RAPIDAIR®

BRAND GUIDELINES

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LOGOS

RapidAir Family of Logos
MAINTAIN UNIFIED BRANDING

To help build strong brand recognition and consistency, always follow these guidelines when using the RapidAir family of logos.

Our logos comes in four color variations: full-color gray, full-color white, white and black. **The full-color gray version is preferred** and should be used whenever possible.

The full-color white, black and white versions of the logos are only intended for limited use. Use the full-color white version when the background is too dark to see the gray in the full-color gray logo. Use the black versions when only black-and-white printing is possible. Use the white logos on dark backgrounds when contrast is insufficient for the full-color logo, or when color reproduction is not an option.

RAPIDAIR®
COMPRESSED AIR PRODUCTS

FASTPIPE®
BY RAPIDAIR

MAXLINE®
BY RAPIDAIR

ALPHAPURE™
BY RAPIDAIR

ComPRESSed™
METAL FITTINGS SYSTEM

VAIRIFY™
BY RAPIDAIR

RapidAir Family of Emblems
MAINTAIN UNIFIED BRANDING

The RapidAir, FastPipe, MaxLine, AlphaPure, and Vairify emblems are the first initials of each word within the circular flows. The emblems maybe used under special circumstances such as social media, endorsements, specialty items or promotional materials. They follow the same color usage guidelines as the logos illustrated on the previous page.

EMBLEM USAGE

The RapidAir, FastPipe, MaxLine, AlphaPure, and Vairify emblems maybe used alone as abbreviations of the full logo for special circumstances. However, the emblem must appear in context, but never adjacent to the full logo. Do not replace the emblem for the circular flows in the main logos.
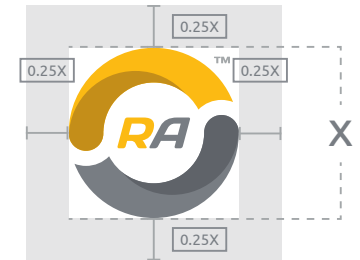
Clear Space

MAINTAIN UNIFIED BRANDING

To ensure the logos and emblems stand out on all communications, surround it with ample clear space at all times.

The diagrams on the right depict the minimum clear space associated with each of our unified brand logo and emblem assets, including those for FastPipe and MaxLine.

Clear space for the logo is equal to 0.5 times the height of the circular flow.

Clear space for the emblem is equal to 0.25 times the height of the emblem.

Minimum Size

MAINTAIN UNIFIED BRANDING

To make sure that the logo elements are always clear and legible, follow the minimum sizes for print and digital shown here.

MINIMUM LOGO SIZE
Print: 0.35" high
Digital: 25.5px high

MINIMUM EMBLEM SIZE
Print: 0.5" high
Digital: 36px high

Things to Avoid
MAINTAIN UNIFIED BRANDING

Our logo stands for who we are and should always reflect our unified, reputable organization. The following are examples of things to avoid. Refer to this page whenever using our logo to ensure consistency across our materials.

1. Don't rotate the logo.

2. Don't change the alignment of the emblem.

3. Don't alter the size relationship between the logo elements.

4. Don't alter the emblem or logo color.

5. Don't crop the logo.

6. Don't add a dramatic drop shadow, bevel, glow or other special effect to the logo.

7. Don't place the full-color logo on a dark or distracting background. Always make sure there is sufficient contrast between the logo and background.

8. Don't add emblems to the logo

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COLORS

RapidAir Family Color Palette

MAINTAIN UNIFIED BRANDING

Our main color palette has six colors. The main colors are yellow, medium gray and deep gray. The dark yellow, light gray and dark gray were added to round out the color palette and provide options for accent colors.

The secondary palette is made up of colors from the FastPipe, MaxLine, AlphaPure, and Vairify brands. The shades of gray from the main color palette also align with these colors.

MAIN PALETTE（RAPIDAIR）

Yellow
PMS 7408
R243 G186 B0
HEX/HTML F3BA00
C0 M20 Y98 K0

Light Gray
PMS Cool Gray 6
R161 G164 B166
HEX/HTML A1A4A6
C33 M24 Y20 K2

Dark Gray
PMS Cool Gray 9
R111 G115 B119
HEX/HTML 6F7377
C50 M40 Y34 K17

Dark Yellow
PMS 7556
R178 G135 B18
HEX/HTML B28712
C4 M30 Y95 K24

Medium Gray
PMS Cool Gray 8
R131 G134 B137
HEX/HTML 838689
C44 M34 Y29 K10

Deep Gray
PMS Cool Gray 11
R76 G80 B85
HEX/HTML 4C5055
C63 M52 Y44 K33

SECONDARY PALETTE（FASTPIPE, VAIRIFY, MAXLINE & ALPHAPURE）

FastPipe/Vairify Blue
PMS 2925
R0 G152 B221
HEX/HTML 0098DD
C75 M18 Y0 K0

MaxLine Orange
PMS 165
R253 G97 B16
HEX/HTML FD6110
C0 M68 Y96 K0

AlphaPure Green
PMS 7731
R5 G147 B74
HEX/HTML 05934a
C86 M17 Y97 K4

White
R255 G255 B255
HEX/HTML ffffff
C255 M255 Y0 K0

FastPipe Dark Blue
PMS 2935
R0 G83 B181
HEX/HTML 0053B5
C100 M63 Y0 K2

MaxLine Deep Orange
PMS 167
R185 G77 B13
HEX/HTML B94D0D
C0 M73 Y100 K15

AlphaPure Deep Green
PMS 7733
R0 G114 B57
HEX/HTML 007239
C90 M31 Y100 K20

Black
R0 G0 B0
HEX/HTML 000000
C0 M0 Y0 K100

Vairify Light Blue
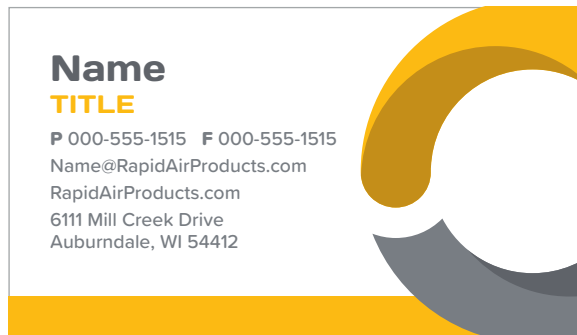**PMS 2915**
R98 G181 B229
HEX/HTML 62B5E5
C58 M8 Y0 K0

GRAPHIC
ELEMENTS

Usage

MAINTAIN UNIFIED BRANDING

The circular flow graphic is an integral part of our visual identity. It is the circular flow symbol in our logo and uses various shades of color to create a dimensional visual effect. It is very flexible and scalable, so it can be used across all brand touchpoints.

Keep in mind the circular flow graphic is not mandatory in all creative. It should be integrated in ways that do not distract a viewer from valuable content or feel arbitrarily decorative.

Name
TITLE

P 000-555-1515   **F** 000-555-1515
Name@RapidAirProducts.com
RapidAirProducts.com
6111 Mill Creek Drive
Auburndale, WI 54412

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FONTS

RapidAir Family Fonts

MAINTAIN UNIFIED BRANDING

Our typography reinforces our brand with two typefaces working together to make communications feel modern and innovative. Consistent application of typography across brand touchpoints adds visual distinctiveness to the RapidAir brand. Use these fonts for all communications.

Days One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"%&?$

Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"%&?$

Ubuntu Light
Ubuntu Light Italic
Ubuntu Regular
Ubuntu Italic

Ubuntu Medium
Ubuntu Medium Italic
Ubuntu Bold
Ubuntu Bold Italic

CLICK THE LINKS BELOW TO VIEW AND DOWNLOAD THE BRAND FONTS

Days One Font Family   *Ubuntu Font Family*

Usage

Headline. Days One.
SUB HEADLINE. UBUNTU BOLD.

Body Copy. Ubuntu Regular. Ehenimusam que consequ aescidi quat quo odit, acerspe licabor emolores consent isquis conescid quam, ariberum haribusam archiliquam ullum volo velibus volum quam fugiassi consequia doluptam faccaborero blatia sim a qui aut eos a doluptium eicide et ut am qui culparia id maximi, ipis id qui dusdaectur. Qui unturio repelecusto blandunt quostio esera quid mi, sapiendebis mo comnist eatur.

SLANT

Skew Days One font **10º** to create italic look.

"Pull-out Quote. Days One. 10° Skew. Sequass erum ut omnimpo reriatat quo te ea conet es exerit ute mollute mporios quo tempore rrovita eumquod itatum, te vid ute ni volorit."