



# **RUDY PROJECT IDENTITY**

## BRAND GUIDELINE

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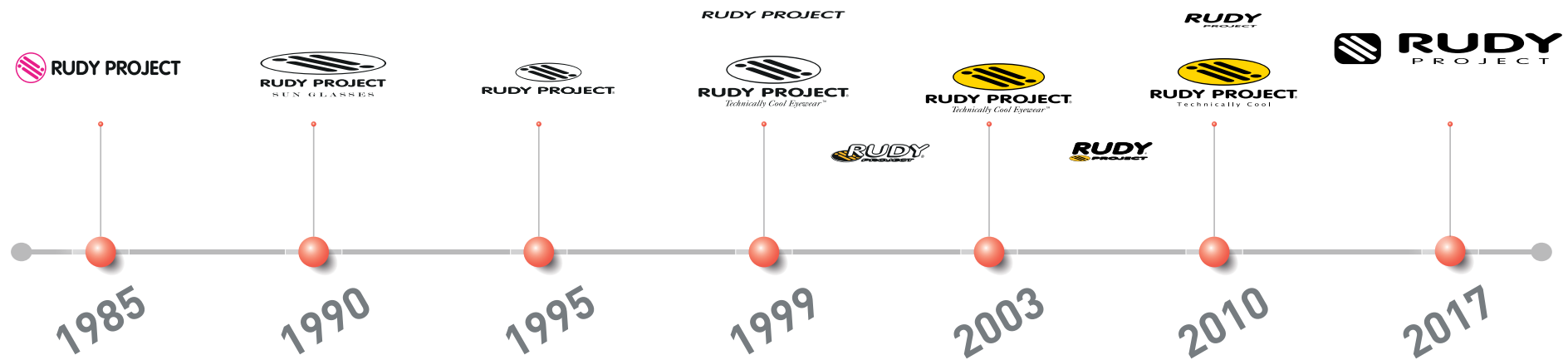
# evolution

ev•o•lu•tion / *(ev'ə lōō'shən or, esp. Brit., ē'və-),*

1. any process of formation or growth.
2. transform, change gradually.
3. a process of gradual progressive change or development.

## 1.0 | LOGO TIMELINE

### WE EVOLVE OUR IDENTITY TO REINFORCE OUR HERITAGE



*A look ahead to evolve our brand always in respect of our heritage*

## 1.1 | LOGO

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## 1.2 | LOGO COLOURS VERSION

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BLACK

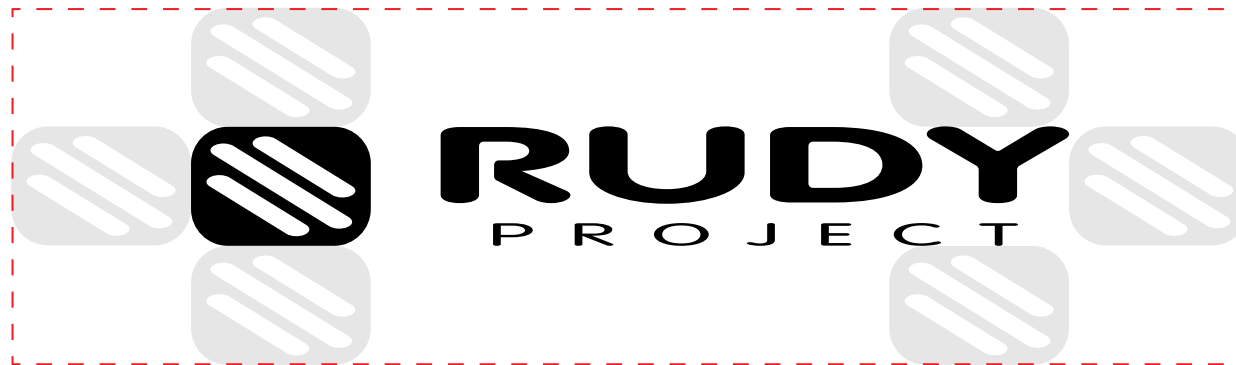


WHITE



## 1.3 | RESERVED AREA / CLEAR SPACE

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## 1.4 | MINIMUM SIZE

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

To ensure the legibility, the minimum reproduction size of the Rudy Project logo is 2,0 cm length for print applications.

**ONLY UNDER 2 cm**, the Rudy Project logo **can be used without symbol**.

When reduced or enlarged, the Rudy Project logo must always scale proportionally with its symbol





## 1.5 | IMPROPER USAGE

To maintain the equity and value of our brand, it's strictly prohibited to alter and/or redraw the Rudy Project logo. Some but not all common misuses are shown on this page

Avoid backgrounds that compromise the legibility of the Rudy Project logo.



Don't modify the colours



Don't place the logo on a complicated background or a background that reduces its legibility



Don't place the logo on a complicated background or a background that reduces its legibility



Don't tilt the logo



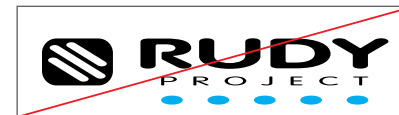
Don't stretch the logo horizontally or vertically



Don't outline the logo



Don't rotate the logo  
Don't place the logo on an angle



Don't add extra elements



Don't add drop shadows or other effects to the logo



Don't alter the proportions between the two logo elements. Don't resize the elements independently



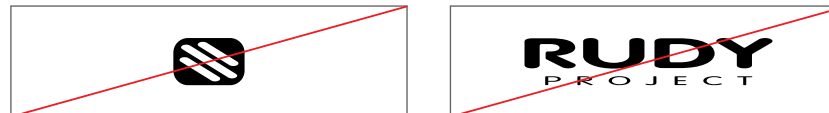
Don't change the placement of the different elements.

## 1.6 | MERCHANDISING USAGE

The realization of collateral products in terms of marketing and brand support is allowed **ONLY for non competitive products** (eyewear, goggles and helmets are strictly prohibite).

**No one collateral product can be realized whitout an official approval from Rudy Project HQ.**

In case of specific needs the Rudy Project logo can be used with or without symbol but always **ONLY** with the Rudy Project HQ authorisation.



## 1.7 | PAY OFF

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**ELEVATE YOUR  
PERFORMANCE**

**ELEVATE  
YOUR  
PERFORMANCE**   **ELEVATE  
YOUR  
PERFORMANCE**

**ELEVATE YOUR PERFORMANCE**

**#ELEVATEYOURPERFORMANCE**

**ELEVATE YOUR  
PERFORMANCE**

**ELEVATE  
YOUR  
PERFORMANCE**   **ELEVATE  
YOUR  
PERFORMANCE**

**ELEVATE YOUR PERFORMANCE**

**#ELEVATEYOURPERFORMANCE**



## 2.0 | TYPOGRAPHY





## 2.1 | PRIMARY FONTS / TYPEFACES

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Font is an important part of the visual identify.

Rudy Project has chosen the **Din Pro** as the primary typeface for all the communications.

In order to offer a strong, clear and unmistakable pay off, Rudy Project has chosen the **SEQUEL** font as the one to use for

**“ELEVATE YOUR PERFORMANCE”**

Din Pro Light 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 /()+-x:=%@&!?

Din Pro Regular 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 /()+-x:=%@&!?

Din Pro Medium 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 /()+-x:=%@&!?

Din Pro Bold 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 /()+-x:=%@&!?

Din Pro Black 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 /()+-x:=%@&!?

**SEQUEL**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

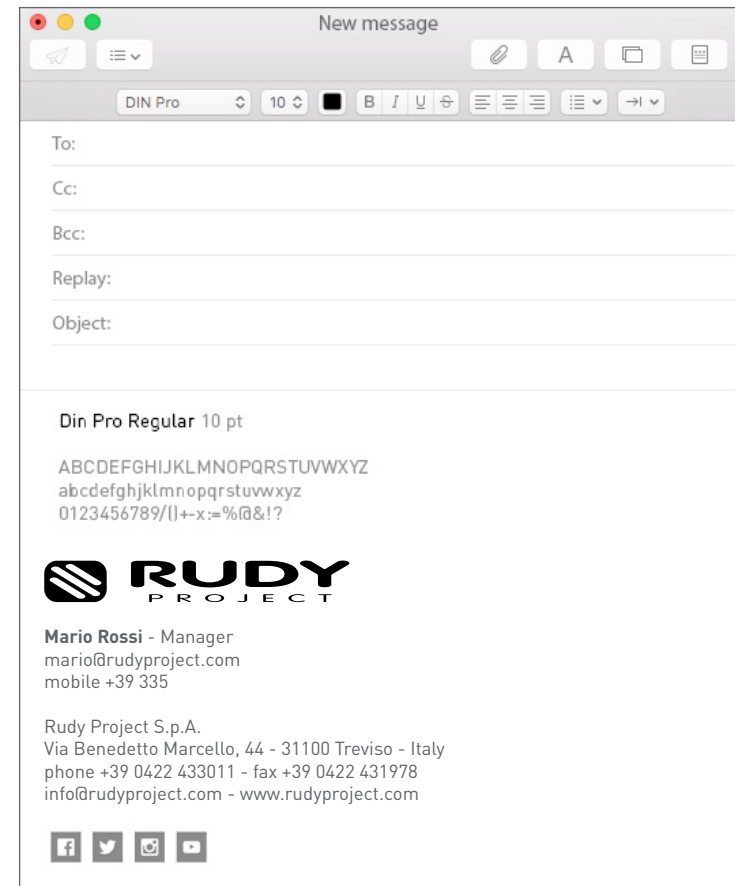
## 2.2 | BUSINESS CARDS / E-MAIL SIGNATURE



FRONT



BACK



## 2.3 | ENVELOPES

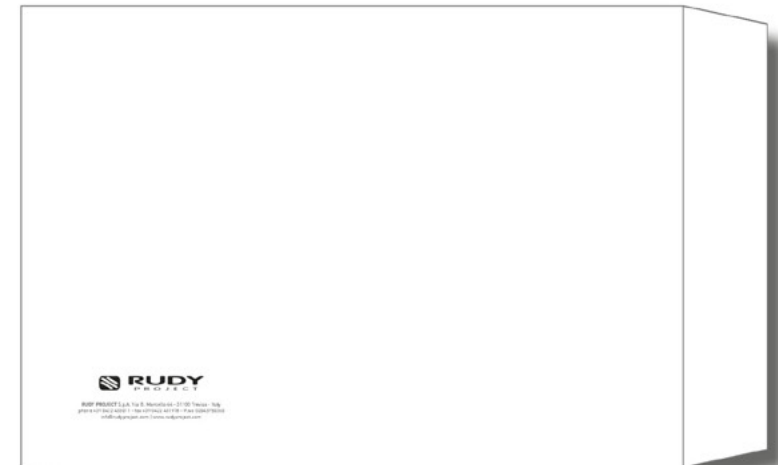
true size A4 210 x 297 mm



true size 230 x 110 mm



true size 330 x 230 mm



## 3.0 | IMPACTX & IMPACTRX





## 3.1 | IMPACTX - IMPACTRX LOGOS

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### REFERENCE COLORS



Pantone® 7463 C



Pantone® Orange 172 C



### REFERENCE COLORS



Pantone® 7463 C



Pantone® Process Cyan C

# 3.2 | IMPACTX - IMPACTRX LENSES VERSION



impactx  
impactx

impactx black  
impactx laserblack  
impactx red  
impactx laserred  
impactx laserbrown



impactrx  
impactrx  
impactrx highindex

impactrx black  
impactrx laserblack  
impactrx red  
impactrx laserred  
impactrx laserbrown

impactx	impactx black	impactrx	impactrx black
impactx	impactx laserblack	impactrx	impactrx laserblack
impactx	impactx red	impactrx	impactrx red
	impactx laserred	impactrx highindex	impactrx laserred
	impactx laserbrown		impactrx laserbrown

## 4.0 | SOCIAL & IMAGERY



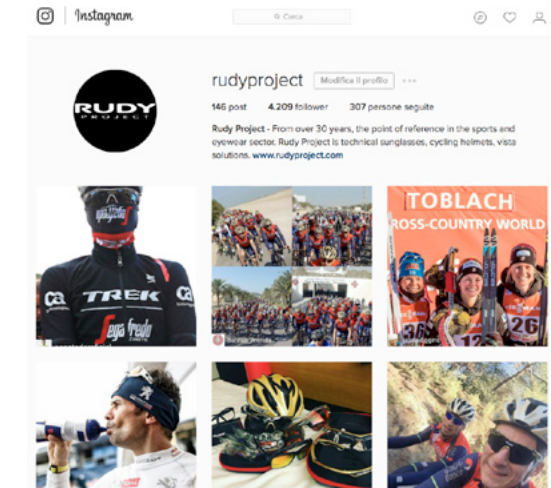
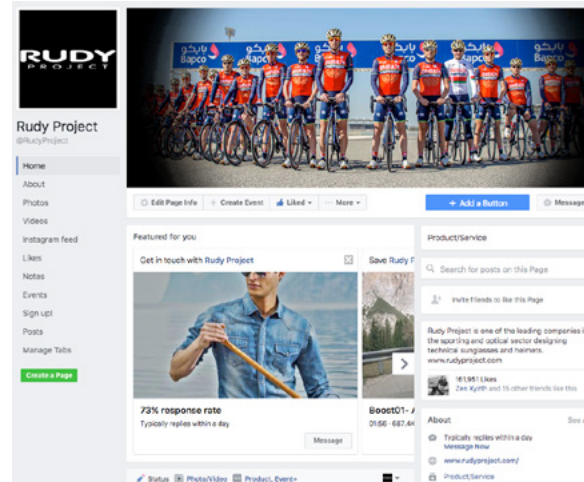
## 4.1 | SOCIAL

Rudy Project brand must also be represented consistently online.

In case of small scale, the logo must to be used without the icon. This would be used for social networking and where a small profile image is requested.

### Social media

the logo without the icon should be used to represent Rudy Project brand across Facebook, Twitter, Instagram,... in order to maintain brand consistency.





## 4.2 | IMAGERY

Everyone knows that a picture is worth a thousand words. The imagery that supports a brand is one of the quickest and most effective ways to transmit an emotion.

Imagery associated with Rudy Project should always have a sportive mood able to give a visual description of the Rudy Project philosophy.

Only supplied photography from the Rudy Project resource should be used.

Consideration of colour and legibility should be taken into account when placing Rudy Project logo over the imagery.





## 5.0 | EVENTS





## 5.1 | CREW APPAREL

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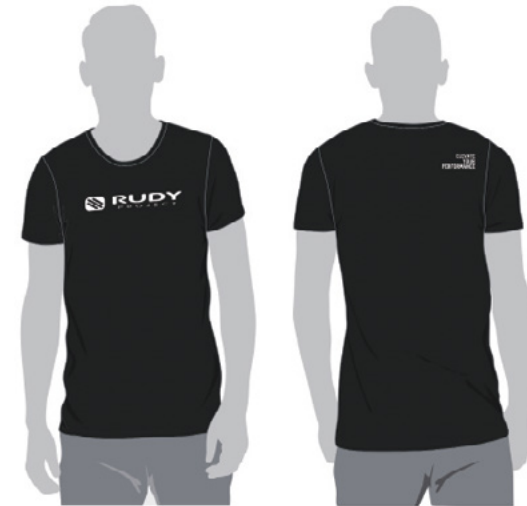
CREW FLEECE ZIPPER



CREW POLO



CREW T-SHIRT



## 5.2 | EXHIBIT SUGGESTION

Exhibit simulation with gazebo  
300x300cm



Exhibit simulation with two gazebo  
300x300 cm + 450x300 cm





## 5.3 | EVENTS MATERIAL



GAZEBO 300x300 cm



ARC 300x300 cm



POUF 42x42x50 h cm



FLYING BANNER  
small 220 h cm  
large 400 h cm



POP-UP BANNER 220x90 cm

## 5.4 | SUPPORT VEHICLES - POLICY

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## 6.0 | RETAIL





## 6.1 | POP



DISPLAY  
50x40 cm



CUSTOMIZABLE BLANK DISPLAY  
44,5x13,5x47 h cm



MAD BOX 6  
22x30x61 h cm



FLOOR RACK CARDBOARD COMBO  
34x25,5x182 h cm



HELMETS DISPLAY  
85x42x181 h cm



POSTER  
100x150 cm



MAXI WINDOW CARD  
48x33 cm

HANDY MIRROR  
10x30 cm



HEAD 3 DISPLAY  
21x19x35 h cm



[RUDYPROJECT.COM](http://RUDYPROJECT.COM)