



rovenma

rovlcker

Logotype Usage Guide

has three section.

- 1 Basic Rules of Logotype Usage
- 2 Corporate Color Separation Preferences
- 3 Typographic Information



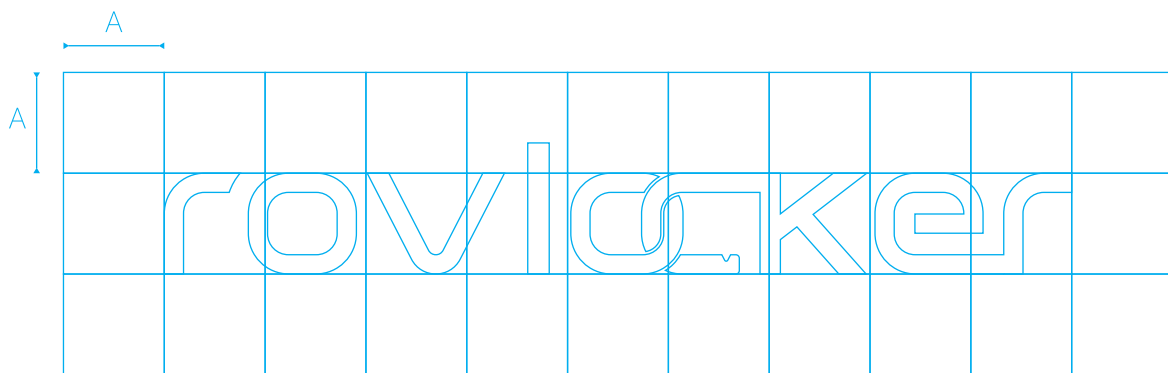
Logotype Usage Guide

Logotype

rovlacker

Logotype Usage Guide

Logotype size scaling and proportion are in the technical drawing



Logotype Usage Guide

The logotype's **area space** created with the logotype **size reference** and the **minimum usage size** are shown



rovlacker 2.5 mm

The minimum usage size of the logotype is 2.5 mm (height)

Logotype Usage Guide

Proper Usage

Colorful logotype has been shown on white background at the corporate color separation

rovløcker

WHITE

CMYK
0 0 0 0

RGB
255 255 255

#ffffff

RAL K5 Classic
RAL 9016
Traffic White

GRAYSCALE

CMYK
0 0 0 0

RGB
255 255 255

#ffffff

rovløcker

rovløcker

rovløcker

rovløcker

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rovløcker

Logotype Usage Guide

Proper Usage

White logotype has been shown on claret red background at the corporate color separation

rovløcker

PANTONE
Color Bridge Coated
201 CP

CMYK
0 100 70 50

RGB
139 0 33

#8b0021

RAL K5 Classic
RAL 3003
Ruby Red

rovløcker

GRAYSCALE

CMYK
0 0 0 100

RGB
35 31 32

#231f20

rovløcker

rovløcker

rovløcker

Logotype Usage Guide

Proper Usage

White logotype has been shown on dark gray background at the corporate color separation

rovløcker

PANTONE
Color Bridge Coated
4286 CP

CMYK
10 0 0 82

RGB
73 81 86

#495156

RAL K5 Classic
RAL 7015
Slate Grey

rovløcker

rovløcker

rovløcker

GRAYSCALE

CMYK
0 0 0 84

RGB
79 79 81

#4f4f51

rovløcker

rovløcker

rovløcker

Logotype Usage Guide

Proper Usage

Colorful logotype has been shown on gray background at the corporate color separation

rovløcker

PANTONE
Color Bridge Coated
Cool Gray 5 CP

CMYK
5 0 0 30

RGB
177 186 191

#b1babf

RAL K5 Classic
RAL 7040
Window Grey

rovløcker

rovløcker

rovløcker

GRAYSCALE

CMYK
0 0 0 33

RGB
182 184 186

#b6b8ba

rovløcker

rovløcker

rovløcker

Logotype Usage Guide

Proper Usage

Colorful logotype has been shown on light gray background at the corporate color separation

rovlocker

PANTONE
Color Bridge Coated
Cool Gray 1 CP

CMYK
0 0 0 10

RGB
230 231 232

#e6e7e8

RAL K5 Classic
RAL 7035
Light Grey

rovlocker

rovlocker

rovlocker

GRAYSCALE

CMYK
0 0 0 10

RGB
230 231 232

#e6e7e8

rovlocker

rovlocker

rovlocker

Logotype Usage Guide

Proper Usage

White logotype has been shown on orange background at the corporate color separation

rovløcker

PANTONE
Color Bridge Coated
172 C

CMYK
0 90 100 0

RGB
239 65 35

#ef4123

RAL K5 Classic
RAL 2005
Luminous Orange

rovløcker

GRAYSCALE

CMYK
0 0 0 59

RGB
130 132 135

#828487

rovløcker

rovløcker

rovløcker

Logotype Usage Guide

Proper Usage

White logotype has been shown on turquoise background at the corporate color separation

rovløcker

PANTONE
Color Bridge Coated
7714 C

CMYK
100 45 55 0

RGB
0 117 123

#00757b

RAL K5 Classic
RAL 5021
Water Blue

rovløcker

GRAYSCALE

CMYK
0 0 0 74

RGB
101 102 104

#656668

rovløcker

rovløcker

rovløcker

Logotype Usage Guide

Proper Usage

White logotype has been shown on black at the corporate color separation

rovløcker

K BLACK

CMYK
0 0 0 100

RGB
35 31 32

#231f20

RAL K5 Classic
RAL 9017
Traffic Black

rovløcker

GRAYSCALE

CMYK
0 0 0 100

RGB
35 31 32

#231f20

rovløcker

rovløcker

rovløcker

Logotype Usage Guide

Proper Usage

White logotype has been shown on dark black at the corporate color separation

rovløcker

CMYK BLACK

CMYK
50 50 50 100

RGB
0 0 0

#000000

RAL K5 Classic
RAL 9005
Jet Black

rovløcker

GRAYSCALE

CMYK
0 0 0 100

RGB
35 31 32

#231f20

rovløcker

rovløcker

rovløcker

Logotype Usage Guide

Incorrect Usage

~~rovlöcker~~

Do not change the angle

~~rovloçker~~

Do not use mirror effect

~~rovlöcker~~

Do not use other colors
instead of corporate color separation

~~rovlöcker~~

Do not use other background colors
instead of corporate color separation

~~rovlöcker~~

Do not use any effect
which creates deformation

~~rovlöcker~~

Do not use shadows which affect visibility

~~rovlöcker~~

Do not change height proportion

~~rovlöcker~~

Do not change width proportion

~~rovlöcker~~

Do not use incorrect color

~~rovlöcker~~

Do not curve

Logotype Usage Guide

Proper logotype usage on
texture background

rovlöcker



Logotype Usage Guide

Corporate's primary font
at communication, marketing
and advertising projects

SF PRO DISPLAY

Font Preview

Rovenma Lorem Ipsum Dolor Sit Amet

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ABCÇDEFGĞHIİJKLMNOÖPQRSŞTUÜVWXYZ
 abcçdefgğhijklmnoöpqrşstuüvwxyz
 0123456789
 . , ; " ! ? " = + - ' * # % & _ / | \ () [] { } < > @ £ \$ ½

Ultra Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Thin	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Regular	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Medium	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Bold	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Heavy	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Black	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>

Logotype Usage Guide

Corporate's secondary font
at communication, marketing
and advertising projects

Suitable for open source use as
'Google Fonts'

SAIRA

Font Preview

Rovenma Lorem Ipsum Dolor Sit Amet

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abcçdefgğhiijklmnoöpqrştuüvwxyz
0123456789
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Ultra Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Thin	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Regular	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Medium	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Bold	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Heavy	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Black	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>

Logotype Usage Guide

It is used as the corporate primary font in computers are working 'MacOS' system where the SF Pro Display can not be used

HELVETICA NEUE

Font Preview

Rovenma Lorem Ipsum Dolor Sit Amet

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tetuer adipiscing elit, sed diam nonummy nibh
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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
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erat volutpat. Ut wisi enim ad minim veniam.

ABCÇDEFGĞHIJKLMNOÖPQRSŞTUÜVWXYZ
abcçdefgğhijklmnoöpqrşstuüvwxyz
0123456789
. , ; : " ! ? " = + - ' * # % & _ / | \ () [] { } < > @ £ \$ ½

Ultra Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Thin	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Regular	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Medium	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Bold	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>

Logotype Usage Guide

It is used as the corporate primary font in computers are working 'Windows' system where the SF Pro Display can not be used

CALIBRI

Font Preview

Rovenma Lorem Ipsum Dolor Sit Amet

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

ABCÇDEFGĞHIİJKLMNOÖPQRSŞTUÜVWXYZ
 abcçdefgğhiijklmnoöpqrşştuüvwxyz
 0123456789
 . , ; : " ! ? " = + - ' * # % & _ / | \ () [] { } < > @ £ \$ ½

Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Regular	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Bold	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>

Logotype Usage Guide

It is used as the corporate primary font in the media where the SF Pro Display can not be used.

Suitable for open source use as 'Google Fonts'

ROBOTO

Font Preview

Rovenma Lorem Ipsum Dolor Sit Amet

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ABCÇDEFGĞHIİJKLMNOÖPQRSŞTUÜVWXYZ
 abcçdefgğhıijklmnoöpqrştuüvwxyz
 0 1 2 3 4 5 6 7 8 9
 . , ; : " ! ? " = + - ' * # % & _ / | \ () [] { } < > @ £ \$ ½

Thin	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Regular	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Medium	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Bold	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>

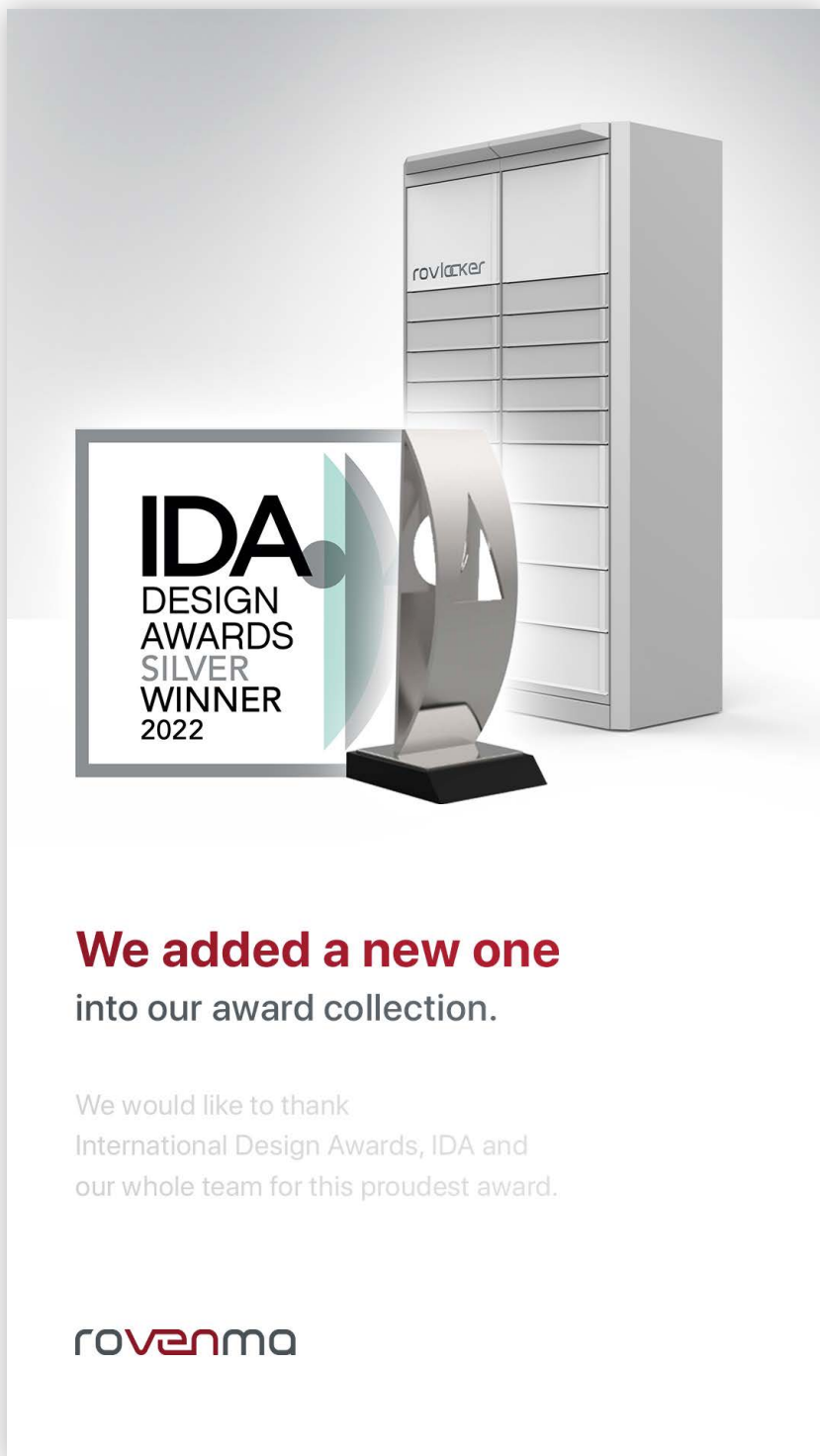
Logotype Usage Guide

Visual Design Sample



Logotype Usage Guide

Visual Design Sample



Logotype Usage Guide

Visual Design Sample



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