



software

Corporate Style Guide

This booklet provides usage guidelines on:

- Corporate logos
- Corporate typefaces
- Corporate colours and themes
- Still and moving images
- Brand Guardians and Marketing Content Creators
- Where to obtain and download the Media Press Kit

In short, all that is required for content creation of all marketing materials that will establish, maintain, promote and advance the RT Software Corporate Identity and Product Range, coherently across all media platforms.

This document should be used as a framework for the creative production of all marketing materials with regard to the use and display of company logos, typeface and colours, together with associated content generated by our clients with the use of our software, products, solutions and tools.

Company logos

Any communication by RT Software, or Reseller representing it must use the logo as specified within the constraints of the media used as closely as possible.

Company logo sizes



The smallest the company logo must appear on any printed material other than a letterhead is 15mm width.



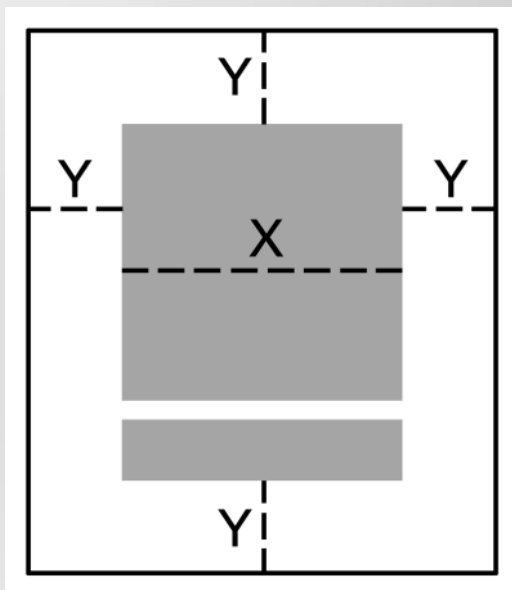
For A4 literature, no smaller than 25mm width.



Larger than A4, and signage, the logo must form a prominent visual size in relation to other images or logos deemed appropriate by the Brand Guardians, probably no smaller than 40mm width.

Logo positions and exclusion zones

The company logo should always have an "exclusion zone" around the perimeter of the logo that is no smaller than half the width of the logo size used. No type, copy or image should appear within this zone:



$$X = 2xY$$

The exclusion zone around the logo is half the distance of the width of the logo.

Company logo background colours

The company logo has two Primary Variations, each with an alternative to carry a transparency, that are to be used in different circumstances:



The company logo for white backgrounds.



The company logo for Black backgrounds.



The company logo with a transparency for placement over backgrounds other than white or black.

Company logo approved variations

The company logo has further approved variations for Monotone reproduction and tagline/strapline usage.



Monotone variations are to be used *only* with black and white reproduction of marketing material. Similar variations for black and white logos as colour logos are designed and ready to use.



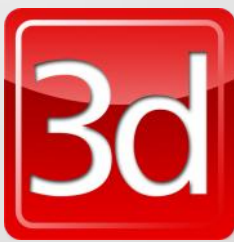
Promotional Strap and Tag lines can only be used with the express permissions of RT Software Directors.

Any alternative or additional text must be:

- No larger than half the point size used by the main text.
- Justified to the width of the logo.

Application and Product logos

A set of logos have been designed that maintain the theme of the new RT Software logo. They will not only be used as application launch icons, but also as incentives for marketing purposes to help establish, identify and differentiate the products and modes of usage relevant to the tOG software license range.



tOG 3d



tOG Edit



tOG Sports



tOG Control



tOG Liveix



tOG Lite



tOG VR



tOG Maps



tOG CG



tOG Live



tOG Playout



tOG Preview

Corporate company typefaces

Any communication by RT Software, or Reseller representing it must use the corporate typefaces specified, to within the constraints of the media used as closely as possible.

Font family

The RT Software font family is Humanist 777 (based on Frutiger).

General

Usage of any of the font family styles for most circumstances is acceptable. However, under no circumstances can an alternative font family be used except:

Examples of code – that is traditionally Courier or similar.

Rules of thumb

Body copy would not generally be a Bold or Black variant.

Use Bold and Black variants for Headlines and sub-headings.

Accessing the font family variations

*If the True Type Humanist font import appears as a single font in the font chooser, access the font dialog and select the variants from the application's Font Style menu:

- RomanB
- ItalicB
- BoldB
- BoldItalicB
- BlackB
- BlackItalicB

Signature colours

Any communication by RT Software, or Reseller representing it must use the signature colours specified, to within the constraints of the media used as closely as possible. However, there are few limitations in this regard.

Predominant colours

	tOG Logo blue:	R0, G16, B92
	tOG grey background:	R40, G40, B40
	tOG Live red:	R0, G0, B170
	tOG Sports green	R10, G132, B0
	tOG Edit orange	R255, G161, B0
	tOG Control Cyan	R11, G121, B170
	tOG Lite Purple	R148, G55, B150
	Black	R0, G0, B0
	White	R255, G255, B255

Maintaining predominant themes

Perceptively, a slate grey background affords more acute colour perception of images placed within it. It is worth noting that the RT Software splash screens, application launch screens, tOG Sports interface and the website home page all utilise a slate grey background. However, this is not a prescribed style.

Background choices

Printed or photocopied materials (leaflets, posters, handouts etc)

- Suggest use white background

Digitally acquired documents (pdf's, doc files etc)

- Suggest use white background

Presentation materials (Powerpoint, slideshow etc)

- Suggest Guardian's discretion

Text colours on white backgrounds

- Suggest use black text, or grey text no lighter than 60% grey with Guardian's discretion

Text colours on black or slate grey backgrounds

- Suggest use white text, or light grey text no darker than 40% white with Guardian's discretion.

Still and moving images

Any communication by RT Software, or Reseller representing it should in most circumstances, acknowledge from which client the image or video was obtained. This in most cases is done by an appropriate caption.

Image Library

An internal RT Software image library, containing most video clips, stills and promotional material is accessible upon request.

Using example images for marketing materials

Use the exclusion zones defined for all RT Software and tOG logos in relation to all images used. Use discretion to ensure example images used utilise their own exclusion zones for clarity, emphasis and impact.

Splash screens

All tOG installations will use one of the three variants of RT Software's desktop background. Choose the appropriate variant for screen resolution, filetype and look at your discretion.

Brand Guardians and Media Press Kit

The responsibility of the Brand Guardians is to ensure that the framework of the RT Software Style Guide is applied to all literature and visual communication originated by or for the company, to ensure the coherent deployment of its corporate identity across all media platforms.

Internal Brand Guardians

Mike Fredriksen

Justin Avery

Lindsay Hughes

Phil Eade

External Brand Guardians

All approved Value Added Resellers in the UK and overseas.

Obtaining the RT Software Press Kit

All corporate images and media for the production of marketing materials is available for download from the RT Software website at:

<http://www.rtsw.co.uk/index.php?page=downloads>