RMF Engineering
Reliability. Efficiency. Integrity.

RMF ENGINEERING BRAND STANDARDS

Logo Use

1.1 Logo Arrangements

Whenever possible, the RMF logo should be used in conjunction with the typed out name. (Fig. 1). This is considered the primary logo. Alternate arrangements include the RMF mark by itself without the company name typed out underneath (Fig. 2). The arrangements in Figures 1-2 are the only acceptable combinations of mark and type. Other arrangements are not to be created (Fig. 3 & 4).

RMF Engineering will produce items like calendars, t-shirts, pens, coffee mugs, etc. that need a certain version of the logo. The production process will dictate which format to use. Asking the third party vendor what type of artwork they require will simplify the process of choosing the correct logo. When in doubt, or if a specific logo needs to be created to work with a specific application, please contact Vitamin at 410.732.6542.

FIG. 1

RMF Engineering
Reliability. Efficiency. Integrity.

Company name and logo always appear in this arrangement when appearing on the same page.

FIG. 2

The logo may also appear by itself, independent of the company name, but only in limited cases, for example, the second sheet.

FIG. 3

RMF Engineering
Reliability. Efficiency. Integrity.

FIG. 4

RMF Engineering
Reliability. Efficiency. Integrity.

1.2 Acceptable Uses

The RMF logo may appear in several different color varieties and on several different backgrounds. Figures 5-13 outline what colors and backgrounds are acceptable.

FIG. 5

FIG. 6

FIG. 7

FIG. 8

FIG. 9

FIG. 10

FIG. 11

FIG. 12

FIG. 13

1.3 Misusing the Logo

Below are examples of incorrect use of the logo. The logo must always be blue and gold when appearing in full color (Fig. 5), and never flip-flop the blue and gold (Fig. 14). Never color the RMF logo different colors (Fig. 15). Never modify the logo in any way not specifically detailed in section 1.2 (Fig. 16). Do not add effects to the logo (Fig. 17). Never put the full-color logo on a background other than white (Fig. 18).

FIG. 14

FIG. 15

FIG. 16

FIG. 17

FIG. 18

1.4 Logo & Tagline

The logo and tagline almost always appear together. In the case of RMF, there are two versions of the tagline: primary and secondary. When the secondary tagline is used, it must never appear in conjunction with the original logo and tagline. Notice how the secondary tagline is utilized on the reverse side of the business card (Fig. 19).

FIG. 19
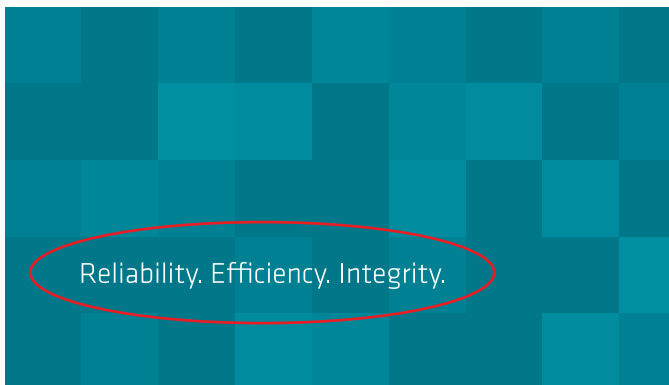
The tagline appears away from the logo, near the bottom of card. The type is set in 11pt.Klavika Light.

Typography

2.1 Primary Typefaces

RMF Engineering creates brand consistency by remaining meticulous in typography and how type is interpreted when viewed. Listed below are the approved typefaces and weights used by RMF. Notice the details that make them different from one another. Each typeface serves the brand in its own way.

ZINE SANS

AaBb

Zine Sans Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

Zine Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

Zine Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

KLAVIKA

AaBb

Klavika Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

Klavika Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

Klavika Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

Klavika Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

Klavika Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

2.2 Secondary (Substitute) Typefaces

From time to time, RMF Engineering will be producing miscellaneous brand materials in-house and will need to implement brand-centric typography without the availability of the primary typefaces. Below are the designated substitute typefaces available within Microsoft Office.

When using Microsoft Office, Calibri should be used in place of both primary typefaces.

CALIBRI SANS

AaBb

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 abcdefghijklmnopqrstuvwxyz

2.3 Web Typography

The typography on the RMF web site boils down to two typefaces. Each typeface serves its own purpose: one for body copy, the other for headlines. These typefaces and examples of how they are used have been diagramed on the next page (Fig. 1).

CHEVIN SANS

AaBb

Chevin Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Chevin Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Chevin Demibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

ARIAL

AaBb

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

FIG. 1
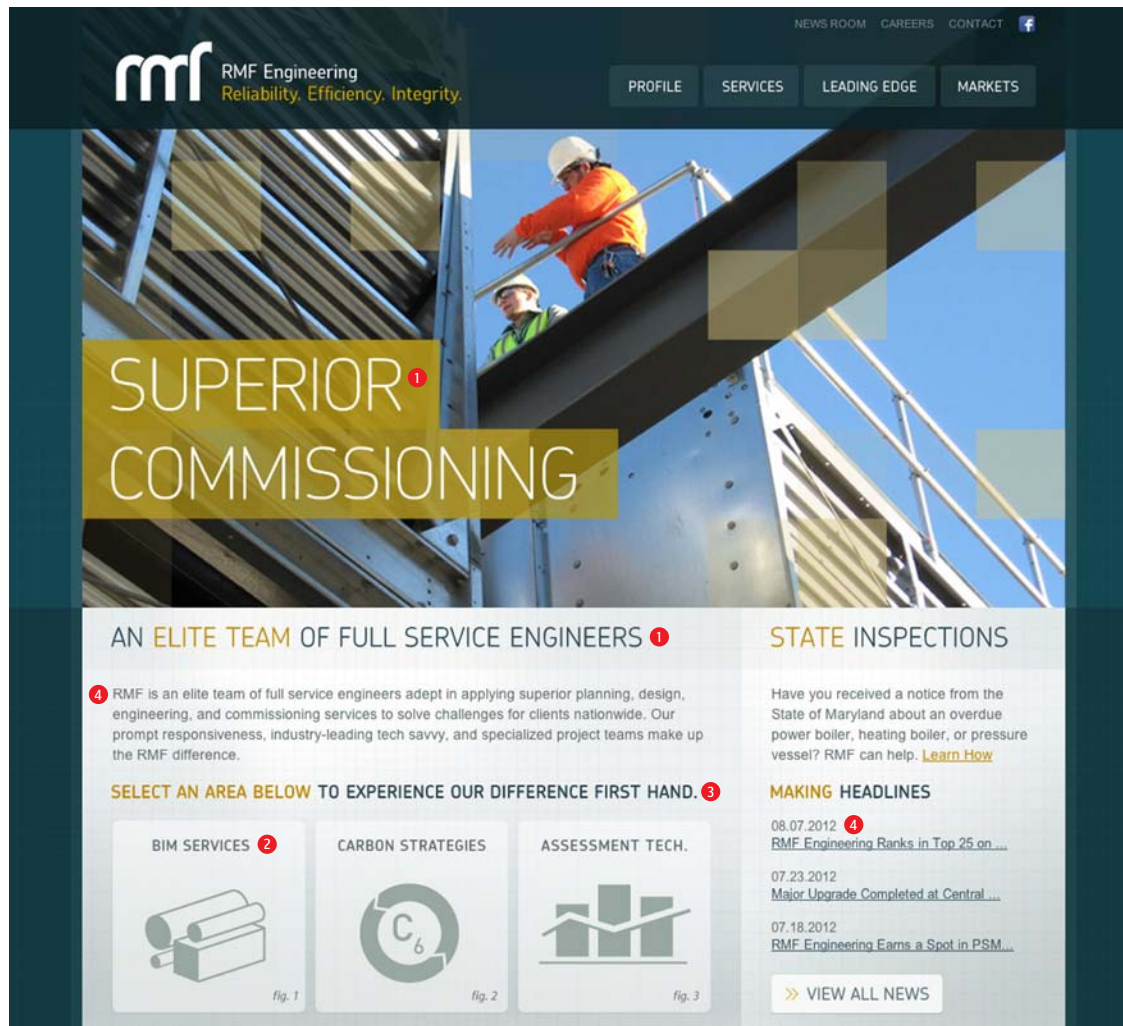
1. Chevin Thin

2. Chevin Light

3. Chevin Demibold

4. Arial Regular

2.4 Using Type

The brand typography is clean, simple, and understated. When setting type or headlines, one should avoid the following:

> ❭ Do not use drop shadows (Fig. 2)
> ❭ Do not stroke the text (Fig. 3)
> ❭ Do not use any gradient or beveling effects (Fig. 4)
> ❭ Do not mix typefaces in headlines (Fig. 5)
> ❭ Do not embellish the type in any way that might appear off-brand (Fig. 6)

FIG. 2   **Text Example**

FIG. 3   **Text Example**

FIG. 4   **Text Example**

FIG. 5   **TEXT** EXAMPLE

FIG. 6   **TEXT EXAMPLE**

Artwork & Branding

3.1 Brand Elements

RMF's brand makes use of a very unique brand element: the grid. The grid appears in
two forms: as colored blocks of varying opacity (Fig. 1), or as colored, semi-transparent lines
(Fig. 2). These brand elements are dictated by a set of rules.

FIG. 1

FIG. 2
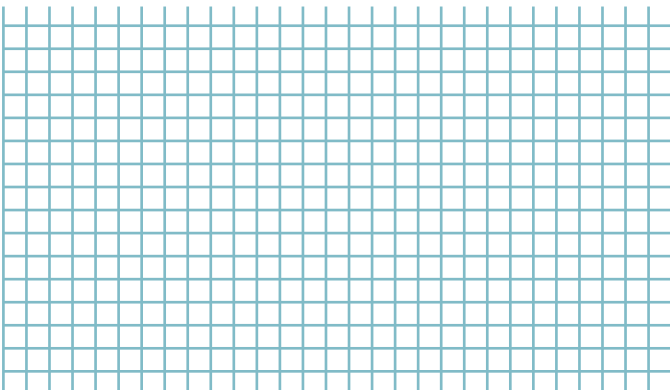
3.2 How to Use Brand Elements

The colored grid is to appear by itself (Fig. 1) or overlaying photography (Fig. 3). If the grid appears over photography, the individual squares need to vary in opacity without overpowering the underlying photo (Fig. 3). If the grid lines are used, they are to appear as a background element, which can fade out to 0% opacity (Fig. 4).

FIG. 3

FIG. 4
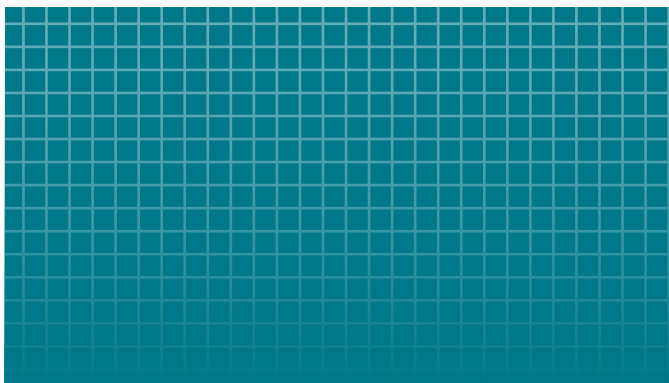
Lastly, there is the background image element (Fig. 5). This element is only to be used in headers. For example: the section header on the Profile page in the web site (Fig. 6).

FIG. 5

FIG. 6
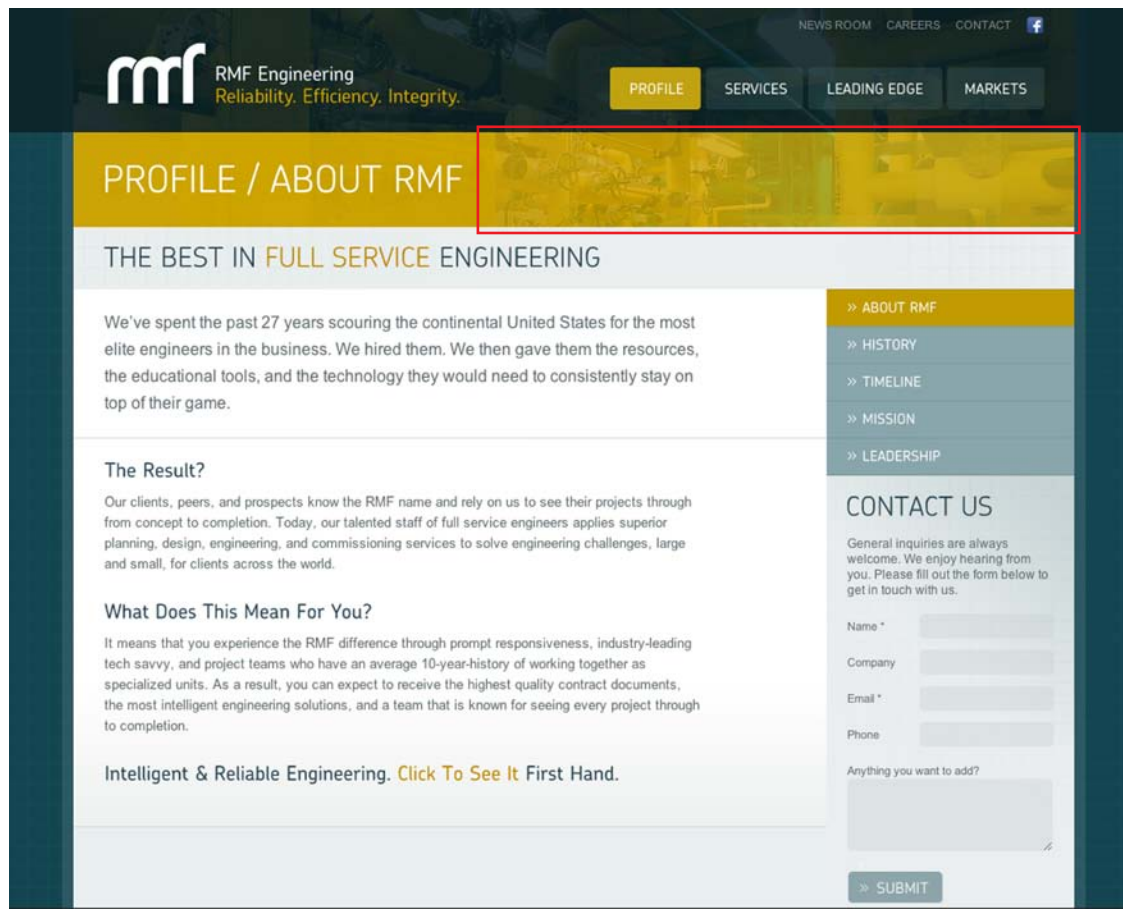
Using Color

4.1 PMS, CMYK, and Web

The branding for RMF Engineering leverages a select set of approved colors. Below are standards for these colors. The colors are listed below in both PMS, CMYK, and web safe colors (Fig. 1). These colors, along with black, are the only colors to be used when setting type. No additional colors should be added to this palette (Fig. 2).

FIG. 1

PMS	3155U
CMYK	100, 0, 24, 38
RGB	20, 70, 82

PMS	457U
CMYK	0, 15, 100, 28
RGB	193, 155, 1

FIG. 2
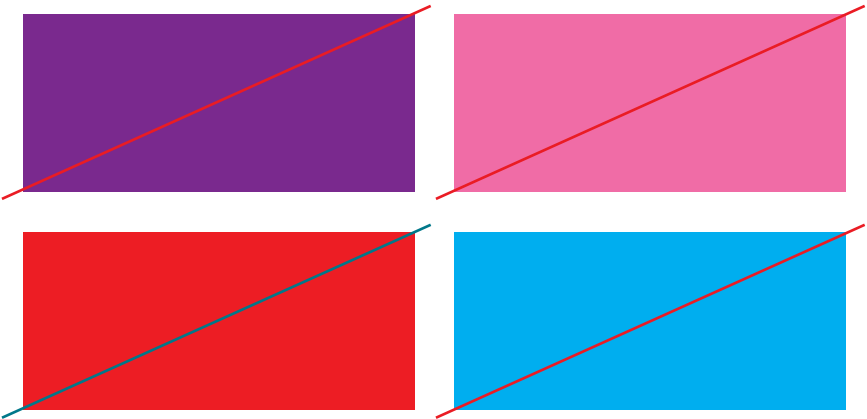
Uses of Brand

5.1 Business Card
Below is a sample of RMF's business card. It combines both primary typefaces as well as brand colors and brand elements (Fig. 1).

FIG. 1

rmf **RMF Engineering**
Reliability. Efficiency. Integrity.

Duane Pinnix PE, CCP
President/CEO
Business Manager - NE Region
duane.pinnix@rmf.com

5520 Research Park Dr. 3rd Flr.   TEL 410.576.0505   WEB rmf.com
Baltimore, Maryland 21228   TF 800.938.5760   CELL 410.385.032

Reliability. Efficiency. Integrity.
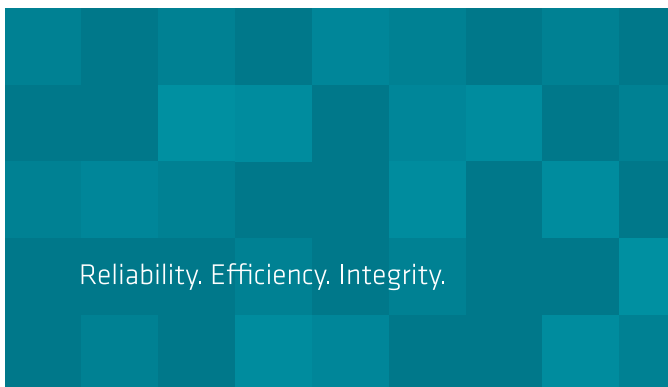
5.2 Margins

RMF has two options for page margins: wide and narrow. A wide margin can be used in instances where space/paper waste is not a concern. For example: a cover page or single page documents (Fig. 2). In situations where space and paper conservation are a concern, more narrow margins may be utilized instead (Fig. 3).

FIG. 2

1.0"

RMF Engineering
Reliability. Efficiency. Integrity.

2.4125"

RMF ENGINEERING BRAND STANDARDS

1.332"   1.332"

5520 Research Park Dr. 3rd Flr.   OFFICE 410-576-0505
Baltimore, Maryland 21228   WEB rmf.com

0.5"

FIG. 3

1.0"

RMF Engineering
Reliability, Efficiency, Integrity.

2.4125"

0.5"

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

0.53"   **0.5"**

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

0.5"

5.3 Headers

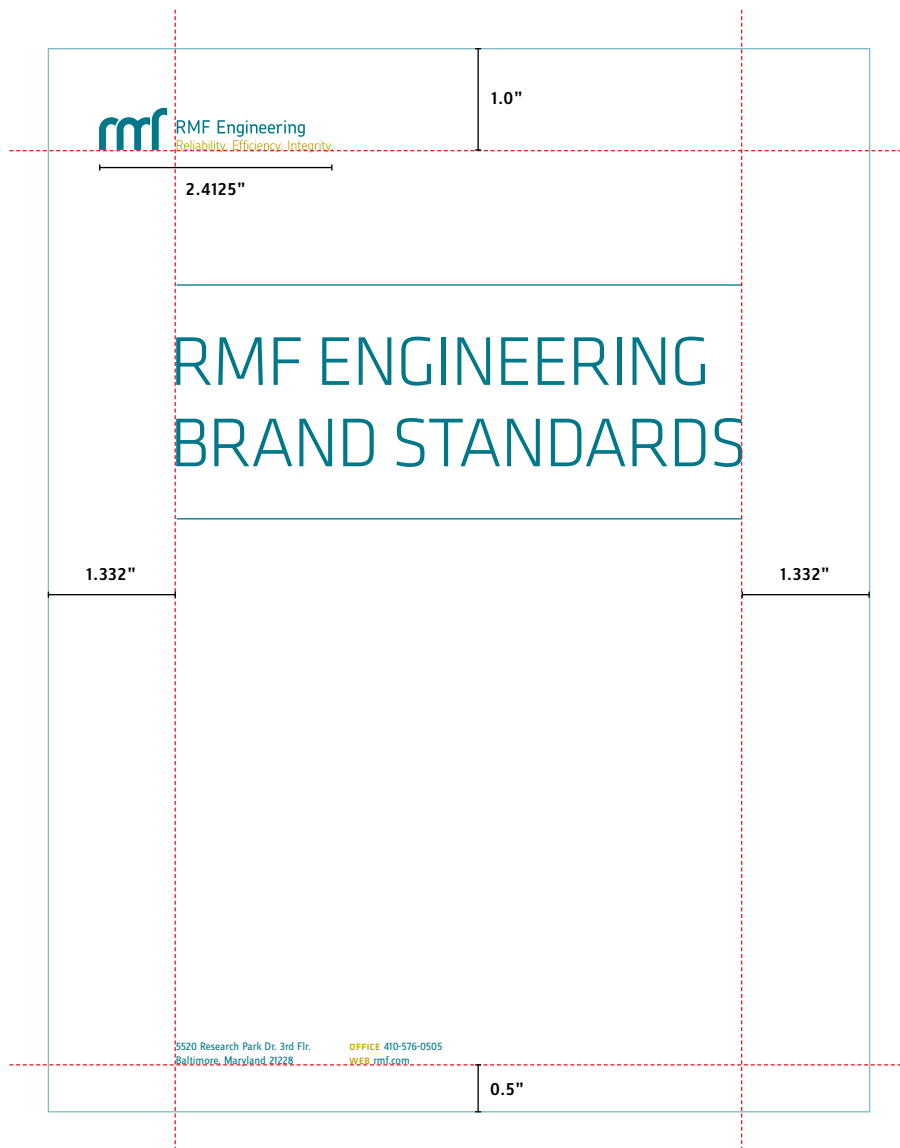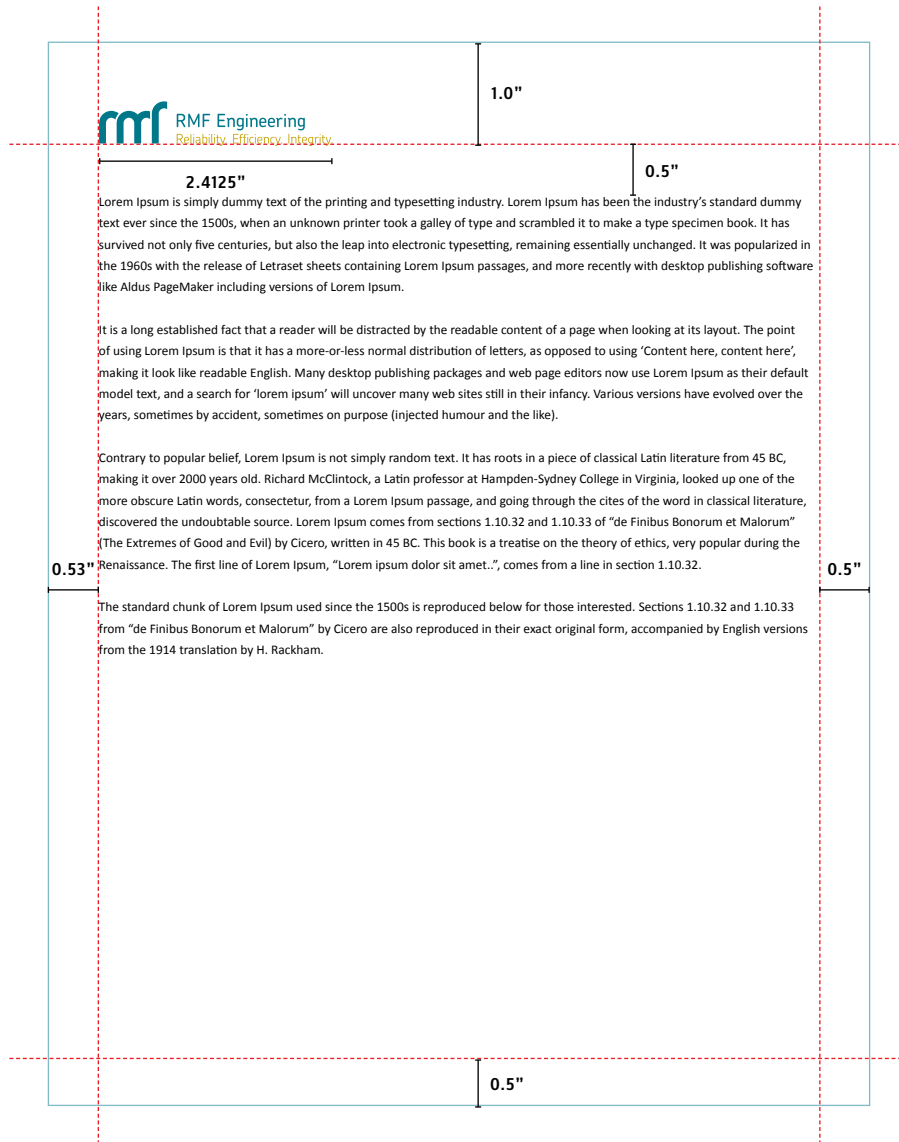Below are two examples of header styles that can be used in RMF internal docs, PowerPoint presentations, etc. Figure 4 demonstrates how the header functions on a portrait sized document. Figure 5 shows an unobstructed view of the same document.
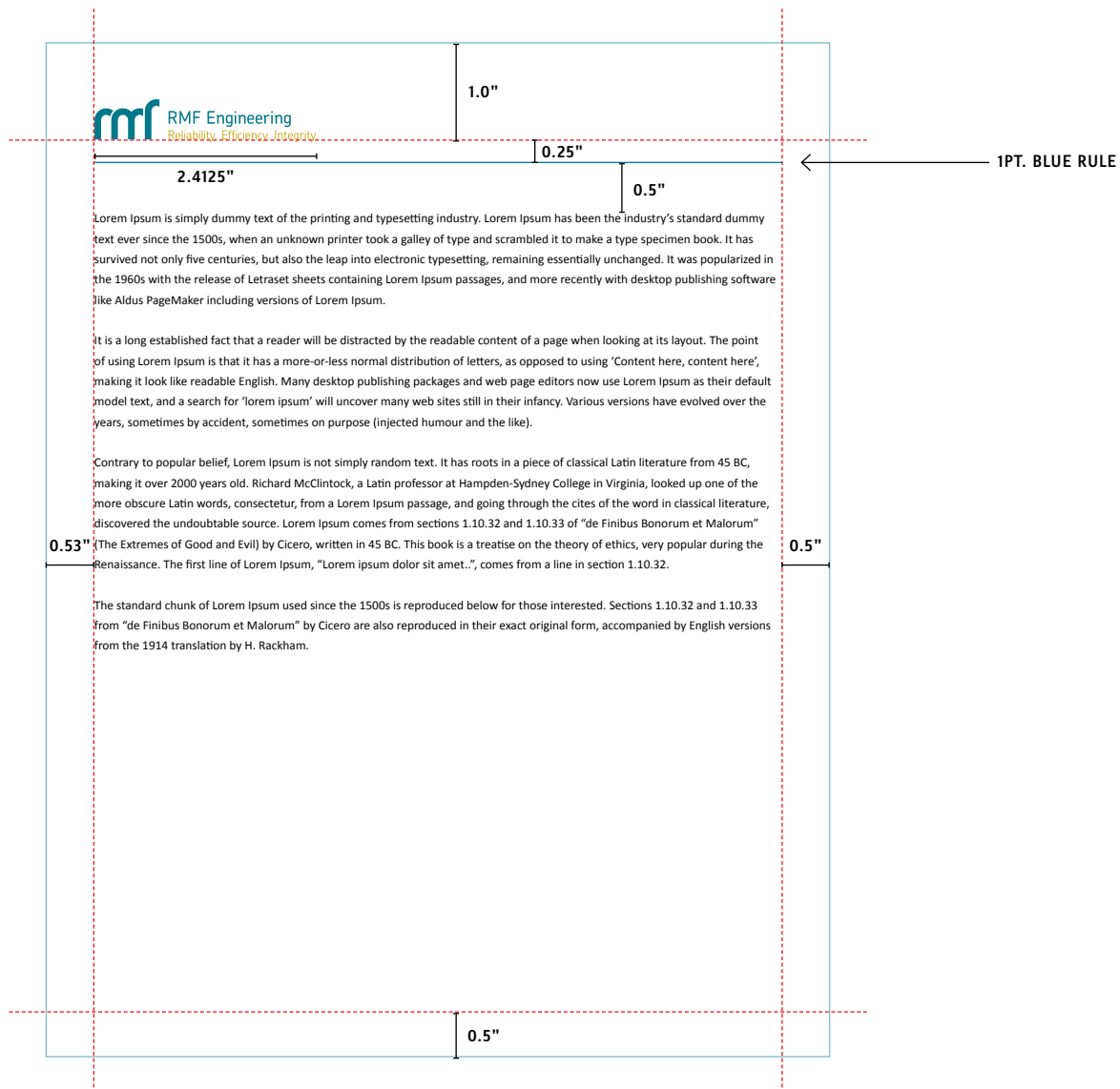
FIG. 4

1.0"

RMF Engineering
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0.25"

2.4125"

0.5"

1PT. BLUE RULE

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0.53"   0.5"

0.5"

FIG. 5

rmf RMF Engineering
Reliability. Efficiency. Integrity.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Figure 6 demonstrates how the header functions on a landscape sized document. Please
note the bullet style used in this slide. This style should be used for bulleted lists whenever
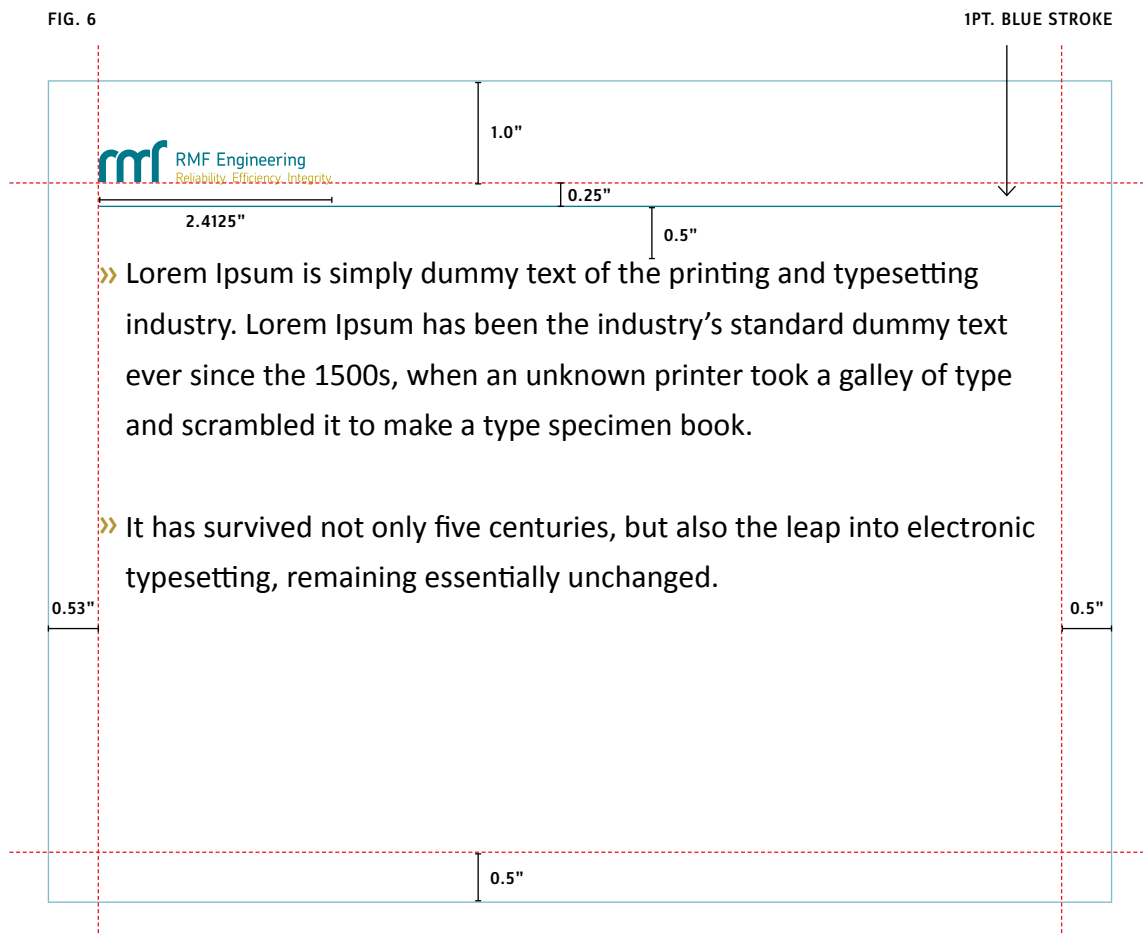possible. Figure 7 show an unobstructed view of the same document.

FIG. 6   **1PT. BLUE STROKE**

RMF Engineering
Reliability, Efficiency, Integrity

1.0"

0.25"

2.4125"

0.5"

» Lorem Ipsum is simply dummy text of the printing and typesetting
industry. Lorem Ipsum has been the industry's standard dummy text
ever since the 1500s, when an unknown printer took a galley of type
and scrambled it to make a type specimen book.

» It has survived not only five centuries, but also the leap into electronic
typesetting, remaining essentially unchanged.

0.53"   0.5"

0.5"

FIG. 7

RMF Engineering
Reliability. Efficiency. Integrity.

» Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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