

Logo

Our brand essence, 'a dedication to doing it right' is born out of the knowledge and expertise that comes from our 130 year history.

We reflect this in our logo. This communicates to all audiences that we are a company with genuine heritage and weight by using a classically cut serif typeface.

As part of our roll-out, it has been decided that we will no longer use logos created within business units or functions to promote internal groups, programmes or partnerships with other external companies. We believe that by only wearing the Rio Tinto identity we will reinforce the values that we represent by working for Rio Tinto.

If you need more information or assistance on the issue of internal branding please contact the London brand team or your regional brand manager.

We no longer use logos created within business units or functions to promote internal groups, programmes or partnerships with external companies.



Logo variations

Our logo is normally used in Rio Tinto red. Where this is not legible, because the tonal variance between the background and our red is not clear, we reverse our logo out in white. Always use our logo carefully and ensure it is being used clearly, confidently and legibly wherever it is seen. The guidance here should help you.

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Rio Tinto red
For Rio Tinto red
use Pantone® 185.

This is the most
commonly used
version of the logo.
From corporate
stationery to most
of our corporate
communications this
is the version we use.



Reversed
On a coloured
background.

The reversed
logo is for use
on Rio Tinto red.
(For Rio Tinto red
use Pantone® 185).



Rio Tinto red
On a photographic
background.

This can be used
when the logo
remains clearly visible
out of the background
photograph. There
must be enough
contrast between
the background
photographic colour
and our Rio Tinto red.



Reversed
Out of a photographic
background.



Reversed
Out of a black
background.

The reversed logo
that we show above
is also used out of
photographs where
our Rio Tinto red
logo is not legible.



Black
On a white
background.

Where there are
limited colours
available and we can't
use our Rio Tinto red,
reverse the logo out
of black.



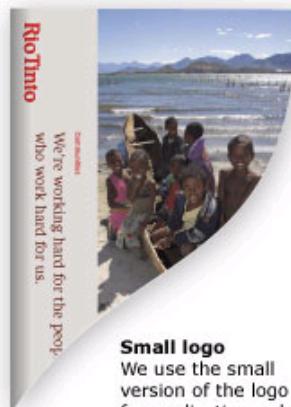
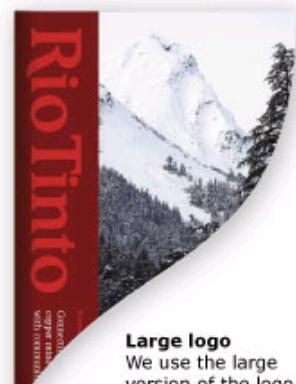
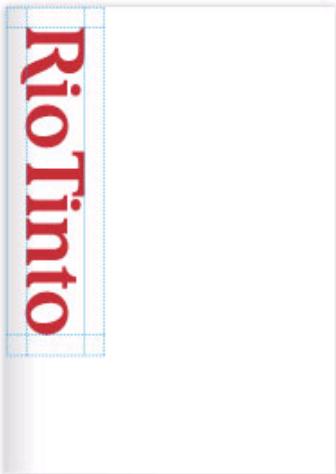
Where there are
limited colours
available and
we can't use
our Rio Tinto red,
use this solid
black version.

Logo positioning & sizing

Rio Tinto always comes first, top left. We use two different logo sizes which are defined on the templates. The logo is either used large or small depending on the audience and role of the communication. We avoid those awkward, unconfident in-between sizes.

Consistency in the way we write our name is very important to the visual articulation of the brand. It creates a sense of control and pride in our brand which reinforces the sentiment that we know how to do it right. So, don't use different sizes and positions for the logo.

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Logo misuse

Always use our logo correctly to ensure consistency. Always use the correct master artwork and never redraw or recreate the logo. The logo should never be misused in any of the ways shown below.

We no longer use logos created within business units or functions to promote internal groups, programmes or partnerships with external companies.

DO NOT:



Change the colour



Rotate the logo



Stretch the logo



Use on a colour
where the logo
doesn't stand out



Use on a photograph
where the logo
doesn't stand out



Crop the logo



Position the logo
incorrectly



Run the logo
upwards

Minimum size

To make sure our logo is always visible we have defined a minimum size, below which we cannot guarantee its legibility. This size is 25mm or 90px both vertically and horizontally as shown. There is no specified maximum size for the logo.

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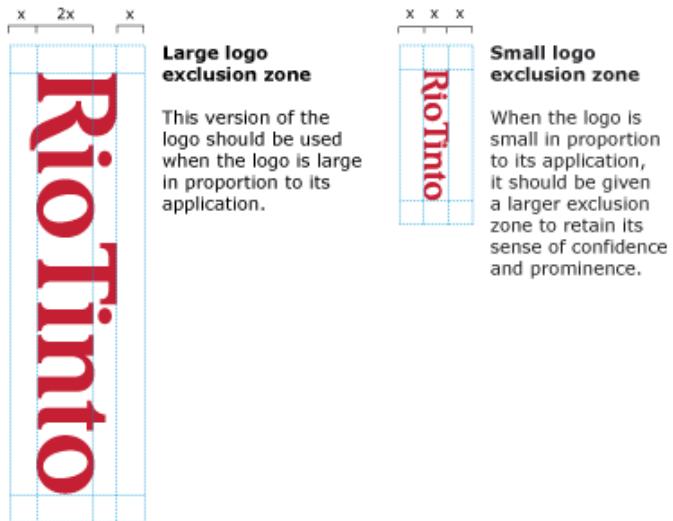


Exclusion zone

It is important to keep our logo clear of any other graphic elements so that it is always clearly legible. Logos always look better when seen with some clear space around them, so an exclusion zone has been defined. This indicates the closest any other graphic element or text can be positioned in relation to the logo. The same rules apply when using the logo horizontally.

We have two slightly different exclusion zones for large and small usage. Logo size is defined across all standard formats and is detailed in the print section.

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Logo usage

In most communications we use our logo vertically reading from the top down. It has been designed to work orientated in this way as well as horizontally.

Our logo is the way we sign our name so we must always use it carefully.

Always use the correct artwork and follow the rules set down on the next few pages.

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Vertical usage

This is how our logo should be used wherever possible.

Horizontal usage

Only use horizontally in exceptional circumstances.