

*In or Out... we make it Easy!®*

---

# Branding Manual



## What is branding... and why is it important?

---

A brand can be a name, a symbol or a combination of text and image that is used to identify a product and distinguish it from that of its competitors. A successful brand doesn't just tell consumers about the product—it tells them about the company itself, its employees and the values that guide their decisions and actions.

A successful brand is made up of many different components that work together to create the "image" of a company. After becoming familiar with the company's image and through interaction with the product and employees, consumers come to associate certain qualities with each brand that they encounter.

What good is a logo if no one sees it? Or if it appears differently from one application to the next? In order for a company to successfully brand itself, guidelines must be in place to ensure that the corporate image is being accurately, consistently, and enthusiastically promoted. From the sign on a building or the name on a truck right down to the forms and business cards that employees use, each component works to strengthen a company's identity. A consistent branding system doesn't just provide brand recognition; it can help to establish brand loyalty.

---

## RCI's Logo and Slogan – A Brief History

---

Before the summer of 1998 there were two separate company names: "Rutherford Controls Ltd." in Canada and "Rutherford Controls Inc." in the US. The message that was being sent to the market was not clear. One name and one logo were needed in order to create better brand recognition. With export sales on the rise, a consistent brand image could also help establish a bigger global presence. Since the Rutherford name was established, it made sense to keep it. It was decided that both companies would be called Rutherford Controls Int'l Corp. Next a logo was needed... something that would send the right message worldwide. Following the example of other successfully branded companies (IBM, KFC etc.), Rutherford Controls Int'l Corp. was shortened to the acronym RCI. The grey "swoosh" was added to signify motion, moving forward, and change, but it also gave RCI's identity a global feel. "Rutherford Controls" was kept at the bottom so that people could still associate the new image with the same company.

By 2000, it had become evident that a new slogan was needed to help build the RCI brand image. Prior to this, two slogans had been inconsistently used: "Quality, Value, Service" and "Innovative Electric Locking Hardware". RCI wanted a combined slogan to reflect the Mission, Vision and Values of RCI as well as its line of business, without limiting the company. During a preliminary brainstorming session, the "Easyco" philosophy was born. What do customers value most about RCI? They appreciate that RCI makes it easier to do business. They choose RCI over the competition because RCI is made up of friendly and honest people who care about making it easier. The new slogan became "In or Out... we make it Easy". Both the slogan and the logo contribute to RCI's overall brand image and are used on internal and external documents.



*In or Out... we make it Easy!®*

---

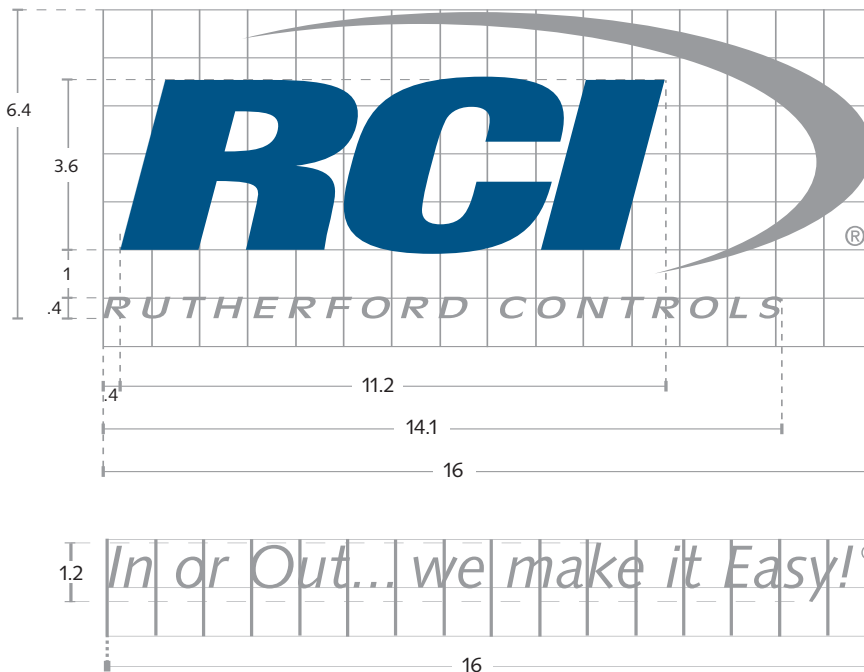
## Proportions & Size

---

It is important that the original proportions of the logo are not changed. *Although the size of both the slogan and the logo can be altered, it must be scaled proportionately – never stretched or “skewed”.* All components must be resized at once, to ensure that the proportions below are kept to scale. For most print applications, the logo should be shown no smaller than 0.8" x 0.3" and the slogan no smaller than 1" x 0.08".

Image files for the logo and slogan can be obtained separately; however one file with the two positioned together is also available.

*Note: Rutherford Controls Int'l Corp. will provide the appropriate digital file (i.e. jpg, eps) for use in any publication. The RCI logo and slogan must not be recreated or changed in any way except to resize.*



## Colour Specifications & Applications

---

It is important that the colour system is adhered to when using the logo and slogan on ALL applications. The logo will be more recognizable, and therefore more successful as branding, if those who see it become accustomed to always seeing it in certain colours. The colour specifications for the Pantone Matching System (spot colour), CMYK (process colour) and RGB (for on-screen use) are outlined below.



It would be impossible to include all examples of the RCI logo/slogan being used on different applications in this manual. There are endless possibilities when it comes to promotional materials to which the logo and slogan can be applied – golf balls, sweatshirts, pens, and canvas bags are just a few that have been done to date. No matter what the format (2-D, 3-D, print, fabric or web), the specifications in this guide must be followed. In rare cases such as the embroidery of the logo on fabric, standard print colour matching systems (CMYK etc.) may not apply. Therefore, care should be taken to make the closest colour match possible.

## Black, White & Grey Specifications

---

For single-colour publication, the "RCI" is 100% black while the swoosh and remaining type are 40% black.



For single-colour publication with no screening, the entire logo is 100% black. The reversed (white) logo can also be used on a black background.



Even in colour publications, the slogan should be either 100% black, Cool Grey 7 (47% black in single-colour jobs), or reversed on a background (black or blue) as shown below.

*In or Out... we make it Easy!®*

*In or Out... we make it Easy!®*

*In or Out... we make it Easy!®*

---

## Colour Specifications for Product Segmentation

---



Electromagnetic Locks PANTONE 293 (blue)



Electric Strikes PANTONE 320 (aqua)



Electric Locks PANTONE 259 (purple)



Power Supplies PANTONE 187 (red)



Switches PANTONE 117 (mustard)



Keypads & Readers PANTONE 340 (green)



Exit Devices PANTONE 167 (orange)



Systems PANTONE 5777 (olive)

*In or Out... we make it Easy!®*

---

