



CORPORATE IDENTITY STANDARDS

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THE RDS LOGO

The RDS logo, shown at the right, is the foundation of RDS graphic identity system. The logo may not be changed in terms of proportion or typeface. The logo must be reproduced from official artwork and is available in a variety of file types. The RDS logo may be used only as described in this manual.

There are two iterations of the logo:

- 1) Stacked
- 2) Horizontal

All specification outlined in this manual area applicable to all logo iterations.



AREA OF ISOLATION

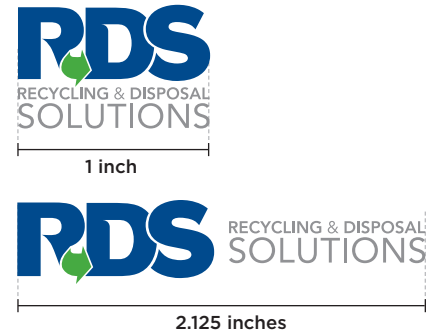
A reasonable amount of space surrounding the logo enhances its presentation. This area, referred to as the *area of isolation*, must remain clear of all graphic imagery, edges, folds and other visual elements.

The preferred area of isolation (x) is the measure of the height of the “RECYCLING & DISPOSAL SOLUTIONS” block.



MINIMUM SIZE

The preferred minimum size for the stacked version of the logo should be no smaller than 1 inch wide. The horizontal version no smaller than 2.125 inches wide. The limitations of various media should be considered when placing the logo—newsprint and magazines, for example, will not cleanly reproduce tiny marks. The corporate logo must always appear crisp and clean.



LOGO FILE FORMATS

The logo has been supplied in the following file formats:

.eps Preferred file to use for printing. The logo can be resized larger or smaller with no loss of quality. Use this file type when sending logo to any publication or printer.

.tif Use this file for printing if recipient is unable to use an .eps file. **DO NOT** enlarge the image as it will lose quality.

.jpg Use this file for any online & in-house usage. **DO NOT** send this file to a printer or publication as it is a low-resolution version and not the right file type for printing. You may use for internal print uses from a personal printer. **DO NOT** enlarge the image as it will lose quality.

DO NOT increase the size of JPG or TIFF files of the Logo. You can only make the EPS file version bigger.



UNACCEPTABLE CONFIGURATIONS

Any deviation from the acceptable logo configurations—no matter how minor—can undermine our corporate identity. Therefore, no other configuration or any variation on the logo is permitted under any circumstances. Examples of such variations are demonstrated on this page. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the logo, use only the artwork supplied by RDS. Artwork may be enlarged (using the correct file type) or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

The logo or identifier line may NOT be altered by using an alternative font or type style.



The logo may NOT be stretched horizontally or vertically, skewed.



The logo may NOT be inserted into copy.

CHECK OUT  FOR RELIABLE SERVICE...

COLOR REPRODUCTION

The standards for color reproduction of the RDS logo ensures quality and consistency in the presentation of our corporate identity, while allowing design flexibility for a wide range of applications.

To ensure consistency and quality in the presentation of our logo and icons, there can be no variation on the approved colors. The colors must always be at 100 percent. No tints are allowed.



When placed on a dark background, use the white EPS version.



The logo color may not be altered.




CORPORATE COLORS

Logo colors

PMS 362 (green), PMS 4288 (blue) and PMS Cool Gray 9 are designated as the official logo colors.

Ink/Color Specifications

Files for the logo have been created for spot color (PMS) printing and full-color (CMYK) printing. Additionally, the logo is available as Black and as White.

	PMS 362 CMYK 70, 0 100, 9
	PMS 4288 CMYK 100, 67, 0, 23
	PMS Cool Gray 9 CMYK 0, 1, 0, 51

PMS To be used for spot color printing.

CMYK To be used for full-color (4-color) printing.

BLACK To be used for one-color printing (i.e. fax forms, b/w newsprint, etc.)