



R U S T Y





## OVERVIEW

The following document contains the brand guidelines and rules when using the Rusty logotype as well as corporate typefaces and colours to be used when communicating the brand.

These guidelines are be referenced at all times and are not to be reinterpreted under any circumstances.

As a brand, its important that we are all communicating the same message and presentation to all of our customers and clients. If you ever have any questions regarding the branding or the execution of the brand please email [marketing.requests@rusty.com.au](mailto:marketing.requests@rusty.com.au)



Harry Bryant. 2017.

## THE R DOT

The R Dot Logo is what we stand for, its our own unique mark, its our history and what separates us from the rest of the pack. Please treat the R Dot with respect.

### 01. R DOT

The R Dot is our strongest form of branding and is to be used over all marketing collateral, online and printed. Its also encouraged to be used as primary branding on garments, trims etc.

By leaving off the word mark it gives the R Dot a bit of mystery, we want to give people the chance to recognize the R Dot and find out more about it. With the repeated correct use of the R Dot the brand becomes more familiar to users and makes our brand stronger overall.

### 02. WORD MARK

The new word mark was created to be simple, timeless, unisex and sit seamless with the R Dot. To give the font a difference and a little bit of "Rusty" DNA the 'T' is in italic.

### 02. R DOT & WORD MARK (primary logo)

The R Dot and word mark logo is to be used when the brand name is need to identify the brand. Eg garment swing tag so new customers can associate a name with the R Dot. Also all forms of corporate identity Eg letterheads, business cards Etc.

### 03. HORIZONTAL

Tis version offers another lock-up for when the brand needs to be present. Ideal for page footers, not to be used as the primary logo. The primary logo is the R Dot and word mark.

01.



02.



R U S T Y

03.



OUR LOGOS DON'T NEED TO BE TAMPERED WITH, THE WORK HAS ALREADY BEEN DONE FOR YOU, PLEASE USE VERSIONS SUPPLIED

#### 01. SPACE AND REVERSE

Always leave some space around the logos, give it room to breathe.

A reverse (negative) version of the logos can be used on darker backgrounds.

#### 02. NOT COOL

Please don't rotate the R Dot so it sits on a different angle, it will cry if you do.

Also it doesn't like to be stretched, pulled or poked, please keep it at the ratio we have supplied it in.

01.



R U S T Y

R U S T Y 



R U S T Y

R U S T Y 

02.



KEEPING UP WITH THE TIMES IS IMPORTANT. HERE IS A LIST OF RUSTY LOGOS THAT ARE NO LONGER IN USE AND ARE NOT TO BE USED UNDER ANY CIRCUMSTANCES.

If you see any of these logos in your marketing or communication, please remove them and replace them with the updated files. Lets keep up with the times.



## DIMENSIONS

Below shows both vertical and horizontal lock-ups for the R Dot and word mark logos.

The R Dot angle is always to be at 9°.

The spacing for the word mark is the exact same spacing on both horizontal and vertical lock-up.

### 01. R DOT & WORDMARK SPACING

The wordmark spacing between R Dot and word for the vertical version is exactly the height of word.

### 03. FONT SPACING

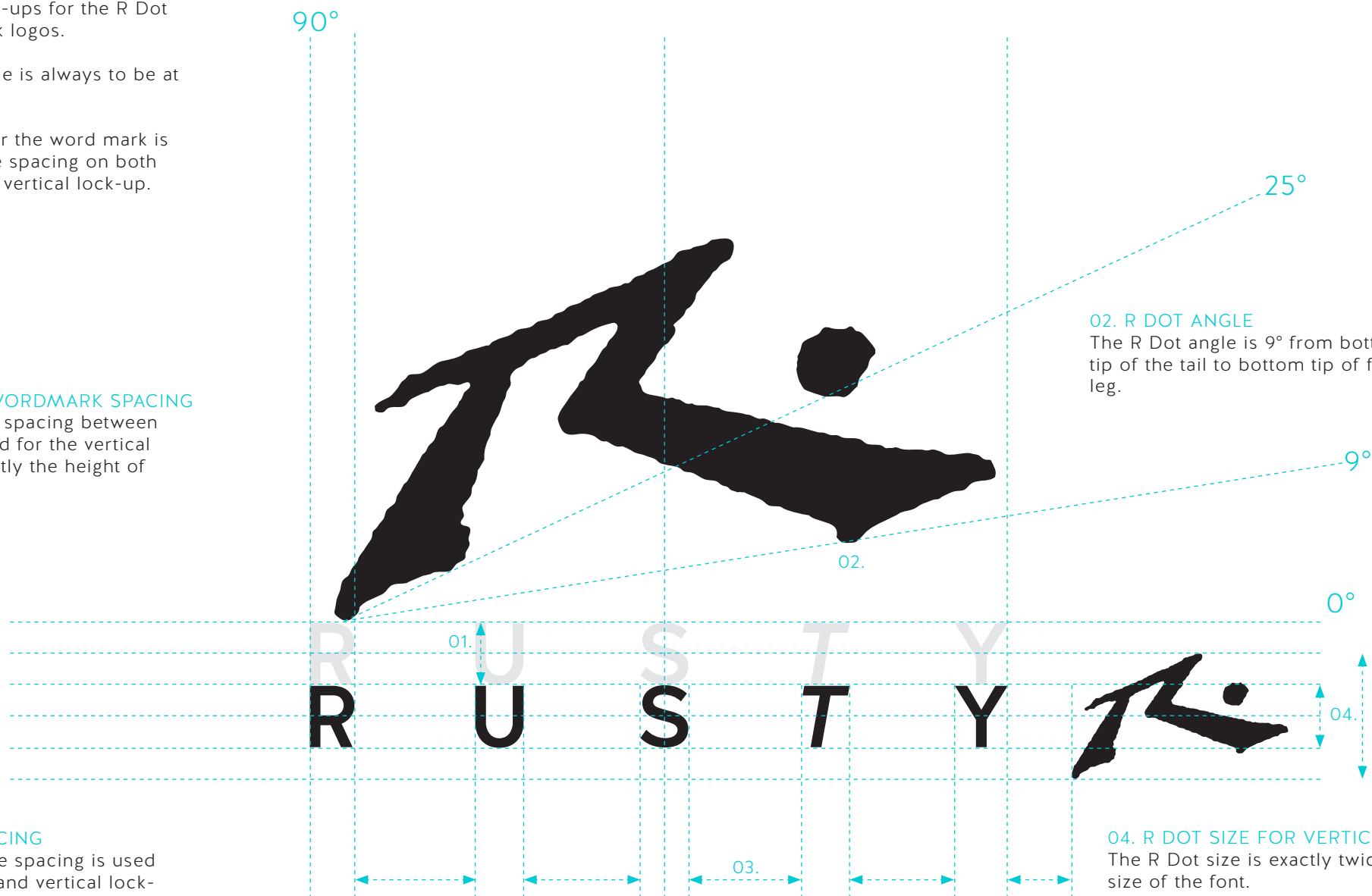
The exact same spacing is used for horizontal and vertical lock-ups.

### 02. R DOT ANGLE

The R Dot angle is 9° from bottom tip of the tail to bottom tip of front leg.

### 04. R DOT SIZE FOR VERTICAL

The R Dot size is exactly twice the size of the font.





# OUR TYPEFACE

THE FOLLOWING FONTS ARE  
BRAND FONTS WHICH ARE  
TO BE USED ON ALL BRAND  
COMMUNICATION TO HELP  
BUILD ONE CONSISTENT LOOK

## 01. HALIS GR

HALIS GR type family is our corporate font. Its is to be used in all our catalogues and general communication. Use wherever possible.

\*ALTHOUGH THIS FONT IS VERY SIMILAR TO THE CORPORATE FONT, DO NOT USE AS A SUBSTITUTION OF THE CORPORATE WORDMARK.

## 02. FAMILY

It also comes in a thin and bold version if you want to get creative.

01.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

02.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

SURFBOARDS IS WHERE THE COMPANY ORIGINATED FROM, SO WE THINK IT DESERVES SOMETHING A LITTLE BIT SPECIAL, WHICH IS TO HAVE ITS OWN SPECIAL R DOT ANGLE.

01. R DOT ANGLE

The R Dot angle is a 35 degree angle. This is to be used on surfboards only.

\*Do not use this on any other products.

02. RAIL RICEY

The horizontal R Dot and Word Mark. This is used on the rails of all Rusty surfboards.

01.

90°

02. R DOT ANGLE

The kick of the R Dot should sit perfectly horizontal.

02.

35°

HORIZONTAL LINE

0°

02.

R U S T Y 