

# Rosslyn Analytics

Visual Identity Guidelines

# Rosslyn Analytics

## Visual Identity Guidelines

These are the guidelines for using our visual identity. The strength of the Rosslyn Analytics visual identity relies on its consistent application and the ability to maintain the highest of standards in all aspects of communication.

## Visual Identity Guidelines

Our visual identity is not just the 'logo', it is the fusion of several essential elements including colour, typeface and imagery as well as tone of voice. Adhering to these guidelines and using these elements in a consistent way will help build an identity which is instantly recognisable; this in turn will foster trust and loyalty which will enhance our reputation. It will also create focus and help pull everyone together as a team and engender a sense of pride through our coordinated approach.

In these guidelines you will find your essential toolkit for how to use the Rosslyn Analytics visual identity. Please ensure these guidelines are your first port of call for all Rosslyn Analytics communications.

If you have any questions regarding the use of the logo, or need further clarification, please contact:

Lance Mercereau – Chief Marketing Officer  
lm@rosslynanalytics.com

Section 1

# The Logo

Rosslyn Analytics

# Rosslyn Analytics

Dark Blue

# Rosslyn Analytics

Light Blue

## Introduction to our logo

There are two primary versions of our logo, available in Dark blue and Light Blue.

# Rosslyn Analytics

Primary Logo — Dark Blue

# Rosslyn Analytics

Light Blue

# Rosslyn Analytics

Mono

Mono version, black on white, only to be used within a black & white publication.

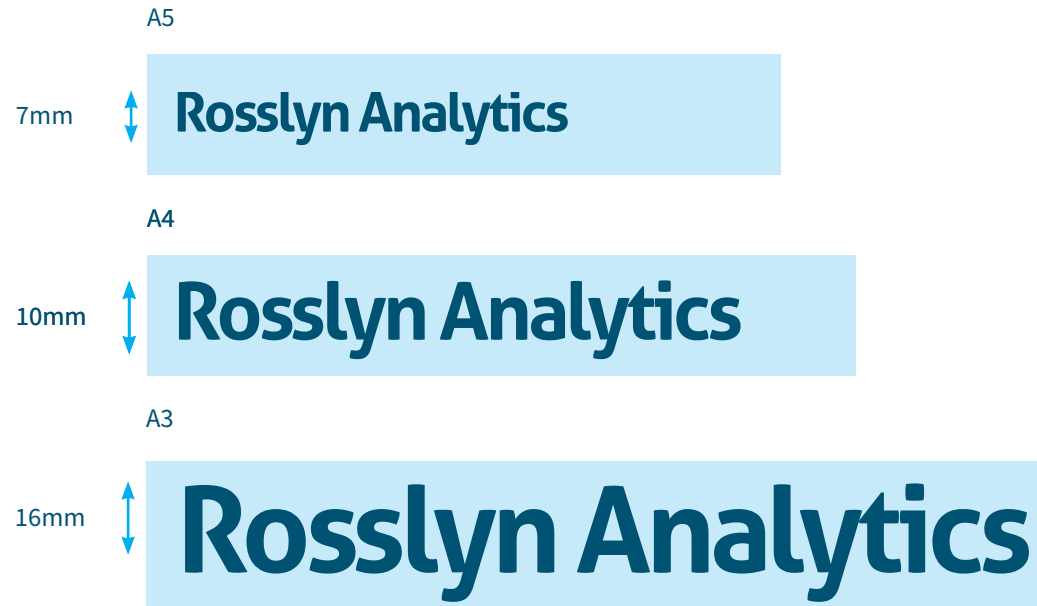


White

Only to be used when placed on a coloured background where the primary 'Logotype' won't work.

## Usage of the logos

The primary logo in the dark or light blue should be used wherever possible. Should your needs not be covered in these guidelines, common sense and application will dictate which of these you use. There are also 'mono' and 'white' versions of the logo. The 'mono' version should only be used when colour is not available, for example within a black and white publication. The 'white' version should be used when the primary logo does not work. No other version of the logo should be used.



Page size	A0	A1	A2	A3	A4	A5
Box height	42mm	35mm	26mm	16mm	10mm	7mm

### Minimum size

The primary logo version must not be used any smaller than the 7mm version illustrated above. This height is gauged from the top of the ‘A’ to the bottom of the ‘y’.

### Recommended size

The above table provides guidance on which size logo to use on various size formats. This will help visual consistency across all communications. If a logo is required to work on anything smaller than A5 or larger than A0 it is recommended you speak with Lance Mercereau (e.g. pens and other small merchandise items) where detail on scale reduction can be lost.



## Exclusion zone

To protect and preserve the integrity of the logo, it is essential that there is an 'exclusion zone' or a clear space around the Rosslyn Analytics logo on every communication.

The diagram above illustrates how this is calculated. There should never be any type or graphic device within this exclusion zone. For a guide on sizes please see Section 1.3.





**Rosslyn**

**Example 1**

Do not remove any elements from the logo.



**Rosslyn Analytics.com**

**Example 2**

Do not add any elements to the logo.



**Rosslyn Analytics**

**Example 3**

Do not change the colour of the logo.



**Rosslyn  
Analytics**

**Example 4**

Do not move any elements in the logo.



**Rosslyn  
Analytics**

**Example 5**

Do not resize any elements in the logo.



**Rosslyn Analytics**

**Example 6**

Do not stretch or compress the logo.

## The logo 'don'ts'

You should not alter the Rosslyn Analytics logo in any way. The logo must always be reproduced from the digital artwork provided. Misuse of the logo weakens its impact and will not be accepted. The logo can be applied using special print finishes such as metallic foil, Spot UV or embossed.



**Rosslyn Analytics**

**Example 7**

Do not use any other typefaces in the logo.

Section 2

# The Colours

Rosslyn Analytics

## Section 2.1 — Primary colour palette

			
	<b>Dark Blue</b> Pantone Process Blue C/U <sup>®</sup>	<b>Light Blue</b> Pantone Process Blue C/U <sup>®</sup>	<b>Yellow</b> Pantone 130 C/U <sup>®</sup>
Print	C100 M24 Y11 52	C100 M13 Y1 K3	C0 M30 Y100 K0
Web	R42 G63 B86 HTML #2A3F56	R30 G126 B211 HTML #1E7ED3	R243 G182 B48 HTML #F3B626
			
Print	C11 M4 Y4 K0	C0 M0 Y0 K0	K100
Web	R232 G239 B242 HTML #E8EFF2	R255 G255 B255 HTML #FFFFFF	R0 G0 B0 HTML #000000

\*All colour breakdowns shown are based on the 'Coated Pantone<sup>®</sup> book'. For uncoated printing refer to the 'Uncoated Pantone<sup>®</sup> book'. For 4 colour printing, please check the 4 colour breakdown in the Pantone<sup>®</sup> Bridge book.

### Our primary colours

We have selected a clean and clear primary colour. The primary colours are Dark Blue, Light Blue and Yellow. These can be used in conjunction with the Secondary colour palette (See Section 2.2) for more colours.



\*All colour breakdowns shown are based on the 'Coated Pantone<sup>®</sup> book'. For uncoated printing refer to the 'Uncoated Pantone<sup>®</sup> book'. For 4 colour printing, please check the 4 colour breakdown in the Pantone<sup>®</sup> Bridge book.

## Our secondary colours

We have selected a vibrant set of secondary colours. The secondary colours are Bright Violet, Deep Purple, Sky Blue, Aqua Blue, Jade Green and Lime Green.

Section 3

# Typefaces

Rosslyn Analytics

### Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !”§\$%&/()?= @

### Source Sans Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !”§\$%&/()?= @**

## Our typeface

Our chosen typeface is Source Sans Pro Truetype/Unicode for Microsoft Windows (this will work on MAC OSX and PC Windows). This should be used for all communication, both internal and external. Source Sans Pro is available as a free Google font download and can be used for print and web. Do not use ANY version of Source Sans Pro other than this version.

## Source Sans Pro

Sed essequatie magnis am euguerit, quat incip ex eratet, quat ex eu feu feugait vel iustinc ipsumsan hendre dionsed magnibh eugait vendre ea amcommy nim et, velit velendit.

Wisi tie dunt adiam, veros enit la facidunt nim quamet eugait, quam dipsum ip endre mod tat aciduipis at. Ut lortie dunt wisci bla core volum dunt nos non ullutat, se do erit inciliqui ero odionsequis ese dio essi tatem dolore conulla ndipis nullum in enim digna feuisi liquipis amet adip exeratit facidunt augiamet inibh euismod olorper autpat lut aliquamet essit alis doloreet dolorperos nit dolesequam in euguer senis delestrud dolobor sim il dolenit nismolore modolesto enim aliscilis alis adionsectem quatio dolorer incinci lluptate velit praesenis adit essim veliquis alisit ute vel il ero eumsandre feu feugait landigna facidui

