



WELCOME TO OUR
Brand Guidelines

Last revised: 17/12/21

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The Master Logo

Full colour – positive

The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Wherever possible the full colour – positive version shown opposite, or the full colour – reversed version shown on page 1.2 must be used.

To allow for flexibility of use other versions have been provided for maximum impact in any application.

Please use the master files supplied.



The Master Logo

Full colour – reversed

The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Wherever possible the full colour – reversed version shown opposite, or the full colour – positive version shown on page 1.1 should be used.

To allow for flexibility of use other versions have been provided for maximum impact in any application.

Please use the master files supplied.



The Master Logo

Full colour – positive (stacked)

The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Wherever possible the full colour – positive version shown on page 1.1, or the full colour – reversed version shown on page 1.2 should be used.

To allow for flexibility of use other versions have been provided for maximum impact in any application.

This includes the full colour – positive(stackd) version shown opposite.

Please use the master files supplied.



The Master Logo

Full colour – reversed (stacked)

The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Wherever possible the full colour – positive version shown on page 1.1, or the full colour – reversed version shown on page 1.2 should be used.

To allow for flexibility of use other versions have been provided for maximum impact in any application.

This includes the full colour – reversed (stacked) version shown opposite.

Please use the master files supplied.



The Master Logo

Single colour – positive

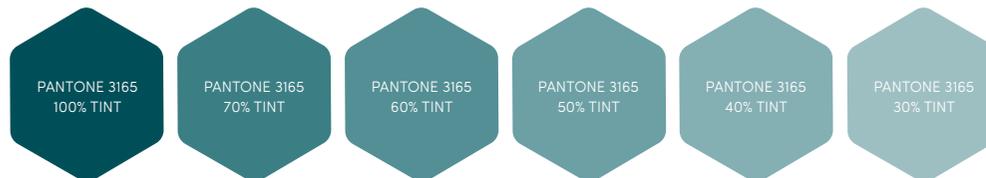
The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Wherever possible the full colour – positive version shown on page 1.1, or the full colour – reversed version shown on page 1.2 should be used.

To allow for flexibility of use other versions have been provided for maximum impact in any application.

This includes the single colour – positive version shown opposite.

Please use the master files supplied.



The Master Logo

Single colour – reversed

The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Wherever possible the full colour – positive version shown on page 1.1, or the full colour – reversed version shown on page 1.2 should be used.

To allow for flexibility of use other versions have been provided for maximum impact in any application.

This includes the single colour – reversed version shown opposite.

Please use the master files supplied.



The Master Logo

Mono – positive

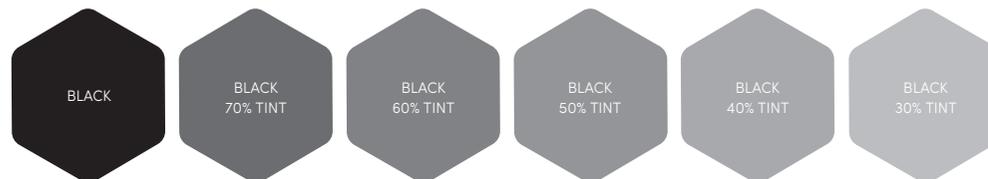
The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Wherever possible the full colour – positive version shown on page 1.1, or the full colour – reversed version shown on page 1.2 should be used.

To allow for flexibility of use other versions have been provided for maximum impact in any application.

This includes the mono – positive version shown opposite.

Please use the master files supplied.



The Master Logo

Mono – reversed

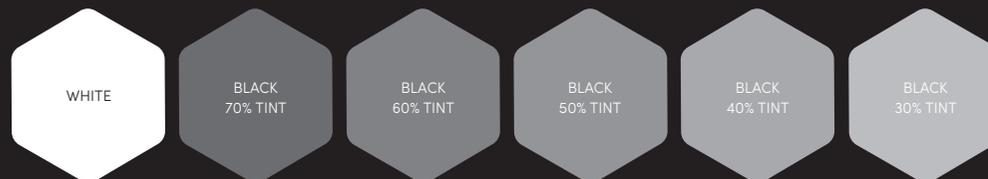
The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Wherever possible the full colour – positive version shown on page 1.1, or the full colour – reversed version shown on page 1.2 should be used.

To allow for flexibility of use other versions have been provided for maximum impact in any application.

This includes the mono – reversed version shown opposite.

Please use the master files supplied.



Colour use

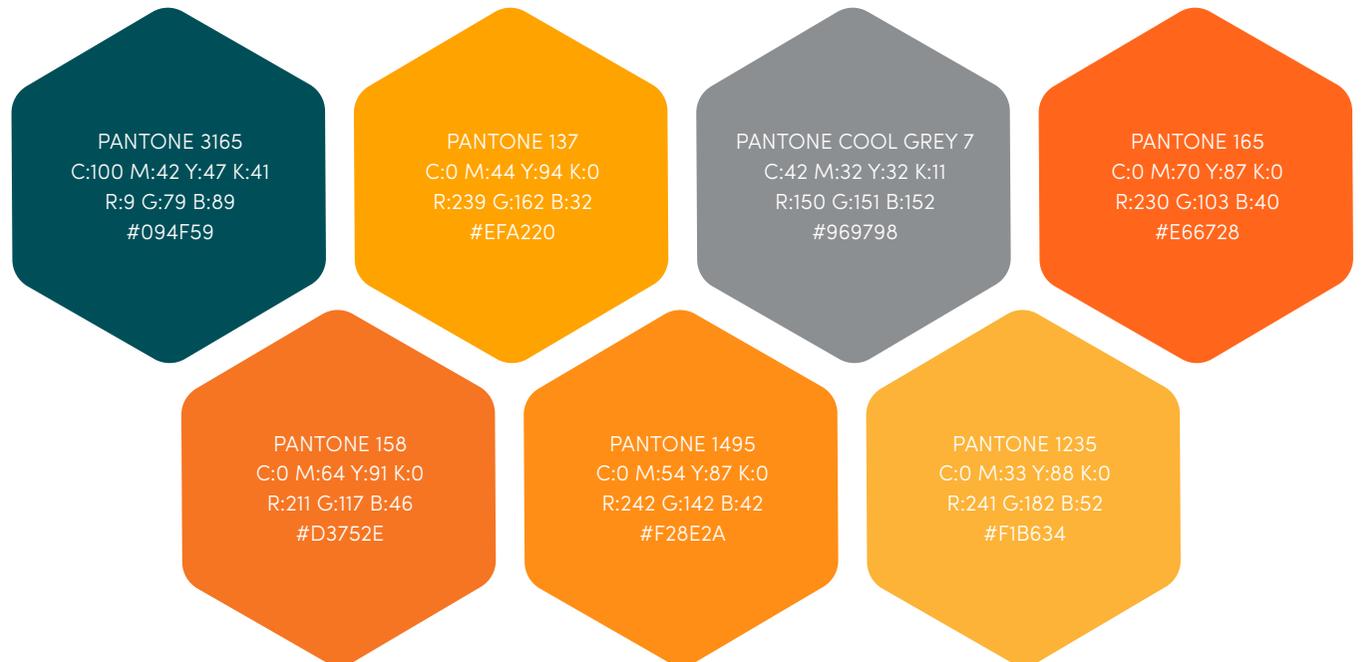
Primary

The RT Software logo comprises 7 key colours as shown opposite.

Other secondary colours indicated on page 2.2 can be used as sub-brand differentiators but can also be used sparingly to add colour and highlight key messages, key words or phrases in titles and subheads.

Wherever possible it is recommended that no other colours should be used as part of the branding.

Please see page 2.3 for colour ratios usage.



Colour use

Secondary

The RT Software logo comprises 7 key colours as shown on page 2.1.

Other secondary colours indicated opposite, can be used as sub-brand differentiators but can also be used sparingly to add colour and highlight key messages, key words or phrases in titles and subheads.

Wherever possible it is recommended that no other colours should be used as part of the branding.

Please see page 2.3 for colour ratios usage.



Protecting the logo Positioning & sizing

POSITIONING

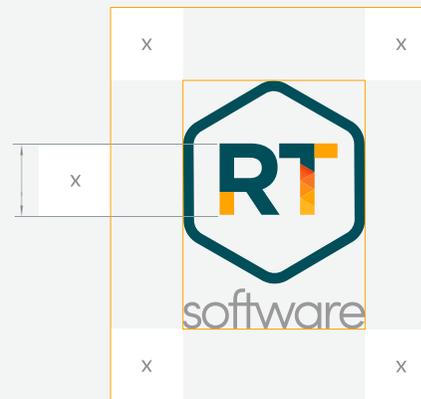
The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented. The logo should always appear to float in an open area so that it is always clear and visible, free and separate from any surrounding detail. A space equivalent to the 'x' height must be allowed on all sides of the logo.

MINIMUM SIZES

The RT Software logo is scalable and suitable for use across all sizes. Whenever possible the RT Software logo should not appear smaller than a height of 9mm to ensure legibility, (13mm when using the stacked version as indicated).

PLEASE NOTE:

These are guidelines only and based on traditional print methods. The acceptable minimum size requirement may vary with other types of reproduction.



Protecting the logo

Unacceptable uses

The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

It is not acceptable, under any circumstances to change the shape or distort any element of the logotype (A).

It is not acceptable, under any circumstances to change the colour of any element of the logotype (B).

It is not acceptable to change the size or position of any element of the logotype (C).



The Master Logo

Using the correct version

The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Only use the full colour - positive version of the RT Software logo on white or pale backgrounds no darker than the equivalent tonal value of a 20% tint of black.



The Master Logo

Using the correct version

The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Only use the full colour – reversed version of the RT Software logo on black or dark backgrounds no lighter than the equivalent tonal value of a 80% tint of black.



Typography

The primary font

The suggested primary font used for all communications is Sofia Pro. Sofia Pro is an ideal font family for text, branding, signage, print and web design creation. It is a geometric sans font family that combines modernism with the harmony of curves.

This sans serif font has clarity and a high degree of legibility. The rounded corners give the typeface a softer, friendly look, yet retain a professional and technical quality suitable for branding even the most serious of identities.

The family has a range of available weights to purchase suitable for PC and Mac applications.

The suggested weights for use with the RT Software identity are shown opposite.

Please letterspace where applicable.

SOFIA PRO LIGHT

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SOFIA PRO SEMI BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Typography

The secondary font

The recommended primary font used for all RT Software communications is Sofia Pro (See page 4.1)

However this can display incorrectly within PowerPoint and Word Documents which are supplied externally to users who may not have the font installed on their own machines. For this reason the standard font Arial should be used within any documents created with the Microsoft programs.

This font may also be used for correspondence via email.

ARIAL REGULAR

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

ARIAL BOLD

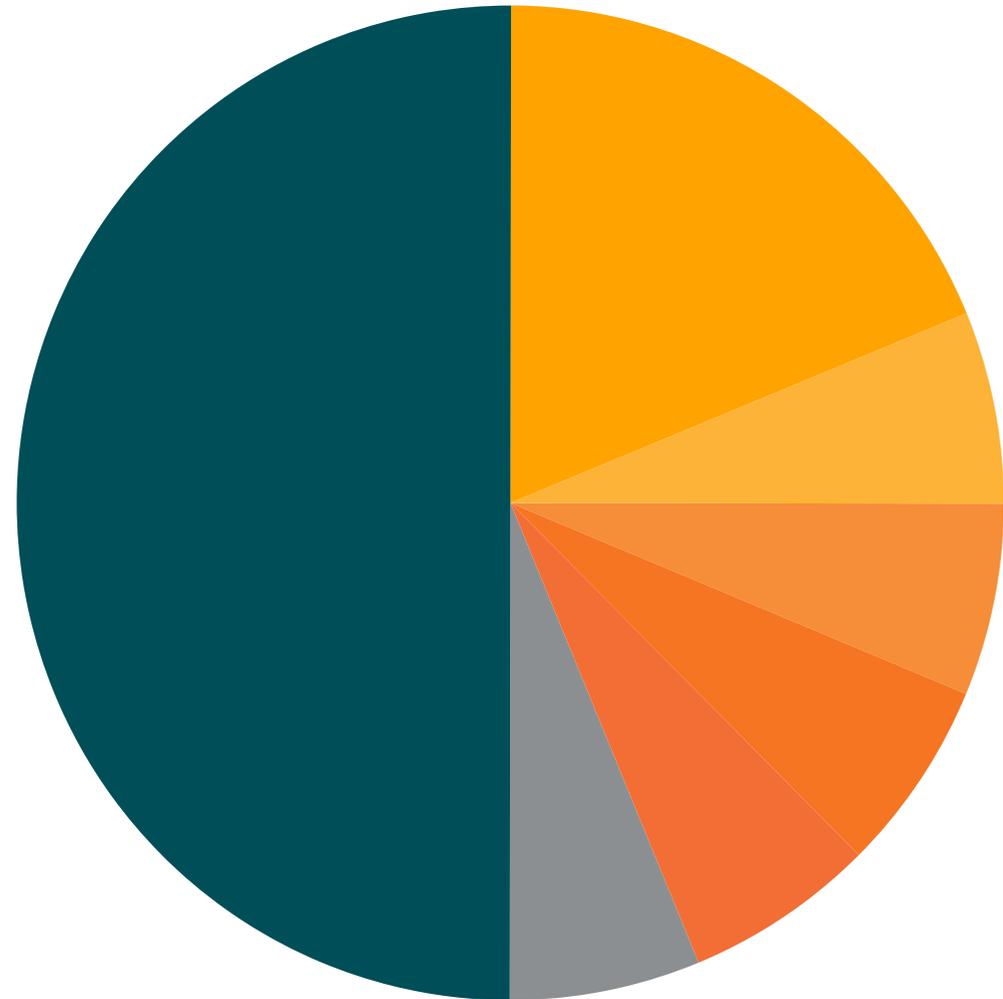
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Colour use

The colour wheel (colour ratio)

The RT Software logo comprises 7 key colours as shown on page 2.1.

The colour wheel shown opposite provide an indication for percentages of colour use.



Technology Brand Swift

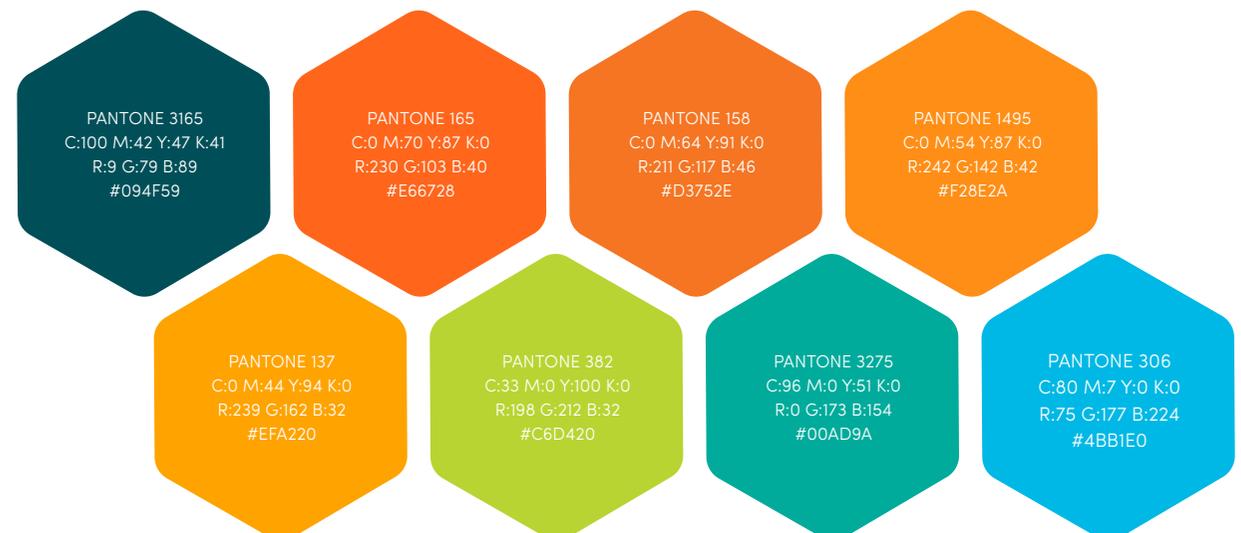
The Swift technology logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

The Swift technology logo utilises the same typographic styling used in the RT Software mother-brand, as well as a similar colour palette. This creates a cohesive and consistent style that aids brand recognition.

The Swift icon is derived from a stylised play icon and arrow. Made up of multiple elements that is suggestive of the inherent modularity within the Swift range of products.

Always use the full colour - positive version shown opposite.

Please use the master files supplied.



Product Logos

Swift Engine

The Swift product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift product logos are derivatives of the main Swift technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 7625
C:1 M:80 Y:75 K:0
R:202 G:80 B:64
#CA5040

Product Logos

Swift Studio

The Swift product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift product logos are derivatives of the main Swift technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 1495
C:0 M:54 Y:87 K:0
R:242 G:142 B:42
#F28E2A

Product Logos

Swift CG

The Swift product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift product logos are derivatives of the main Swift technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 382
C:33 M:0 Y:100 K:0
R:198 G:212 B:32
#C6D420

Product Logos

Swift CG+

The Swift product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift product logos are derivatives of the main Swift technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 137
C:0 M:44 Y:94 K:0
R:239 G:162 B:32
#EFA220

Product Logos

Swift Live

The Swift product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift product logos are derivatives of the main Swift technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



Product Logos

Swift Screens

The Swift product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift product logos are derivatives of the main Swift technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 3275
C:96 M:0 Y:51 K:0
R:0 G:173 B:154
#00AD9A

Product Logos

Swift News

The Swift product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift product logos are derivatives of the main Swift technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE COOL GREY 7
C:42 M:32 Y:32 K:11
R:150 G:151 B:152
#969798

Product Logos

Swift Services

The Swift product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift product logos are derivatives of the main Swift technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.

The logo for 'services dataserver' features a blue chevron icon above the word 'services' in a bold, dark teal font, followed by 'dataserver' in a lighter blue font.The logo for 'services mediawatcher' features a blue chevron icon above the word 'services' in a bold, dark teal font, followed by 'mediawatcher' in a lighter blue font.The logo for 'services repository' features a blue chevron icon above the word 'services' in a bold, dark teal font, followed by 'repository' in a lighter blue font.

PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 306
C:80 M:7 Y:0 K:0
R:75 G:177 B:224
#4BB1E0

Modules

Studio

The Swift module logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift module logos are derivatives of the Swift product logos and utilise the same colour assigned to them at product logo level, as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.

The logo for Studio Unreal features the word "studio" in a dark teal color and "unreal" in an orange color. A stylized orange arrowhead points to the right, positioned above the letter 'i' in "studio".

studio unreal

The logo for Studio Tracka features the word "studio" in a dark teal color and "tracka" in an orange color. A stylized orange arrowhead points to the right, positioned above the letter 'i' in "studio".

studio tracka

The logo for Studio Chroma features the word "studio" in a dark teal color and "chroma" in an orange color. A stylized orange arrowhead points to the right, positioned above the letter 'i' in "studio".

studio chroma

A dark teal hexagonal color swatch.

PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

An orange hexagonal color swatch.

PANTONE 1495
C:0 M:54 Y:87 K:0
R:242 G:142 B:42
#F28E2A

Modules

News

The Swift module logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift module logos are derivatives of the Swift product logos and utilise the same colour assigned to them at product logo level, as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



The logo features a grey chevron icon above the word "news" in a bold, dark teal sans-serif font. To the right, "NRCS" is in a bold, grey sans-serif font, and "activex" is in a regular, grey sans-serif font.



The logo features a grey chevron icon above the word "news" in a bold, dark teal sans-serif font. To the right, "NRCS" is in a bold, grey sans-serif font, and "gateway" is in a regular, grey sans-serif font.

PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE COOL GREY 7
C:42 M:32 Y:32 K:11
R:150 G:151 B:152
#969798

App Icons Swift

The Swift app icons are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Swift app icons are derivatives of the Swift product logos and have a utilises the same colour assigned to them at product logo level, as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



Swift Engine



Swift CG



Swift CG+



Swift Live



Services DataServer



Services MediaWatcher



Services Repository



News NRCS Activex



News NRCS Gateway



Technology Brand Tactic

The Tactic technology logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

The Tactic technology logo utilises the same typographic styling used in the RT Software mother-brand, as well as a similar colour palette. This creates a cohesive and consistent style that aids brand recognition.

The Tactic logo is an evolution of the current Tactic logo. Made up of multiple elements that is suggestive of the inherent modularity within the Tactic range of products.

Always use the full colour - positive version shown opposite.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 382
C:33 M:0 Y:100 K:0
R:198 G:212 B:32
#C6D420

PANTONE 158
C:0 M:64 Y:91 K:0
R:211 G:117 B:46
#D3752E

PANTONE 137
C:0 M:44 Y:94 K:0
R:239 G:162 B:32
#EFA220

PANTONE 1235
C:0 M:33 Y:88 K:0
R:241 G:182 B:52
#F1B634

Product Logos

Tactic Draw

The tactic product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Tactic product logos are derivatives of the main Tactic technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 7625
C:1 M:80 Y:75 K:0
R:202 G:80 B:64
#CA5040

Product Logos

Tactic Pro

The tactic product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Tactic product logos are derivatives of the main Tactic technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 3275
C:96 M:0 Y:51 K:0
R:0 G:173 B:154
#00AD9A

Product Logos

Tactic Live

The tactic product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Tactic product logos are derivatives of the main Tactic technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 137
C:0 M:44 Y:94 K:0
R:239 G:162 B:32
#EFA220

Product Logos

Tactic Lite

The tactic product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Tactic product logos are derivatives of the main Tactic technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 137
C:0 M:44 Y:94 K:0
R:239 G:162 B:32
#EFA220

Product Logos

Tactic Advanced

The tactic product logos are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Tactic product logos are derivatives of the main Tactic technology brand and have a specific colour assigned to them as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



PANTONE 3165
C:100 M:42 Y:47 K:41
R:9 G:79 B:89
#094F59

PANTONE 306
C:80 M:7 Y:0 K:0
R:75 G:177 B:224
#4BB1E0

App Icons

Tactic

The Tactic app icons are an important part of our brand identity and their success depends upon the clarity and consistency with which they are implemented.

All Tactic app icon are derivatives of the Tactic product logos and have a utilise the same colour assigned to them at product logo level, as indicated opposite.

Wherever possible it is recommended that no other colours should be used as part of the product logo branding.

Please use the master files supplied.



Tactic Draw



Tactic Lite



Tactic Pro



Tactic Advanced



Tactic Live



