



# ROSENDIN

## BRAND

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# GUIDELINES

CORPORATE HEADQUARTERS \\ License Number 142881

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01

# INTRODUCTION



## THE BASICS

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### Our Name

Rosendin Electric, Inc. is the company's legal name and Rosendin is how the company is referred to during day-to-day business and marketing activities.

### Rosendin Logo

The Rosendin logo must be considered an inviolable piece of artwork. No alterations should ever be made. This includes any manipulation of the style, proportions, or spacing of the letter forms or design. Always use authorized artwork. Only approved reproductions should be used.

Please see the "Logo System" section of the Brand Guidelines for specific information about the Rosendin logo and use requirements.

### Terms of Use

The Rosendin Brand Guidelines is a living document and subject to change. Please visit [www.rosendin.com](http://www.rosendin.com) (external) or the Intranet site (internal) to view and download the most current copy of the brand guidelines and logo files.

### Questions, Concerns, or Additional Information Needed?

Please contact Rosendin Marketing at [marketing@rosendin.com](mailto:marketing@rosendin.com) with any questions, concerns, or artwork needs.



02

# LOGO SYSTEM



## LOGO SYSTEM

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The Rosendin logo must be considered an inviolable piece of artwork. No alterations should ever be made. This includes any manipulation of the style, proportions, or spacing of the letter forms or design. Always use authorized artwork. Only approved reproductions should be used.



## LOGO LAYOUT & COLOR OPTIONS

Two logo layouts are available, horizontal/standard and vertical/stacked. The Rosendin logo should be displayed in the horizontal/standard layout unless otherwise specified, or as needed to fill available space.

The logo can be used in color (blue and gray, as provided), all black, or all white. No other color options are available and no changes can be made.

	Horizontal/Standard	Vertical/Stacked
Color Logo		
Black Logo		
White Logo		



## LOGO SIZE & CLEARSPACE

### MINIMUM SIZE

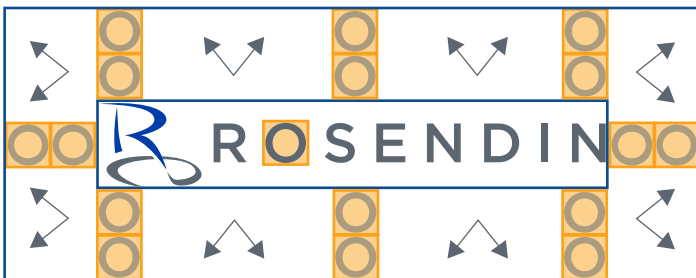
To ensure that the Rosendin logo is legible, the suggested minimum size for print or imprint is 1.5 inches (width). For digital application, a minimum size of 150 pixels (width) is recommended. There is no maximum size.



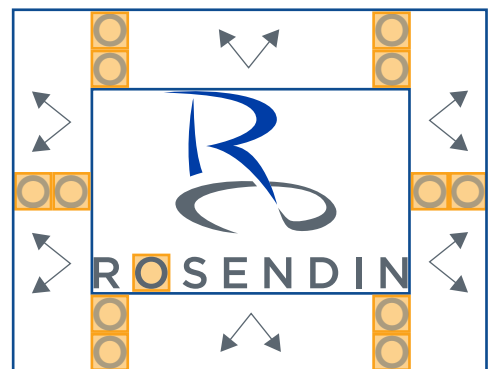
Print/Imprint: 1.5" wide  
Digital: 150 px wide

### LOGO CLEARSPACE

Horizontal/Standard



Vertical/Stacked Logo



The clearspace around all sides of the Rosendin logo must be, at minimum, equal to the height of the 'O' letter graphic x2 (as shown above). No unapproved text or graphics should fall within this area.



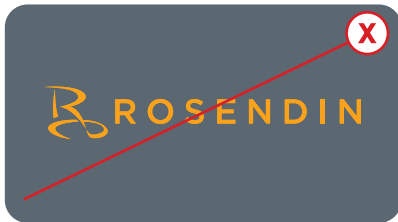
## INCORRECT LOGO USE & EXAMPLES

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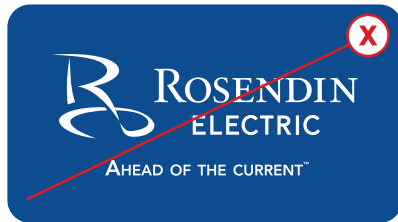
- 1. Do not alter color.** The logo can be used in color (blue and gray, as provided), all black, or all white. No other color options are available and no changes can be made.
- 2. Do not use retired or outdated logos, graphics, or taglines.** Examples include 25<sup>th</sup> Employee Ownership Anniversary logo, 100<sup>th</sup> Anniversary logo & graphics, Rosendin logo grouped with divisional/group names, Ahead of the Current™ tagline, 100% Employee Owned text, etc.
- 3. Do not invade clearspace or crop.** Please see Logo Construction & Clearspace section for details.
- 4. Do not alter layout or create alternate logo versions.** The Rosendin logo should not be incorporated with any other Company's logo(s) or used in conjunction with other graphics or text.
- 5. Do not blur or pixelate.** Logo should always be clear and legible.
- 6. Do not use grayscale versions, tint, or change the opacity.** Use logo as provided in color, black, or white.
- 7. Avoid use on like-colored or busy backgrounds.** The white logo is recommended for use on very dark backgrounds and the black logo on lighter backgrounds. The color logo can be used in either situation, as long as the logo is clearly visible and colors are not altered in any way. Logo should be easy to read and identify.
- 8. Do not add text, taglines, or other elements to create a personalized logo or signature.** The Rosendin logo has a clearspace that must be maintained. No text (including divisional/group names), lines, or graphics can be added.
- 9. Do not attempt to recreate the logo using typefaces.** Only official artwork files may be used.
- 10. Do not bend, twist, or rotate the logo.** Use logo as provided and do not display at other angles.
- 11. Do not apply drop shadows, gradients, or other effects.** The logo has been designed to stand alone without enhancements of any kind.
- 12. Logo proportions must be maintained - do not stretch or skew.**  
If the logo is needed in a specific size or format, please contact [marketing@rosendin.com](mailto:marketing@rosendin.com) for assistance.



Examples of incorrect logo use are illustrated below



1. Do not alter color



2. Do not use retired or outdated logos, graphics, or taglines



3. Do not invade clearspace or crop



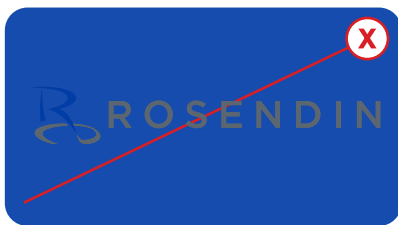
4. Do not alter layout or create alternate versions



5. Do not blur or pixelate



6. Do not use grayscale versions, tint, or change the opacity



7. Avoid use on like-colored or busy backgrounds



8. Do not add text, taglines, or other elements to create a personalized logo or signature



9. Do not attempt to recreate the logo using typefaces



10. Do not bend, twist, or rotate the logo



11. Do not apply drop shadows, gradients, or other effects



12. Logo proportions must be maintained - do not scale, stretch, or skew



## LOGO USE & SECONDARY TEXT

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All logo and secondary text use must align with current brand guidelines. Approved text can be included on promotional/branded items when the following guidelines are observed.

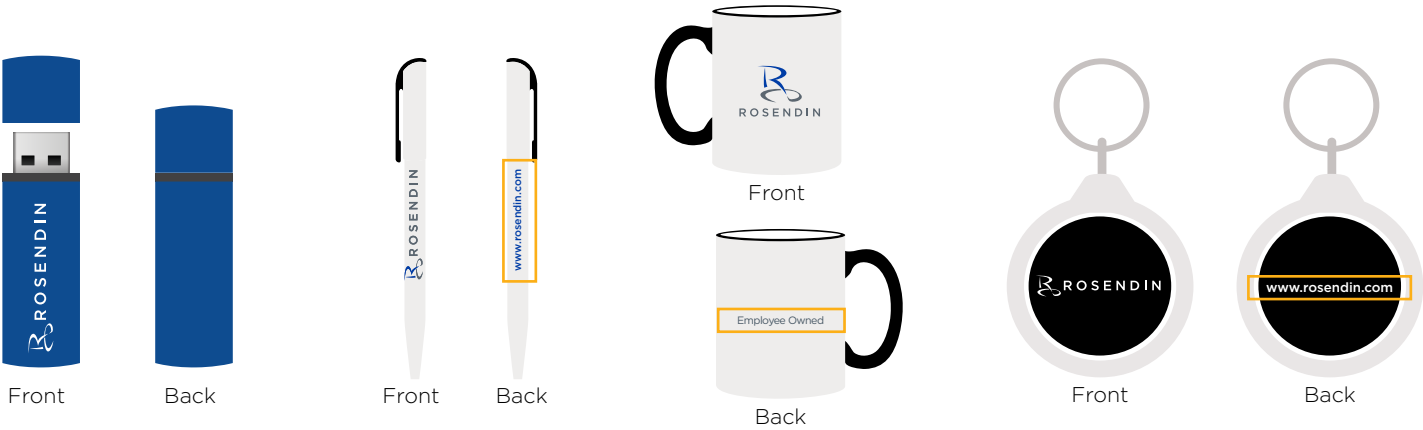
**1. Placement in a secondary location is required and an approved text graphic must be used.** Please see examples of correct placement on the following page. and contact [marketing@rosendin.com](mailto:marketing@rosendin.com) for artwork creation.

**2. Text cannot be used in direct conjunction with the Rosendin logo and may not be combined with or positioned directly above, below, or beside the logo.** Logo clearspace and minimum size guidelines must be observed.

Please contact [marketing@rosendin.com](mailto:marketing@rosendin.com) for text approval, artwork files, and additional details.



Examples of correct secondary text placement is noted in gold boxes below



03  
COLOR



# PRIMARY COLOR INFORMATION

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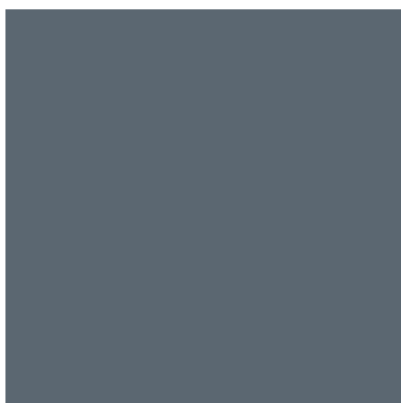
## COLOR DETAILS



### BLUE COLOR CODES

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PANTONE	293 C
CMYK	100% 69% 0% 4%
RGB	0 61 165
HEX/HTML	#003DA5



### GRAY COLOR CODES

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PANTONE	431 C
CMYK	45% 25% 16% 59%
RGB	91 103 112
HEX/HTML	#5B6770



## SECONDARY COLOR INFORMATION

### COLOR DETAILS



#### GOLD COLOR CODES

PANTONE	137 C
CMYK	0% 41% 100% 0%
RGB	255 163 0
HEX/HTML	#FFA300

