

Reference Guide: Logo Files

Introduction

The logo of Rheinland Air Service GmbH (RAS) is available in digital form for all appropriate reprographic processes. This document gives an overview of the versions of the trademark and its use. Requirements on the correct usage of the logo can be found in the corresponding corporate design guidelines. Generally, the logo files should be used solely as provided. They are not to be modified in any way.

Sizes

The default logo width of 100% corresponds to 100mm. To modify the size of a logo, scale it by entering a new percentage value (see example below).



Logo Versions

The logo files are provided in two different versions.

Version A



Version B



Minimum Sizes

There might be a chance of lacking legibility especially when it comes to print applications which are produced without the possibility of quality management within the pre-print process. It is therefore strongly recommended not to use the logo files in smaller size applications than the following:



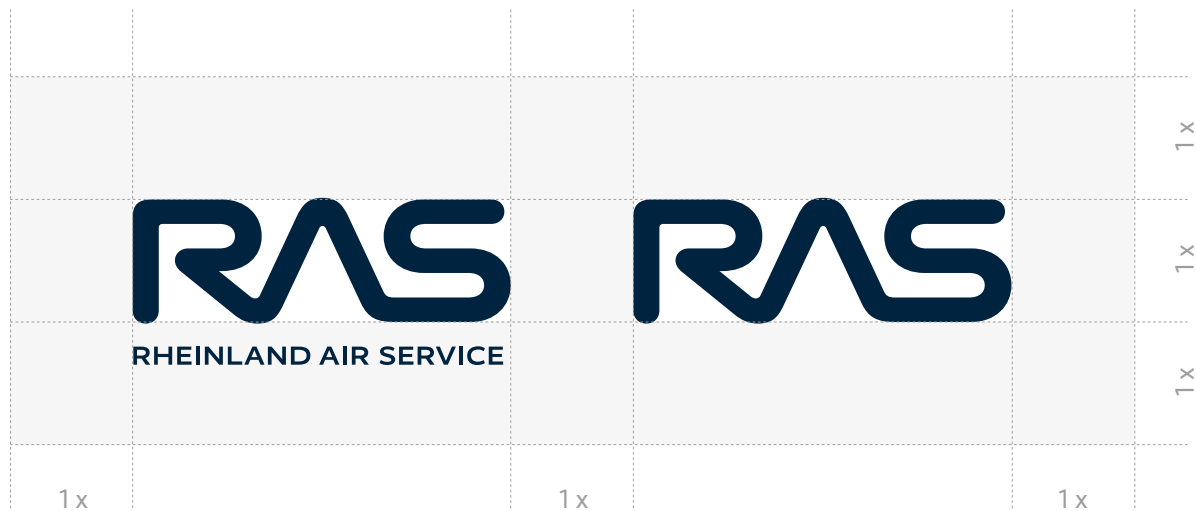
Version A:
Not smaller than 27mm (27%)



Version B:
Not smaller than 10mm (10%)

Clear Space

Clear space is the protective area surrounding a logo that is kept free of other graphics and typography. It plays an essential role in ensuring our logo is easy to recognize across all of our communications.



Print Applications | .eps and .pdf

This addresses professional graphic or printing service providers. The logo files are provided in CMYK (Euroscale) and spot color (Pantone) versions.



RAS DeepBlue

This logofile is suitable for both offset and digital printing.

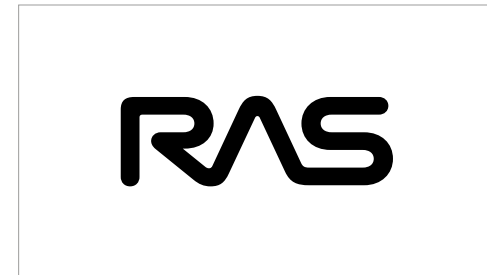
100-57-12-66 CMYK
Pantone 540 C



White (negative)

This logofile is used for applications that only allow a negative reproduction.

0-0-0-0 CMYK



Black (line-art)

This logofile is used for applications that only allow a black/line-art reproduction.

0-0-0-100 CMYK

Office Applications | .svg, .pdf and .png

For office applications, the logo versions are available in RGB as Portable Network Graphics (.png). Since .png-files are rasterized graphics, it is not possible to scale them up without loss of quality. Current versions of office applications such as Microsoft Office 2019 can handle vector-based .svg or .pdf-files as well.



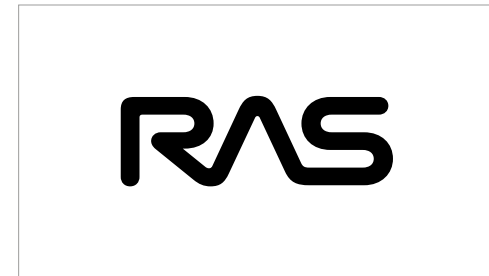
RAS DeepBlue

0-35-64 RGB



White (negative)

255-255-255 RGB



Black

0-0-0 RGB

Screen Applications | .svg and .png

On-screen applications such as websites, apps or display ads, the files are available in .svg and .png file formats in RGB color mode. While the .svg is scalable, the .png is a high-resolution pixel-based artwork and therefore only downwards scalable. The files can be used to generate further RGB file formats if needed.



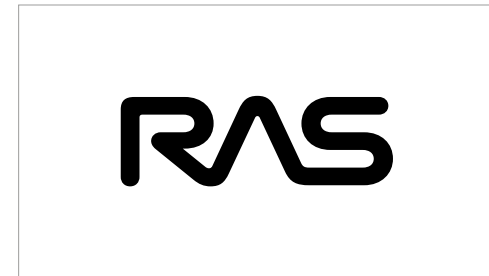
RAS DeepBlue

0-35-64 RGB



White (negative)

255-255-255 RGB

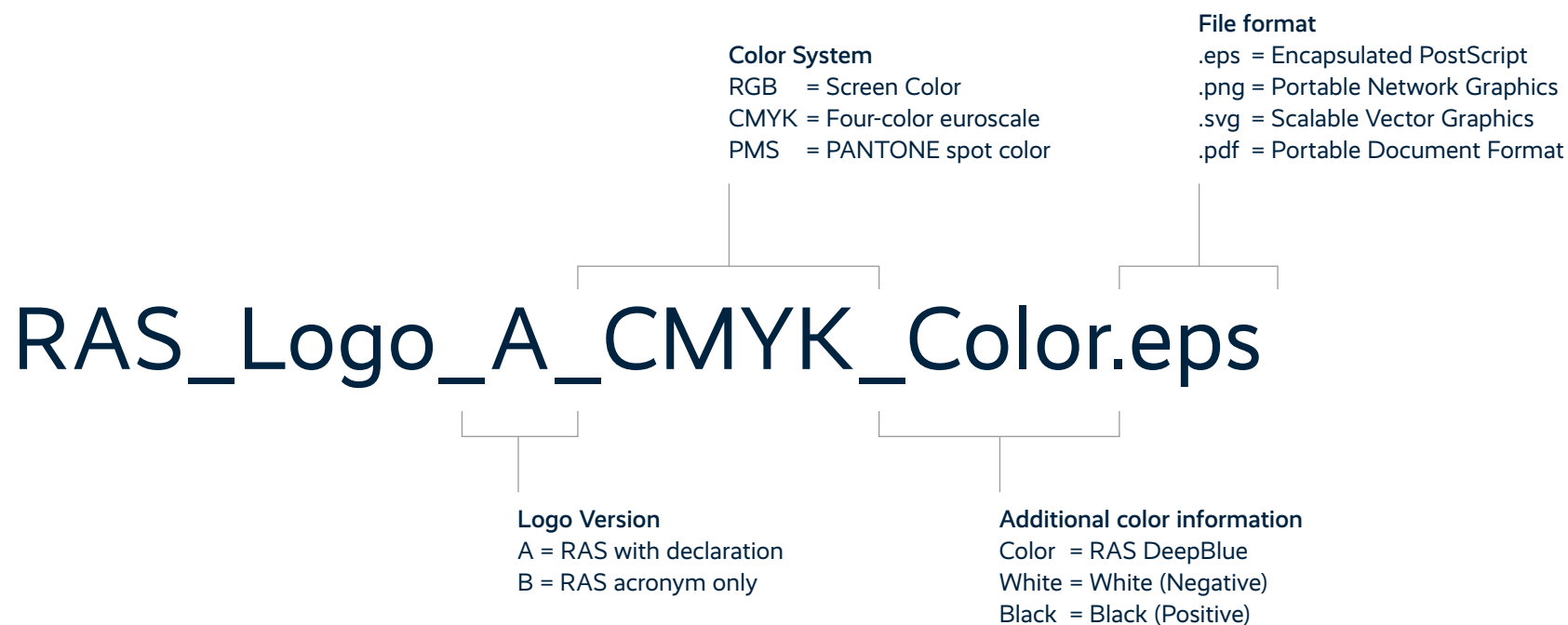


Black

0-0-0 RGB

Nomenclature

The naming of the logo files provides information on the following characteristics:



Contact

For further questions or comments please
contact our marketing team directly.

Rheinland Air Service GmbH
Flughafenstraße 31
41066 Mönchengladbach
Germany

Tel: +49 2161 6360-0
Fax: +49 2161 6360-23
Mail: info@ras.de