



BRAND GUIDELINES



Concept

This image mark incorporates a strategically placed 'R', 'L', 'T', and 'I' that also makes up building blocks.

Usage

The main logo is the horizontal layout with the image mark in the left of RLTI. It should be featured most often in the marketing materials and should be the focus on materials and platforms when the viewer first engages with the brand.

These variations are a reflection of the main logo. Each has different purpose but is a continuation of the spirit of that mark. The alternate is simplified by stacking the text and the image mark for square space. The social marks show how these items can be applied to items like social media profiles.

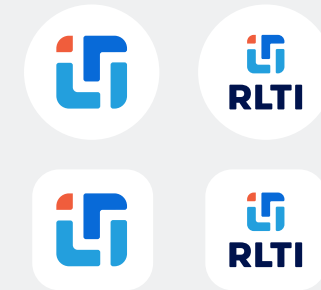
ALTERNATIVE



IMAGE MARK



SOCIAL MARK



DARK BACKGROUND VERSION



The dark background version is the main logo with the RLTI reversed to white.

BLACK AND WHITE VERSION



The black and white version is the monochrome version of the colored logo. It using a single color throughout the whole logo.

To maintain consistency and brand recognition, the logo must provide for proper visibility in various media and backgrounds.

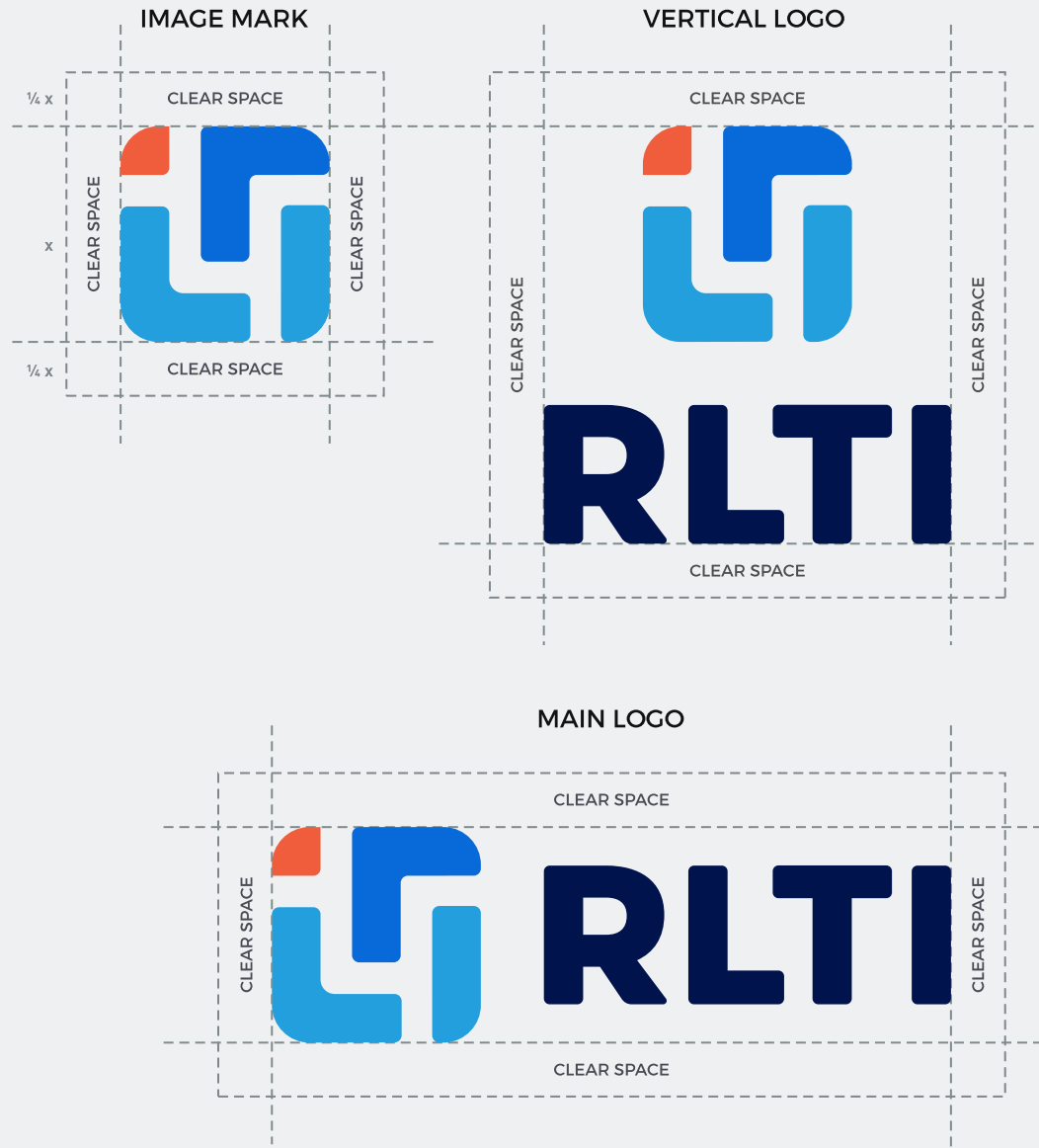
For black or white color, we recommend to follow the procedure listed on the right of this page.

The black logo should be used on light colored backgrounds.

The white logo should be used on dark colored backgrounds.



Proper space must be maintained around the logo to ensure legibility and prominence. Photos, text and graphic elements must follow the guidelines illustrated here. Determine the minimum clear space around the logo by measuring one quarter of the image mark's height on all sides.



The logo should always be used in its approved format. Altering the logo weakens the integrity and consistency of the brand. Its orientation, color and composition should remain as indicated in this document. Placing anything in front of, adding a stroke or outline to, or adding gradients, patterns or effects to the logo is prohibited. Here are examples of what not to do with the logo.



Do not
Apply outlines



Do not
Skew, rotate, or stretch



Do not
Change the typeface nor
recreate the logo



Do not
Sit the logo on messy colors



Do not
Fill with patterns



Do not
Change the color or tone



Do not
Overlap anything
on the logo



Do not
Use the white logo on
backgrounds that are too light



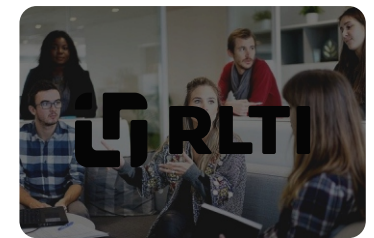
Do not
Rearrange elements
of the design



Do not
Add special effects



Do not
Crop



Do not
Use the black logo on
backgrounds that are too dark



TO
JEAN DOE
Chief Director

Feb 6, 2022

City, Road Name 12345
Email@company.com
+00 000 0000

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur. Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

David Radmacher

David Radmacher
Founder and CEO

888.928.3683
hello@rltigroup.com
www.rltigroup.com
1 Address, Suite 2600
City, State, USA

Letterhead



RLTI GROUP
1 Address, Suite 2600
City, State, USA

Envelope



David Radmacher
Founder and CEO

888.928.3683
hello@rltigroup.com
www.rltigroup.com



www.rltigroup.com

Business Card





The palette is bold and vibrant. Blue and light blue leads the way as anchor tone. Supporting hues of red orange and dark blue keep the landscape feeling crisp so the secondary and accent colors can really pop.

HEX 086AD8
 R8 G106 B216
 C96 M50 Y0 K15
 PANTONE 285 C

HEX 239FDD
 R35 G159 B221
 C84 M28 Y0 K13
 PANTONE 7689 C

HEX 00134D
 R0 G19 B77
 C100 M75 Y0 K69
 PANTONE 2768 C

HEX F05D3C
 R240 G93 B60
 C0 M61 Y75 K5
 PANTONE 171 C

HEX 474B54
 R71 G75 B84
 C15 M10 Y0 K67
 PANTONE 7540 C

HEX 191D26
 R25 G29 B38
 C34 M23 Y0 K85
 PANTONE 532 C

HEX EFF0F1
 R239 G240 B241
 C8 M5 Y5 K0
 PANTONE 11-4001 Brilliant White

RLTI uses Montserrat as its primary font family. Montserrat is bold, simple, and universal. It should be used in all materials to maintain consistency in our messaging and branding. Use Montserrat wherever possible.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+?

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+?

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+?



 [rltigroup](#)

 [rltigroup](#)

 [rltigroup](#)

 www.rltigroup.com

 hello@rltigroup.com