

The logo features the letters 'RR' in a stylized, rounded font. The first 'R' is orange and the second 'R' is red. To the right of the 'RR' is the word 'GLOBAL' in a bold, black, sans-serif font. The background is white with a decorative yellow and red geometric shape at the bottom left.

RR GLOBAL



RR - Represents our identity as Ram Ratna

The word “Global” has been suffixed to represent our global presence

LOGO DIMENSIONS



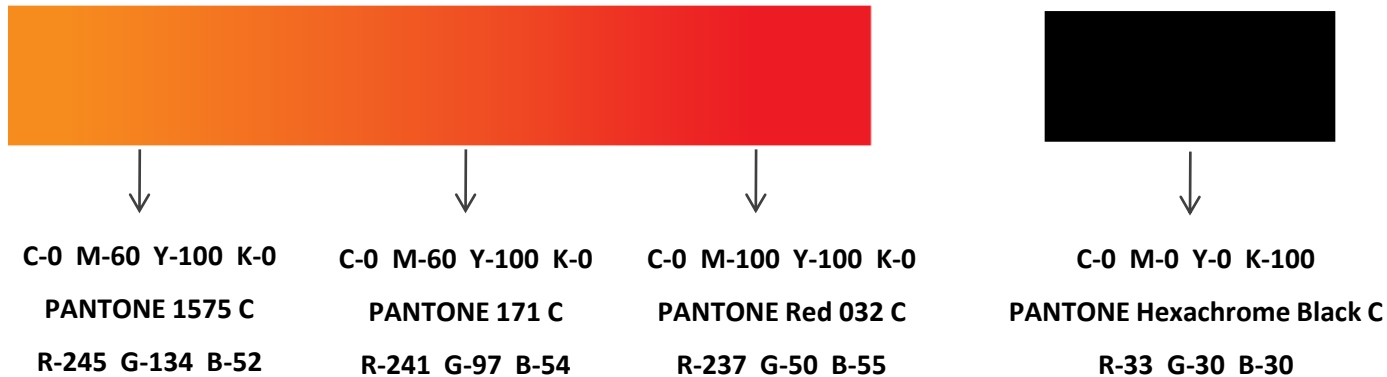
- Adequate spacing to be maintained around all four sides of the logo unit
- The minimum size of the space around four corners of the logo unit will be the same as the height of the suffix i.e Global. The height of the suffix will vary as per each artwork. For eg: If the height of the suffix is 10 mm then a space of minimum 10 mm has to be maintained on all four sides of the entire logo while placing it against a background

COLOURS

The logo starts with the colour Orange, which moves with a seamless and fluid transition into Red. This has been done to symbolically signify that we always look forward to newness, change and advancement, while giving equal importance to our heritage, values and past. Both Orange and Red do signify bold, dynamic and stimulating colours but to us their relevance is:

Orange: Our future, Warmth, Happiness, Vibrancy, Youthfulness, Modernity, Positive Outlook, Spontaneity

Red: Our Past (people, achievements, values, ethos), Strength, Energy, Courage, Leadership, Passion, Creativity, Willpower



TYPOGRAPHY

- The font used is Roboto which has a dual nature. It has a mechanical skeleton and the forms are largely geometric also at the same time, the font features friendly and open curves.
- The form of the logo is tall, bold and elegant. Even though it has a dominating look and feel, it is yet flexible and flowing, signifying youthfulness, flow of energy, dynamism, freshness and newness.

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz	12345 67890	<i>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz</i>	12345 67890
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz	12345 67890	<i>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz</i>	12345 67890
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz	12345 67890	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz	12345 67890
<i>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz</i>	12345 67890	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz	12345 67890
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz	12345 67890	<i>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz</i>	12345 67890
<i>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz</i>	12345 67890	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz	12345 67890

FONT INTRODUCTION

Roboto:

- Image brands such as the logo
- Business cards
- Image brochures
- Flyers
- Catalog covers
- Advertisements
- Trade shows

Calibri:

- Internal office templates (eg: Word, PowerPoint)
- Correspondence text
- Faxes
- E-mails
- Product spec sheets and catalogs

BACKGROUND FOR THE LOGO

- The logo is ideally used on a white or beige background (colour of packaging) but care should be taken to ensure clarity, prominence and legibility. It should not be used on images with complex or cluttered backgrounds
- When using the logo on a white, beige, grey and shades of grey or a solid colour background with a white patch, the RR logo will be four coloured followed by the suffix in black colour
- When using the logo on a black background, the RR logo will be four coloured followed by the suffix in white colour
- The white coloured logo against the four coloured background is only used for visiting cards



BACKGROUND FOR THE LOGO

- When using the logo on solid colour or textured background with a white patch, the RR logo will be four coloured followed by the suffix in black colour
- The minimum size of the space around four corners of the logo unit will be the same as the height the of the suffix i.e Global. The height of the suffix will vary as per each artwork. For eg: If the height of the suffix is 10 mm then a minimum space of 10 mm has to be maintained on all four sides of the entire logo while placing it on a background



BACKGROUND FOR THE LOGO

Reverse/Single colour logo in White/Black

- Should be used when our logo appears against black or any other solid single colour background.
- A black color logo will be used on a light solid single color background
- A white color logo will be used on a dark solid single color background
- This version of the logo is available for use when the colour production is limited



Texture / Any other background is not allowed

- The logo in its original or reverse form cannot be placed on any texture or solid colors apart from the ones defined. The only texture allowed is white with vertical grey lines along with the four coloured logo as defined in the picture



INCORRECT USAGE OF THE LOGO: EXAMPLES



Suffix is in any other font



Clutched or clasped



Broken into two parts



Encompassed with an outline

INCORRECT USAGE OF THE LOGO: EXAMPLES



Colour scheme of the logo is changed



The logo in its original or reverse form cannot be placed on any texture



Used vertically



Defined spacing around the logo is not maintained



Logo with thin outline and/or shadow

RR FANS

- Adequate spacing to be maintained around all four sides of the logo unit
- The size of the space around four corners of the logo unit will be the same as the height of the suffix i.e Fans. The height of the suffix will vary as per each artwork
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C-0 M-60 Y-100 K-0
PANTONE 1575 C
R-245 G-134 B-52



C-0 M-60 Y-100 K-0
PANTONE 171 C
R-241 G-97 B-54



C-0 M-100 Y-100 K-0
PANTONE Red 032 C
R-237 G-50 B-55



C-0 M-0 Y-0 K-100
PANTONE Hexachrome Black C
R-33 G-30 B-30

RR SWITCHES

- Adequate spacing to be maintained around all four sides of the logo unit
- The minimum size of the space around four corners of the logo unit will be the same as the height of the suffix i.e Switches. The height of the suffix will vary as per each artwork.
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R-245 G-134 B-52



C-0 M-60 Y-100 K-0
PANTONE 171 C
R-241 G-97 B-54



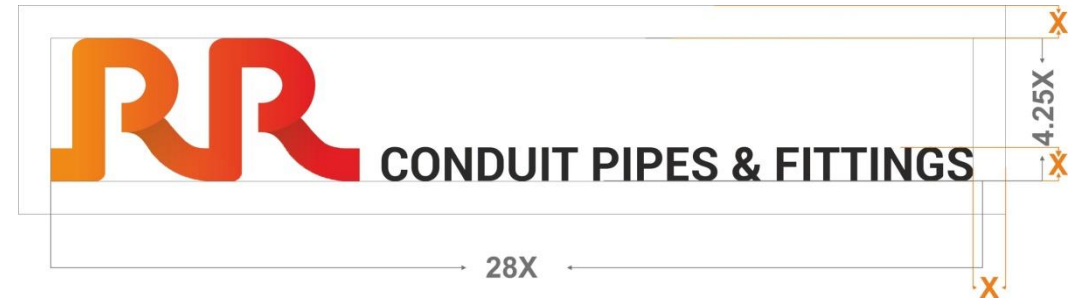
C-0 M-100 Y-100 K-0
PANTONE Red 032 C
R-237 G-50 B-55



C-0 M-0 Y-0 K-100
PANTONE Hexachrome Black C
R-33 G-30 B-30

RR CONDUIT PIPES & FITTINGS

- Adequate spacing to be maintained around all four sides of the logo unit
- The size of the space around four corners of the logo unit will be the same as the height of the suffix i.e Conduit Pipes & Fittings. The height of the suffix will vary as per each artwork
For eg: If the height of the suffix is 10 mm then a space of 10 mm has to be maintained on all four sides of the entire logo while placing it against a background



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PANTONE 171 C
R-241 G-97 B-54



C-0 M-100 Y-100 K-0
PANTONE Red 032 C
R-237 G-50 B-55



C-0 M-0 Y-0 K-100
PANTONE Hexachrome Black C
R-33 G-30 B-30

RR LIGHTING

- Adequate spacing to be maintained around all four sides of the logo unit
- The minimum size of the space around four corners of the logo unit will be the same as the height of the suffix i.e Lighting. The height of the suffix will vary as per each artwork.
For eg: If the height of the suffix is 10 mm then a space of minimum 10 mm has to be maintained on all four sides of the entire logo while placing it against a background



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C-0 M-100 Y-100 K-0
PANTONE Red 032 C
R-237 G-50 B-55



C-0 M-0 Y-0 K-100
PANTONE Hexachrome Black C
R-33 G-30 B-30

Thank
You