



RHOPOINT
INSTRUMENTS

Brand identity guidelines

Logo and style guide

Master logo

For use the majority of the time when possible.



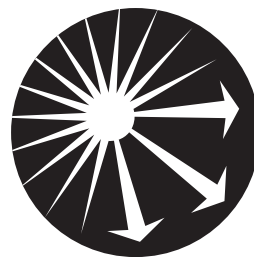
Black logo

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



White logo

For use over a colourful background or photo.



File types

File formats explained.

.ai

This is the original source file. 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.



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Colour

Taken from the Rhopoint logo.



CMYK

C-100 M-57 Y-0 K-2

RGB

R-0 G-95 B-169

HEX

005FA9

Pantone 2935



CMYK

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

RGB

R-0 G-0 B-0

Secondary Colours

Colours used throughout datasheets.



CMYK

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

RGB

R-159 G-159 B-158

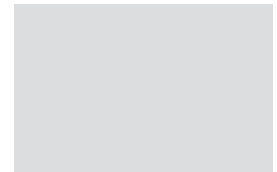


CMYK

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

Typography

Used on the wording from the on the Rhopoint Logo.

Font Family

DIN 2014 - Bold

DIN 2014 - Demi

DIN 2014 - Regular

DIN 2014 - Light

Eurostile - Bold