



ROYAL VISION
m e d i a

BRAND IDENTITY GUIDELINES



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Basic Elements

- 01.0 The logo
- 01.1 Logo Clear Space
- 01.2 Logo Sizes
- 01.3 Logo on a background
- 01.4 Corporate Colors
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- 01.6 Alternate Logo
- 01.7 Style Elements

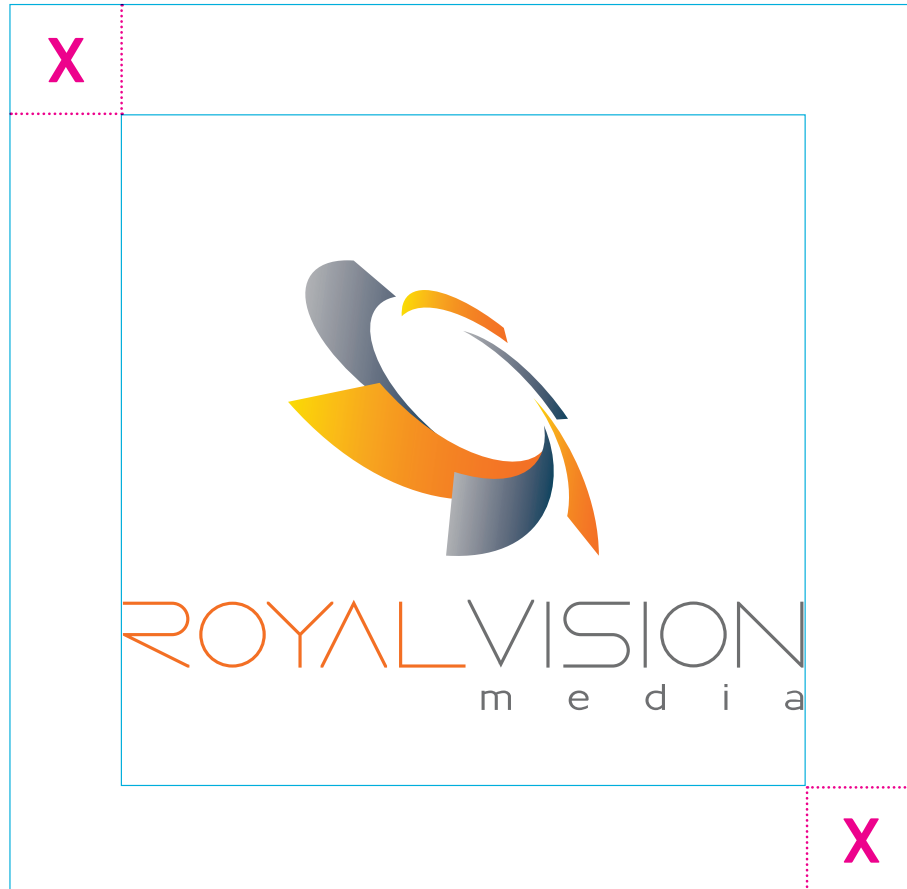


01 The Royal Vision Logo



ROYAL VISION
m e d i a

01.2 Logo Clear Space



Minimum space guide (Figure 1)

Minimum Clear Space

Always maintain a minimum clear space around Royal Vision Media landmark to preserve its integrity. To maintain visual clarity and to provide maximum impact, the landmark must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from (figure 1). The clear space for Royal Vision Media landmark, is the cap height of Royal Vision Media characters, represented by 'X'.

01.3 Logo Sizes



Size (1): Business Cards



Size (2): Letterhead, C4 & DL envelopes, CD Cover and folder

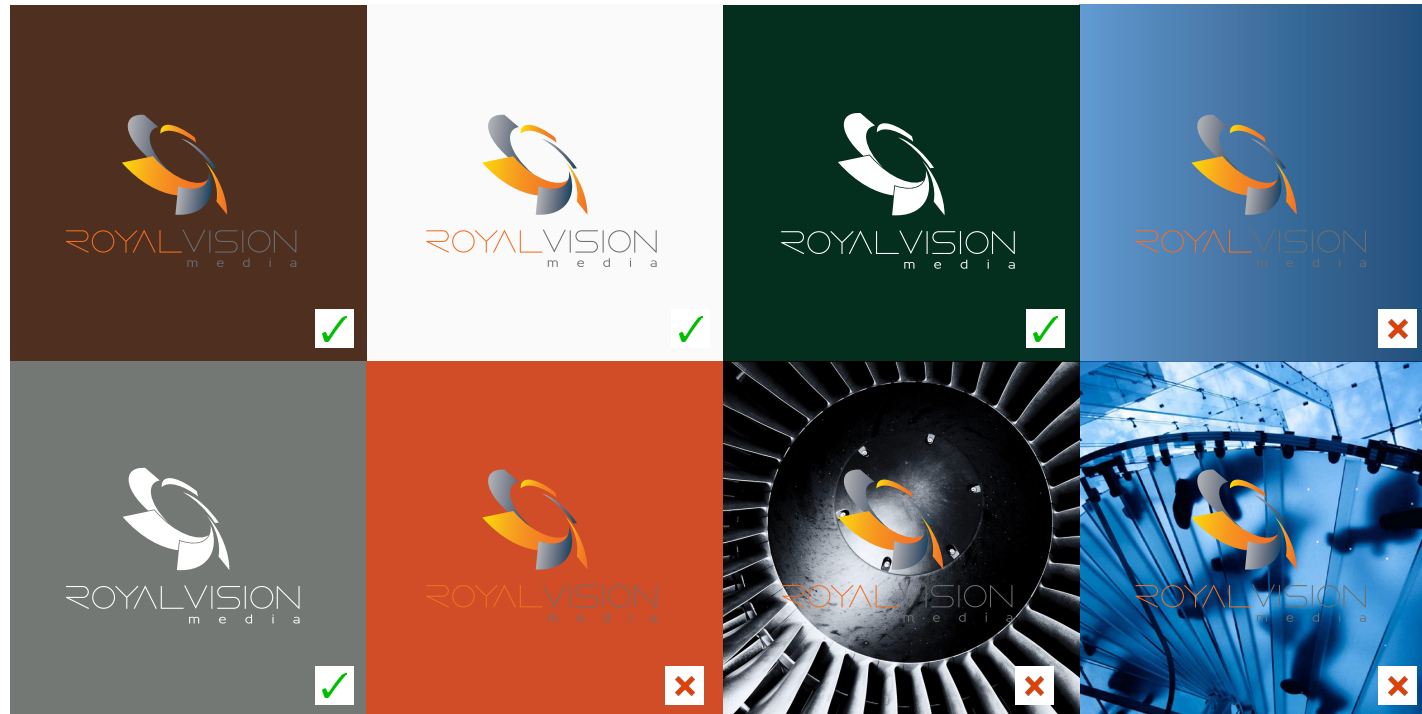


Size (3): C3 Envelope

Minimum size

To protect the integrity, legibility and impact of Royal Vision Media brandmark, it must never be reproduced in sizes smaller than those shown opposite.

01.3 Logo on a background



Brand placement

The ideal placement for Royal Vision Media is on white or grey background.

Where printing limitations dictate, the Royal Vision Media landmark may appear in black on a white background, or white on a black background.

01.4 Corporate Colors



Pantone 30-8 C
C 0, M 75, Y 100, K 0
R 243, G 112, B 36



Pantone 172-9 C
C 57, M 48, Y 47, K 14
R 110, G 112, B 113



Pantone 111-16 C
C 100, M 35, Y 0, K 60
R 0, G 35, B 106



C 70, M 0, Y 100, K 9
R 174, G 154, B 100



C 60, M 90, Y 0, K 0
R 127, G 63, B 152



C 0, M 10, Y 100, K 0
R 255, G 221, B 0



C 0, M 10, Y 100, K 0
R 255, G 221, B 0



C 0, M 75, Y 100, K 0
R 243, G 112, B 36

GRADIENT MIX OF
COLORS



C 0, M 0, Y 0, K 36
R 163, G 163, B 163



C 98, M 69, Y 41, K 28
R 4, G 68, B 95

GRADIENT MIX OF
COLORS

Color Palette

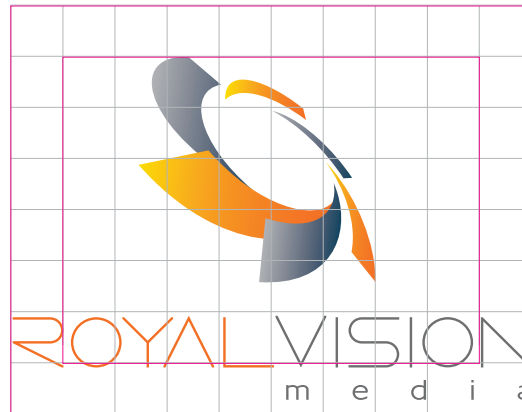
The primary color for Royal Vision Media is Pantone 30-8 C and Pantone 111-16 C. Wherever possible, ensure that Royal Vision Media brandmark appears on a white background.

Brandmarks are available in Pantone process color. Always follow the correct color specifications shown opposite when specifying the color for Royal Vision Media brandmarks.

The brandmarks exist as a set of master artworks that can be found within the master artwork library USB.

These artworks should cater for all requirements and you should never attempt to re-create them.

01.5 Logo Grid / English



Royal Vision Media landmark is made up of circular shapes to form this pattern. Royal Vision Media is to be used only in conjunction with Royal Vision Media corporate branding. Royal Vision Media (Figure 1) is to be used for all corporate stand alone communications and signage. Each category and their relationships have been carefully designed. These are fixed and must never be altered. This landmark exists as a set of master artworks that can be found within the Master artwork library USB.

01.6 Alternate Logo

Alternate logos must be used only in certain circumstances where the original logo is not possible to be replicated. This may include once color printing, grayscale or black and white.

One Color Logo



Grayscale Logo



Black & White Logo



01.7 Style Elements

Style elements are important part of any identity program, they help giving a typical and distinctive look.

A pattern was created from our symbol to emphasis and give a consist image to our brand.

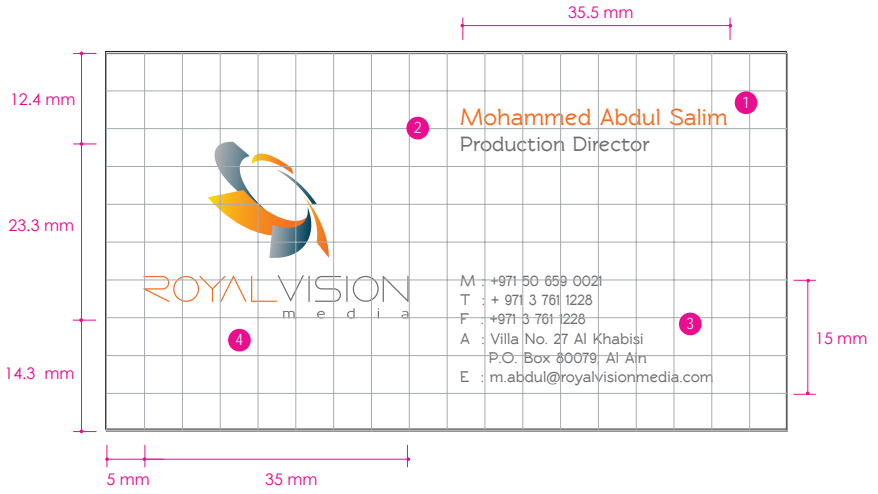
In the following publications there are different examples for the usage of the Style Elements in both stationeries and other marketing collaterals.



Applications

- 02.1 RVM Business Cards
- 02.2 Typography
- 02.3 A4 Letterhead
- 02.4 A4 Envelope
- 02.5 A4 Continuation Sheet
- 02.6 C3 A3 and C4 A4 Envelope
- 02.7 Notepad & Pen

02.1 RVM Business Cards



FRONT



BACK

02.1 RVM Business Card



FRONT



BACK

02.2 Typography

The English primary typeface is Rawengulksans a well-designed and contemporary typeface that complements RVM modern new look. It offers also a big type family for maximum flexibility.

Headlines / Titles typeface: Rawengulksans Regular / Bold

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {/@%\$?!+=}

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {/@%\$?!+=}

Body Copy / Titles typeface: Rawengulksans Italic Regular / Bold

Century Gothic Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {/@%\$?!+=}*

Century Gothic Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {/@%\$?!+=}*

02.3 A4 RVM Letterhead

Size: 210 x 297 mm

1 Royal Vision Media Logo: size (1)

Address:
Font: Rawengulk Bold

2 Size: 7 pt
Leading 7.5 pt
Color: Pantone 172-9 C



02.4 A4 Envelope

Shown opposite is a general overview of Royal Vision Media stationery suite. Use of the typographic style and colour, along with a single paper stock, produce a powerful and visually consistent range of stationery.

Always use the specifications on the following pages when creating Royal Vision Media stationery.



Trimmed size
A4 - 210MM X 297MM

Print specifications
Three colour: P 876 C 100%, P 7506 C 100%,
P 5425 C
Paper specifications
120 GSM Diamond White CX 22.

02.5 A4 Continuation Sheet

Shown opposite is the Royal Vision Media continuation sheet.

Trimmed size
A4 - 210MM X 297MM

Print specifications
Four colour:

Paper specifications
120 GSM Diamond White CX 22.



02.6 C3 A3 and C4 A4 Envelope

Shown opposite is the Royal Vision Media Envelope

Trimmed size

A3 - 324MM X 458MM / A4 - 229MM X 324MM

Print specifications

Four Color Process

Paper specifications

220 GSM Diamond White CX 22.



02.7 Notepad & Pen

The Pen and Notepad shown demonstrates layout branding.




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Digital Media

- 03.1 E-mail Signature
- 03.2 HTML-Mailer
- 03.3 Powerpoint Template

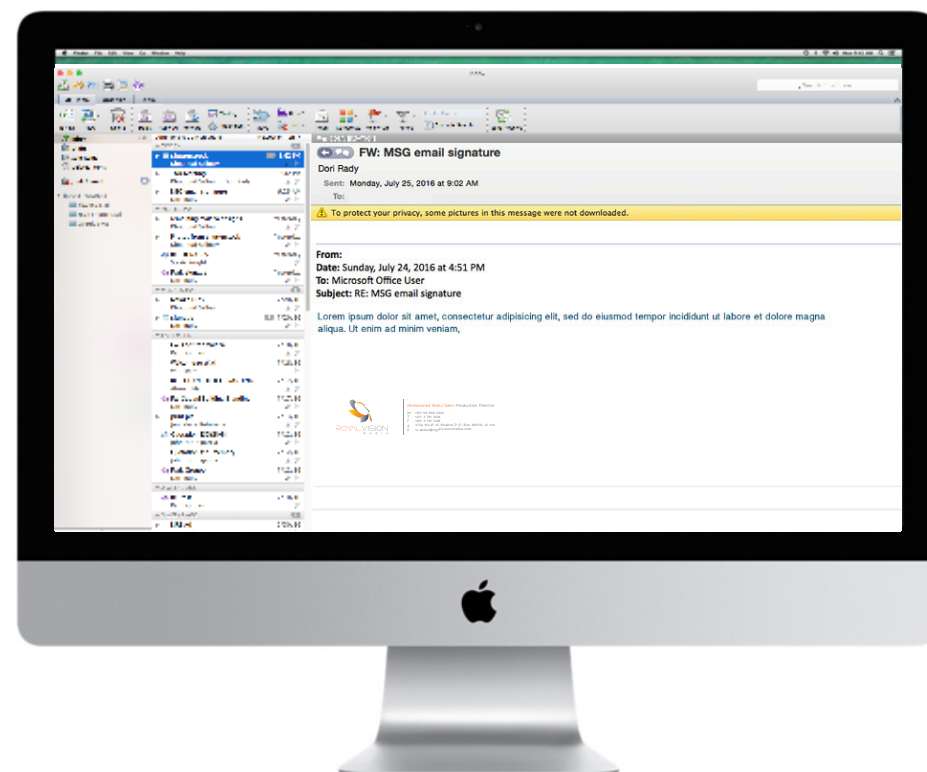


03.1 Email Signature



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03.2 Digital Media / HTML Mailer

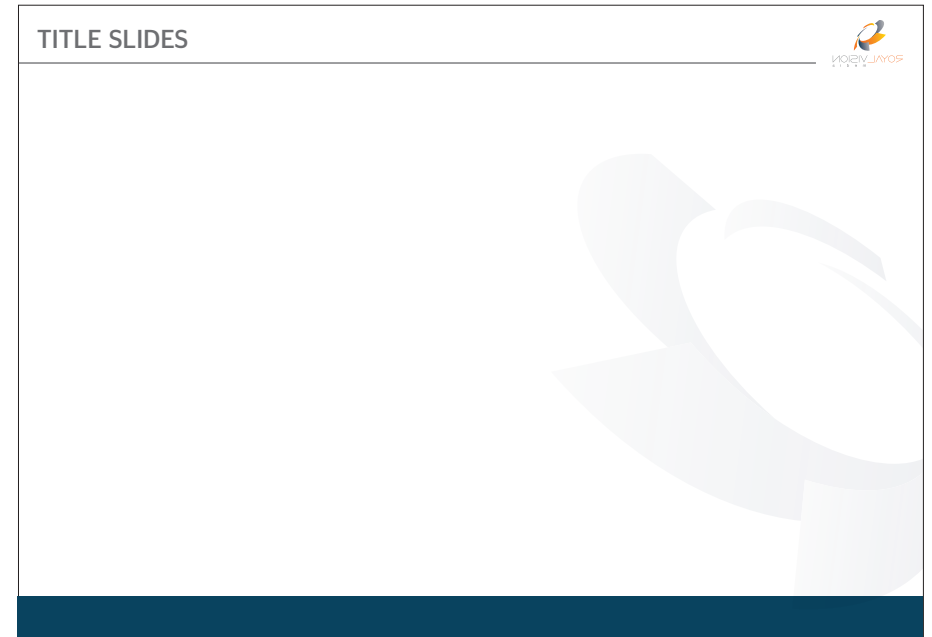


Shown opposite is an example of the HTML mailer for Royal Vision Media.

03.3 Powerpoint Template



COVER PRESENTATION - A4 HORIZONTAL



SLIDE TEMPLATE - A4 HORIZONTAL

Signages

- 04.1 Meeting Room Signage
- 04.2 Outdoor Signage
- 04.3 Wall Signage
- 04.4 Reception Area Signage



04.1 Meeting Room Signage



04.2 Outdoor Signage



04.3 Wall Signage



04.4 Wall Signage

