

STYLE GUIDE



THE RAPID SET LOGO

Rational

The Rapid Set logo was developed to be modern and future-proof, updating our public persona and revitalizing the design with new techniques. It is a distinctive mark that seeks to present the Rapid Set® brand as a forward-thinking, professional organization.



Construction

The oval element is constructed using 3D gradient effects to project a strong, bold personality to our customers. The typographic element is designed to complement and enhance the logo using a typeface called Avant Guard Bold. This typeface is both clean and friendly to help reinforce our identity as a quality, professional organization, appealing to both the professional and DIYer.

3 LOGO

GUIDELINES FOR USE OF THE RAPID SET LOGO

Be sure to use the full color logo (1) whenever possible. When printing methods do not allow for the production of gradients at a high quality, defer to the two color logo (2). If unable to use two colors, the one color logo (3) may be printed in either Black or White.

1. Full Color Logo

The full color logo is ideal for all applications, and is the main logo used for all printed collateral and digital media.

2. Two Color Logo

The two color logo is ideal when the printing of gradients cannot be easily achieved at a high quality, such as packaging, and screenprinted or embroidered apparel.

3. One Color Logo

The one color logo is not ideal for most applications, but may be printed in either Black or White when grayscale printing or reverse imaging is the only option.



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GUIDELINES FOR PLACEMENT OF THE RAPID SET® LOGO

Below are guidelines for three uses of the Rapid Set® logo. The logo must appear in a prominent location at least once on all print, packaged and digital media that will be seen by audiences outside the company.

On a multi-page print publication

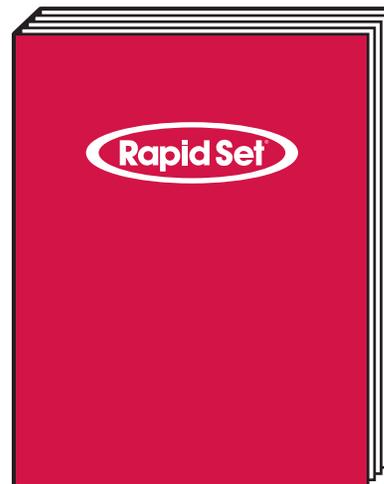
The logo should be placed on the front cover in a prominent location

On signage or advertisements

The full color logo should be placed in a prominent location on the front.

On a website

The logo should appear in the header of each page created.

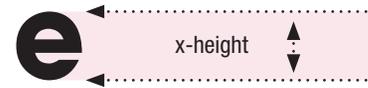


EXCLUSION ZONE

It is very important that designers do not attempt to recreate the logo for any reason. Each element of the logo has been sculpted especially for Rapid Set®, and extreme care must be taken to ensure consistency of the brand logo. Please obtain authorized digital files of the logo from CTS Cement Manufacturing's corporate office.

Do not reproduce the logo by scanning a previously printed version. The scanned artwork will degrade the quality of the image and may alter the scale of the various elements.

The minimum exclusion zone margin for the Rapid Set logo is based on the height of the lower case letters in the logo. A clear-space equal to the height of the lower case letters in the logo must be maintained. On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



INCORRECT USES OF THE LOGO

We have provided six examples of incorrect uses of the Rapid Set® logo. We take extreme care of our logo with the intention of projecting a consistent identity to all of our customers. Do not manipulate or distort the Rapid Set logo in any way, for example:

1. Do not compress the logo
2. Do not stretch the logo
3. Do not take any of the logo elements out of context. The words “Rapid Set®” should never appear outside of the logo oval in Avant Guard Regular nor Avant Guard Bold. See the *Rapid Set Typefaces* section for more detail



1



2

Rapid Set®

3

Do not redesign or manipulate any one element of the logo. In addition, do not change or add verbiage to the logo, for example:

4. Manipulating one element of the logo

5. Adding verbiage to the logo

6. Creating a composite logo by adding supporting graphic elements and/or text. If text must be added near the logo, please place it to the left or right of the logo. Do not place text below the logo



COLOR & THE RAPID SET® LOGO

This section explains how to employ color with the Rapid Set® logo. It is not permissible to print the logo in any two color combination other than Pantone 193 Red and Black, or the one color version in White or Black. Such misuse of the logo could lead to confusion about the official colors of the Rapid Set

brand, and would therefore be counterproductive to our brand image. Since the logo is the primary mark of the Rapid Set brand, it should be printed in the two color version whenever possible. If this is not possible, the logo should be printed in the one color version, either in White or Black.



INCORRECT USES OF COLOR & THE LOGO

In order to maintain a consistent brand image, we have provided three examples of incorrect uses of color within the Rapid Set® logo:

1. Modifying Gradients

Do not attempt to recreate or modify any of the existing 3D gradient effects in the logo.

2. Recoloring the Artwork

Do not recolor any elements of the logo, or add any supporting graphic elements.

3. Color Matching

Do not print the one color version of the logo in anything other than White or Black.



RAPID SET® LOGO COLORS

The official Rapid Set® logo colors are Red and Black. One or both colors should be used frequently on all print collateral and digital media. The Rapid Set colors are an important tool for building brand awareness, and the official Pantone designation must never be altered in any way.

It is important that when the colors are used, they are rendered accurately. This can pose a significant challenge, since vendors working in various media use different means for reproducing colors—for example on a t-shirt, car decal, or banner. The ultimate reference point for the Rapid Set logo color is the Pantone color system, developed for offset printing. The official designation for the Rapid Set logo colors are Pantone 193 and Black.



Pantone 193 Red



Black

A note about color builds:

When working with four-color-process, designers should be aware that they will not be able to reproduce the logo colors precisely. The following color mixes provide the closest approximation of the logo colors in most contexts:



Red

Pantone 193
CMYK: 2, 99, 62, 11
RGB: 191, 13, 62
Hex: #bf0d3e



Black

Pantone Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000



Rich Black*

CMYK: 75, 68, 67, 90
*Used when in full-color
CMYK printing scenarios

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RAPID SET® PRODUCT COLORS

Each Rapid Set® product has a specific Pantone color association. This color is the product's unique identifier, and must be the primary color on all packaged material.

PRODUCT NAME		PMS	CMYK	RGB	HEX
Cement All		293	100, 69, 0, 4	0, 61, 165	#003da5
Concrete Mix		3415	97, 10, 86, 18	0, 119, 73	#007749
Mortar Mix		483	21, 80, 81, 69	101, 48, 36	#653024
TRU Self-Leveling		193	2, 99, 62, 11	191, 13, 62	#bf0d3e
LevelFlor		2915	60, 9, 0, 0	98, 181, 229	#62b5e5
SET Control		354	81, 0, 92, 0	0, 177, 64	#00b140
FAST		193	2, 99, 62, 11	191, 13, 62	#bf0d3e
FLOW Control		3005	100, 31, 0, 0	0, 119, 200	#0077c8

There are designated typefaces for the Rapid Set® brand that must be implemented across all print and digital media.

The official typefaces of Rapid Set are Helvetica Neue LT Std and Avant Guard. These Sans-Serif typefaces have been selected to allow for flexibility of design while at the same time complimenting the Rapid Set logo. Each family of fonts has a large range of weights and style options, including italics, small caps, as well as support for foreign language glyphs.

Helvetica Neue LT Std

The four font styles shown have been approved for all print collateral, packaging and digital media.

Helvetica Neue LT Std 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Std 67 Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Std 77 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Std 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avant Guard

The two font styles shown have been approved as a supporting font to Helvetica Neue LT Std, and is used only for logo creation, such as the Rapid Set logo. Do not use the Avant Guard font family as a heading, tagline or body text in any print collateral, packaging, or digital media.

The words “Rapid Set®” should never appear outside of the logo oval in Avant Guard Regular nor Avant Guard Bold. The words “Rapid Set®” should only appear in Helvetica Neue LT Std.

Avant Guard Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avant Guard Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

