

2: CORE GRAPHIC ELEMENTS

2:1:1 LOGOTYPE

The core of a graphic profile is always the logotype. The logotype is the signature of a company.

Our logo is made up of the name Ramirent, written in specially designed letters. It is not just typed letters, it is a word mark, tailor-made for Ramirent.

A logotype is a unique entity and should never be changed or recreated.



RAMIRENT

2: CORE GRAPHIC ELEMENTS

2:1:2 SYMBOL

In addition to our text-logotype, we have a symbol consisting of the “Rami-man”.

This symbol can be used separately or combined with the logotype, as shown further on.



2: CORE GRAPHIC ELEMENTS

2:1:3 TAGLINE

Ramirent's tagline "Let's solve it" captures and embraces the soul of the Ramirent brand and culture. It should always be used as shown further on in this guide.

When the tagline is combined with the logotype or symbol, it should always be one of these typed tagline versions.

The tagline can, of course, also be written/typed in headlines and body-copy in the appropriate typefaces.

There are downloadable files of 2 optional versions, created in *Foundry Monoline Extra Bold*, as shown here.

TAGLINE-VERSIONS

document/file name:

Ramirent-tagline-1line_PMS.eps
Ramirent-tagline-1line_CMYK.eps
Ramirent-tagline-1line_BW.eps
Ramirent-tagline-1line_RGB.eps
Ramirent-tagline-1line_RGB.jpg
Ramirent-tagline-1line_RGB.png

Ramirent-tagline-3lines_PMS.eps
Ramirent-tagline-3lines_CMYK.eps
Ramirent-tagline-3lines_BW.eps
Ramirent-tagline-3lines_RGB.eps
Ramirent-tagline-3lines_RGB.jpg
Ramirent-tagline-3lines_RGB.png



LET'S SOLVE IT

LET'S
SOLVE
IT

Tagline files can be downloaded
from brandportal.ramirent.com

2: CORE GRAPHIC ELEMENTS

2:1:4 LOGOTYPE

CONSTRUCTION & FREEZONE

This illustration shows the construction grid as well as the required clear space around the Ramirent logotype.

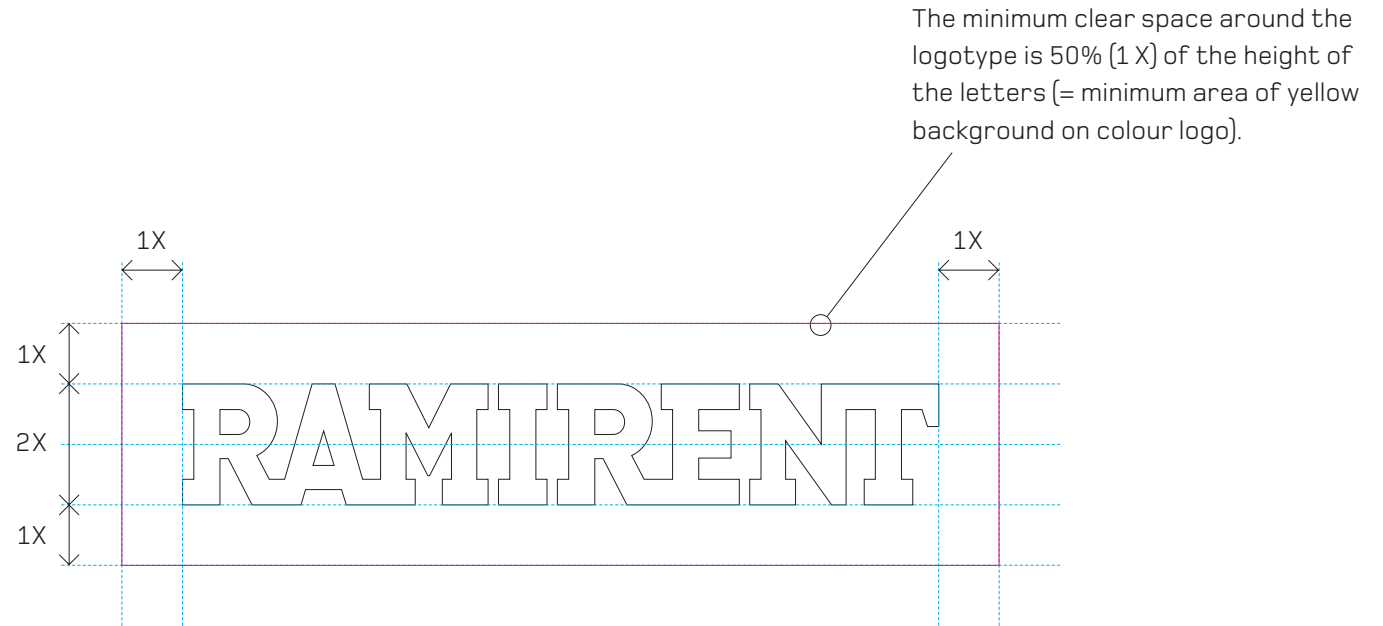
The minimum clear space is in direct proportion to the size of the height of the letters in the logotype ($R = 2X$).

Always maintain a minimum clear space/free zone around the logotype. This is important in order to provide maximum impact and protect the integrity of the logotype.

Note: This is the minimum clear space; there is usually more free space around the logotype.

The colour version of the logotype must always be positioned on a yellow background.

The yellow box behind the logotype shows the minimum area of yellow; it can usually be larger. This yellow background is NOT a part of the logotype!



Logotype files can be downloaded
from brandportal.ramirent.com

2: CORE GRAPHIC ELEMENTS

2:1:5 SYMBOL

CONSTRUCTION & FREEZONE

This illustration shows the construction grid as well as the required clear space around the Ramirent symbol (the "Rami-man").

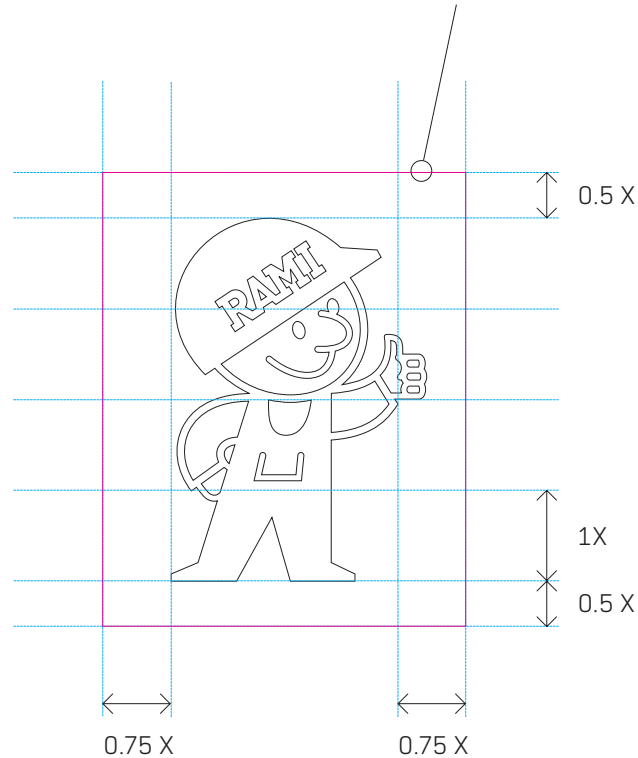
The minimum clear space is in direct proportion to the size of the symbol (total height = 4 X). Always maintain a minimum clear space/free zone around the symbol.

Note: This is the minimum clear space; there is usually more free space around the symbol.

The colour version of the symbol must always be positioned on a yellow background.

The yellow box behind the symbol shows the minimum area of yellow; it can usually be larger. This yellow background is NOT a part of the symbol!

The minimum clear space around the symbol is 0.75 X on both sides, and 0.5 X at top and bottom (= minimum area of yellow background on colour symbol).



Logotype files can be downloaded from brandportal.ramirent.com

2: CORE GRAPHIC ELEMENTS

2:1:7 LOGOTYPE + SYMBOL #2

CONSTRUCTION & FREEZONE

This illustration shows the construction grid as well as the required clear space around the Ramirent logotype and symbol when combined vertically.

The recommended positioning between the logotype and the symbol should always be followed, though the size of each element may vary.

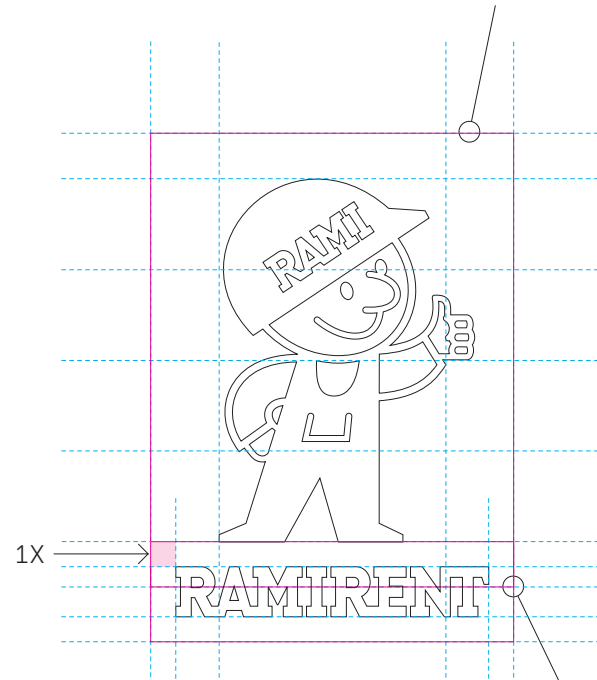
The minimum clear space is in direct proportion to the size of the height of the letters in the logotype ($R = 2X$). Always maintain a minimum clear space/free zone around these elements.

Note: This is the minimum clear space; there is usually more free space around this logotype and symbol-combination.

The colour version of the logotype with symbol must always be positioned on a yellow background.

The yellow box shows the minimum area of yellow; it can usually be larger. This yellow background is NOT a part of the logotype!

The minimum clear space around the symbol and logotype – *when combined vertically* – is different on all sides, according to these elements own free spaces (= minimum area of yellow background on colour logo).



Note: When the text-logotype is combined with the symbol, it is always the *clear space of the logotype* that defines the positioning!



Logotype files can be downloaded from brandportal.ramirent.com

2: CORE GRAPHIC ELEMENTS

2:1:8 LOGOTYPE + TAGLINE

CONSTRUCTION & FREEZONE

This illustration shows the construction grid as well as the required clear space around the Ramirent logotype and tagline when combined.

The recommended positioning between the logotype and the tagline should always be followed.

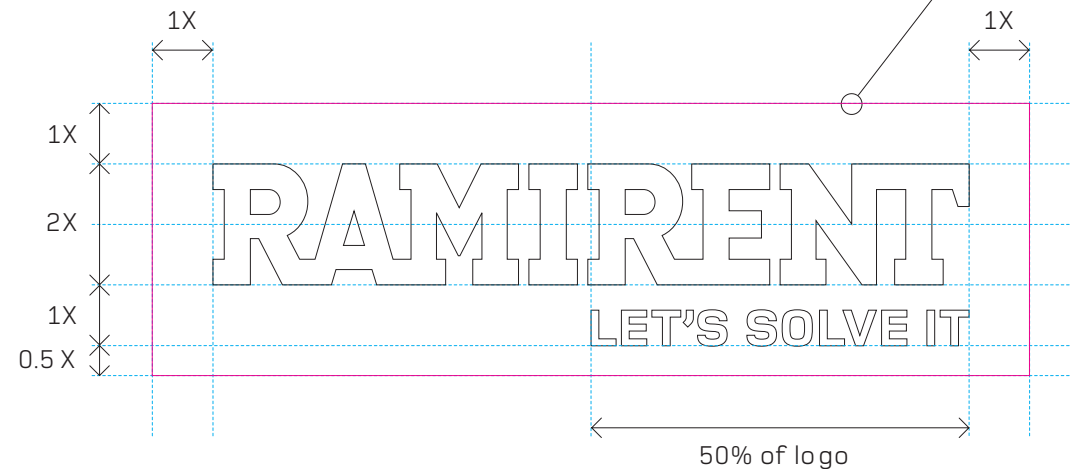
The minimum clear space is in direct proportion to the size of the height of the letters in the logotype ($R = 2X$). Always maintain a minimum clear space/free zone around these elements.

Note: This is the minimum clear space; there is usually more free space around this logotype and tagline-combination.

The colour version of the logotype with tagline must always be positioned on a yellow background.

The yellow box shows the minimum area of yellow; it can usually be larger. This yellow background is NOT a part of the logotype!

The minimum clear space around the logotype including the tagline is 1 X on the sides and on top, and 0.5 X at the bottom (= minimum area of yellow background on colour logo).



Logotype files can be downloaded from brandportal.ramirent.com

2: CORE GRAPHIC ELEMENTS

2:1:9 LOGOTYPE + TAGLINE + SYMBOL CONSTRUCTION & FREEZONE

This illustration shows the construction grid as well as the required clear space around the Ramirent logotype, tagline and symbol when combined.

The recommended positioning between the logotype, tagline and symbol should always be followed.

The minimum clear space is in direct proportion to the size of the height of the letters in the logotype ($R = 2X$). Always maintain a minimum clear space/free zone around these elements.

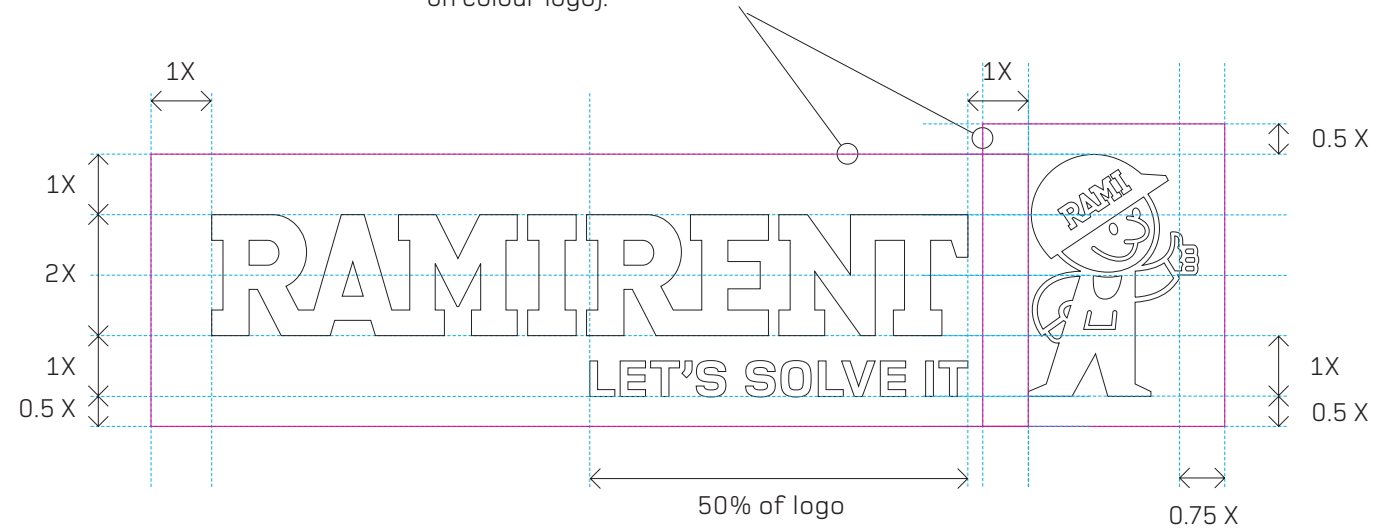
Note: This is the minimum clear space; there is usually more free space around this logotype, symbol and tagline-combination.

The colour version of the logotype/symbol/tagline must always be positioned on a yellow background.

The yellow box shows the minimum area of yellow; it can usually be larger. This yellow background is NOT a part of the logotype!

The minimum clear space around the logotype including the tagline and symbol is different on all sides, according to these elements own free spaces. (= minimum area of yellow background on colour logo).

Note: When the logotype is combined with the symbol, it is always the *clear space of the logotype* that defines the positioning. The symbol should align with the base of the tagline.



Logotype files can be downloaded from brandportal.ramirent.com

2: CORE GRAPHIC ELEMENTS

2:1:10 LOGOTYPE/SYMBOL/TAGLINE VARIATIONS









The presented Ramirent logotype/symbol/tagline alternatives are available in colour (PMS, CMYK & RGB) and in black (BW).

Blue is the primary logotype colour. Use this version as much as possible. Note that a usage of separate PMS-colours is always preferable. The black logotype versions should only be used whenever colour alternatives don't work.

Logotype files can be downloaded from brandportal.ramirent.com. The names of the digital document files are given to facilitate management. The logos are available as EPS- (PMS, CMYK, BW & RGB), JPEG- and PNG-files (RGB).

Note: When printing, be sure to use the correct yellow colour-code according to the actual paper chosen, i.e., Coated or Uncoated. The PMS & CMYK files are included with colour-codes for the Ramirent-yellow, both Coated and Uncoated values, as a help for adding the correct colour to the yellow background. (See also 2:2:1 Colours, and 2:7 Paper Choice).

DOWNLOADS: BRANDPORTAL.RAMIRENT.COM

		<p>LOGOTYPE document/file names: Ramirent-Logo_PMS.eps Ramirent-Logo_CMYK.eps Ramirent-Logo_BW.epsv Ramirent-Logo_RGB.eps Ramirent-Logo_RGB.jpg Ramirent-Logo_RGB.png</p>
		<p>SYMBOL document/file names: Ramirent-Symb_PMS.eps Ramirent-Symb_CMYK.eps Ramirent-Symb_BW.eps Ramirent-Symb_RGB.eps Ramirent-Symb_RGB.jpg Ramirent-Symb_RGB.png</p>
		<p>LOGOTYPE + SYMBOL ('HORIZONTAL') document/file names: Ramirent-LogoSymb_PMS.eps Ramirent-LogoSymb_CMYK.eps Ramirent-LogoSymb_BW.eps Ramirent-LogoSymb_RGB.eps Ramirent-LogoSymb_RGB.jpg Ramirent-LogoSymb_RGB.png</p>
		<p>SYMBOL + LOGOTYPE ('VERTICAL') document/file names: Ramirent-SymbLogo_PMS.eps Ramirent-SymbLogo_CMYK.eps Ramirent-SymbLogo_BW.eps Ramirent-SymbLogo_RGB.eps Ramirent-SymbLogo_RGB.jpg Ramirent-SymbLogo_RGB.png</p>
		<p>LOGOTYPE + TAGLINE document/file names: Ramirent-LogoTagl_PMS.eps Ramirent-LogoTagl_CMYK.eps Ramirent-LogoTagl_BW.eps Ramirent-LogoTagl_RGB.eps Ramirent-LogoTagl_RGB.jpg Ramirent-LogoTagl_RGB.png</p>
		<p>LOGOTYPE + SYMBOL + TAGLINE document/file names: RamirentLogoSymbTagl_PMS.eps RamirentLogoSymbTagl_CMYK.eps RamirentLogoSymbTagl_BW.eps RamirentLogoSymbTagl_RGB.eps RamirentLogoSymbTagl_RGB.jpg RamirentLogoSymbTagl_RGB.png</p>

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2:1:11 LOGOTYPE/SYMBOL/TAGLINE POSITIONING

All versions of the logotypes should usually be positioned in the bottom left or right hand corner of a page or document.

The recommended distance to the edge/trimline is shown here.

The minimum distance to the edge/trimline is always the same as the clear space of the actual logo/element, but this can preferably be increased to “double clear space”.



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2:1:12 LOGOTYPE/SYMBOL/TAGLINE

MINIMUM SIZES

To ensure good print reproduction, and to keep our profile strong and distinct, please observe the minimum reproduction size for the different Ramirent alternative logotypes.

The minimum size of the logotypes should not underscore the allowed measurements shown here.

All versions with symbol

Allowed minimum size of these logotype combinations:
minimum height of symbol 10 mm.



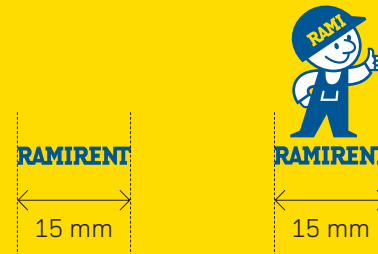
All versions with tagline

Allowed minimum size of this logotype combination:
minimum width of logotype 25 mm.



All versions with logotype

Allowed minimum size of logotype (or logotype combination):
minimum width of logotype 15 mm.



Symbol

Allowed minimum size of symbol:
minimum height of symbol 10 mm.

