



Corporate Visual Guidelines

INTRODUCTION

The Ritchie Industries corporate brand is a mixture of tangible and intangible attributes that must be communicated consistently in order to create brand value for the company.

A brand platform is a constant that defines the brand's aspirations and core values. However, the way we visually express the brand platform may evolve over time to reflect changes in our positioning, communications requirements, and technological developments, etc.

The following pages provide an overview of the recently created Ritchie Brand Platform, which includes guidance on how to visually express it today.

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THE RITCHIE BRAND STORY

Since the time Thomas Ritchie patented the first automatic waterer device in 1921, Ritchie Industries has manufactured a complete line of livestock waters to the highest specification in the industry.

Ritchie's legacy is not only rooted in our past successes, but our passion to connect and our steady drive to deliver relevant answers for the future.

You can count on us for a long-term commitment to the best product quality, service, and industry innovation.

In all situations of livestock and equine hydration, Ritchie will be there.

LOGO

Introduction

The logo guidance on the following pages is intended to ensure that logos within the Ritchie brand are consistently applied and work with the other graphic elements within the corporate visual identity system.

There are two basic versions; the logo with the tagline, and the logo without the tagline. The preferred version is to use the logo with tagline as shown on the right (although this won't always be the case depending on circumstance, i.e. logo on the product).

The components, proportions, space and size relationships of the logo must not be altered in any way. No customized secondary elements, such as descriptors or signatures, can be added.

Follow these guidelines to help project a cohesive image and control quality. Always refer to the standards specified here when placing the logo in any application.

Please adhere to minimum logo size guidelines as noted. The maximum logo size within communication materials is flexible and should be as per the intent of the communication piece.

Logo with Tagline (Preferred Option)



Logo



Minimum Size: Print

Minimum Height .15"



Minimum Height .25"



Minimum Size: Web

Minimum Height 15 pixels



Minimum Height 25 pixels



LOGO

Variations

When possible, reproduce the logo in the preferred colors – Pantone 186 Red and black.

When a two-color signature is impractical or not economical, print the logo in one-color Pantone 186 Red.

Apply the logo in black in newspapers, fax cover sheets and other business documents that do not allow for color display.

On dark-colored backgrounds and images, always set the logo in white to ensure optimal legibility and contrast.

Note: The Reversed example on this page illustrates how the logo appears when inverted. The logo should never appear in a box as shown.

2 color



1 color red



1 color black



Reversed



LOGO

Tagline Variations - 2 color

When the Ritchie logo is used in concert with the tagline, the preferred color combination is the two-color logo and the tagline in black.

The top version is the preferred version. However, when space becomes an issue, Alternate 1 is acceptable.

Alternate 2 is also acceptable when space is an issue or when using in a large scale format.

Preferred



Alternate 1



Alternate 2



LOGO

Tagline Variations - 1 color

When it isn't possible to use the logo in a two-color format, a one-color Pantone 186 Red version is permissible.

Preferred



Alternate 1



Alternate 2



LOGO

Tagline Variations - Black

When it is necessary to print the logo with tagline on the previously mention items such as newspapers, etc., the black version is permissible.

Preferred



Alternate 1



Alternate 2



LOGO

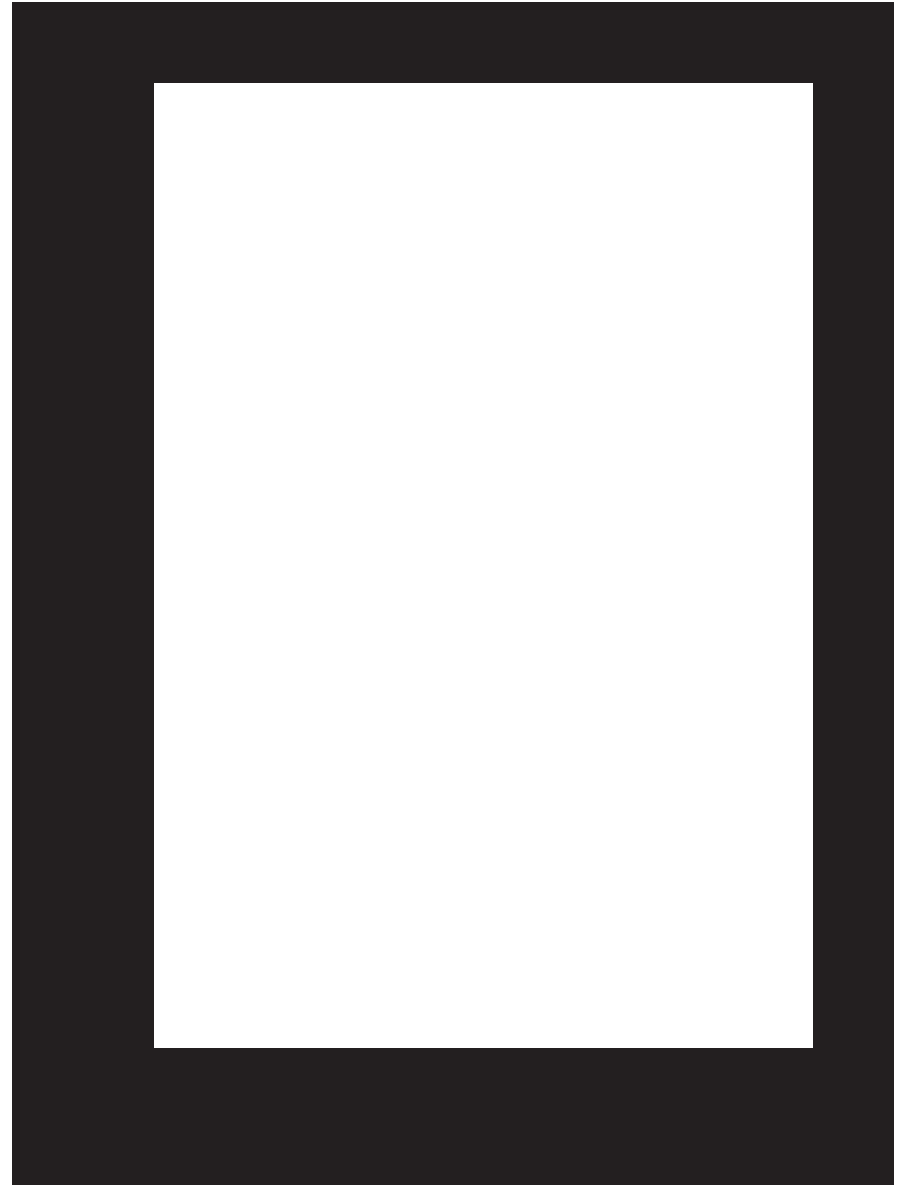
Tagline Variations - Reversed

When it is necessary to print on black, a reversed version is permissible.

Preferred

Alternate 1

Alternate 2



LOGO

Clear Space

To give more prominence and ensure legibility, allow for adequate clear space around all sides of the Ritchie logo. The clear space should be equal to or greater than the height of the white "h" in the wordmark.

The "h" is used only to illustrate a unit of measurement. It is not meant to be reproduced with the logo.



LOGO: INCORRECT USAGE



DO NOT rotate the logo.



DO NOT condense the logo.



DO NOT expand the logo.



DO NOT alter the approved color scheme.



DO NOT use unapproved typefaces.



DO NOT use unapproved logo/tagline relationships.



DO NOT place on busy or high contrast images or backgrounds.



DO NOT use the logo on any unapproved background color.



DO NOT separate the word Ritchie from its outer red enclosure.

COLOR PALETTE

Overview

The corporate color palette leverages Ritchie equity, furthers the corporate identity of the company and establishes consistency in the reproduction of the corporate logo.

Pantone 116 Yellow is to act as an accent color and for backgrounds. It further reinforces Ritchie's history and brand equity.



CMYK: 0/100/75/4

RGB: 198/12/48

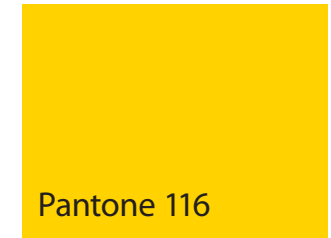
Web: C60C30



CMYK: 0/0/0/100

RGB: 30/30/30

Web: 1E1E1E



CMYK: 0/12/100/0

RGB: 254/203/0

Web: FECB00

TYPOGRAPHY SYSTEM

The following typefaces are to be used in all Ritchie materials; Galactic and PMN Caecilla.

Headlines and Model Numbers

Use Galactic for headline type and product model numbers. Do not use it near the Ritchie logo to avoid competition.

GALACTIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Subheads

Use PMN Caecilla Heavy for subheads. This typeface complements the typeface used for headlines and model numbers.

PMN Caecilla Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Body Copy

Use PMN Caecilla Roman for body copy. This typeface is easy to read in layouts containing large amounts of copy or small type.

PMN Caecilla Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bullet Information

Use PMN Caecilla Bold for all bulleted information.

PMN Caecilla Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890