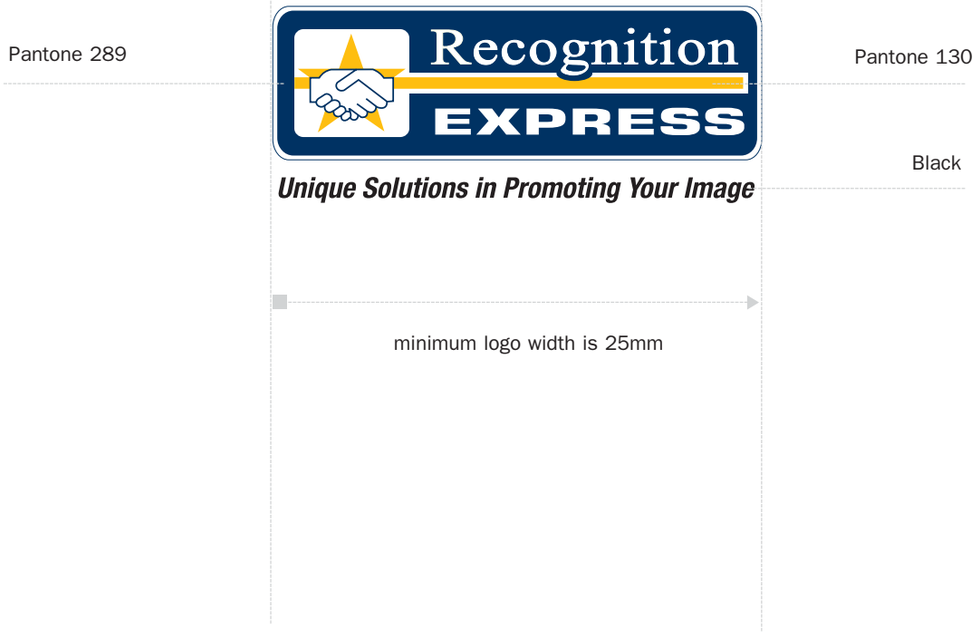
logo

Franklin Gothic
Franklin Gothic Italic
Franklin Gothic Demi
Franklin Gothic Heavy

typefaces



colour palette



The logo

The logo is a significant part of our identity as it features both of our corporate colours as well as the handshake and star emblems.

By following the guidelines in this guide closely, we can protect and build on our most valuable corporate asset, the Recognition Express brand.

In the three corporate colours on white.

On the corporate colour Pantone 130.

Reversed out of Pantone 289.

In black on light self coloured material.

Approved versions with different backgrounds

When used on a white background, the logo uses Pantone 289, Pantone 130 and Black. Alternatively, it can be used in black or reversed out using these colours as the background.

Black and white

The black and white version of the logo has the same clean lines and strong impact as the colour version.
It can be used reversed out or on a white background as shown.

The tint value within the logo is 25% black. There can be no variation to this.

Size counts

The logo cannot be used any smaller than 25mm wide and thereafter only in 5mm increments.

Exclusion zone

To maintain the impact and integrity of the logo, you need to give it plenty of white space. For this reason, other graphics or text must not be positioned any closer than the ‘exclusion zone’ shown here which is a square of the height of the logo in its entirety.

The logo cannot
... be used on its side

... at an angle

... be stretched or
distorted in any way

... be used without
its descriptor

... be used on illustrations
or pictures

... be used against colours other
than the specified ones

... be used with any
colours swapped

... be used under/over
textures or tints

... be used any smaller
than 25mm wide

... be used in any colours other
than those specified.

Do not use any other colours when
the logo is reversed out of black or
either of the corporate colours.

Make sure the logo exclusion zone
is not encroached upon by text or
other graphics.

What not to do

The logo is there to be recognised and any inconsistency will dilute its impact – and damage Recognition Express' credibility.

When using the logo in your own designs, you must adhere to these guidelines. The logo cannot be altered in any way, and only specified background colours may be used.

Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

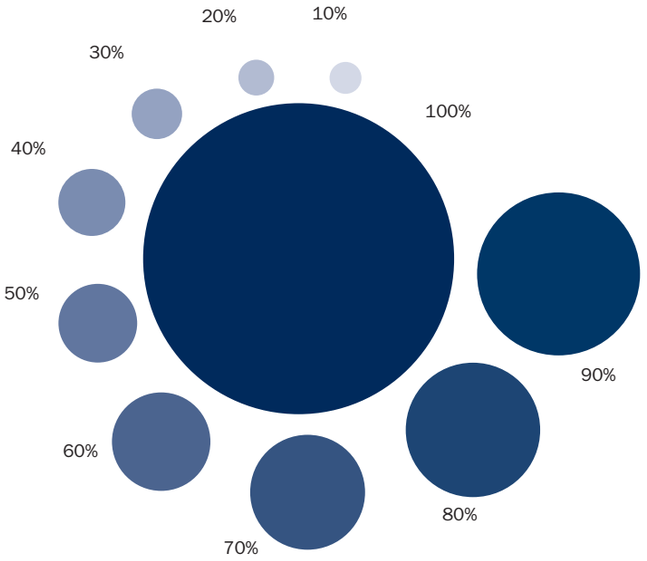
True to type

By restricting ourselves to these four weights within the Franklin Gothic family, we can ensure uniformity in all our corporate communications. This way, anything we produce for use externally will be clean and uncluttered – qualities which are also reflected in the logo, and which serve to underline our brand strength.

colourpalette

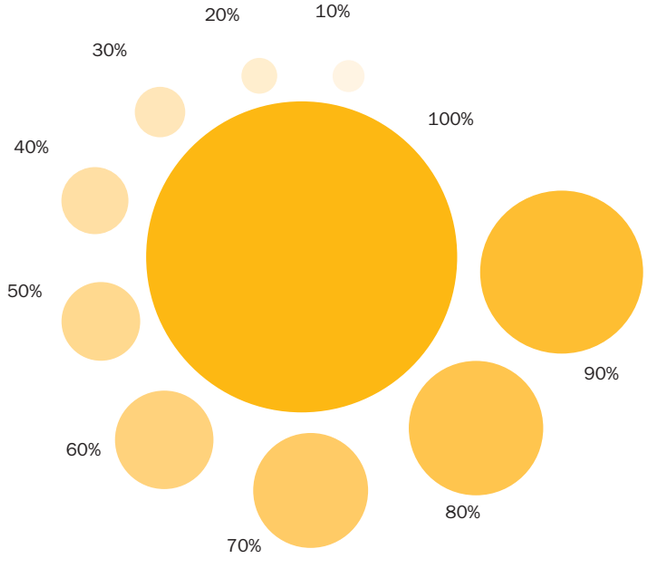
Print
Pantone 289
CMYK – C 100 M 64 Y 0 K 60

On screen web safe
RGB – R 2% G 9.2% B 23.7%



Print
Pantone 130
CMYK – C 0 M 30 Y 100 K 0

On screen web safe
RGB – R 100% G 70% B 1.8%



Tinting the colour

These are the two colours that are used in our logo. To give you more design scope, you can use these colours in the tints shown, from 10% to 90%. Please note that the logo itself must never be reproduced in a tint.

However you employ them, always ensure that the colours you use conform to these specifications, whether you are using Pantone, CMYK or RGB colour systems.

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