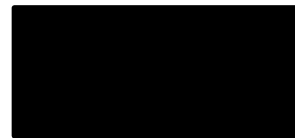# RR KABEL
Logo Guidelines

LOGO DIMENSIONS

- 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 the of the suffix i.e Kabel. 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
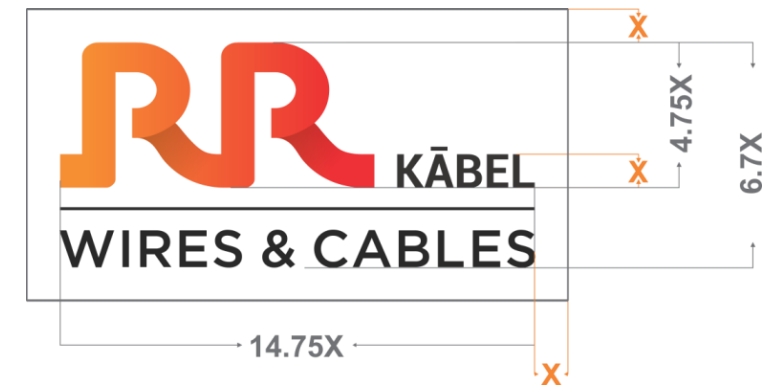

C-0 M-60 Y-100 K-0	C-0 M-60 Y-100 K-0	C-0 M-100 Y-100 K-0	C-0 M-0 Y-0 K-100
PANTONE 1575 C	PANTONE 171 C	PANTONE Red 032 C	PANTONE Hexachrome Black C
R-245 G-134 B-52	R-241 G-97 B-54	R-237 G-50 B-55	R-33 G-30 B-30

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 our journey. Both Orange and Red do signify bold, dynamic and stimulating colours but to us their relevance is:

Orange: Warmth, Happiness, Vibrancy, Youthfulness, Modernity, Positive Outlook, Spontaneity, Trust, Inspiration
Red: Our People, Achievements, Values, Ethos, Strength, Energy, Courage, Leadership, Passion, Creativity, Willpower

C-0 M-60 Y-100 K-0	C-0 M-60 Y-100 K-0	C-0 M-100 Y-100 K-0	C-0 M-0 Y-0 K-100
PANTONE 1575 C	PANTONE 171 C	PANTONE Red 032 C	PANTONE Hexachrome Black C
R-245 G-134 B-52	R-241 G-97 B-54	R-237 G-50 B-55	R-33 G-30 B-30

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 OPQRSTUVWXY	**12345**	*ABCDEFGHIJKLMN OPQRSTUVWXY*	*12345*
abcdefghijklmnopqrstuvwxyz	**67890**	*abcdefghijklmnopqrstuvwxyz*	*67890*
ABCDEFGHIJKLMN OPQRSTUVWXY	**12345**	*ABCDEFGHIJKLMN OPQRSTUVWXY*	*12345*
abcdefghijklmnopqrstuvwxyz	**67890**	*abcdefghijklmnopqrstuvwxyz*	*67890*
ABCDEFGHIJKLMN OPQRSTUVWXY	12345	***ABCDEFGHIJKLMN OPQRSTUVWXY***	***12345***
abcdefghijklmnopqrstuvwxyz	67890	***abcdefghijklmnopqrstuvwxyz***	***67890***
ABCDEFGHIJKLMN OPQRSTUVWXY	*12345*	*ABCDEFGHIJKLMN OPQRSTUVWXY*	*12345*
abcdefghijklmnopqrstuvwxyz	*67890*	*abcdefghijklmnopqrstuvwxyz*	*67890*
ABCDEFGHIJKLMN OPQRSTUVWXY	**12345**	*ABCDEFGHIJKLMN OPQRSTUVWXY*	*12345*
abcdefghijklmnopqrstuvwxyz	**67890**	*abcdefghijklmnopqrstuvwxyz*	*67890*
ABCDEFGHIJKLMN OPQRSTUVWXY	***12345***	***ABCDEFGHIJKLMN OPQRSTUVWXY***	***12345***
abcdefghijklmnopqrstuvwxyz	***67890***	***abcdefghijklmnopqrstuvwxyz***	***67890***

RR KABEL

- Well known brand in the B2B segment

- The RR Kabel logo can only be used wherever there are space constraints to use the Wires & Cables logo. This can be used only with prior written approval from the Corporate Communications team

- To create a strong brand – product connect in the B2C market , the logo required a dimension of the product category

- Introduced the product category with the logo

- Guideline : Except packaging and brochure, logo to be used everywhere

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, 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

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

Broken into two parts

Defined spacing around the logo is not maintained

Clutched or clasped

Used vertically

INCORRECT USAGE OF THE LOGO: EXAMPLES

Encompassed with an outline

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

Colour scheme of the logo
is changed

Logo with thin outline and/or shadow

USING TWO BRAND LOGOS TOGETHER

- We prohibit placing two brand or product category logos side by side on any shop façade, exhibition panels, standees, magazine advertisements etc.

- Only if there are any sponsorship events where two brands / product categories of RR are participating, two logos can be used together while maintaining adequate spacing between the two logos