

# Brand Book 2025

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**RAB®**

# identity

A brand is much more than a name or a logo. It is a visual representation of everything the company is, does, and stands for. That representation communicates a distinctive, recognizable personality that is inseparable from the brand itself.

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications. When those messages are delivered with a framework and reinforce the brand's promise and personality, their impact can be leveraged to boost awareness and heighten brand preference.

RAB Lighting has recently refreshed its corporate identity to visually express the products and philosophy that it is bringing to the industry. As we disseminate these ideas, it is essential that RAB projects itself with a uniform and consistent identity, image, and message. RAB's updated *Brand Guidelines* is a tool developed to assist in the implementation and application of our visual assets, and to meet additional corporate style requirements. Adherence to the specifications outlined in the guide will ensure that visual elements are used and reproduced correctly at all times.

As always, we are here to make it easy. For any further information on the corporate style or the brand in general, please contact Katie Gomez at [katie.gomez@rablighting.com](mailto:katie.gomez@rablighting.com).

# RAB logo

The logo consists of two elements:

- The RAB wordmark
- The registration mark

Never alter it in proportion or print it in a color combination other than those outlined in this guide.



We no longer use the logo with "LIGHTING" at the bottom. Nor do we use the Indoor/Outdoor/Controls/Lamps logos. Please discontinue using them!



The RAB logo should never be simulated using fonts. Only use the images provided by the Marketing department.



## Logo Colors

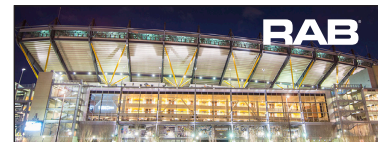
This is the preferred **red** RAB logo. It should have a red registration mark as well. It is for primary use, but should only be placed on backgrounds that are white, black or shades of gray...not other colors.



The **black** RAB logo should be used with light-colored backgrounds, be it a solid color or light photos.



The **white** RAB logo should be used with dark-colored backgrounds, be it a solid color or dark photos.



## Safety Area

Maintaining a clean uncluttered space around the logo maximizes the visual impact of this key brand element. To ensure the RAB logo is always clearly identifiable and not cluttered by other logos, text or imagery, it must be surrounded by a safety area based upon the height and width of the "R" in the RAB logo.



# Family logos

Each category of RAB LED products is represented by a family logo. Always display the family logo in its entirety and only in the color combinations outlined in this guide.

Each family logo is designed individually, so that the bottom description is fully justified at both the left and right sides. Please make sure to remove any older, non-complying versions from your files and use the newest ones provided. Alternatively, you can crop off the line and description as needed.

The family logos should never be simulated using fonts. Only use the images provided by the Marketing department. Do not try to create your own.

EZPAN®

~~LPACK®  
LED WALLPACK~~

~~EZPAN®~~

## Logo Colors

Some family logos are designed to be two-color logos, with one or two letters/numbers in red and the rest of them in either black or white, depending on the background they will be placed on.

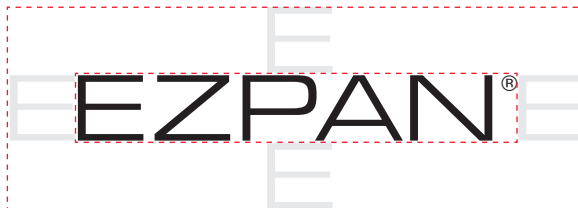
Other logos are designed to be strictly one-color, in either black or white, depending on the background they will be placed on.



## Safety Area

To ensure the family logos are always clearly identifiable, they must be surrounded by a safety area based upon twice the height and width of the "L" in the word "LED".

If the family logo is used without the line and description, it must be surrounded by a safety area based upon the height and width of the first letter in the logo.



# Lightcloud logos

Lightcloud is an ecosystem of products, but it is not a brand. Its logo was originally formed by both the mark and wordmark but that is no longer the preferred usage. **The use of the Lightcloud logo should be contained simply to the wordmark.**

The Lightcloud Blue logo uses the identical wordmark, only in the official blue color. And just like the Lightcloud logo, it should only be used with its wordmark—no mark.



Mark

Lightcloud®

Wordmark

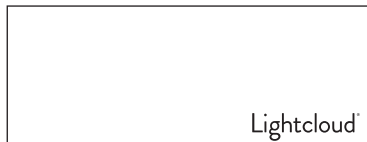
Lightcloud®

## Logo Colors

This logo can only be used in black or in white. There are no color versions of it.

In print, the logo should always include the registered mark. If it is being used on swag, no registered mark is needed.

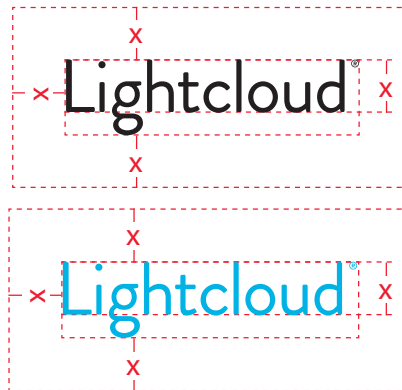
The Lightcloud Blue logo must ALWAYS be Pantone 306. There are no white or black alternatives. It should have a blue registration mark, as well.



## Safety Area

To ensure the Lightcloud logo is always clearly identifiable, it must be surrounded by a clear safety area equal to the height of the wordmark.

The safety area for the mark is equivalent to the space between the bottom of the icon's stroke and the bottom of the circle's stroke.





# Warranty logos

## Logo Colors

Our warranty logos got a recent facelift, so you'll begin seeing them on all marketing materials.

We've grown our warranty lineup over time and now offer various term lengths and a mix of 'no-compromise' and 'limited' options. Color coding was established so that customers could tell which warranty it was with a quick glance. These new logos kept that color coding for the sake of consistency and recognition.

Please discontinue using older logos. If you need to use our warranty logos and do not have the new designs, please contact the Marketing department.

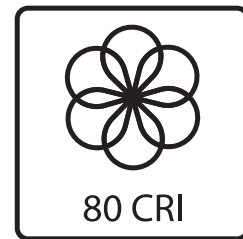


# Iconography

Our icons often appear on packaging, literature, web pages, and other brand touchpoints.

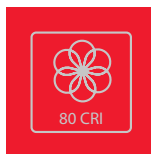
All RAB icons follow a consistent design language to ensure uniformity across different platforms. They are always contained by a rounded square that is either black or white and will sometimes contain colorful graphics as needed.

If you need an icon that doesn't exist, please ask Marketing for help.

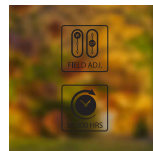


## don't

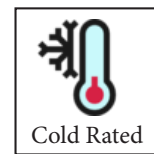
change the color  
of an icon



put them on a  
busy background



attempt to create  
your own icons



# Imagery

## Product Imagery

All our product launches are now accompanied by a DigiKit that is available for download on our website. These DigiKits contain high-res product imagery that can be used for your marketing materials. Please use only current product images supplied by the Marketing Department. Also make sure to use images at a resolution appropriate to the output size, noting that **low-res images can not be enlarged or they will blur**:

- **Printed materials**

High Resolution (300 dpi)  
Color Space: CMYK

- **On-screen presentations**

Medium Resolution (150 dpi)  
Color Space: RGB

- **Website**

Low Resolution (72 dpi)  
Color Space: RGB



## Application Photography

RAB contracts with various professional photographers to capture our products in use. When possible, we also catalog "before" photos for comparison. Contact Marketing if you need examples of a particular product—our library is always growing. We'd also love to hear from you if you have a recent project that you think merits getting photographed!

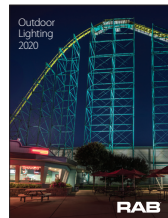


# do

use all logos on  
simple backgrounds



protect the safety  
area of all logos

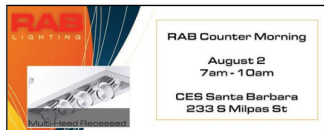


use logos on a  
horizontal plane

Lightcloud®

# don't

use logos on a  
busy background



clutter logos with text,  
imagery or other logos



rotate logos in any  
other direction

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# do

use the wordmarks  
as the general-use  
logos

use the Lightcloud Blue  
logo as designed

use the family logos  
provided by RAB

Lightcloud®  
Lightcloud®

Lightcloud®

IVEPARK™  
EZPAN®

# don't

use the old versions  
with both wordmark  
and mark

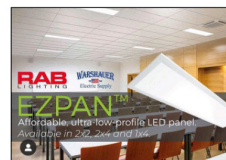
add the word "Blue"  
to the wordmark

create your own versions  
of the family logos

Ⓛ Lightcloud®

Ⓛ Lightcloud®

Lightcloud® Blue



# do

use Marketing's  
most current  
product imagery



use high-resolution  
photography for  
printed materials



leave RAB product  
photos uncluttered



# don't

use outdated product  
photos with colors  
that don't match



use low-res JPGs  
that are blurry or  
pixelated



cover or violate RAB  
product images with  
text or graphics



# we make it easy...

For artwork or assistance:  
[katie.gomez@rablighting.com](mailto:katie.gomez@rablighting.com)

For the latest product literature and catalogs:  
[drive.rablighting.com](http://drive.rablighting.com)