



LOGO AND BRAND STANDARDS MANUAL



HEADQUARTERS

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Rice Lake Branding

Our Rice Lake brand represents more than a name. It represents the value and integrity of our products and company. We have taken great care to design a Rice Lake brand identity that will be recognized globally, which is becoming increasingly more difficult in today's information age. By using our logo and presenting our brand identity consistently, in every application, we can successfully achieve that recognition.

It is vitally important to the Rice Lake identity that our brand be used consistently and uniformly by the standards and guidelines outlined in this manual. The logos in this manual are not to be replicated, redesigned, altered, transformed, or skewed in any way. Examples of correct representations and misrepresentations are clearly defined in the subsequent pages.

You may use only the approved electronic logo formats that can be downloaded from our website, www.ricelake.com. After signing in, click on the "Logos" link in the "Sales Support" menu. This guide is designed to be as user-friendly as possible; however, for assistance with applications requiring further detail, please contact the Marketing Communications Department at marcommdesign@ricelake.com.

Primary Logo

Great care has been taken with font modification and letter spacing to achieve the Rice Lake look. Do not recreate this logo. Use only approved electronic files downloaded from our website.

Parts of the Logo

The Icon and Logotype should always appear together and never alone.

Icon – This is the graphic design of our logo. This is always to be used in conjunction with the Rice Lake Logotype (see below), never by itself.

Logotype – This is the name of our company shown in a customized font style. These letters and the spacing between them have been specially altered from the original font, therefore our company name within this logo can never be exactly replicated, and should not be changed in any way.



Primary Logo

Full Color - Positive

The primary logo is to be used when the background is white or light in color.



PANTONE	PANTONE
Black	PMS 186
PROCESS	PROCESS
Cyan - 0	C - 2
Magenta - 0	M - 100%
Yellow - 0	Y - 85%
Black - 100	K - 6%
RGB	RGB
R - 35	R - 218
G - 31	G - 26
B - 32	B - 50

PANTONE INKS Two color printing
PROCESS COLOR Full color printing
RGB For web and video



Primary Logo

Full Color - Reverse

The primary logo is to be used when the background is black or dark in color.

**PANTONE**

No Ink

PANTONE

PMS 186

PROCESSCyan - 0
Magenta - 0
Yellow - 0
Black - 0**PROCESS**C - 2
M - 100%
Y - 85%
K - 6%**RGB**R - 255
G - 255
B - 255**RGB**R - 218
G - 26
B - 50

PANTONE INKS Two color printing

PROCESS COLOR Full color printing

RGB For web and video



RICE LAKE[®]
WEIGHING SYSTEMS

Primary Logo

Black - With Screen

The primary logo is to be used when the background is white or light in color.



100% Black



40% Black



Primary Logo

Reverse - With Screen

The primary logo is to be used when the background is black or dark in color.



Paper



40% Black

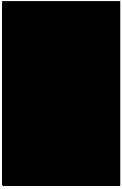
The Rice Lake Weighing Systems logo is centered on a large black background. Above the text is a horizontal grey bar. The text 'RICE LAKE' is in a large, bold, white sans-serif font, with a registered trademark symbol (®) to the right. Below it, 'WEIGHING SYSTEMS' is in a smaller, white, all-caps sans-serif font.

RICE LAKE[®]
WEIGHING SYSTEMS

Primary Logo

Black - No Screen

To be used only when printing in one color and when print quality will not allow acceptable reproduction.



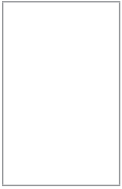
100% Black



Primary Logo

Reverse - No Screen

To be used only when printing in one color and when print quality will not allow acceptable reproduction.



Paper



Primary Logo

Clear Space

When using the logo, there should never be any graphic elements placed directly behind it. As well, a free space border which equals the size of half the logo, must remain clear to maintain optimum legibility and legal protection.

One exception to the clear space rule is the website address which may be placed underneath the logos within the clear space.

Minimum Size

The minimum size for logo reproduction is 1.5 inches wide. On screen logo reproduction minimum is 100 pixels wide.

Clear is one R width on all side from the Rice Lake Logo.



Primary Logo

Unacceptable Uses

Shown are various ways NOT to use the logo. These are unacceptable to all mentioned logos within the design standards manual. If you have any questions about these identity system standards or would like to use any of the Rice Lake logos in a manner not covered in this guide, please contact the Rice Lake Marketing Communications Department for assistance at marcommdesign@ricelake.com.

Proper Logo Usage



Unacceptable Uses



Do not use RICE LAKE without WEIGHING SYSTEMS



Do not use the logotype without the icon



Do not alter the icon



Do not adjust spacing between elements



Do not use the icon without the logotype



Do not alter colors



Do not use any special effects such as drop shadows or glows



Do not crop the logo in any way



Do not place logo on colored background



Do not place logo on patterned background



Do not use any other fonts for logotype



Do not use logo without register mark

International Logos

All rules that apply to the primary logo apply to the International Logos



PANTONE	PANTONE	PANTONE	PANTONE
Black	PMS 186	No Ink	PMS 541
PROCESS	PROCESS	PROCESS	PROCESS
Cyan - 0 Magenta - 0 Yellow - 0 Black - 100	C - 2 M -100% Y - 85% K - 6%	Cyan - 0 Magenta - 0 Yellow - 0 Black - 0	Cyan - 100 Magenta - 78 Yellow - 32 Black - 22
RGB	RGB	RGB	RGB
R - 35 G - 31 B - 32	R - 218 G - 26 B - 50	R - 255 G - 255 B - 255	R - 0 G - 59 B - 113

PANTONE INKS Two color printing
PROCESS COLOR Full color printing
RGB For web and video



Vertical Industry Logos

All rules that apply to the primary logo apply to the Vertical Industry Logos



PANTONE

Black

PROCESS

Cyan - 0
Magenta - 0
Yellow - 0
Black - 100

RGB

R - 35
G - 31
B - 32

PANTONE

PMS 186

PROCESS

C - 2
M -100%
Y - 85%
K - 6%

RGB

R - 218
G - 26
B - 50

*PANTONE INKS Two color printing
PROCESS COLOR Full color printing
RGB For web and video*

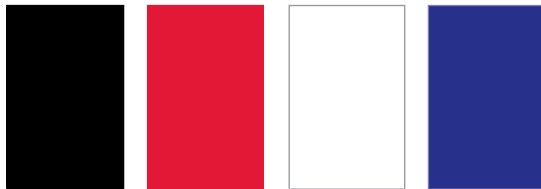


Division and Partner Logos

Rice Lake Weighing Systems, as a partner with the following companies, has been granted exclusive permission to use and display these logos and branding images.

However, Rice Lake is not authorized to share these images or grant permission for their use elsewhere. Dealers and partners of Rice Lake Weighing Systems that wish to display these logos need to seek permission from the company(s) in question. For online purposes, create a link directly to the Rice Lake website where it can be legally displayed.

All rules that apply to the primary logo apply to the Partner Logos.



PANTONE	PANTONE	PANTONE	PANTONE
Black	PMS 186	No Ink	PMS 273
PROCESS	PROCESS	PROCESS	PROCESS
Cyan - 0 Magenta - 0 Yellow - 0 Black - 100	C - 2 M - 100% Y - 85% K - 6%	Cyan - 0 Magenta - 0 Yellow - 0 Black - 0	Cyan - 100 Magenta - 96 Yellow - 0 Black - 8
RGB	RGB	RGB	RGB
R - 35 G - 31 B - 32	R - 218 G - 26 B - 50	R - 255 G - 255 B - 255	R - 46 G - 52 B - 135

PANTONE INKS Two color printing
PROCESS COLOR Full color printing
RGB For web and video

