RSU SP
Brand Identity Standarts

Version 1.0 | August 2023

Welcome to the brand book of RSU SP!

We have created this document as a guide and inspiration for anyone who is commissioning, writing, designing or producing “RSU SP” branded communications.

This document contains an overview of our creative style and an explanation of the basic elements of our identity.

Our brand is crucial to the performance of our business, so please take a few minutes to have a look through.

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Logo overview

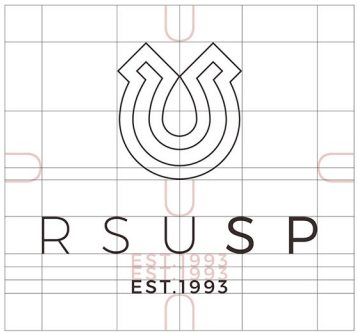
Our logo is very precious to us. We took our time developing our identity, so please respect it.

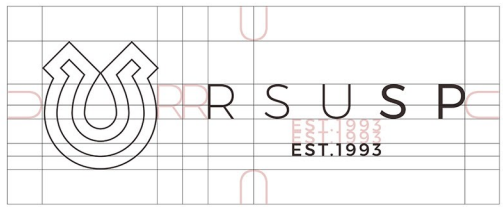
Primary logo.
This is the stacked version of the logo and is preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers, product packaging and most of other situations.

Secondary logo.
This is the landscape version of the logo and is preferred version when space is not at a premium in layout, for example, website graphics and banners.

Clear space & Proportions

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.





Minimum size

Bigger is better

Primary logos must NOT be reproduced at a size smaller than 17 mm in height.

Secondary logos must NOT be reproduced at a size smaller than 10 mm in height.

Alternate logos

Say hello to others in the family! In a situation where the standard logo on white background won't work, please use any of the examples below that are most applicable to your context. Please abide the same guidelines set out for the standard logo regarding sizing, font and spacing.

Alternate logos

Versions without the tagline “EST.1993”.
Please abide the same guidelines set out for the standard logo regarding sizing, font and spacing.

Alternate logos

Versions with symbol only.
Please abide the same guidelines set out for the standard logo regarding sizing and spacing.

Incorrect usage

We want to look good all the time. We have specified what our logo is and how it is replicated. Although, just to be sure, we thought we would show you a few examples to demonstrate what our logo is not.

Do NOT:

1. Change logo's orientation.

2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, strokes, lighting effects and drop shadows.

3. Stretch, squeeze, modify or distort the logo.

4. **Never** use yellow on red and / or any other color changes outside of the versions stated in this document.

5. Attempt to recreate the logo or make alterations, additions or substitutions to the words contained in the logo.

6. Do not use the negative logo on backgrounds that are too light or cluttered.

1.

2.

3.

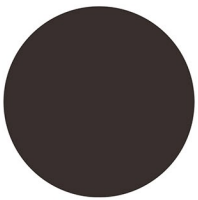
4.

5.

6.

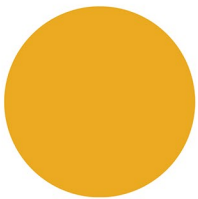
Color overview

Our colors define our brand and give us personality.



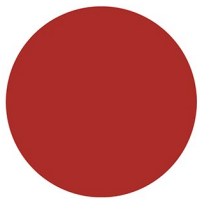
PANTONE 412 C

HEX #382F2D
RGB: 56 / 47 / 45
CMYK: 63 / 65 / 64 / 61



PANTONE 7409 C

HEX #EBAA21
RGB: 235 / 170 / 33
CMYK: 7 / 35 / 100 / 0



PANTONE 7627 C

HEX #AB2D29
RGB: 171 / 45 / 41
CMYK: 23 / 95 / 93 / 15

CLEAN WHITE

PANTONE 000 C
HEX #FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0

Typography overview

Typography is the backbone of design. Getting it right is paramount. We have selected the following fonts.

MONTSERRAT

Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$%^&*(){}:;

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$%^&*(){}:;

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$%^&*(){}:;

FORMATTING:
EXPANDED, TRACKING VALUE: 150-500

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