



Graphic Standards Manual

Copyright February, 2013



Table of Contents

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, www.ricelake.com . 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 marcommdesign@ricelake.com .
Subsidiary Logos	6	
Division Logos.....	7	
Power Brand Logos	8	
Logo Clear Space and Minimum Size	9	
Logo Misuse.....	10	

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.



PANTONE

Black

PROCESS

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

RGB

R - 35
G - 31
B - 32



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*



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[®]
WEIGHING SYSTEMS
To be the best by every measure[®]

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



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[®]
WEIGHING SYSTEMS
To be the best by every measure[®]

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



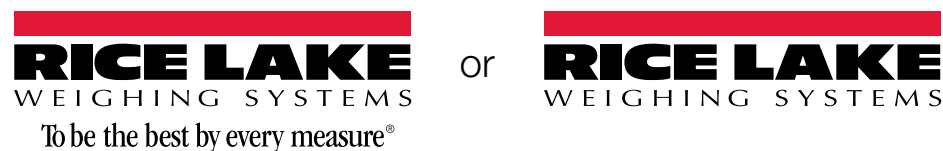
Clear space is one R width on all sides from the Rice Lake logo.



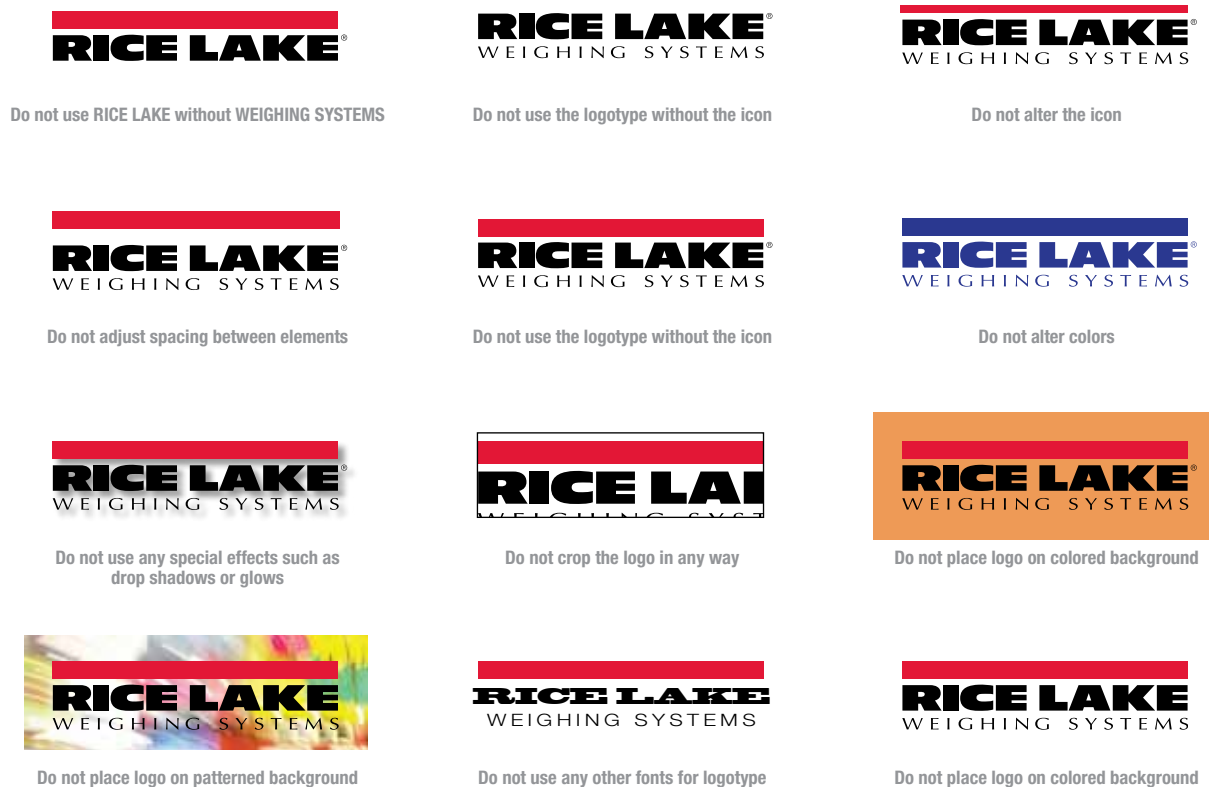
Primary Logo Unacceptable Uses

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



Improper Logo Usage



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

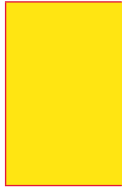
All rules that apply to the primary logo apply to the Division Logos



PANTONE
Black

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

RGB
R - 35
G - 31
B - 32



PANTONE
PMS 108 PC

PROCESS
C - 0
M - 6%
Y - 95%
K - 0%

RGB
R - 225
G - 229
B - 18



PANTONE
No Ink

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

RGB
R - 255
G - 255
B - 255



PANTONE
PMS Reflex Blue

PROCESS
Cyan - 100
Magenta - 73
Yellow - 0
Black - 2

RGB
R - 0
G - 84
B - 164

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



PANTONE
Black

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

RGB
R - 35
G - 31
B - 32



PANTONE
PMS 186

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

RGB
R - 227
G - 25
B - 55



PANTONE
No Ink

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

RGB
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



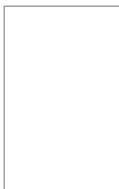



Reverse

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 Black	PANTONE PMS 186	PANTONE No Ink	PANTONE PMS 273
PROCESS Cyan - 0 Magenta - 0 Yellow - 0 Black - 100	PROCESS C - 0 M - 100% Y - 81% K - 4%	PROCESS Cyan - 0 Magenta - 0 Yellow - 0 Black - 0	PROCESS Cyan - 100 Magenta - 96 Yellow - 0 Black - 8
RGB R - 35 G - 31 B - 32	RGB R - 227 G - 25 B - 55	RGB R - 255 G - 255 B - 255	RGB 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



Reverse



Rice Lake Retail Solution/Dadaux - Positive



Reverse