



Branding Guidelines 2020

branding guidelines

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. It is essential that RAB projects itself with a uniform and consistent identity.

RAB's *Branding Guidelines* is a tool developed to assist in the implementation and application of our visual assets. Adherence to the specifications outlined in the guide will ensure that our branding elements are used and reproduced correctly at all times.

As always, we are here to make it easy. For any further information on RAB's guidelines or just branding in general, please contact Katie Gomez at katie.gomez@rablighting.com.

RAB Marketing Team

logo guidelines

THE RAB LOGOS

The RAB Logo consists of two elements:

- The RAB wordmark
- The registration mark

Never alter the logo's proportions 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 all of them and update.

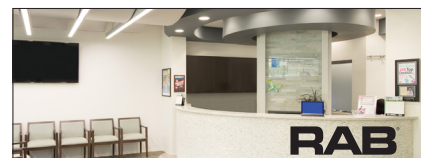


Logo Colors

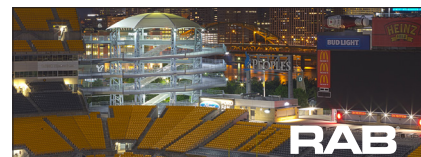
This is the traditional red RAB logo. It should have a red registration mark as well. It should only be used on backgrounds that are white, black or shades of gray...not other colors.



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.



Wordmark

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



Safety Area

The RAB logo must be surrounded by a safety area based upon the height and width of the "R" in the RAB logo.



logo guidelines

LIGHTCLOUD LOGOS

The Lightcloud logo is formed by both the mark and wordmark, and is the preferred usage of RAB's Lightcloud brand. The logo's two elements should never be sized independently of one another.



Horizontal Logo

This logo can only be used in black or in white.



Vertical Logo

This logo can only be used in black or in white.



The Mark

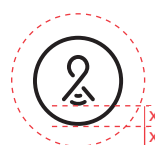
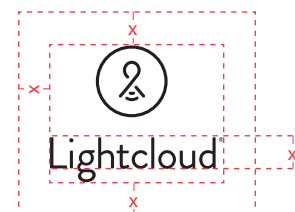
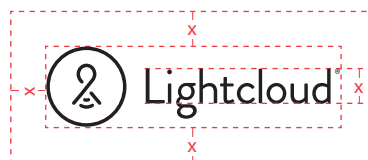
The Lightcloud mark should rarely be used on its own. This usage should be reserved for hero placements, and in a context where the full wordmark is also visible.



Safety Area

To ensure the Lightcloud logos are always clearly identifiable, they 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.



logo guidelines

FAMILY LOGOS

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

Logo Colors

This is the one-color logo for light backgrounds

EZPAN®

EZPAN®

This is the one-color logo for dark backgrounds

EZPAN®

The green versions of each logo can be used on either a white or black background only, not on any other colors.

EZPAN®

EZPAN®

Wordmark

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

~~EZPAN®~~

Safety Area

To ensure the family logos are always clearly identifiable, they must be surrounded by a safety area based upon the height and width of the first letter in the logo.

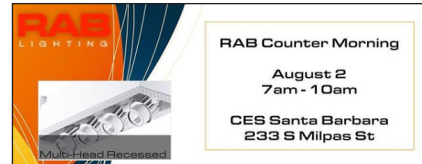


dos and don'ts

DO use logos on simple backgrounds



DON'T use logos on busy backgrounds



DO protect logos with their proper safety area



DON'T clutter logos with text or other logos



DO use logos horizontally



DON'T rotate logos



DO use logos in their one- or two-color versions



DON'T change the logo colors



DO use logos as they were originally designed



DON'T change the proportions of the logos



DO use only the logos provided

IVEPARK™

EZPAN®

ALED®

DON'T create your own versions



we make it easy...

For artwork or assistance:
katie.pizzuto@rablighting.com

For the latest product literature and catalogs:
download the rabdrive app

