



ResponseTek

Listen First. Act Fast.

BRAND GUIDELINES 2017

- Logo colours should be Pantone CYAN C (blue) and 80% Black (grey)
- For screen display (web, email, ppt), use a .JPG or .PNG file.
- For print, use an .EPS file.

STACKED LOGO WITH TAGLINE



HORIZONTAL LOGO WITH TAGLINE



LOGO



- The ResponseTek logo should be used in colour whenever possible.
- Logo colour should be Pantone Cyan C and 80% Black (grey). CMYK and RGB breakdown below
- Please refer to usage on following page.



C:100 M:0 Y:0 K:0  
R:0 G:174 B:239  
**#00AEEF**



C:0 M:0 Y:0 K:80  
R:88 G:89 B:91  
**#58595B**

PRIMARY LOGO COLOUR COMPOSITION



LOGO BLACK

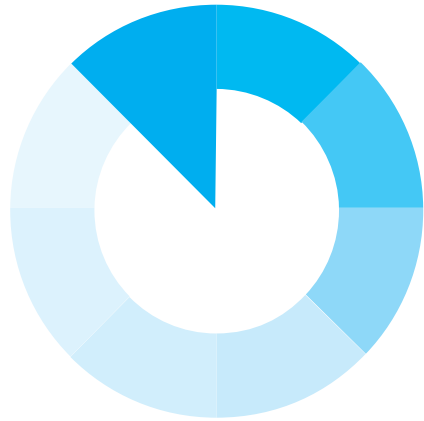


LOGO REVERSED OUT ON DARK BACKGROUND

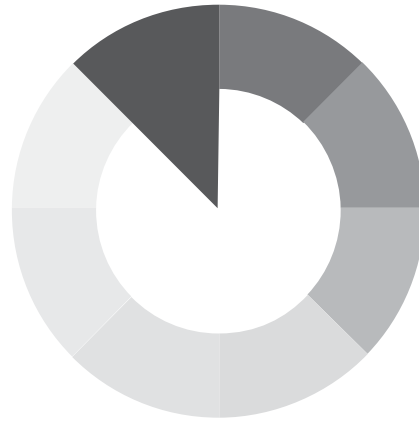


box does not print

PRIMARY BRAND COLOURS



PANTONE CYAN C  
C 100 M 0 Y 0 K 0  
R 0 G 174 B 239 #00AEEF



80% BLACK  
C 0 M 0 Y 0 K 80  
R 88 G 89 B 91 #58595B

SECONDARY BRAND COLOURS



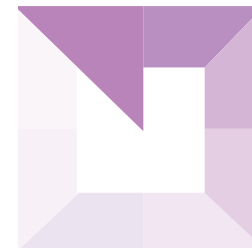
PANTONE 715C  
C 0 M 54 Y 93 K 0  
R 247 G 141 B 44 #F78D2C



PANTONE 7705C  
C 100 M 47 Y 25 K 4  
R 0 G 111 B 151 #006F97



PANTONE 366C  
C 30 M 0 Y 68 K 0  
R 184 G 216 B 122 #B8D87A



PANTONE 2573C  
C 26 M 55 Y 0 K 0  
R 185 G 132 B 186 #B984BA



PANTONE 325C  
C 56 M 0 Y 25 K 0  
R 104 G 200 B 199 #68C8C7

- Minimum clearspace is the smallest distance allowed between the logo and the edge of a page, the edge of an image, or body copy; maintaining it at all times ensures prominence and legibility.



- Minimum logo size should be w .75" x h .115" or h .18" with the tag. Anything smaller will be illegible.



- Minimum clearspace is the smallest distance allowed between the logo and the edge of a page, the edge of an image, or body copy; maintaining it at all times ensures prominence and legibility.



- Minimum logo size should be w .75" x h .504" or h .584" with the tag. Anything smaller will be illegible.



In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting the ResponseTek logo. Below are some examples of logo misuse.



Do not scale individual parts of the logo



Do not skew or distort the logo



Do not outline the logo



Do not rotate the logo



Do not rearrange the order of the art



Do not lighten the logo



Do not switch the colours within the logo



Do not change the colours of the logo



Do not reproduce the logo in low resolution

Calibri is our only typeface, used throughout all collateral. The light weight of Calibri should be used primarily for body text, and the regular weight for headings. The bold weight is used when contrast of type weight is desirable.

Calibri Light

Abcdefghijklmnopqrstuvwxyz  
0123456789|!?!&%()

Calibri Regular

Abcdefghijklmnopqrstuvwxyz  
0123456789|!?!&%()

Calibri Bold

**Abcdefghijklmnopqrstuvwxyz**  
**0123456789|!?!&%()**