

Rhopoint branding guidelines

Logo and style guide

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Logo overview

Understanding the types of logos and file types.

Master logo - For use the majority of the time when possible

Black logo - For use when something is printed in black/white or photocopied.

White logo - For use over a colourful background or photo.

File types

.ai

This is the original source le. Most printers will require this version to print with. Can only be opened/edited with specialist software.

.jpeg

Can be used in emails / websites / Word documents and for anything on screen. Has a solid white background behind it.

.png

Can be used in emails / websites / Word documents and for anything on screen. Has a transparent background so can be used on top of an image /colour background.

Typography

Used on the wording from
the on the Rhopoint Logo.



Eurostile - Bold

**Um quas evelictur re
illiquo qui tem re officior
aliqui dolor sunt**

Eurostile - Regular

Um quas evelictur re illiquo
qui tem re officior aliqui
dolor sunt

Font Family

Used throughout all datasheets and
documents for Rhopoint.

DIN 2014 - Bold

**Um quas evelictur re
illiquo qui tem re officior
aliqui dolor sunt**

DIN 2014 - Demi

**Um quas evelictur re il-
liquo qui tem re officior
aliqui dolor sunt**

DIN 2014 - Regular

Um quas evelictur re
illiquo qui tem re officior
aliqui dolor sunt

DIN 2014 - Light

Um quas evelictur re
illiquo qui tem re officior
aliqui dolor sunt

DIN 2014 - Light Italic

*Um quas evelictur re
illiquo qui tem re officior
aliqui dolor sunt*

Clearance space

All Rhopoint logos are to have a clearance space of 15mm around the logo. This is the size of one marble around the logo.



Logo don'ts

The Rhopoint logos are not to be manipulated or changed in anyway.



Don't add any special effects to the logo.



Don't rearrange the order of marbles.



Don't move the marbles on the logo.



Don't rotate the logo.



Don't remove the marbles from the logo.



Don't change the colour of text in the logo.



Don't stretch or manipulate the logo.



Don't invert or change text to outlines.

Holdings Logo

Logos used to represent Rhopoint Holdings. This logo is to be used throughout all Rhopoint Holdings material.



Master Logo



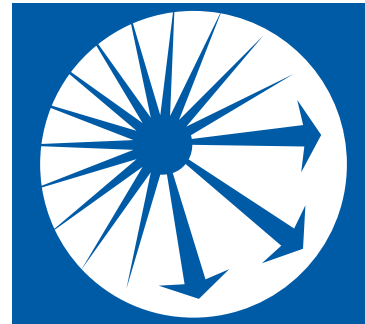
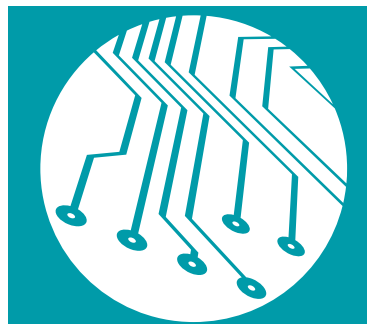
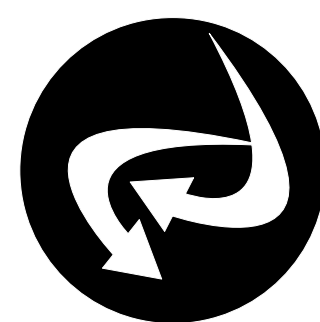
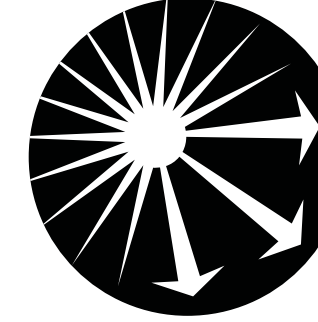
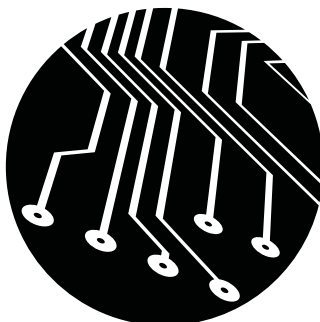
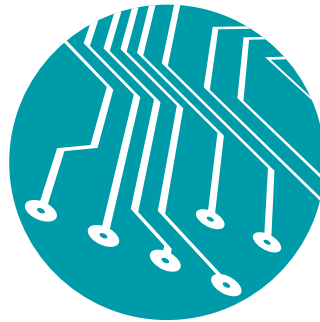
Black Logo



White Logo

Holdings Marbles

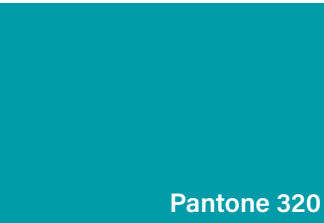
The marbles for the Rhopoint Holdings logo consist of the Instruments, Components, Metrology and Sourcing logos.



Colour

Primary colours are taken from the Rhopoint logo and secondary colours are shades of grey, used through out Rhopoint datatsheets.

Primary Colours



CMYK
C-100 M-0 Y-37 K-0

RGB
R-0 G-55 B-169

HEX
009ba9



CMYK
C-100 M-61 Y-1 K-0

RGB
R-0 G-91 B-167

HEX
005ba7



CMYK
C-0 M-50 Y-100 K-0

RGB
R-243 G-146 B-0

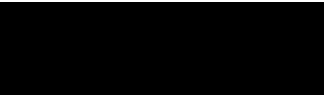
HEX
f39200



CMYK
C-0 M-99 Y-100 K-19

RGB
R-194 G-18 B-14

HEX
c2120e



CMYK
C-0 M-0 Y-0 K-100

RGB
R-0 G-0 B-0

Secondary Colours



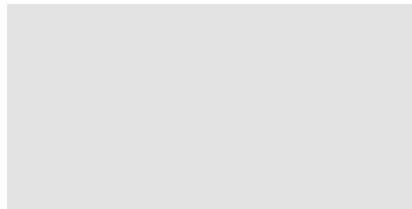
CMYK
C-0 M-0 Y-0 K-50

RGB
R-159 G-159 B-158



CMYK
C-0 M-0 Y-0 K-30

RGB
R-199 G-199 B-199



CMYK
C -0 M-0 Y-0 K-15

RGB
R-228 G-228 B-228

Instruments Logo

Logos used to represent Rhopoint Instruments. This logo is to be used throughout all Rhopoint Instruments material.



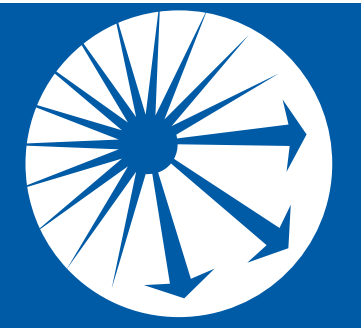
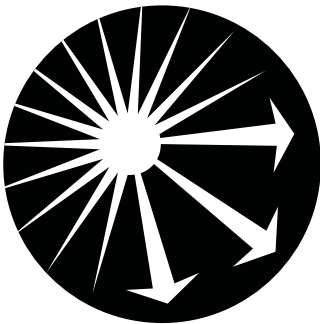
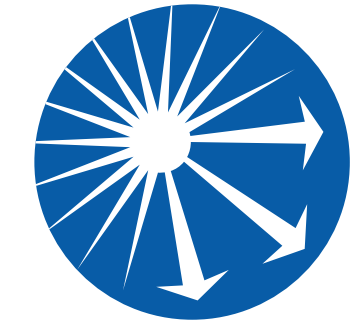
Master Logo



Black logo



White Logo



Marbles

Americas Logo

Logos used to represent Rhopoint Americas. This logo is to be used throughout all Rhopoint Americas material.



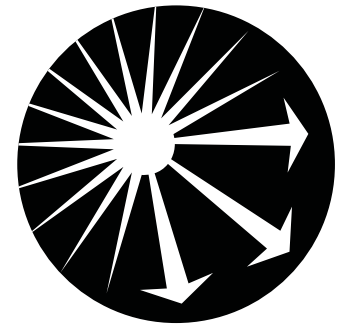
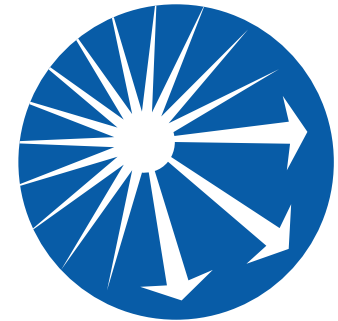
Master Logo



Black logo



White Logo



Marbles

Colour

Primary colours are taken from the Rhopoint logo and secondary colours are shades of grey, used through out Rhopoint datatsheets.

Primary Colours



CMYK

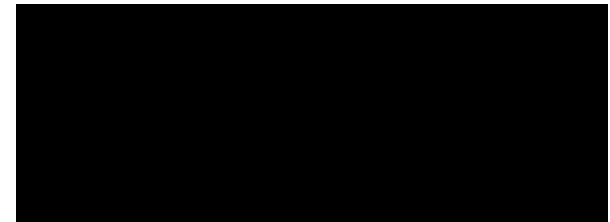
C-100 M-61 Y-1 K-0

RGB

R-0 G-91 B-167

HEX

005ba7



CMYK

C-0 M-0 Y-0 K-100

RGB

R-0 G-0 B-0

Secondary Colours



CMYK

C-0 M-0 Y-0 K-50

RGB

R-159 G-159 B-158

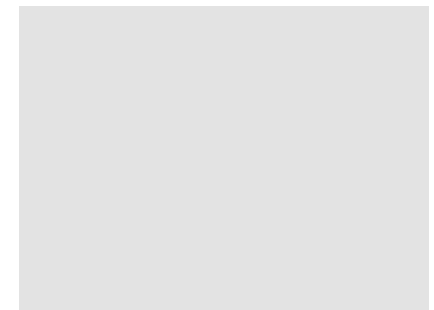


CMYK

C-0 M-0 Y-0 K-30

RGB

R-199 G-199 B-199



CMYK

C -0 M-0 Y-0 K-15

RGB

R-228 G-228 B-228

Components Logo

Logos used to represent Rhopoint Components. This logo is to be used throughout all Rhopoint Components material.



RHOPOINT
COMPONENTS

Master Logo

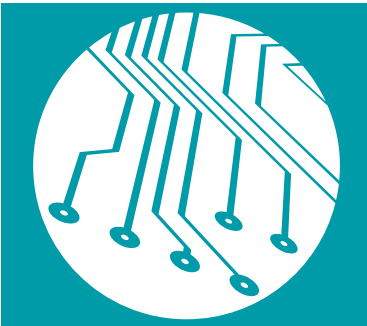
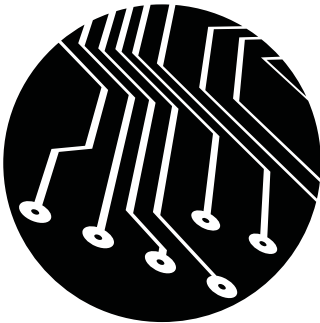
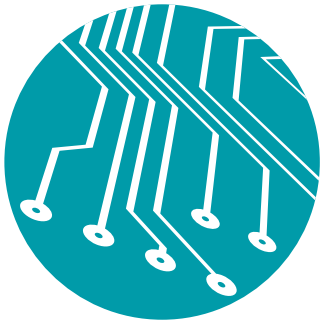


RHOPOINT
COMPONENTS

Black logo



White Logo



Marbles

Komponenten Logo

Logos used to represent Rhopoint Komponenten. This logo is to be used throughout all Rhopoint Komponenten material.



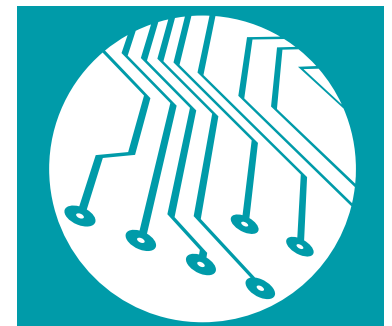
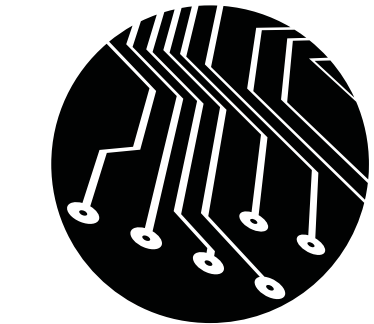
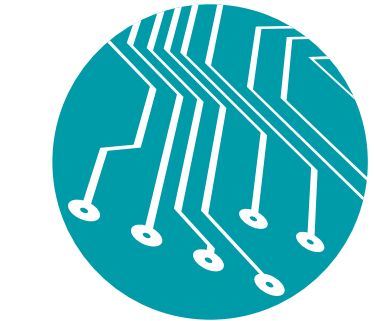
Master Logo



Black logo



White Logo



Marbles

Nordic Logo

Logos used to represent Rhopoint Nordic. This logo is to be used throughout all Rhopoint Nordic material.



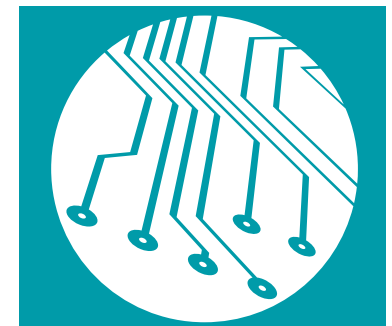
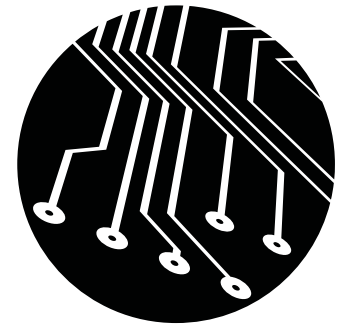
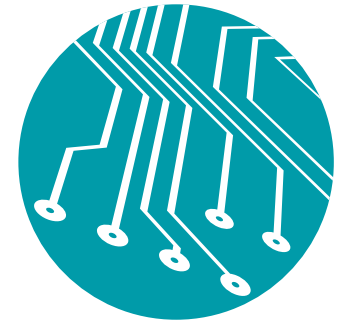
Master Logo



Black logo



White Logo



Marbles

Colour

Primary colours are taken from the Rhopoint logo and secondary colours are shades of grey, used through out Rhopoint datatsheets.

Primary Colours



CMYK

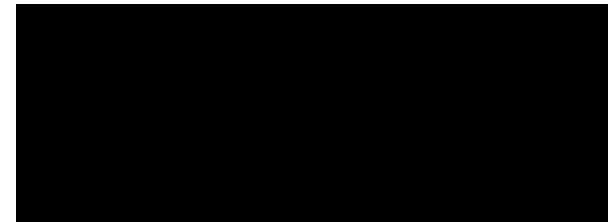
C-100 M-0 Y-37 K-0

RGB

R-0 G-55 B-169

HEX

009ba9



CMYK

C-0 M-0 Y-0 K-100

RGB

R-0 G-0 B-0

Secondary Colours



CMYK

C-0 M-0 Y-0 K-50

RGB

R-159 G-159 B-158

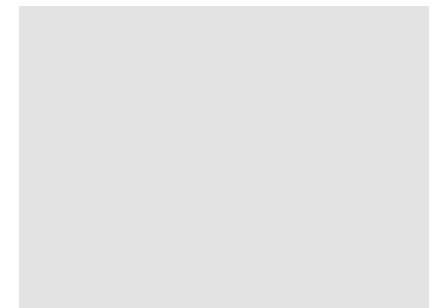


CMYK

C-0 M-0 Y-0 K-30

RGB

R-199 G-199 B-199



CMYK

C -0 M-0 Y-0 K-15

RGB

R-228 G-228 B-228

RFD Logo

Logos used to represent RFD Electronic. This logo is to be used throughout all RFD material.



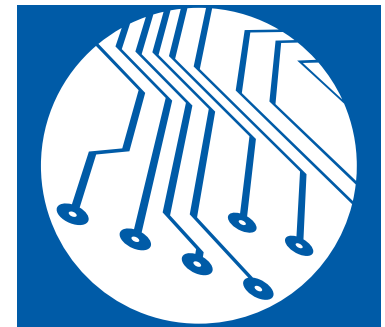
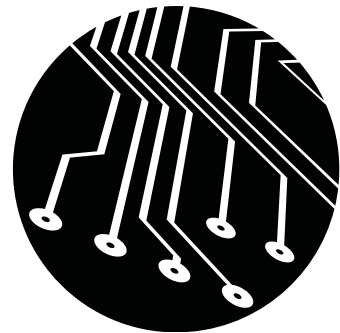
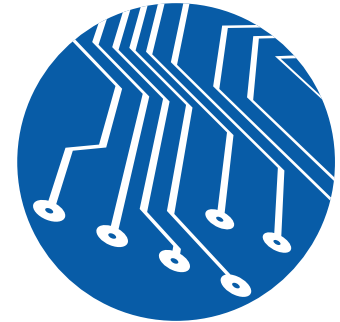
Master Logo



Black logo



White Logo



Marbles

Colour

Primary colours are taken from the Rhopoint logo and secondary colours are shades of grey, used through out Rhopoint datatsheets.

Primary Colours



CMYK

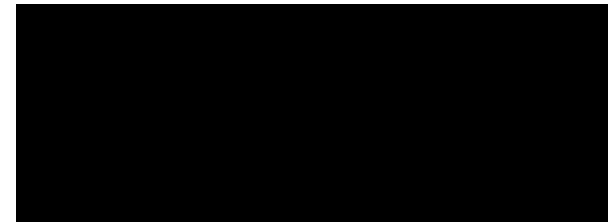
C-100 M-61 Y-1 K-0

RGB

R-0 G-91 B-167

HEX

005ba7



CMYK

C-0 M-0 Y-0 K-100

RGB

R-0 G-0 B-0

Secondary Colours



CMYK

C-0 M-0 Y-0 K-50

RGB

R-159 G-159 B-158

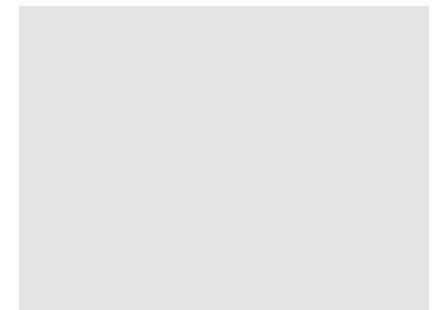


CMYK

C-0 M-0 Y-0 K-30

RGB

R-199 G-199 B-199



CMYK

C -0 M-0 Y-0 K-15

RGB

R-228 G-228 B-228

Sourcing Logo

Logos used to represent Rhopoint sourcing. This logo is to be used throughout all Rhopoint sourcing material.



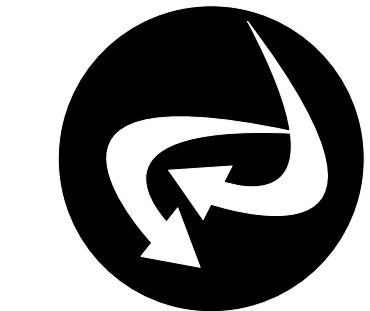
Master Logo



Black logo



White Logo



Marbles

Colour

Primary colours are taken from the Rhopoint logo and secondary colours are shades of grey, used through out Rhopoint datatsheets.

Primary Colours



CMYK

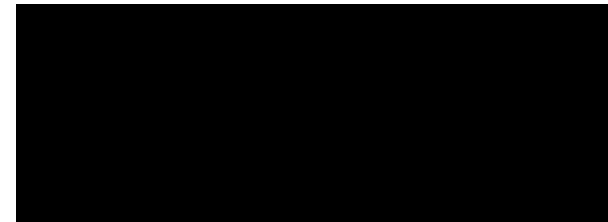
C-0 M-50 Y-100 K-0

RGB

R-243 G-146 B-0

HEX

f39200



CMYK

C-0 M-0 Y-0 K-100

RGB

R-0 G-0 B-0

Secondary Colours



CMYK

C-0 M-0 Y-0 K-50

RGB

R-159 G-159 B-158

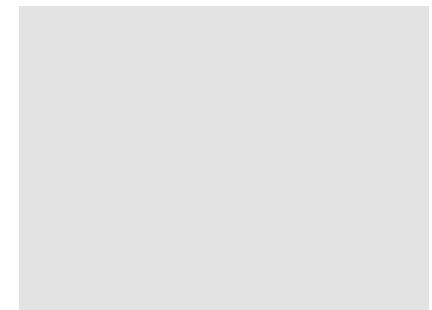


CMYK

C-0 M-0 Y-0 K-30

RGB

R-199 G-199 B-199



CMYK

C -0 M-0 Y-0 K-15

RGB

R-228 G-228 B-228

Metrology Logo

Logos used to represent Rhopoint Metrology. This logo is to be used throughout all Rhopoint Metrology material.



Master Logo



Black logo



White Logo



Marbles

Colour

Primary colours are taken from the Rhopoint logo and secondary colours are shades of grey, used through out Rhopoint datatsheets.

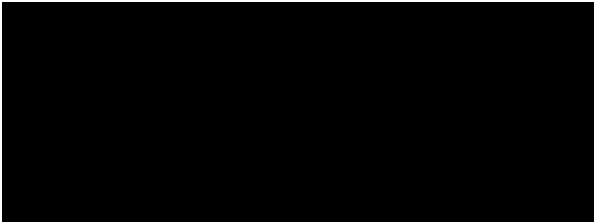
Primary Colours



CMYK
C-0 M-99 Y-100 K-19

RGB
R-194 G-18 B-14

HEX
c2120e



CMYK
C-0 M-0 Y-0 K-100

RGB
R-0 G-0 B-0

Secondary Colours



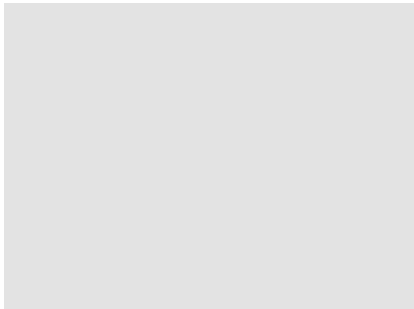
CMYK
C-0 M-0 Y-0 K-50

RGB
R-159 G-159 B-158



CMYK
C-0 M-0 Y-0 K-30

RGB
R-199 G-199 B-199



CMYK
C -0 M-0 Y-0 K-15

RGB
R-228 G-228 B-228

Novatron Logo

Logos used to represent Novatron Scientific. This logo is to be used throughout all Novatron Scientific material.



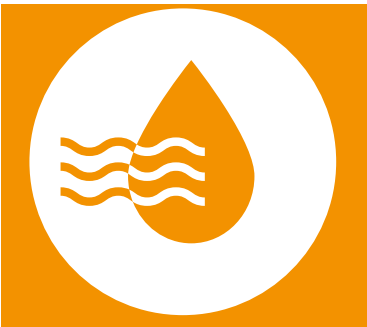
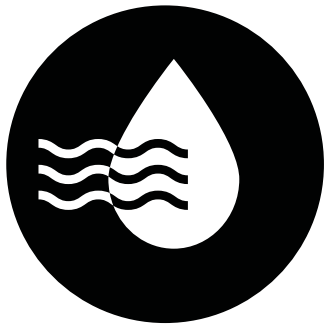
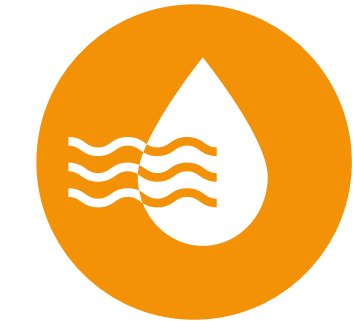
Master Logo



Black logo



White Logo



Marbles

Colour

Primary colours are taken from the Rhopoint logo and secondary colours are shades of grey, used through out Rhopoint datatsheets.

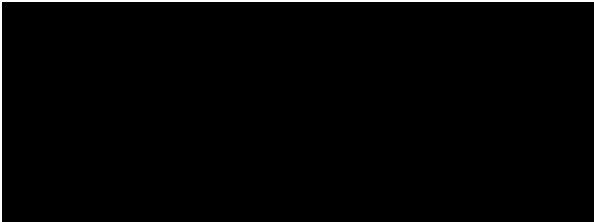
Primary Colours



CMYK
C-0 M-50 Y-100 K-0

RGB
R-243 G-146 B-0

HEX
f39200



CMYK
C-0 M-0 Y-0 K-100

RGB
R-0 G-0 B-0

Secondary Colours



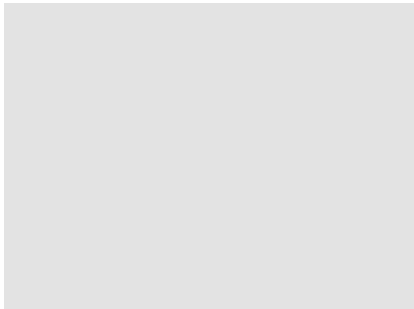
CMYK
C-0 M-0 Y-0 K-50

RGB
R-159 G-159 B-158



CMYK
C-0 M-0 Y-0 K-30

RGB
R-199 G-199 B-199



CMYK
C -0 M-0 Y-0 K-15

RGB
R-228 G-228 B-228