richlite®

Usage Guidelines

The purpose of this document is to help you apply the Richlite identity correctly and consistently when you create marketing and other collateral materials. Our identity is a valuable brand asset; it needs to be handled with care and consideration. Thank you in advance for adhering to our usage guidelines.

richlite®

Logotype

The Richlite logotype is the most important element of the Richlite identity. It is important to apply the logotype properly and consistently across all media to maintain a unified brand image.
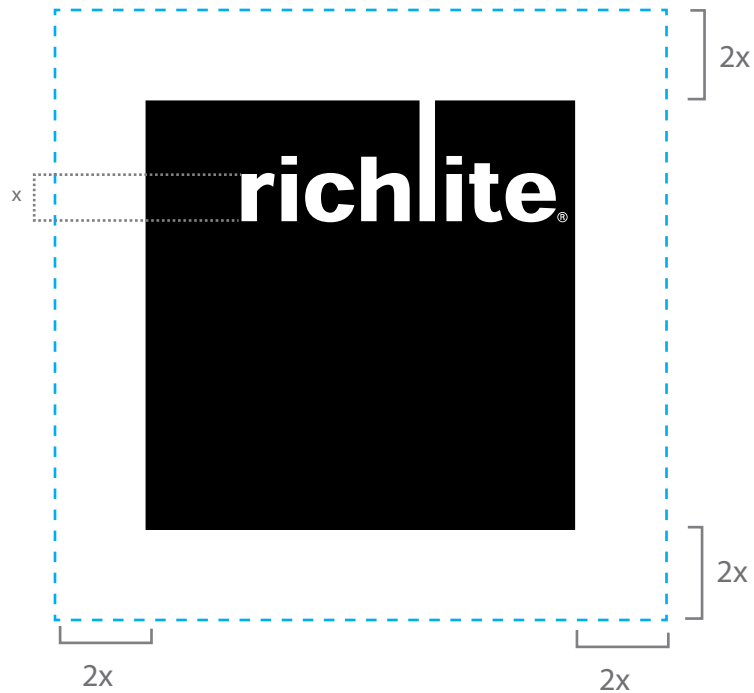
Clearspace

To ensure high visibility and an uncluttered presentation, always maintain "clear space" around the signature. Determine the signatures clear space by measuring the size of the lowercase letter "r" from the Richlite logotype ("x' in the diagram above). An area equal to twice this distance should be kept clear around all sides of the signature. The height of "x" will increase or decrease in proportion to the size of the logo.
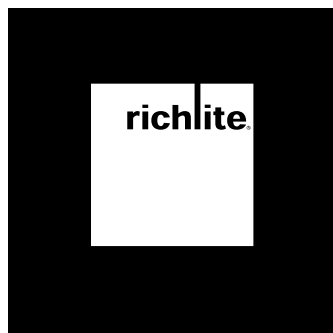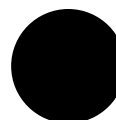
Primary logo in Rich Black

Primary logo in Color

One Color Black

One Color Reversed

	Pantone	Cool Gray 10
	CMYK	0.0.0.60
	RGB	128.130.132
	Hexadecimal	808284

	Pantone	Black
	CMYK	30.30.30.100
	RGB	0.0.0
	Hexadecimal	000000

Note: Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors.

Colors

Brand colors, carefully applied will impart a consistent look and feel to all Richlite communications. Never substitute different colors for the identity.

When color reproduction is not an option the logo should be used in black or white. In instances where a neutral background is used, please use the highest contrast option.

Do NOT change logo colors

Do NOT change logo proportions

Do NOT change logo configuration

Do NOT recreate the logotype or substitute fonts

Do NOT isolate the logotype from the logomark.

Use the appropriate resolution for each application. Whenever possible use the EPS version of the logo

Incorrect Uses

Correct and consistent use of our identity will establish and maintain the strength of our brand. The signature must not be reconfigured. Never alter or distort the logotype with graphic treatments.

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
1234567890

Myriad Pro Regular

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
1234567890

Myriad Pro Bold

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
1234567890

Myriad Pro Italic

Typography

Typography is an important tool in supporting our brand and establishing a consistent look. The primary typeface for Richlite is the Myriad Pro typeface family. Avoid using other typefaces in our collateral materials to ensure consistency in the look of our brand. You may use a combination of weights to create visually interesting and consistent page layouts or to change typographic emphasis. Instances where Myriad Pro is not available or practical, e.g., HTML text, please use Arial as a substitute typeface.
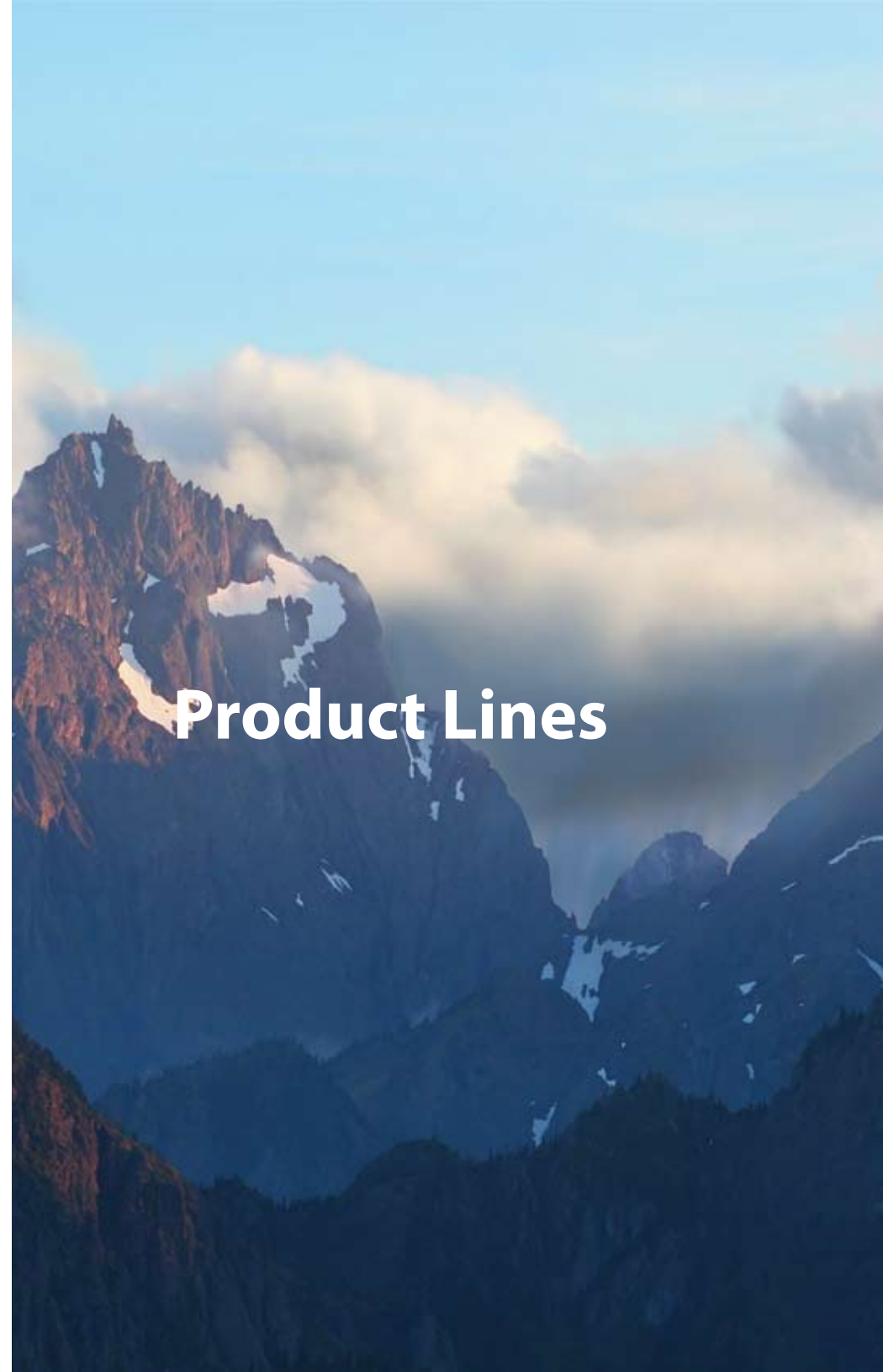
Product Lines

cascade™

cascade™

cascade™

rainshadow™
The Natural Rainscreen

rainshadow™
The Natural Rainscreen

rainshadow™
The Natural Rainscreen

Richlite Cascade and RainShadow Logotypes
Richlite's product logotypes are an important facet of the Richlite product line. It is important to apply the logotype properly and consistently across all media to maintain a unified brand image.

Sample Marketing Material

Richlite Marketing Material
It is of primary importance that all Richlite marketing material be presented professionally and consistently. Above are samples of the brand appropriately applied. If you have questions about proper brand representation, please contact Richlite marketing for assistance and approved usage.

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www.richlite.com