




## LOGO STYLE GUIDELINES

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## 1 READ FIRST - DIRECTORY OF LOGOS BY NUMBER

The logos on the background color  are the examples of how the logos (white) look on the background and they are not the logos themselves.

To download each logo noted below identifiable by the number associated with the logo, click here: <https://rpost.com/wp-content/uploads/2021/07/Logos.zip>



1 RPost



2 RPost White R



3 RPost Red R



4 RPost Transparent R



5 RMail



6 RMail White R



7 RMail Red R



8 RMail Transparent R



9 RSign



10 RSign White R



11 RSign Red R



12 RSign Transparent



13 RMail Gateway



14 RMail Gateway White R



15 RMail Gateway Red R



16 RMail Gateway Transparent R



17 RSign & RMail



18 RSign & RMail White R



19 RSign & RMail Red R



20 RSign & RMail Transparent R



21 RPost Icon



22 RPost Icon White R



23 RPost Icon Red R



24 RPost Icon Transparent R



25 RMail Icon



26 RMail Icon Red R



27 RMail Icon Transparent R



28 RSign Icon



29 RSign Icon Red R



30 RSign Icon Transparent R

## 2 RPOST COMPANY TRADEMARK POLICIES

### 2.1 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.”

### 2.2 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.

For a larger list of RPost's registered and unregistered trademarks, please [click here](https://rpost.com/legal-notices/legal-and-patent-notice/): <https://rpost.com/legal-notices/legal-and-patent-notice/>

## 2.3 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](https://rpost.com/legal-notices/legal-and-patent-notice/): <https://rpost.com/legal-notices/legal-and-patent-notice/>

### 3 RPOST LOGO



1. White R in the Red Circle with hex code - c3272e
2. Avenir Next Condensed Demi Bold with stroke – 0.25pt
3. All CAPS to emphasis our message “Legal Proof®”, and the font used is Avenir Next Condensed Demi Bold with Stroke – 2pt
4. Avenir Next Condensed Bold font
5. Avenir Next Condensed Medium font

#### 3.1 CLEARING SPACE

The minimum clear space around the logo should be the width of the T in RPost Logo.



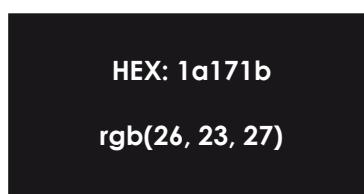
### 4 LOGO COLOR VARIATIONS

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.

## 4.1 COLORS OF FULL-COLOR LOGO



## 4.2 USAGE OF FULL COLOR LOGO

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



## 4.3 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



## 5 INCORRECT LOGO USE

### 5.1 UNAPPROVED COLORS



### 5.2 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.

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





## 6 LOGO DIMENSIONS FOR DIFFERENT USERS

### 6.1 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



## 6.2 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



## 6.3 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.

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