



# Graphic Standards Manual

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Rice Lake Branding .....	1	Our brand is our most valuable asset. Building brand awareness in so many industries and nations requires being visually consistent. Our logo is a graphic design that customers use to quickly identify our products and that we use to convey some of the values of our products and company. It represents our brand, but is not our brand by itself.
Primary Logo.....	2	This Brand Standards Manual contains guidelines and examples for maintaining a uniform Rice Lake brand image.
International Logos .....	3	These standards apply to all logos within the manual. Use only the provided files. Do not recreate any logos in this manual. You can find approved electronic logo formats on our website, <a href="http://www.ricelake.com">www.ricelake.com</a> . After signing in, click on the “Logos” link beneath “Sales Support.”
Vertical Industry Logos .....	4	
Partner Logos .....	5	Please contact the Rice Lake Marketing Communications Department for assistance with applications requiring further detail at <a href="mailto:marcommdesign@ricelake.com">marcommdesign@ricelake.com</a> .
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# 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. And represents ?

**Logotype** – This is the name of our company shown in a font (letter) style. These letters and the spacing between them have been altered from the original font to make it special, therefore our company name within this logo should never be changed in anyway.

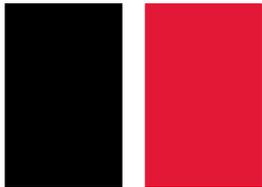
**Tagline** – This is a brief statement we have designed to encompass aspects of our company and products. The tagline is optional.



# Primary Logo

## Full Color - Positive

Primary logo is to be used whenever possible when the background is white or light in color.



<b>PANTONE</b>	<b>PANTONE</b>
Black	PMS 186
<b>PROCESS</b>	<b>PROCESS</b>
Cyan - 0	C - 0
Magenta - 0	M - 100%
Yellow - 0	Y - 81%
Black - 100	K - 4%
<b>RGB</b>	<b>RGB</b>
R - 35	R - 227
G - 31	G - 25
B - 32	B - 55

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



## Primary Logo Full Color - Reverse

Primary logo is to be used whenever possible when the background is black or dark in color.



### PANTONE

No Ink

### PROCESS

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

### RGB

R - 255  
G - 255  
B - 255

### PANTONE

PMS 186

### PROCESS

C - 0  
M - 100%  
Y - 81%  
K - 4%

### RGB

R - 227  
G - 25  
B - 55

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

**RICE LAKE**<sup>®</sup>  
WEIGHING SYSTEMS  
To be the best by every measure<sup>®</sup>

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## Primary Logo Black - Positive

Primary logo is to be used whenever possible when the background is white or light in color.



100% Black



40% Black



## Primary Logo Black - Reverse

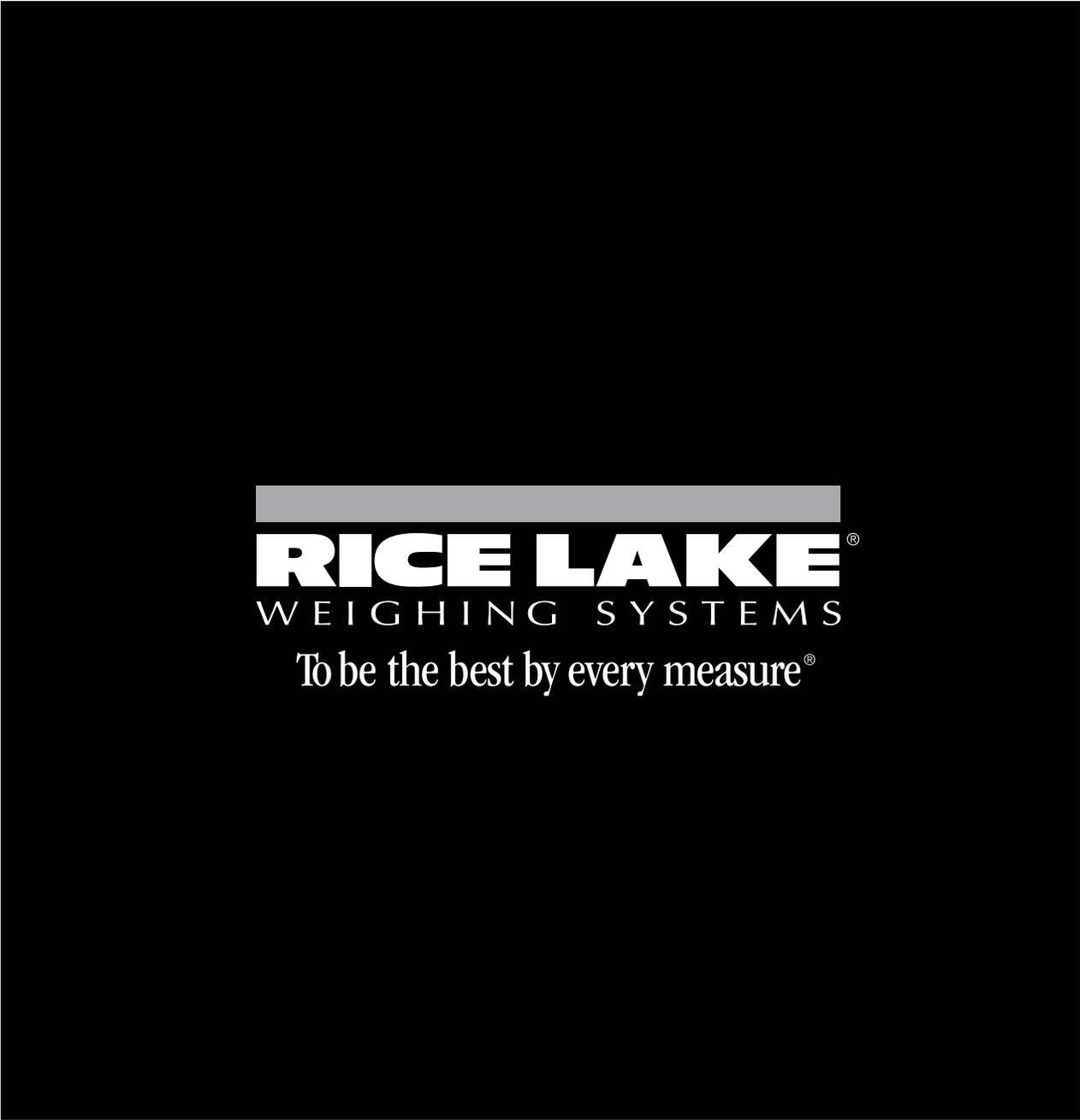
Primary logo is to be used whenever possible when the background is black or dark in color.



Paper



40% Black



**RICE LAKE**<sup>®</sup>  
WEIGHING SYSTEMS  
To be the best by every measure<sup>®</sup>

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## 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

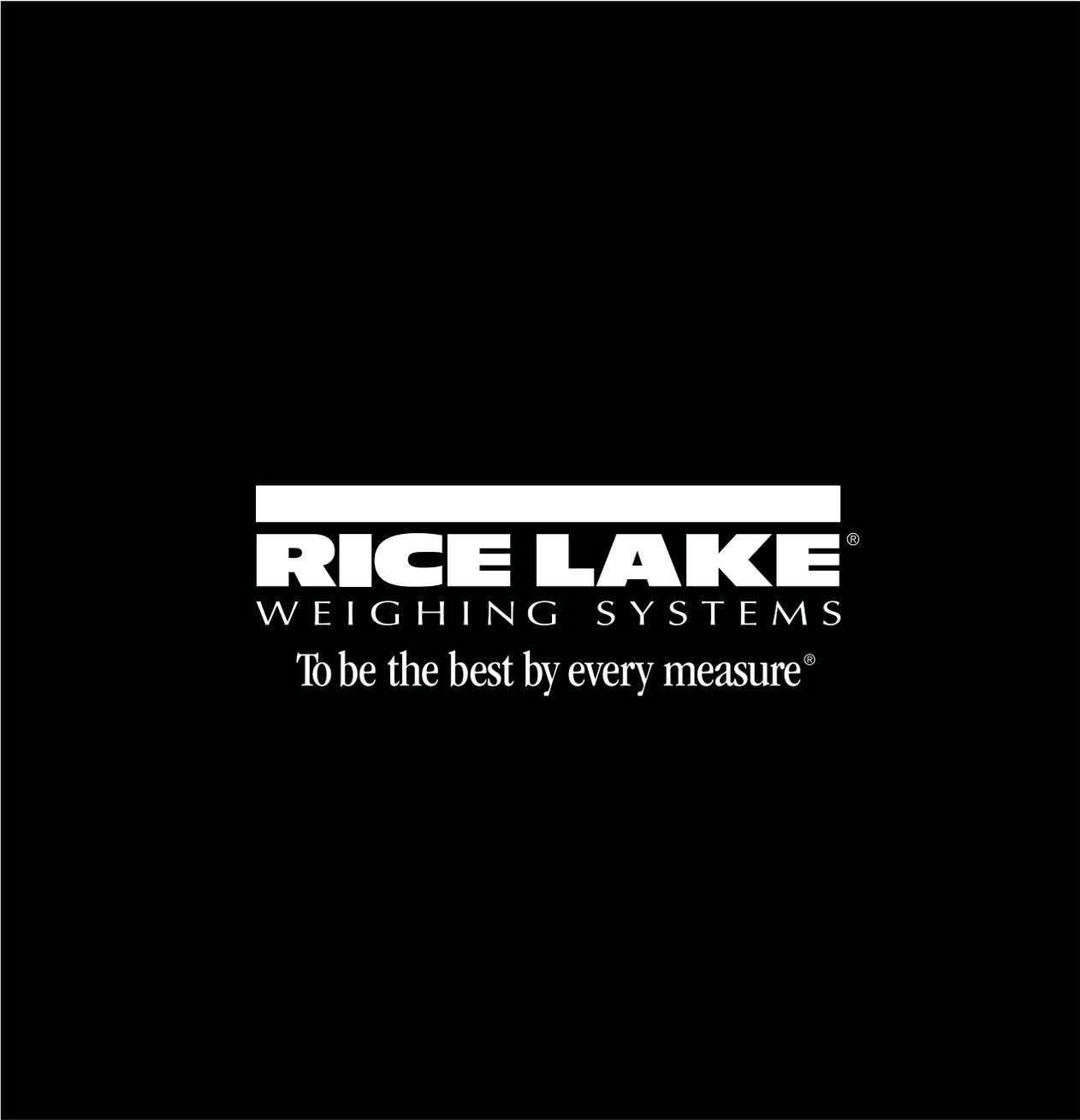


## Primary Logo Reverse - No Screen

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



Paper



**RICE LAKE**<sup>®</sup>  
WEIGHING SYSTEMS  
To be the best by every measure<sup>®</sup>

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## 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.

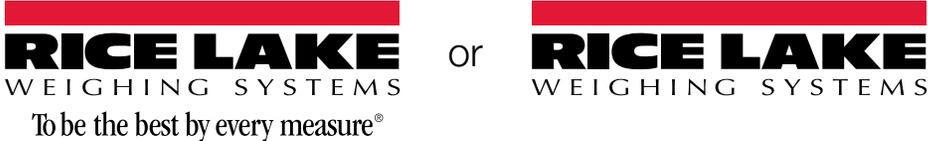
Actual size showing  
the 1.5 inch minimum



Clear space is one R width on all sides from the Rice Lake logo.



## Proper Logo Usage



## 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](mailto:marcommdesign@ricelake.com).

## Improper Logo Usage

 <p>Do not use RICE LAKE without WEIGHING SYSTEMS</p>	 <p>Do not use the logotype without the icon</p>	 <p>Do not alter the icon</p>
 <p>Do not adjust spacing between elements</p>	 <p>Do not use the logotype without the icon</p>	 <p>Do not alter colors</p>
 <p>Do not use any special effects such as drop shadows or glows</p>	 <p>Do not crop the logo in any way</p>	 <p>Do not place logo on colored background</p>
 <p>Do not place logo on patterned background</p>	 <p>Do not use any other fonts for logotype</p>	 <p>Do not place logo on colored background</p>

# International Logos

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



Rice Lake Mexico - Positive



Reverse



Rice Lake Europe - Positive



Reverse



Rice Lake India - Positive



Reverse

## Vertical Industry Logos

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



Rice Lake Health Solutions - Positive



Reverse



Rice Lake Retail Solutions - Positive



Reverse



Rice Lake Precision Solutions - Positive



Reverse



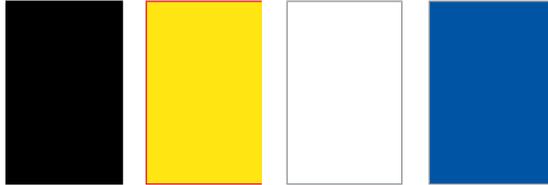
Rice Lake Human Resources Logo - Positive



Reverse

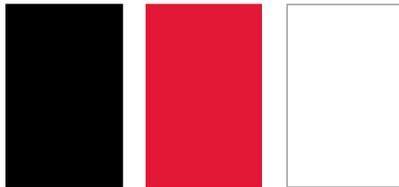
# Division Logos

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



<b>PANTONE</b> Black	<b>PANTONE</b> PMS 108 PC	<b>PANTONE</b> No Ink	<b>PANTONE</b> PMS Reflex Blue
<b>PROCESS</b> Cyan - 0 Magenta - 0 Yellow - 0 Black - 100	<b>PROCESS</b> C - 0 M - 6% Y - 95% K - 0%	<b>PROCESS</b> Cyan - 0 Magenta - 0 Yellow - 0 Black - 0	<b>PROCESS</b> Cyan - 100 Magenta - 73 Yellow - 0 Black - 2
<b>RGB</b> R - 35 G - 31 B - 32	<b>RGB</b> R - 225 G - 229 B - 18	<b>RGB</b> R - 255 G - 255 B - 255	<b>RGB</b> R - 0 G - 84 B - 164

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



<b>PANTONE</b> Black	<b>PANTONE</b> PMS 186	<b>PANTONE</b> No Ink
<b>PROCESS</b> Cyan - 0 Magenta - 0 Yellow - 0 Black - 100	<b>PROCESS</b> C - 0 M - 100% Y - 81% K - 4%	<b>PROCESS</b> Cyan - 0 Magenta - 0 Yellow - 0 Black - 0
<b>RGB</b> R - 35 G - 31 B - 32	<b>RGB</b> R - 227 G - 25 B - 55	<b>RGB</b> R - 255 G - 255 B - 255

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



Master Dynamic Weighing - Positive



Reverse



Condec - Positive



Reverse



MSI Stacked - Positive



Reverse



MSI Horizontal - Positive

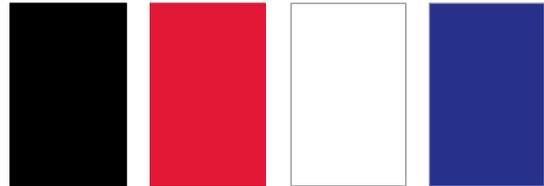


Reverse

# 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 - 0 M - 100% Y - 81% K - 4%	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 - 227 G - 25 B - 55	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*



Rice Lake Retail Solutions/Ishida - Positive



Rice Lake Retail Solution/Dadaux - Positive



Reverse



Reverse