R|RPOST™

LOGO STYLE GUIDELINES

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1 RPOST ALL LOGOS & ICONS

READ FIRST – DIRECTORY OF LOGOS & ICONS BY NUMBER

The logos & Icons on the background colors ⬛ 🟥 are the examples of how the logos & Icons (white) look on the background and they are not the logos & Icons themselves.

To download each logo & Icons noted below identifiable by the number associated with the logo, click here: https://rpost.com/downloads/RPost-Logo-Style-Guide.pdf

1. RPost		13. Registered	
2. RPost White R		14. Registered White R	
3. RPost Red R		15. Registered Red R	
4. RPost Transparent R		16. Registered Transparent R	
5. RMail		17. RDocs	
6. RMail White R		18. RDocs White R	
7. RMail Red R		19. RDocs Red R	
8. RMail Transparent R		20. RDocs Transparent R	
9. RSign		21. RForms	
10. RSign White R		22. RForms White R	
11. RSign Red R		23. RForms Red R	
12. RSign Transparent R		24. RForms Transparent R	

25. RPortal		37. R1	
26. RPortal White R		38. R1 White R	
27. RPortal Red R		39. R1 Red R	
28. RPortal Transparent R		40. R1 Transparent R	
29. RApp		41. RMail & RSign by RPost	
30. RApp White R		42. RMail & RSign by RPost White R	
31. RApp Red R		43. RMail & RSign by RPost Red R	
32. RApp Transparent R		44. RMail & RSign by RPost Transparent R	
33. RPost One		45. RSign & RMail by RPost	
34. RPost One White R		46. RSign & RMail by RPost White R	
35. RPost One Red R		47. RSign & RMail by RPost Red R	
36. RPost One Transparent R		48. RSign & RMail by RPost Transparent R	

49. RMail by RPost		61. RDocs by RPost	
50. RMail by RPost White R		62. RDocs by RPost White R	
51. RMail by RPost Red R		63. RDocs by RPost Red R	
52. RMail by RPost Transparent R		64. RDocs by RPost Transparent R	
53. RSign by RPost		65. RForms by RPost	
54. RSign by RPost White R		66. RForms by RPost White R	
55. RSign by RPost Red R		67. RForms by RPost Red R	
56. RSign by RPost Transparent R		68. RForms by RPost Transparent R	
57. Registered by RPost		69. RMail Gateway	
58. Registered by RPost White R		70. RMail Gateway White R	
59. Registered by RPost Red R		71 RMail Gateway Red R	
60. Registered by RPost Transparent R		72. RMail Gateway Transparent R	

97. RMail "powered by" with Font (OPTION)	powered by **R**Mail™	105. RPost AI	**R**POST∧I™
98. RMail "powered by" White R with Font (OPTION)	powered by **R**Mail™	106. RPost AI White R	**R**POST∧I
99. RMail "powered by" Red R with Font (OPTION)	powered by **R**Mail™	107. RPost AI Red R	**R**POST∧I™
100. RMail "powered by" Transparent R with Font (OPTION)	powered by **R**Mail™	108. RPost AI Transparent R	**R**POST∧I™
101. RMail RSign RDocs by RPost	**R**Mail™ **R**Sign **R**Docs™ by RPOST	109. RPost Cybersecurity Meets AI	**R** RPOST™ Cybersecurity Meets AI
102. RMail RSign RDocs by RPost White R	**R**Mail™ **R**Sign **R**Docs™ by RPOST	110. RPost Cybersecurity Meets AI White R	**R** RPOST™ Cybersecurity Meets AI
103. RMail RSign RDocs by RPost Red R	**R**Mail™ **R**Sign **R**Docs™ by RPOST	111. RPost Cybersecurity Meets AI Red R	**R** RPOST™ Cybersecurity Meets AI
104. RMail RSign RDocs by RPost Transparent R	**R**Mail™ **R**Sign **R**Docs™ by RPOST	112. RPost Cybersecurity Meets AI Transparent R	**R** RPOST™ Cybersecurity Meets AI

ICONS

1. RPost Icon		10. Registered Icon	
2. RPost Icon Red R		11. Registered Icon Red R	
3. RPost Icon Transparent R		12. Registered Icon Transparent R	
4. RMail Icon		13. RDocs Icon	
5. RMail Icon Red R		14. RDocs Icon Red R	
6. RMail Icon Transparent R		15. RDocs Icon Transparent R	
7. RSign Icon		16. RForms Icon	
8. RSign Icon Red R		17. RForms Icon Red R	
9. RSign Icon Transparent R		18. RForms Icon Transparent R	

2 RPOST COMPANY TRADEMARK POLICIES

TRADEMARK GRAMMAR

A trademark is an adjective that describes a noun. Therefore, WHENEVER you use an RPost trademark in text (i.e., not as a title, but in a letter, e-mail, or marketing document), please make sure you use the term as an adjective.

For example, write, "send a Registered Email™ message" or, "try the Registered Email™ service" or perhaps, "use the Registered Email™ system" rather than "send a Registered Email" or "try Registered Email".

Note, you are adding the noun, "message" or "service" or "system" of which "Registered Email" is describing, and that noun should begin with a lowercase letter. For example, the "s" in "system" or "service" should be lowercase as well as the "m" in message. (The exception would be when using in a title).

While you must properly use the trademark as an adjective followed by a noun in all contexts such as letters, e-mail, or marketing documents, you generally need to only include the appropriate "TM" trademark markings in the first display of the trademark in a document. An exception to this is that for press releases, the trademark symbols should not be used in headlines, taglines, nor in the first sentence of the press release.

It should be referenced that, "The listed trademarks are owned by RPost Communications Limited."

IMPORTANT TRADEMARKS

For USA focused material

REGISTERED EMAIL™, (R)EGISTERED EMAIL™, RETURN RECEIPT™, REGISTERED RECEIPT™, CERTIFIED EMAIL™, (R)ETURN RECEIPT®, (R)EGISTERED RECEIPT®, CERTIFIED EMAIL™, RPOST®, RMAIL®, RSIGN®, RFORMS™, RCRYPT™, (R)®, LEGAL PROOF®, ESIGNOFF®, SIDENOTE®.

Non-US materials in English (Sample)

REGISTERED EMAIL™, (R)EGISTERED EMAIL™, RETURN RECEIPT™, REGISTERED RECEIPT™, CERTIFIED EMAIL™, CERTIFIED EMAIL™, RPOST™, RMAIL™, RSIGN™, RFORMS™, RCRYPT™, (R)™, LEGAL PROOF™, ESIGNOFF™, SIDENOTE™.

For Non-US materials in Languages other than English (Sample)

Email Registrado™, Email Certificado™, Aangetekend E-mail™, Eingeschriebene E-Mail™, Recibo Certificado™, Recibo Registrado™

The above is a short list, not an exhaustive list, of RPost Communications' trademarks. RPost Communications also has trademarks in foreign languages, not listed above.

SAMPLE FORMATTING OF TRADEMARKS (CAPITALIZATIONS) FOR USA MATERIALS

- RMail® service (note capital "R" and "M")
- RSign® service (note capital "R" and "S")
- Registered Email™ service (note capital "R" and "E")
- Legal Proof® records (note capital "L" and "P")
- Registered Receipt™ email (note capital "R" and "R")

For more information, please click here.

3   RPOST LOGO

1. White R in the Red Circle with hex code - c3272e
2. Avenir Next Condensed Bold font
3. Avenir Next Condensed Medium font

CLEARING SPACE

The minimum clear space around the logo should be the width of the ½ px in RPost Logo.
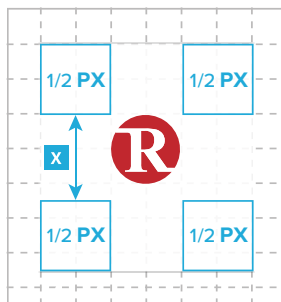
Single Logomark

Full Logomark

4   LOGO COLOR VARIATIONS

To simplify the usage of logo on various backgrounds, we provide full-color logo and reverse (knockout) logos.

Full-color logo – this logo is the primary logo should be used for brochures, word templates and all the marketing or branding materials. The background color for full-color logo should be white or variants of colors that have enough contrast to make the logo visible.

Reverse (knockout) logo – this logo is the secondary logo should be used on the images and videos where there is a dark color background.

COLORS OF FULL-COLOR LOGO

HEX: #c3272e rgb(195,39,56)	HEX: 1a171b rgb(26, 23, 27)	HEX: #666666 rgb(102, 102, 102)
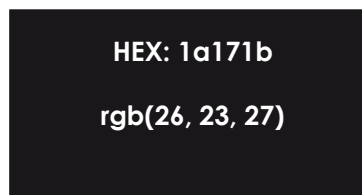
USAGE OF FULL COLOR LOGO

Full-color logo is the primary logo for white and light color backgrounds

REVERSE (KNOCKOUT) LOGOS

The Reverse (Knockout) logos with Red Circle White R or White Circle Red R or White Circle Transparent R should be used on dark backgrounds.

Option 1	Option 2	Option 3	Option 4

5   INCORRECT LOGO USE

UNAPPROVED COLORS

NO SHADOW EFFECTS AND UNAPPROVED ARRANGEMENTS OF LOGO ELEMENTS

No shadow effects   **Unapproved arrangement of logo elements**

RPost Logo has text, icon and trademark symbol as logo elements, using these elements in any unapproved way is strictly not acceptable.

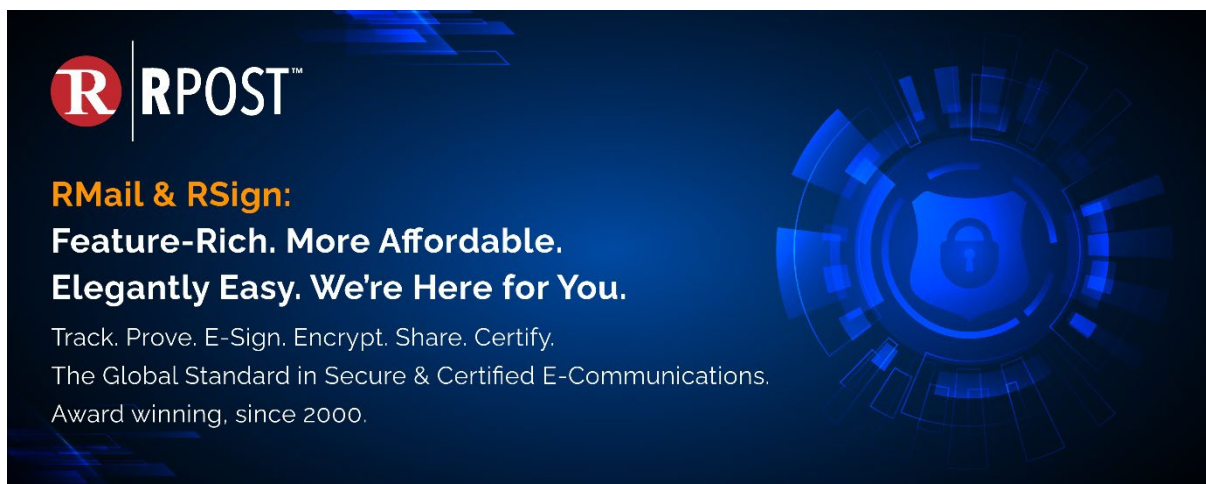## NOT USING LOGO ON BACKGROUND THAT DOESN'T PROVIDE SUFFICIENT   CONTRAST

6 LOGO DIMENSIONS FOR DIFFERENT USERS

LOGO DIMENSIONS FOR BANNERS

For banners with the text, RPost logo should be on the top of text. Logo and text should be center aligned vertically and horizontally.

Banner dimensions: 890X356px

Logo dimensions: 186x75px

LOGO DIMENSIONS FOR SOCIAL MEDIA

The ideal size for social media images is 870X648px and the logo size is 213X86px.

The logo placement – left bottom corner with left margin 30px and bottom margin 36px

LOGO DIMENSIONS FOR PARTNER MARKETING

Partner logo shouldn't dominate RPost logo and the height of partner logo should be same as the height of RPost logo.

RPost logo should be on the left bottom corner and partner logo should be on the right bottom corner. Partner logo should have same bottom and right-side margin same as RPost logo.