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JANUARY.2018  
v.01

# BRAND RANGEL

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# BRAND IDENTITY GUIDE

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MARKETING DEPARTMENT

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#01.01  
**INTRODUCTION**

Rangel's brand identity guide aims to establish a communication standard in order to make the brand easily recognised and maintain uniformity and consistency in the several media used, making communication more efficient and increasing the brand awareness.

This guide provides detailed information for the use of the brand, including specifications and examples of applications that must be respected.

Rangel's Marketing Department should **develop and approve in advance** any and all uses of the Rangel brand.



# BRAND

This is how the RANGEL logo should be presented at all media. Above or below the line and keeping its original colors (blue and orange).

Always use the approved electronic artwork provided. Do not change or re-create the logo, modify its colors, add animation or introduce other graphic elements.

All uses of the Rangel logo must be approved by Rangel's Marketing Department before production and use.



#02.02  
CLEAR SPACE  
+ MINIMUM  
DIMENSIONS

# CLEAR SPACE

A clear-space area surrounds the logo. This space must be kept free of text and other graphic elements and away from the edge of a field or printed piece. The minimum clear-space allowance is measured as "G," which equals the G-height of the "RANGEL" wordmark.

Allow additional clear space whenever possible.



# MINIMUM DIMENSIONS

The correct visualization of the Rangel logo must be set with minimum dimension. For enlargement, there are no limits.



25mm

**Minimum size  
with signature:**  
25mm (width)



20mm

**Minimum size  
without signature:**  
20mm (width)

# COLOR

The chromatic universe of the brand, represented on this page, must be faithfully reproduced, to guarantee the brand visual integrity.

## RANGEL Blue

Pantone: **2757C**  
C: **100** M: **94** Y: **31** K: **29**  
R: **32** G: **40** B: **92**  
Hex: **001F5F**

Ref. Vinil: **ORACAL 049**

## RANGEL Orange

Pantone: **021C**  
C: **0** M: **83** Y: **100** K: **0**  
R: **240** G: **83** B: **35**  
Hex: **F05323**

Ref. Vinil: **ORACAL 034**

# APPLICATIONS

Whenever possible, it is recommended to use the Rangel logo in its main version - polychromatic. However, some applications may require other branded versions.

When it is only possible to use one color, use blue.

MAIN  
Polychromatic  
on  
white



ALTERNATE  
Color  
on  
White



ALTERNATE  
Monochrome  
on  
white



ALTERNATE  
Polychromatic/Monochromatic  
on  
black



# BACKGROUNDS

## MONOCHROME/COLORED

With different graphic configurations and color versions, the Rangel logo can accommodate a wide range of uses.

### ONE-COLOR (black and reverse)



### COLOR BACKGROUNDS (TWO COLORS, REVERSE OR ON LIGHT BACKGROUNDS)





# IMAGE BACKGROUNDS

The logo may be applied on images (ideally in its official color and, alternatively, in the high version contrast), as shown in the image, and whenever the contrast allows.

The official color version should not be used in dark image backgrounds.





# MISUSES

Create a powerful impression by using only the Rangel logo files approved. Apply them consistently and correctly to preserve the integrity of Rangel's brand. Avoid these misuses of the Rangel's logo.



Do not rearrange the colors of the logo



Do not change the logo fonts.



Do not change the disposal of the elements of the logo



Do not use outline



Do not distort the elements of the logo



Do not remove elements



Do not add elements to the logo



Do not add creative layouts for the signature

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