3.10: **Tertiary Logo** (Limited Height Version)

When the **vertical space is tight**, and the primary logo cannot work, we've created a tertiary version of the logo. This should be used primarily online in instances where vertical space is limited but you'd like the logo to appear as large as possible.

3.11: **Tertiary Logo Reversed**

The tertiary logo may be used in a reversed arrangement to allow for more design flexibility. When it's possible, you can use a "drop shadow" to help the logo stand out even more from the background.

Except for rare occasions, the reversed logo arrangement must always appear with the full "Rackspace Hosting" wordmark and the Fanatiguy icon. When space becomes too tight to accommodate all the elements while maintaining legibility, you may delete the Fanatiguy icon and use only the "Rackspace Hosting" wordmark.

WITH DROP SHADOW   BASIC REVERSED

3.12: **Minimum Clear Space for Tertiary Logo**

Our logo should always have plenty of breathing room. To the right, you'll see the mandatory clearance (the width of the "ra") between the tertiary logo and any other elements. This clear space grows or shrinks proportionally as the logo is enlarged or reduced.

3.13: **Minimum Size for Tertiary Logo**

Our tertiary logo should never be reproduced any smaller than 1 inch *(roughly 25 mm)* wide. Remember to increase the size of the registered trademark symbol as the logo is reduced.

For applications when the printing is rougher, like screen printing, please enlarge as needed for full legibility of the wordmark and clarity of the icon *(See section 3.14 for more options to improve clarity at small sizes)*.

1" (25mm)

3.14: Using the Logo at Small Sizes

Another option to maintain letterform clarity at small sizes and low fidelity output is to use the "small use optimized version". Some letter shapes in this version have been specifically altered with the addition of enlarged cutouts to help prevent them from closing up or disappearing when printing or displaying at small sizes. A few usage examples would be newspapers, some desktop printers, nonporous printing surfaces and online banner placements. As a general rule, this version should not be used at sizes over 2 inches *(roughly 50 mm)*.

8x

Small Use Optimized Version
(cutouts may be enlarged if necessary)

3.15: Limited Color Versions of the Logos

While we prefer for the two-color version of the logos to be used, it is not always possible to reproduce them in full color due to printing limitations or design preferences. At these times it is permissible to use any single color.

ANY SINGLE COLOR

SCREEN ON A SINGLE COLOR

BLACK WITH DROP SHADOW

SCREEN ON A SINGLE COLOR

4.1: **Rackspace Logos**

These are a few of the more immensely popular ways of incorrectly using our logo. We kindly ask that you abstain from contributing to any misuse of our logo. Thank you.

NEVER CHANGE THE COLORS OF OUR LOGO.

NEVER RESIZE OR DISTORT ANY PART OF OUR LOGO.

NEVER REDRAW OR ALTER ANY PART OF OUR LOGO.

NEVER FLIP OR REPOSITION ANY PART OF OUR LOGO.

NEVER STYLIZE OR APPLY FILTERS TO ANY PART OF OUR LOGO.

NEVER USE OUR LOGO ON HEAVILY PATTERNED AREAS.

4.2: **Fanatiguy – One Guy You Shouldn't Mess With**

Seriously, don't mess with him, please. No matter how good your intentions might be, we have a really good reason for asking you not to alter Fanatiguy. Actually, we have two really good reasons.

REASON 1: You Change Him and You Change His Meaning
Fanatiguy is not just a graphic element created to look good. For all intents and purposes, he is the symbol of Rackspace—a sacred icon in the truest sense. He represents the unity and purpose of every person who busts their butt to make Fanatical Support® real. The thing with icons is that you can't alter their appearance without also altering their meaning. Small graphic changes aren't always small graphic changes.

Not to be dramatic, but we'll use an example almost everyone is familiar with—your country's flag. What would it mean if you removed an element? Changed the color? Added stripes? And you did it randomly a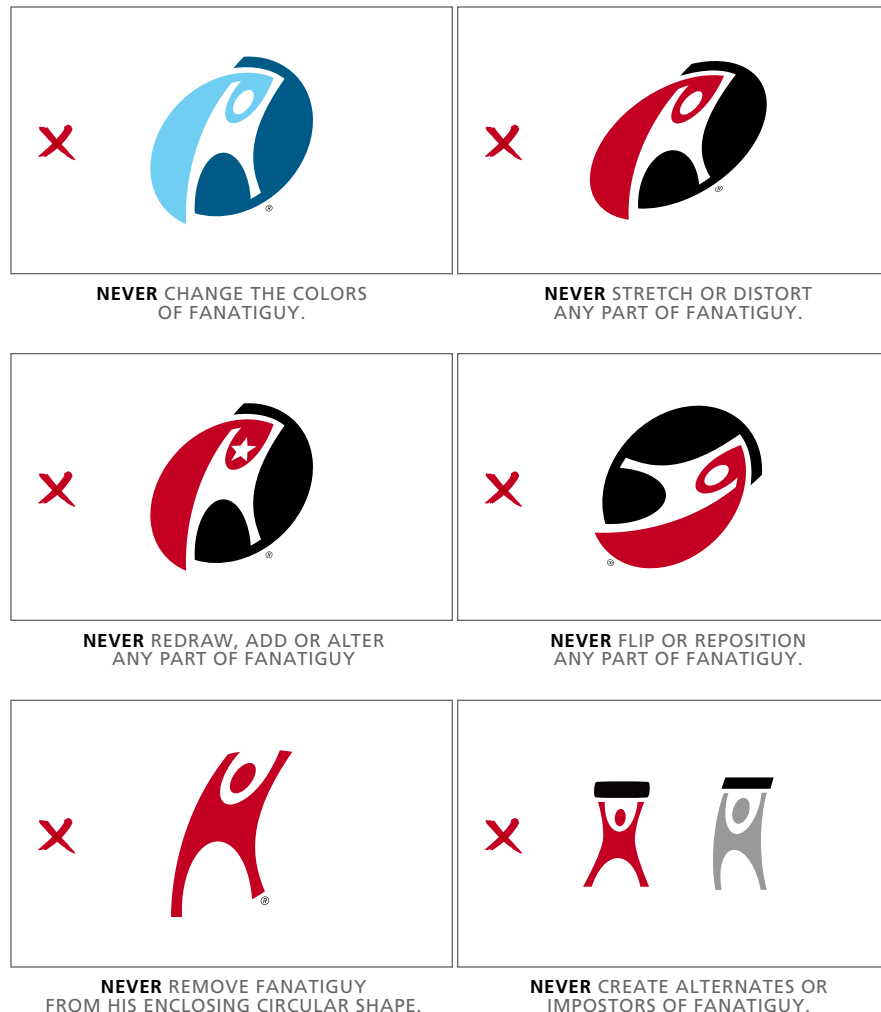nd nonstop? Our guess is that the flag would cease to be an icon, meaning it ceases to have meaning. We don't want that to happen with Fanatiguy. So please treat him with respect.

REASON 2:
In the grand scheme of things, we are a small brand competing against brands that are household names in all languages. We have to be consistent across all aspects of our brand—especially with assets as widely used as our logo and icon—to help build brand momentum and recognition. You might think this is an overstatement. We beg to differ.

Think of all the brands that are held in such high-esteem—Nordstrom, Lexus, Harley-Davison, Southwest Airlines, Apple, Disney, Nike, BMW, Virgin, etc. They have great products and services, no doubt. They also have great brand consistency. They have managed their brands so well, that their icons can be used in place of their names and people readily know the brand and what it stands for.

One day we hope Fanatiguy will become universally synonymous with Rackspace, but it won't happen by accident. It will happen because we vigilantly protected him.

NEVER CHANGE THE COLORS
OF FANATIGUY.

NEVER STRETCH OR DISTORT
ANY PART OF FANATIGUY.

NEVER REDRAW, ADD OR ALTER
ANY PART OF FANATIGUY

NEVER FLIP OR REPOSITION
ANY PART OF FANATIGUY.

NEVER REMOVE FANATIGUY
FROM HIS ENCLOSING CIRCULAR SHAPE.

NEVER CREATE ALTERNATES OR
IMPOSTORS OF FANATIGUY.

rackspace
HOSTING

6.1: RackRed is the Color

Colors are the most basic and emotive shortcut to use in design. From the beginning, **RackRed** *(PMS 1797)* has been part of our identity and we'll continue to build on it. We want people to instinctively associate the color with Rackspace.

For that reason, **RackRed** should be the predominant color in every Rackspace communication *(unless you are instructed otherwise)*. Please don't introduce any new colors out of boredom. We understand it might be red overkill to you, but our audience is exposed to it far less than you are.

## 6.2: Expanding the Color Palette

Our approach to color is to own **RackRed** and to use it as much as possible. We use **Black** and a variety of **Grays** to compliment **RackRed** where it's needed.

Always use **RackRed** *(in all color spaces)* at 100%. Otherwise, it will look pinkish, and that's not part of our color palette. You can feel free, however, to alter **RackRed** by tinting it with **Black** for richer colors and more dynamic layouts.

RED

PANTONE **1797**
C:**0** M:**100** Y:**90** K:**5**
R:**196** G:**0** B:**34**
#**C40022**
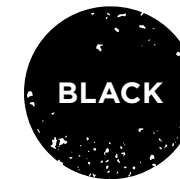
BLACK

PANTONE **BLACK**
C:**0** M:**0** Y:**0** K:**100**
R:**0** G:**0** B:**0**
#**000000**

CMYK EXTENDED PALETTE

C:**0** M:**100** Y:**90** K:**5**	C:**0** M:**100** Y:**90** K:**15**	C:**0** M:**100** Y:**90** K:**25**	C:**0** M:**100** Y:**90** K:**35**	C:**0** M:**100** Y:**90** K:**45**	C:**0** M:**100** Y:**90** K:**55**	C:**0** M:**100** Y:**90** K:**65**	C:**0** M:**100** Y:**90** K:**75**	C:**0** M:**100** Y:**90** K:**85**	C:**0** M:**100** Y:**90** K:**95**

C:**0** M:**0** Y:**0** K:**100**	C:**0** M:**0** Y:**0** K:**90**	C:**0** M:**0** Y:**0** K:**80**	C:**0** M:**0** Y:**0** K:**70**	C:**0** M:**0** Y:**0** K:**60**	C:**0** M:**0** Y:**0** K:**50**	C:**0** M:**0** Y:**0** K:**40**	C:**0** M:**0** Y:**0** K:**30**	C:**0** M:**0** Y:**0** K:**20**	C:**0** M:**0** Y:**0** K:**10**

WEB EXTENDED PALETTE

R:**196** G:**0** B:**34** #**C40022**	R:**176** G:**0** B:**14** #**B0000E**	R:**156** G:**0** B:**0** #**9C0000**	R:**136** G:**0** B:**0** #**880000**	R:**116** G:**0** B:**0** #**740000**	R:**96** G:**0** B:**0** #**600000**	R:**76** G:**0** B:**0** #**4C0000**	R:**56** G:**0** B:**0** #**380000**	R:**36** G:**0** B:**0** #**240000**	R:**16** G:**0** B:**0** #**100000**

R:**0** G:**0** B:**0**	R:**17** G:**17** B:**17**	R:**34** G:**34** B:**34**	R:**51** G:**51** B:**51**	R:**68** G:**68** B:**68**	R:**85** G:**85** B:**85**	R:**102** G:**102** B:**102**	R:**119** G:**119** B:**119**	R:**136** G:**136** B:**136**	R:**153** G:**153** B:**153**	R:**170** G:**170** B:**170**	R:**187** G:**187** B:**187**	R:**204** G:**204** B:**204**	R:**221** G:**221** B:**221**	R:**238** G:**238** B:**238**