# RWI TRANSPORTATION

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RWI Transportation LLC

# CORPORATE IDENTITY GUIDELINES

RWI Transportation LLC
**800-669-6765**

Welcome to the first edition of the RWI Transportation LLC corporate style guidelines.

In 2010, RWI developed an integrated identity system that includes a new logo; website design; equipment and facility signage; as well as a system for stationery and sales material (collateral). This booklet contains specific instructions for the application of the RWI logo.

The visual identity of RWI is an important part of our reputation for quality service—a reputation that we intend to extend to a wider community of qualified customers. Whether you work in RWI operations, customer service, sales, or corporate governance, our logo will often be a "first handshake" with new or prospective customers. Its consistent use conveys our consistent dedication to excellence.

Before you apply the RWI logo to any promotional material, please consult this book of guidelines. These guidelines should be shared with all of RWI vendors that are involved with the production of our corporate identity and promotional material. This includes printers, sign-makers, uniform suppliers, and manufacturers of custom give-aways, to name a few.

If you have questions, please contact:
   **Brian Everett**
   MindShare Strategies, Inc.
   1-952-442-5638 x 201
   brian2008@mindshare.bz


Richard Bauer
Executive Vice President
RWI Transportation LLC

## RWI | **LOGO**

While the RWI logo is composed of several elements, it must always appear as one unit, just as it appears to the right. The logo is a non-modifiable graphic. Logo files are located on a CD at the end of this book.

The colors of the RWI logo are red and black, and the red is a specific red, called Pantone 485. (See Figure 1.) On page 7, you will find a link to a web page that will feature formulas for creating this red in various applications. Be sure to share that link with companies that produce material using our logo.

The RWI logo should be clearly identifiable. In order for the logo to stand on its own and receive maximum attention, follow these guidelines when placing the logo near other shapes, colors and text.

SIZE — To maintain legibility, the minimum logo width is .75 (3/4) inches. See Figure 2.

MARGIN — For maximum visibility, the logo must maintain a minimum distance from other elements around it. Use the red letter "W" as a measure for the minimum height and width of the margin. See Figure 3, and example Figure 4.

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Pantone 485

Figure 1.



.75"

Figure 2.



Figure 3.

The visual identity of RWI is an important part of our reputation for quality service; a reputation that we hope to extend to a wider community of qualit                                    ions, custo                                    orate gove                                    "first hand                                    ners. Its                                    stent dedic                                    ty of RWI                                    n for qualit                                    e to extend to a wider community of qualified customers. For RWI operations, customer service, sales and corporate governance, our logo will

Figure 4.

## RWI | **LOGO**

Here are examples of inappropriate use of
the RWI logo:

✖ **NEVER attempt to replicate the logo by typesetting the text or redrawing the diamond motif.**

✖ **NEVER stretch or otherwise distort the logo.**

✖ **NEVER use a logo file if the color appears to have changed or "shifted." Ask for help to replace the file.**

✖ **NEVER use the logo as text.**

✖ **NEVER tilt the logo.**

✖ **The logo must always appear on a white background. If this is not possible, please contact Brian Everett with your questions about proper usage.**

If you have questions, please contact:
　**Brian Everett**
　MindShare Strategies, Inc.
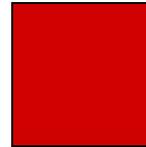　1-952-442-5638 x 201
　brian2008@mindshare.bz

# RWI | **COLOR PALETTE**

What is a color palette in a corporate identity system? It is a group of colors, along with the black and specific red in our logo, that are associated with the identity of RWI. This is another method to graphically convey our consistent approach to quality service by consistently using these colors in corporate and promotional material.

Our website is a good example of how the color palette works as part of the RWI flagship. If you look closely, you will see how the secondary palette is represented in our web design.

**Primary palette**

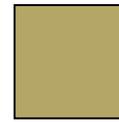| | | |
|---|---|---|
| Pantone 485 | Black | RWI TRANSPORTATION |

**Secondary palette**
**(accent colors with Pantone numbers)**

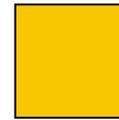| Warm Grey 8 | 302-c | 4515-c | 5555-c |
|---|---|---|---|

| 364-c | 123-c | 3015-c | 717-c |
|---|---|---|---|
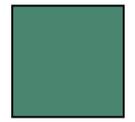


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## RWI | **RWI IN TEXT**

When RWI Transportation LLC appears as text in documents and promotional material, follow these guidelines.

**Mentions in a single, one-section piece**
In the first mention of our company in a single document, media release or media quote, the entire name of RWI Transportation LLC is spelled out. After that, the company name appears as RWI. See Figure 1.

**Mentions in a multi-section document**
In the beginning of a section, such as in a white paper, case study or internal report, the first instance of RWI Transportation LLC is spelled out. In subsequent mentions *in that section*, the company name appears as RWI.

Font or typeface: Arial
To ensure consistency in all documents, use Arial* 12 point. It may be used as:
    Arial Regular
    **Arial Bold**
    *Arial Italic*
    ***Arial Bold Italic***
    Arial narrow may be used in footnotes and Excel grids where space may be limited.

RWI Transportation should not appear in bold or italic. See Figure 2.

Do not use fonts that look like those used in the logo. The RWI logo is a separate graphic and not to be used as text. See Figure 3.

*Documents such as PDFs and Word files are subject to the styles that are loaded in computers outside of RWI Transportation. Arial is a font that is common to all computers and websites.

Welcome to RWI Transportation LLC, the one source for all your transportation needs. RWI, based in Wilder, Kentucky, is a nationwide transportation and logistics company that provides both refrigerated and dry services. RWI is a member of the Castellini Group of Companies, one of the largest distributors of fresh fruits and vegetables in the United States.

Figure 1.

Welcome to **RWI Transportation LLC**, the one source for all your transportation needs. **RWI**, based in Wilder, Kentucky, is a nationwide transportation and logistics company that provides both refrigerated and dry services. *RWI* is a member of the Castellini Group of Companies, one of the largest distributors of fresh fruits and vegetables in the United States.

Figure 2.

Welcome to RWI Transportation LLC, the one source for all your transportation needs. RWI, based in Wilder, Kentucky, is a nationwide transportation and logistics company that provides both refrigerated and dry services. RWI is a member of the Castellini Group of Companies, one of the largest distributors of fresh fruits and vegetables in the United States.

Figure 3.

## RWI | **LOGO FILES**

You may download RWI logos at this webpage:

http://www.mindshare.bz/rwi_logos.asp

This webpage features color formulas for the RWI red, black and secondary palette colors (see page 5) and downloadable logo files.

The explanation to the right shows the appropriate applications for each type of logo file. Documents created in RWI offices will usually use the first group of logo files.

The second group of applications should be shared with all of RWI vendors that are involved with the production of our corporate identity and promotional material. This includes commercial printers, sign-makers, uniform suppliers and manufacturers of custom give-aways, to name a few. Vendors should be given a copy of this style guide.

If you or a vendor have questions, please contact:
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> brian2008@mindshare.bz

**#1 OFFICE APPLICATIONS:**
*Web, Word, Powerpoint, Excel*
*Office printers*

Small
(approx. 1 inch wide)
> **RWI_logo_rgbWEBsm.jpg**

Medium
(approx. 2 inches wide)
> **RWI_logo_rgbWEBmed.jpg**

Large
(approx. 3 inches wide)
> **RWI_logo_rgbWEBlg.jpg**

**#2 COMMERCIAL APPLICATIONS:**
*Commercial printing, signs*
*and equipment*

Bitmap, small
(approx. 3 inches wide, 300 dpi)
> **RWI_logo_CMYKsm.tif**

Bitmap, medium
(approx. 6 inches wide, 300 dpi)
> **RWI_logo_CMYKmed.tif**

Bitmap, large
(approx. 12 inches wide, 300 dpi)
> **RWI_logo_CMYKlg.tif**

Vector, small
(approx. 3 inches wide)
> **RWI_logo_CMYKsm.eps**
> **RWI_logo_CMYKsm.ai**

Vector, large
(approx. 6 inches wide)
> **RWI_logo_CMYK_lg.eps**
> **RWI_logo_CMYK_lg.ai**