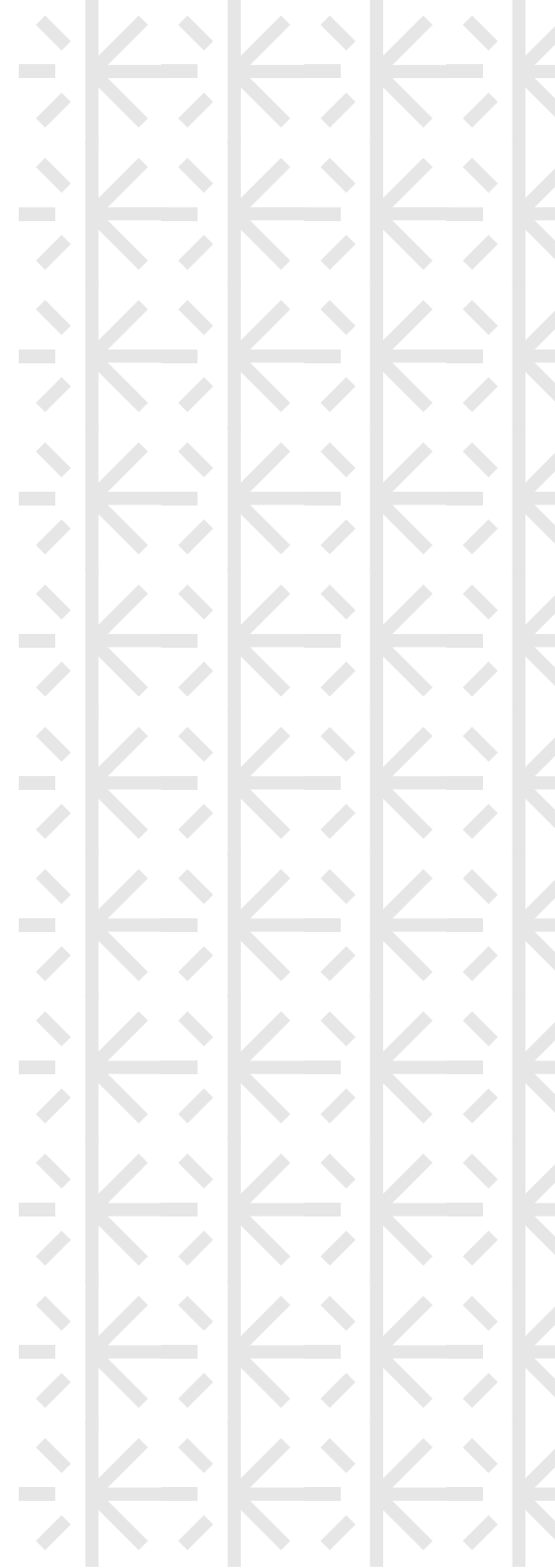


brand guidelines



INTRODUCTION

This corporate style guide describes the basic approaches to applying and using the corporate identity items.

Please follow these guidelines and standards to ensure unification of logo use on all means of visual communications for proper brand exposure.

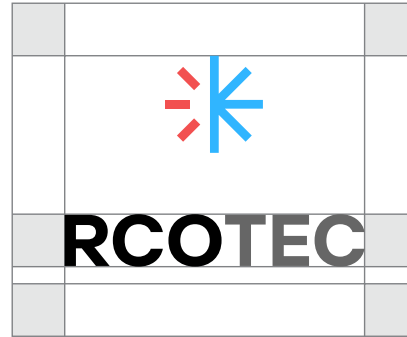
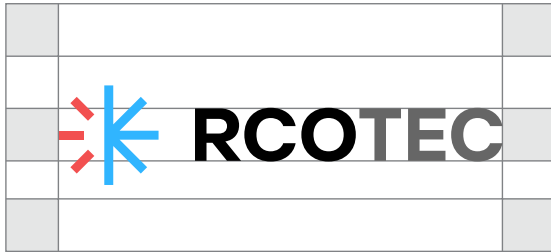


Main logo composition



Additional logo composition

LOGO



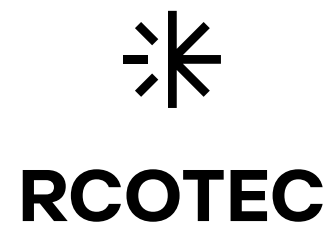
CLEAR SPACE

Logotype clear space is the space surrounding the name block, free of any other elements, such as: letter, text block, line, frame, color plate, etc. The clear space of the name block provides its better perception and maximum influence on the audience.



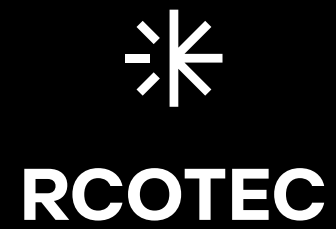
LOGO INVERSION

Inverse Logo is using on a dark background.



MONOCHROME VERSION

Sometimes it is impossible to use the full-colored version of the Logotype, for instance, in laser engraving or embossing. In such cases the monochrome version must be used.



MONOCHROME INVERSION

Inverse Logotype is using on a dark background.

The RCOTEC logo, consisting of a stylized asterisk-like symbol followed by the word "RCOTEC" in a bold, sans-serif font.

100 %

The RCOTEC logo on a dark gray background.

90 %

The RCOTEC logo on a medium-dark gray background.

80 %

The RCOTEC logo on a medium gray background.

70 %

The RCOTEC logo on a light gray background.

60 %

The inverted RCOTEC logo (white on black) on a dark gray background.

50 %

The inverted RCOTEC logo on a medium-dark gray background.

40 %

The inverted RCOTEC logo on a medium gray background.

30 %

The inverted RCOTEC logo on a light gray background.

20 %

The inverted RCOTEC logo on a very light gray background.

10 %

CONTRAST THRESHOLD

For the inverted version of the monochrome Logotype a contrast threshold applies. If the threshold is reached, the use of the inverted version becomes impractical.

The inverted version uses from 50% to 100% of black background. In this case the logo is painted in a white color.

×



×



×



×



×



×



INCORRECT USE

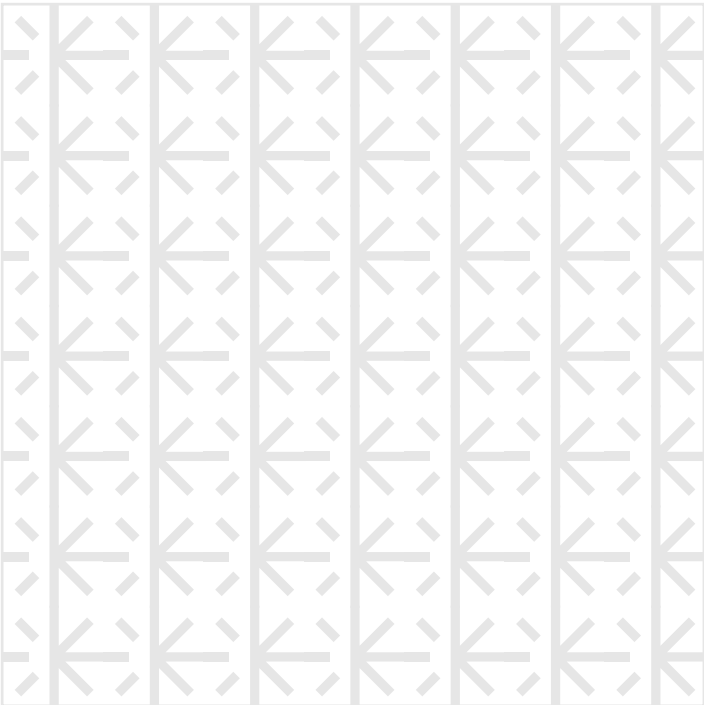
1. Non-proportional scaling, distortion of the logo
2. Usage of colors, other than named in the guideline
3. Outlines
4. Tilts, turns, reflection
5. Alterations or additions to the logo
6. Clear space violation

Red	Blue	Black	White
CMYK 0 80 62 0 #F25050	CMYK 0 65 15 0 #30B5FF	CMYK 0 0 0 100 #000000	CMYK 0 0 0 0 #FFFFFF
CMYK 0 70 52 0 #ED6B67	CMYK 0 55 12 0 #77BBE8	CMYK 0 0 0 80 #4D4D4D	
CMYK 0 60 42 0 #F0847F	CMYK 0 45 11 0 #95C7ED	CMYK 0 0 0 60 #808080	
CMYK 0 50 32 0 #F39B98	CMYK 0 35 8 0 #B0D3F1	CMYK 0 0 0 40 #B3B3B3	
CMYK 0 40 22 0 #F6B2B2	CMYK 0 25 5 0 #C9E1F6	CMYK 0 0 0 20 #E6E6E6	

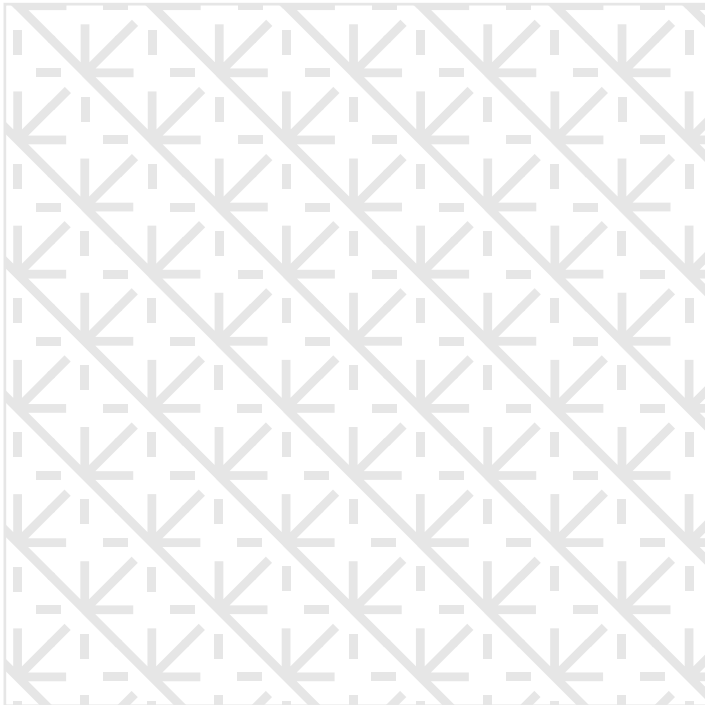
CORPORATE COLORS

The corporate colors will cover the majority of your needs. It is intentionally small in variety as to not dilute the brand visuals, causing confusion.

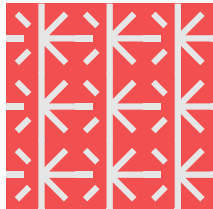
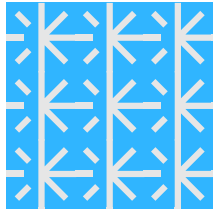
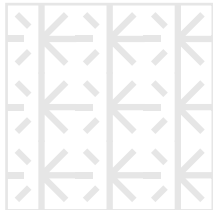
Pattern 1



Pattern 2



Background Colors



CORPORATE PATTERN

Ad

The quick brown fox
jumps over the lazy dog

1 2 3 4 5 6 7 8 9 0

CORPORATE TYPEFACES

The main corporate typefaces shall be Muller Black and Roboto.
It needs to be used in documents, merchandize, advertising and promotional materials.

Stolz! www.myfonts.com/fonts/northernblock/stolz/

HEADERS

H1 Header 1
StolzI Bold 52 pt
Leading 60 pt

Lorem ipsum

H2 Header 2
StolzI Bold 36 pt
Leading 44 pt

Dolor amet

H3 Header 3
StolzI Medium 24 pt
Leading 28 pt

Lorem ipsum dolor amet

H4 Header 4
StolzI Medium 20 pt
Leading 24 pt

Ipsum dolor

SUBHEADING & TEXT

S1 Subheading 1
StolzI Bold 22 pt
Leading 30 pt

Lorem ipsum

S2 Subheading 2
StolzI Bold 16 pt
Leading 24 pt

Dolor sit amet

P1 Regular Text
StolzI 20 pt
Leading 26 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

P2 Enlarged Text
StolzI Light 30 pt
Leading 36 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod ipsum dolor sit amet tincidunt.

TYPOGRAPHY USAGE EXAMPLE

H1 lorem ipsum
100 pt

H2 Lorem ipsum
48 pt

P1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat ad minim veniam, quis nostrud exerci.

H3 Lorem ipsum dolor amet
80 pt

P1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim ut laoreet dolore magna veniam, quis nostrud exerci tation ullamcorper suscipit.

H4 Dolor amet
80 pt

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40 pt

S1 Lorem ipsum
48 pt

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S2 Lorem ipsum dolor sit amet
80 pt

P1

- Lorem ipsum dolor sit
- Consectetur adipiscing elit
- Sed diam nonummy nibh

48 pt

P2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh ipsum dolor sit amet euismod.
100 pt

lorem ipsum

Lorem ipsum

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Dolor amet

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Dolor amet

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- Sed diam nonummy nibh

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh ipsum dolor sit amet euismod.

Front

rcotec.be

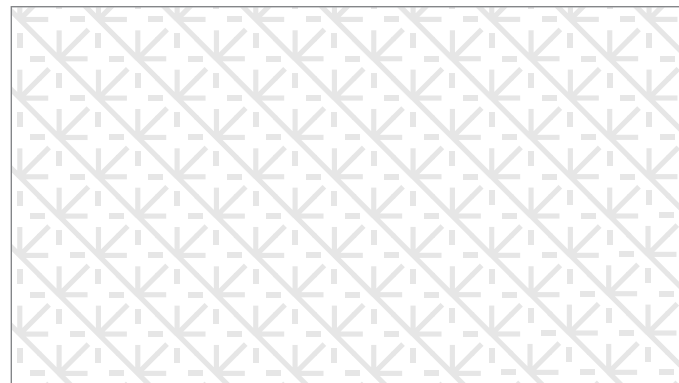
Yuksel Dogan
CEO

Slekkenstraat 4 bus 6
9120 Beveren-Waas

RCOTEC
HOT IN WINTER. COOL IN SUMMER


T: +32 (0)3 230 46 24
F: +32 (0)3 230 46 28
E: info@rcotec.be

Back



CARD

Front



rcotec.be

Slekkenstraat 4 bus 6
9120 Beveren-Waas

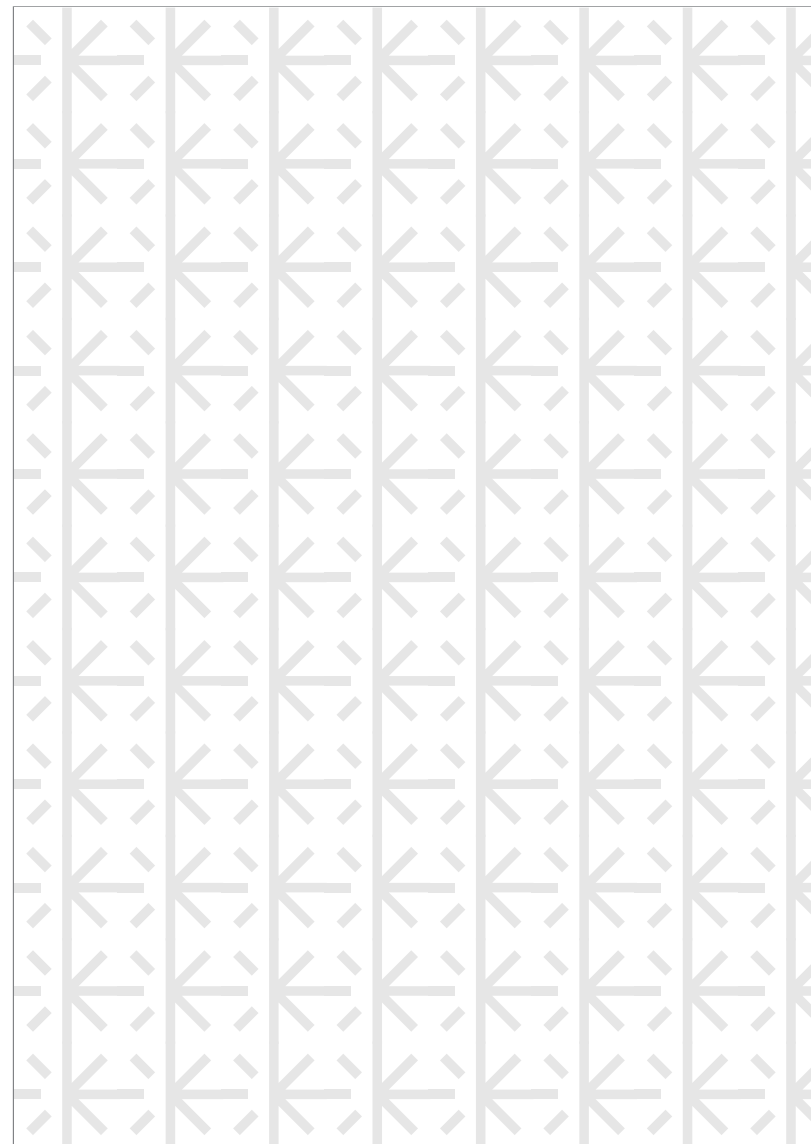
T: +32 (0)3 230 46 24
F: +32 (0)3 230 46 28
E: info@rcotec.be

It's the time to switch the weather

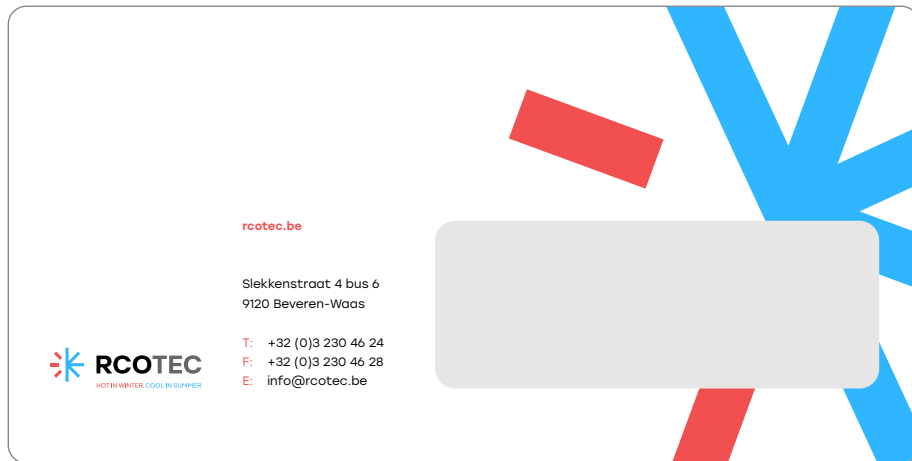
De airco is bijna niet meer weg te denken uit privéwoningen en bedrijven. Met een airco-installatie reguleert u de lucht en temperatuur van binnenruimten. Zo zorgt airconditioning ervoor dat het klimaat in de ruimte een stuk aangenamer wordt.

Vele airco's zijn bovendien uitgerust met bijkomende functies, denk maar aan ventileren én verwarmen. De installatie kan bijvoorbeeld via een filtersysteem ook de lucht zuiveren. Dat is vooral handig voor mensen die kampen met een allergie, want ze hebben minder last van fijne stofdeeltjes.

Back

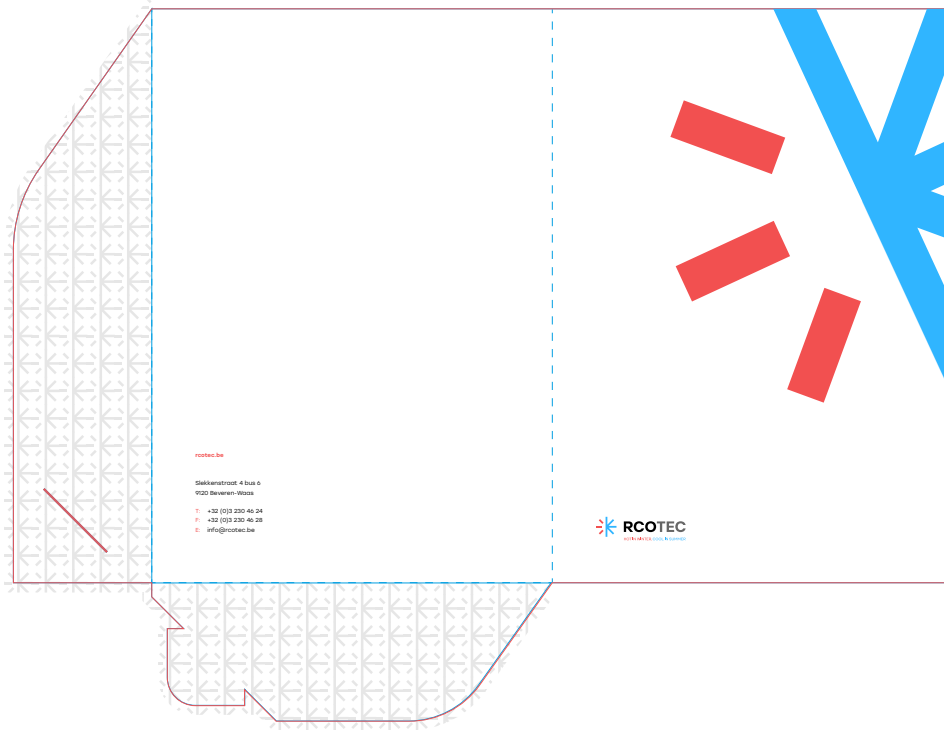


LETTER

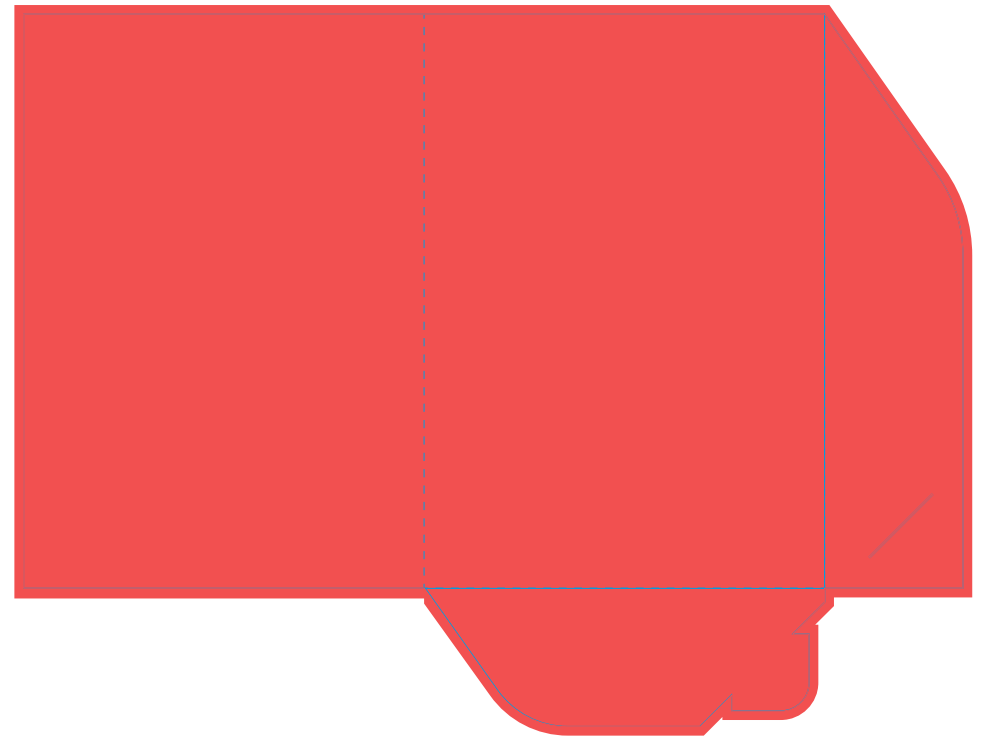


ENVELOPE

Front




Back




FOLDER

B2B



When it's time to switch the weather



RCOTEC
HOT IN WINTER, COOL IN SUMMER

Sielkenstraat 4 bus 6
9100 Beveren-Waas
T: +32 (0)3 230 46 24
F: +32 (0)3 230 46 28
E: info@rcotec.be

B2C




When it's time to switch the weather




RCOTEC
HOT IN WINTER, COOL IN SUMMER

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F: +32 (0)3 230 46 28
E: info@rcotec.be

years of proven -time results.



Heating Ventilating Air Conditioning



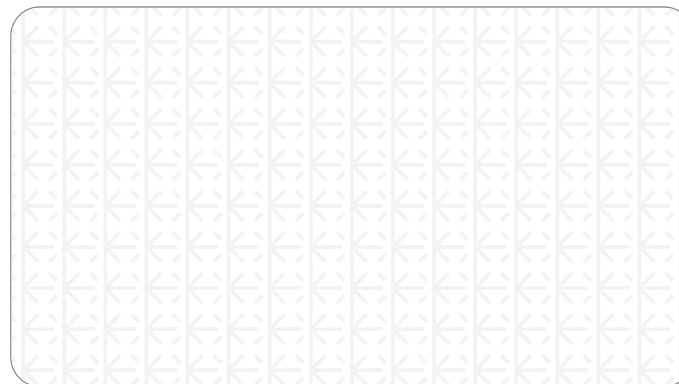
RCOTEC
CELEBRATING
25
YEARS
RCOTEC.be

FLYER EXAMPLE

Front



Back



DISCOUNT CARD

Favicons



64x64



48x48



32x32



24x24



16x16

App Icon




www.rcotec.com

ICONS

1  **STRIPDIFFUSER**

2  **SOLARTEC**

3  **STORAGETEC**

4  **HEATPUMP**

SERVICE LOGO

1. The air flow exits the rectangular opening
2. The sun
3. Battery, location, add object
4. Cold air, hot water.



CELEBRATION ICON

To: adminim@veniam.com



Cc: adminim@veniam.com



Subject: Loremnsectetur adipiscing elit, sed do eius



Loremnsectetur adipiscing elit, sed do eiusmod indunt ut labore et dolore magna aliqua. Ut enim ad minim veniam Loremnsectetur adipiscing elit, sed do eiusmod indunt ut labore et dolore magna aliqua. Ut enim ad o eiusmod indunt ut labore et dolore magna aliqu magna aliqu a.



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9120 Beveren-Waas

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E: info@rcotec.be



Send



E-MAIL SIGNATURE



VAN



T-SHIRT



JACKET

