

Robot Juice

fictitious cycle lubricants

Tagging
Guidelines

Version 1
2012

Contents

Logo	3
1.1 Preferred Logo Usage.....	3
1.2 Alternative Logo Usage.....	4
1.3 Minimum Logo Size	5
1.4 Logo Boundaries.....	6
1.5 Logo Do's and Don'ts.....	7
Identity	8
2.1 Logo Colours	8
2.2 Typeface	9
2.3 Non-Logo Fonts	10

Logo

1.1 Preferred Logo Usage

This is the visual recognition that says who Robot juice is and indicates what we do and sell.

Always use preferred logo (right) where possible.



1.2 Alternative Logo Usage

Always

- The white out logo is used when the background is dark but does not have sufficient contrast to use the full colour logo.
- The all black logo is used when the background is light but does not have sufficient contrast to use the full colour logo.

Never

- Alter the logo in any way, shape or form.
- Encroach on the boundary lines.
- Use the logo as a transparency.



White out



All Black

1.3 Minimum Logo Size

Minimum size refers to the smallest size at which the Robot Juice logo may be reproduced and still maintain legibility.

To ensure the legibility, the minimum reproduction size of the logo in image state is 262px on screen or 70mm in print (length). The logo should scale proportionally.

If the logo is being used on screen using web fonts the tag line should not be less than 11px. (this would be equivalent to logo on upper right). If the logo needs to scale down smaller using web fonts for certain device screens etc. the minimum font size for the Robot Juice logo is 32px and the tag line should stay right aligned (right).

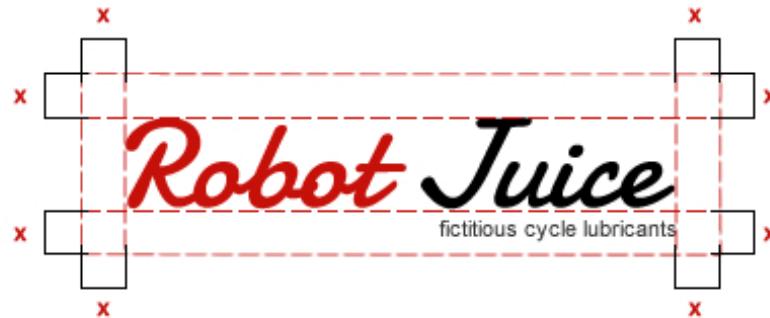


1.4 Logo Boundaries

The logo boundaries for Robot Juice are provided so the logo has sufficient room on the page to breathe without anything encroaching or obstructing it in any way.

The space above, below and either side of the logo should be a minimum of a third of the font size of the 'R' in Robot.

Example if the font size is 62px then the space from the top of the 'R' should be 20.666px (rounded up this is 21px, the space to the left of the 'R' should be 21px, the space below the 'R' not the tag line (fictitious cycle lubricants) should be 21px and the space to the right of the 'e' (from juice) should be 21px.



$x = 1/3$ font size of 'R' in *Robot Juice*

1.5 Logo Do's and Don'ts

In order to maintain and ensure integrity and consistency of the Robot Juice brand the following rules must be adhered to in order to use the logo. These rules apply to all versions of the logo, for use online and offline.

- The logo must maintain its relative proportions, the elements must never be re-sized independently of each other (except for certain circumstances outlined in this guide).

- The colours of the logo must never be changed from the specifications in this guide.
- The logo must never be re-created, imitated or mimicked.
- The logo must never be obstructed, reversed or re-shaped as this affects its legibility.

Please do not....



...add drop shadow



...rotate



...alter colour palette



...re-create using not exact fonts



...use given colours in wrong places



...stretch



...skew



...add glow



...move elements



...move elements



...obstruct



...re-scale elements



...re-structure



...alter spaces and spacings



...mis-spell



...bevel or emboss

Identity

2.1 Logo Colours



Colours for the standard logo to be used are as follows:

Robot :



Hex: #C5110B

RGB: 197 17 11

Juice :



Hex: #000000

RGB: 0 0 0

fictitious cycle lubricants :



Hex: #333333

RGB: 51 51 51



The colours for the alternative logos are the same colours as the standard logo but used in different places.

All colours must be adhered to in any use of the logo.

2.2 Typeface

Robot Juice uses two fonts for the logo.

The fonts chosen are either free web fonts (Google fonts) or they are standard fonts which every computer has.

The 'Robot Juice' uses a Google Font called 'Damion' by Vernon Adams.

Normal 400

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The other font which is used in logo for the tag line is Arial.

abcdefghijklmnpqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

1234567890



2.3 Non-Logo Fonts

Some content on the website and in print also uses a second web font from Google Fonts.

This font is used for highlights such as web tag lines of section headings.

The font is called Iceberg and is by Cyreal.

Normal 400

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

This font is only ever used on a light background and with a font colour of grey using the following values.

Tagline or
Section headings
:



Hex: #575859
RGB: 87 88 89

The font sizes that are

recommended for use with this font are:

Banner tag lines: 30px not bold.

Section headings: 24px bold