RDK Management, LLC

RDK LOGO BRANDING GUIDELINES

May 31, 2019

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Using the RDK Logo

The RDK logo is the main visual identity of RDK Management, LLC ("RDK-M"). The consistent use of the logo in both online and printed marketing pieces ensures that RDK-M's community will maintain a clear and distinctive presence in the market. It is crucial to establish this consistency when applying the logo; minor changes and inconsistencies will result in confusion among our audiences and therefore contribute to a dilution of our image.

The RDK logo should not be distorted in any way. This includes any alteration made for use of conferences, special projects, and marketing campaigns. Materials developed in our internal marketing department and other areas of the community need to maintain consistency in logo usage and graphic treatment to maintain our community's recognition.

The logo has been created so that the characters are in a fixed relationship to each other. The logo should never be typeset or altered in any way. Always use original electronic artwork obtained through the Reference Design Kit community.

Branding Industry or Allied Events

During an industry or allied event in which an RDK license is serving as host or sponsor, or in which an industry trade organization is promoting RDK permission must be provided in writing, in advance of the event, and any use of the RDK logo or name must be approved by RDK-M.   The RDK logo must always be present on screen while users are registering for or otherwise participating in the conference or event. The logo should also be used in printed and on-line promotions for the event. RDK logo must also be included in the title of the event as "NAME OF EVENT, by RDK" unless this violates the Third Party's branding, in which case a mutually agreed-upon title will be used that incorporates the fact that the event is by RDK. The RDK logo must be included in the header of the event website, as close as possible to the event logo, while still maintaining branding guidelines of both/all companies. The RDK logo must always link to www.RDKcentral.com from the event website.

Apparel

The RDK logo can be included on any T-shirts or other apparel specifically designed and distributed to event participants. RDK-M must approve use and placement of logo before the apparel or any other printed materials are produced.*

* Appropriate placement of logo on T-shirts is on the back of the shirt. Other acceptable placements include either sleeve or the front of the shirt while maintaining branding guidelines of both/all companies.

Option #1
RDK logo on back of shirt

Event Logo
≡RDK

Option #3
RDK logo on front of shirt

Option # 2
RDK logo on either sleeve

≡RDK

White Space Around the Logo

The RDK logo is most effective when surrounded by as much open space as possible. The minimum area of clear space around the RDK logo should be kept free of any distracting elements such as text or other graphics.

Text shall maintain at least 4 inches square space from the logo (should stand on its own)

Logo Colors

All text should always be blue (Pantone 312 EC).

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(Pantone 312 EC) (RGB 0 179 220) (Hex 00B3DC)

(Pantone 1505 EC) (RGB 245 130 51) (Hex F58233)

(Pantone 136 EC) (RGB 253 183 59) (Hex FDB73B)

(Pantone 375 EC) (RGB 145 200 72) (Hex 91C848)

Font Use

Below are guidelines and examples when using fonts with the RDK logo.

Misuse of the Neuropolitical Font

The RDK logo was created with the Neuropolitical font (http://www.dafont.com/neuropolitical.font?fpp=50&text=RDK). DO NOT use any form of Neuropolitical font in association with the RDK logo. Using the font in forms other than the logo will dilute the logo's effectiveness.

Secondary font with the logo

When the words "Reference Design Kit" appear below "RDK" in the logo presentation, the font used will be Myriad Pro. The sans serif font Arial is recommended as an accompanying font with the RDK logo. It is acceptable to use any combination of the font with the logo.

Examples of Logo Misuse

Logo dimension cannot be modified, Graphics resolution must be maintained. Never distort or disproportionately scale the logo

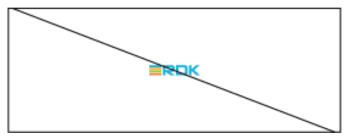Logo colors cannot be altered

Never change the fonts of the logo

Logo cannot have overlay or underlay

In document and PowerPoint usage - must be stand alone

Logo must be legible

Logo Usage for Videography

When the logo is used in a video presentation the color version should be used. The logo should be featured on the intro and closing screenings. The logo treatment should follow the general rules set out for font usage.

RDK in Action Logo

A specific logo to be used in booths of and presentations by licensees at industry trade shows to identify products and services that utilize RDK has also been developed. The RDK In Action logo can be used with permission from RDK-M provided that the logo is not altered in any way, and that the product or service being shown does in fact rely significantly on the RDK code as available to licensees from the RDK Code Management Facility, and must have been tested and validated as functional and may not violate any Open Source or other licenses.

All applicable rules and restrictions related to the standard RDK logo regarding size, font, shape, color or other features and limitations apply to use of the RDK In Action logo as well.

RDK Management, LLC (RDK-M) Logo

A unique logo has been developed specifically for RDK Management, LLC, also referred to as RDK-M. This logo is to be used only when specifically referring to the RDK-M entity and not the RDK product or community. The RDK-M logo is never to be used without written permission by RDK Management, LLC personnel.

All applicable rules and restrictions related to the standard RDK logo regarding size, font, shape, color or other features and limitations apply to use of the RDK-M logo as well.

Advanced Support Program (ASP) Logo

The RDK Advanced Support Program will also utilize a variation of the RDK logo.

All applicable rules and restrictions related to the standard RDK logo regarding size, font, shape, color or other features and limitations apply to use of the ASP logo as well.

The approved ASP logo will be:

The words "Advanced Support Program" will appear in Myriad Pro font and will match the color of the letters "RDK".

There are also three approved variations for use in greyscale or black and white: