

# Branding Guidelines



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## About RF IDEas

RF IDEas, founded in 1995, is the innovator of WaveID, the standard for badge-based authentication and identification solutions powered by RF IDEas readers. Under the WaveID umbrella, RF IDEas designs, develops, and manufactures card readers that support nearly every proximity, contactless, and magnetic stripe card in use worldwide.

RF IDEas readers come in many form factors and are used in numerous applications and OEM solutions including: multi-function printers, kiosks, building and door access, point-of-sale and computer logon. In addition to card readers, RF IDEas offers Wiegand converters and Software Developer's Kits. Inc. magazine ranked RF IDEas No. 1712 on its 2011 Inc. 500|5000, an exclusive ranking of the nation's fastest-growing private companies.

The following brand identity standards provide the information necessary to properly use and display the RF IDEas name and its marks. The corporate logo is the most visible and recognizable element of a company's corporate identity. It is an instrument of pride, and should always be shown at its best. All logo treatments have been tested and approved. Only use the logo treatment as outlined in these guidelines. When used consistently, the logo links our offering of products and effectively reinforces brand identity.

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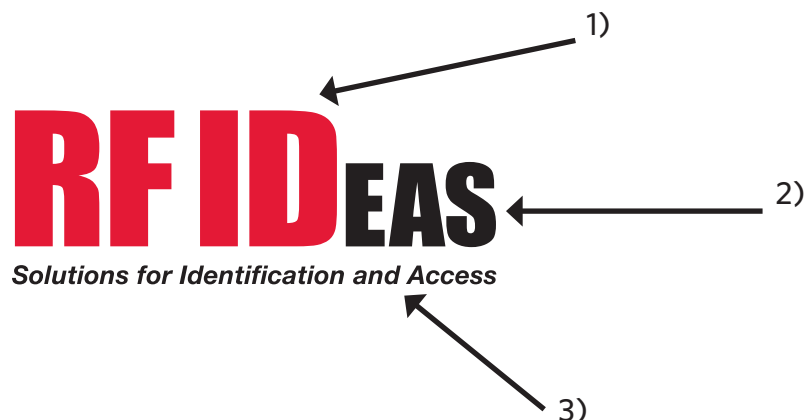
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## Our Logo (Corporate Mark)

The RF IDEas brand stands for universal and innovative proximity and contactless reader products, designed in the U.S.A.

The RF IDEas mark consists of three separate elements:

- 1) The first section of all capital block letters, "RF ID"
- 2) The smaller second section of all capital letters "EAS"
- 3) The tagline "Solutions for Identification and Access"



The letters in the logo are always designed to appear with the "EAS" 2/3 of the size of the "RF ID" letters.

**RF IDEAS**

Various configurations, colors and resolutions of the RF IDEas logo are available for distribution from the RF IDEas Marketing Department.

Although the logo is simplistically designed, it is **NOT PERMITTED** to replicate the logo by any means. Only the RF IDEas Marketing Department has the authorization to do so and may *possibly* follow through with needs as they arise, at their discretion.

The RF IDEas logo is to be downloaded from the Press Kit Resource Center on the RF IDEas website ([www.rfideas.com/company/media/image\\_center](http://www.rfideas.com/company/media/image_center)) or is to be obtained directly from the RF IDEas Marketing Department.

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Solutions for Identification and Access

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## Logo Appearance

The logo must be positioned in its own clear space, standing apart from other images and text. It must therefore, be surrounded by a minimum clear zone, or area of isolation, as shown below. The logotype clearspace (X) surrounding all sides of the logo is equal to the height of the “E” in the RF IDEas logotype.



The corporate colors of the RF IDEas logo are red, black and white.



Pantone 186  
C0 M100 Y82 K4  
R204 G0 B0  
#CC0000



Black  
C0 M0 Y0 K100  
R0 G0 B0  
#000000



White  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

The preferred background colors are black, white or red (PMS 186). The logo should appear in either a white-red (PMS 186) combination, black-red (PMS 186) combination, all black or in all white on the colored backgrounds, as seen below.



The logo can also appear on other background colors as long as the legibility of the logo is not diminished **AND ONLY** with the permission of the RF IDEas Marketing Department.

**RF IDEAS**  
Solutions for Identification and Access

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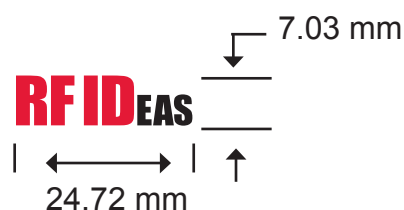
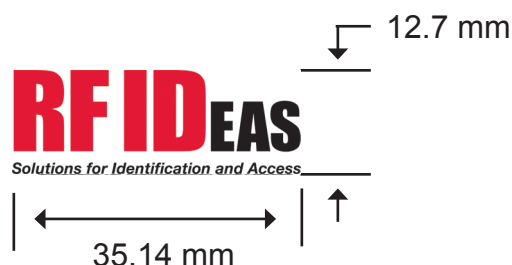
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## Logo Appearance

Minimum logo size:

The minimum size for the logo with tagline is 35.14 mm wide (415 pixels) and the minimum size for the logo without tagline is 24.72 mm wide (292 pixels), as shown below.



It is not permitted to:

- Reproduce the logo by any means (i.e. Utilizing the Impact typography font or resembling font)
- Use the wordmark without the letter size differentiation
- Alter the proportions of the logo
- Display the logo on an angle
- Apply a drop shadow or any other treatment to the logo
- Use the older version of the logo

**RF IDEas**

**RF IDEAS**

**RF IDEAS**  
Solutions for Identification and Access

**RF IDEAS**  
Solutions for Identification and Access

**RF IDEAS**

**RF IDEAS INC.**  
Single Badge Solutions for Access & Identification

**RF IDEAS**  
Solutions for Identification and Access

## Other Logos (WaveID)

In addition to the corporate logo, RF IDEas also utilizes a trademarked “umbrella” brand logo, WaveID, which houses all the RF IDEas reader solutions. As with the corporate logo, the WaveID word mark/logo is subject to the same guides and standards.

The WaveID mark consists of five separate elements:

- 1) The all capital block letters, “WAVE ID”
- 2) The three red “waves”
- 3) The tagline “From RF IDEas”
- 4) The black rounded rectangle
- 5) The (TM) symbol



Various configurations, colors and resolutions of the RF IDEas logo are available for distribution from the RF IDEas Marketing Department.

It is **NOT PERMITTED** to replicate the logo by any means. Only the RF IDEas Marketing Department has the authorization to do so and may *possibly* follow through with needs as they arise, at their discretion.

The WaveID logo is to be downloaded from the Media Center on the WaveID website ([www.WaveID.com](http://www.WaveID.com)) or is to be obtained directly from the RF IDEas Marketing Department.

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## Other Logos (WaveID)

To ensure its visibility and integrity, the WaveID logo must be clear of other elements such as type, images, or other logotypes. The logotype clearspace (X) surrounding all sides of the logo is equal to half the height of the “E” in the WaveID logotype.



The corporate colors of the WaveID logo are red, black, white and gray.



Pantone 186  
C0 M100 Y82 K4  
R204 G0 B0  
#CC0000



Black  
C0 M0 Y0 K100  
R0 G0 B0  
#000000



White  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF



Pantone 429  
C36 M28 Y27 K0  
R167 G169 B172  
#A7A9AC

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## Other Logos (WaveID)

The preferred background colors are black, white or gray (PMS 429). The logo should appear in either a white-red (PMS 186) black rounded rectangle combination, black-red (PMS 186) white rounded rectangle combination, or white-gray (PMS 429) black rounded rectangle (for black and white printing purposes only), as seen below.



The logo can also appear on other colors of background as long as the legibility of the logo is not diminished **AND ONLY** with the permission of the RF IDEas Marketing Department.

The WaveID logo is also available to be displayed without the bounding rectangular box showing only the letters, the “wave” and trademark symbol, as seen below.





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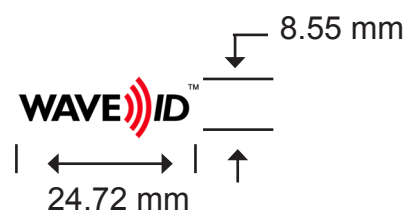
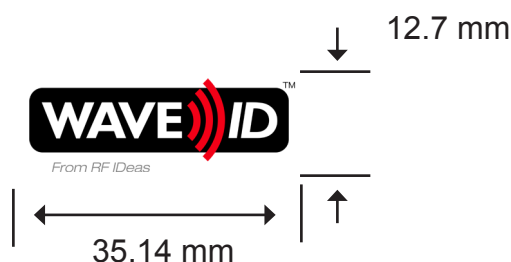
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## Other Logos (WaveID)

Minimum logo size:

The minimum size for the logo with bounding box and with or without tagline is 35.14 mm wide (415 pixels) and the minimum size for the logo without bounding or tagline is 24.72 mm wide (292 pixels), as shown below.



**It is not permitted to:**

- Reproduce the logo by any means (i.e. Utilizing a resembling font)

**WAVE)))ID**

- Alter the proportions of the logo



- Display the logo on an angle



- Apply a drop shadow or any other treatment to the logo



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## Other Logos

In instances when the RF IDEas web address is placed on packaging designs and printed collateral, it will be formatted as seen below:



The preferred background colors are black, white or red (PMS 186). The web address should appear in either white on the colored backgrounds or black on the white backgrounds.

This mark is subject to the same appearance standards as the RF IDEas corporate mark.

To ensure its visibility and integrity, the RF IDEas web address must be clear of other elements such as type, images, or other logotypes. The logotype clearspace (X) surrounding all sides of the logo is equal to the height of the “e” in the RF IDEas logotype.

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## Other Logos

RF IDEas has developed logos for our product brands as well. RF IDEas product sub-brands are used to distinguish individual technologies and protect equity in well-established brand product families. Product sub-brands are a subset of the RF IDEas corporate brand and are used in promoting and identifying individual product families. Sub-brands are referenced on product packaging, print collateral, presentation material, advertising, and our website.

Below are the most common product brand logos (on their respective product labels) and the only versions accepted for the corresponding product.



**It is not permitted** to use the older versions of the logos/labels. See below.

The below, or any logos (labels) resembling the below in which the older version of the RF IDEas logo is used, are **not permitted**.



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# Registered Trademarks

RF IDEas' word marks are the words, names, taglines and slogans that enable RF IDEas to identify its products and services and to distinguish them from others. In both spoken and text presentations, the use of a registered trademark should include an appropriate descriptor. Third parties may use RF IDEas' word marks to reference RF IDEas products, or to show compatibility, but not in ways that imply ownership of the RF IDEas marks.

Apply the registered trademark symbol (®) only to the first instance of the (logo / word mark) in the body of your document. Subsequent instances of the symbol are not required.

Please use our trademarks in conjunction with a descriptor. Please do not use our trademarks as nouns, verbs, plurals or possessives.

## Registered Trademarks

pcProx®

AIR ID®

pcSwipe®

## Valid Descriptors

Reader(s) or 82 Series or product(s)

Card Analyzer(s) or Playback or Playback Starter Kit(s) or Writer(s) or 82 Series or Enroll or Reader(s) or Log-on Starter Kit or product(s)

Enroll or magnetic stripe card reader(s) or Reader(s)

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# Trademarks

In addition to the registered trademarks, there is also a trademarked “umbrella” brand that RF IDEas uses. This trademark should also have the trademark symbol applied, as seen below.

As with the registered trademarks, the trademark symbol (™) is only to be applied to the first instance of the word mark in the body of your document. Subsequent instances of the symbol are not required.

## Trademarks

WaveID™

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# Trademarks and Registration Marks

Use of RF IDEas' trademarks is permitted when used in conjunction with the appropriate trademark attribution statement.

The statement should be formed as follows:

The (logo / word mark) is a (registered) trademark of RF IDEas.  
Other trademarks are the property of the respective owners. © 2011  
RF IDEas.

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# Corporate Colors

Primary corporate color is Pantone 186.

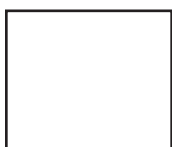


Pantone 186  
C0 M100 Y82 K4  
R204 G0 B0  
#CC0000

Secondary corporate colors are Black, White and Pantone 429



Black  
C0 M0 Y0 K100  
R0 G0 B0  
#000000



White  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF



Pantone 429  
C36 M28 Y27 K0  
R167 G169 B172  
#A7A9AC

Tertiary corporate color is Pantone 427



Pantone 427  
C0 M0 Y0 K11  
R228 G229 B230  
#E4E5E6

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# Typography

RF IDEas has selected the Helvetica and Whitney family of fonts for use in collateral and any print materials created by the RF IDEas Marketing Department. The Whitney font family is the primary font used for packaging and displays designed by the Marketing Department's creative agencies.

The most used font styles are:

Whitney 14 Medium  
the quick brown fox

Whitney Book 18 Regular  
the quick brown fox

Whitney 20 Bold  
**the quick brown fox**

Whitney Light 24 Regular  
the quick brown fox

Whitney Black 24 Regular  
**the quick brown fox**

Helvetica 14 Regular  
the quick brown fox

Helvetica-Black 18 Regular  
**the quick brown fox**



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# Typography

For instances in which Marketing collateral or other printed materials are created in-house or published on the internet, such as through the RF IDEas website, the Arial and Helvetica font families are to be used.

The most used font styles are:

Arial 12 Regular

the quick brown fox

Arial 14 Regular

the quick brown fox

Arial 18 Regular

the quick brown fox

Arial 24 Bold

**the quick brown fox**

Helvetica 14 Regular

the quick brown fox

Helvetica-Black 18 Regular

**the quick brown fox**

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The Marketing Department at RF IDEas is always available to assist with the implementation of our trademarks. Please contact us with any questions about these brand standards and for approval of designs that use our marks.

Jerod Zakson  
Director of Marketing  
(847) 870-1723 xt:480  
E-mail: [jzakson@RFIDEas.com](mailto:jzakson@RFIDEas.com)