



VISUAL IDENTITY GUIDELINES

April 2020

Introduction

The Rapid visual identity plays an essential role in promoting the group; and as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication activity and the use of the same on the subsequent palette of derivatives, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for working with the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a special situation, please contact the Rapid Team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the Rapid Team.

Contents

The logo

1.1	The logo	4
1.2	Logo variations	5
1.3	Logo variations on backgrounds	6
1.4	Logo exclusion zone	7

The colours

2.1	The main colours	8
2.2	The secondary colours	9

Typography

3.1	Typography	10
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This symbol will appear throughout the manual, highlighting important information.

1.1

The logo

Our logo should always be shown as clearly as possible and not be overwhelmed by other visual elements. The logo and its components must never be altered or modified in any way. The logo is most effective when positioned in clear space, which helps to protect its integrity.



Logo - Colour

The colour logo is the preferred and primary logo. Use it whenever possible.



The logo should always be used in full. The logo should never be moved or adjusted. Always use approved artwork when reproducing the logo.



Logo - Black

Occasionally it is necessary to use a black/white version of the logo such as when colours are not available.

1.2

Logo variations



[A]



[B]



[C]



[D]



There is a 4-colour (CMYK) version of the logo available for process colour applications. If a coloured background is used, make sure that there is enough contrast for the logo to remain clear.

When the colour logo is reversed [B], it can only be used on a dark background, preferably on our Teal colour (see p. 11).

1.3

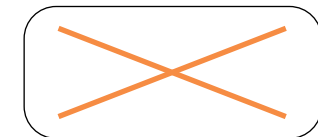
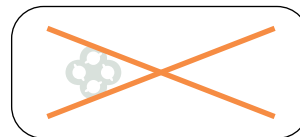
Logo variations
on backgrounds

The logo may be placed on various backgrounds. The background should always provide contrast for legibility. When using the logo on background subjects such as photographs or illustrations, extra precautions must be taken.

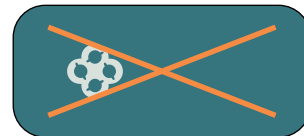
When used on a coloured background, pay special attention at the contrast between the background colour and the green accents in the logo.



White/Light background



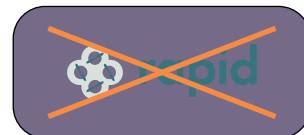
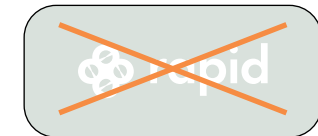
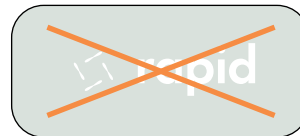
Black background



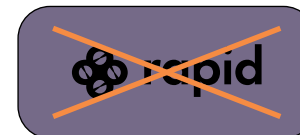
Coloured background



Coloured background



Coloured background



Coloured background



1.4

Logo exclusion zone



Minimum space

The minimum space around the logo should at least be equivalent to the height of the drone symbol - see illustration.

Minimum size

The size of the logo varies from one application to another. The minimum size is indicated by the width of the logo. For all printed material the minimum width of the logo is 25 mm and 90 pixels for digital use. The logo should never be smaller to avoid compromising its legibility.

The logo should always be placed in a prominent position, so it appears clear and distinct. There should always be a logo on all brochure covers and advertisements, printed as well as electronic. Around the logo there should always be enough space to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the Rapid logo and must not be altered.



25 mm

Minimum size - Printing

The logo's minimum width for print applications is 25 mm.



90 px

Minimum size - Digital media

The logo's minimum width for screen use is 90 px.

2.1

The main colours

Colours are important to our visual identity and the consistency of their usage with the related themes is essential. The main colors should be used as default colors, for example for texts, backgrounds, boxes. The secondary colors are to be used as accent colors, to highlight or differentiate content.



Backgrounds

To allow the content to stand out, we recommend staying away from detailed, saturated backgrounds.

White or black backgrounds are clear canvases against which our lively colours glow and text and imagery stand out. Especially light or dark colours, will provide good contrast as well.

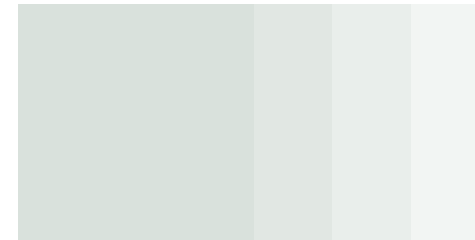
Always avoid overlapping our colours on other background colours.

TEAL



C **65** M **15** Y **25** K **40**
R **54** G **116** B **126**
HEX # **36747E**

GREY



C **5** M **0** Y **5** K **10**
R **217** G **225** B **220**
HEX # **D9E1DC**

2.2

Secondary colours

Colours are important to our visual identity and the consistency of their usage with the related themes is essential. The main colors should be used as default colors, for example for texts, backgrounds, boxes. The secondary colors are to be used as accent colors, to highlight or differentiate content.

GREEN



C 65 M 0 Y 65 K 0
R 87 G 189 B 132
HEX # 57BD84

LIME



C 40 M 5 Y 80 K 0
R 164 G 198 B 96
HEX # A4C660

BLUE



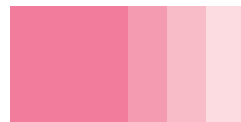
C 75 M 12 Y 15 K 0
R 0 G 170 B 202
HEX # 00AACA

PURPLE



C 60 M 60 Y 30 K 5
R 117 G 106 B 136
HEX # 756A88

PINK



C 0 M 65 Y 15 K 0
R 242 G 124 B 156
HEX # F27C9C

ORANGE



C 0 M 55 Y 82 K 0
R 246 G 140 B 67
HEX # F68C43

YELLOW



C 5 M 15 Y 80 K 0
R 244 G 209 B 82
HEX # F4D152

3.1

Typography



About Futura PT

Futura was designed for Bauer company in 1927 by Paul Renner.

This is a sans serif face based on geometrical shapes, representative of the aesthetics of the Bauhaus school of the 1920s-30s. Futura became a very popular choice for text and display setting.

The new Futura was minimalised by removing their unnecessary stems and their corners were finished with subtle rounded effect. This design gives the typeface a contemporary urbane taste and rounded corners make it warm and friendly.

The typeface Futura PT has been chosen as the primary typeface for all Rapid applications. When the use of Kiro is not possible (emails, Microsoft Office documents), the typeface Arial is to be used instead.

Futura PT

(Light) Rapid is an independent expert group dedicated to the development of sustainable business. *(Light Oblique) Rapid is an independent expert group dedicated to the development of sustainable business.*

(Book) Rapid is an independent expert group dedicated to the development of sustainable business. *(Book Oblique) Rapid is an independent expert group dedicated to the development of sustainable business.*

(Medium) Rapid is an independent expert group dedicated to the development of sustainable business. *(Medium Oblique) Rapid is an independent expert group dedicated to the development of sustainable business.*

(Demi) Rapid is an independent expert group dedicated to the development of sustainable business. *(Demi Oblique) Rapid is an independent expert group dedicated to the development of sustainable business.*

(Bold) Rapid is an independent expert group dedicated to the development of sustainable business. (Bold Oblique) Rapid is an independent expert group dedicated to the development of sustainable business.

(Extra Bold) Rapid is an independent expert group dedicated to the development of sustainable business. (Extra Bold Oblique) Rapid is an independent expert group dedicated to the development of sustainable business.

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