

Reynolds Corporate Guidelines

Primary Logo

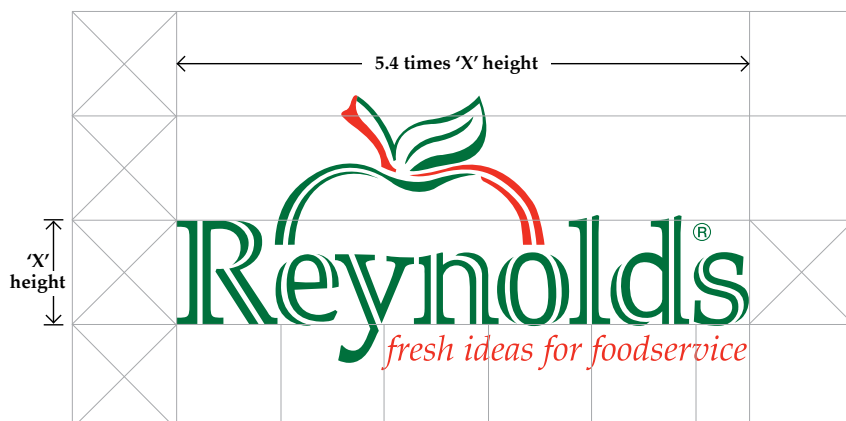
Our name, our logotype and colours should never vary from the set pattern and is not to be distorted in its width, height or colour.

The logo has been specially constructed and digitally drawn, based on the principal typeface Palatino. This style **cannot** be matched or substituted with any other typestyle.

The minimum required **Clear Space** around the logotype is defined by the 'X' height of the capital 'R'. The width of the logo is always 5.4 times the 'X' height.

The logo can be used in single colour – using, one of the following core colours PMS 485 – PMS 349.

It can also be reversed white out of these two colours



Minimum Size



Do Not Distort



Colours

PMS 485C



PMS 349C



PMS 389C



CMYK Breakdown

C0%-M96%-Y97%-K0%

C92%-M0%-Y88%-K50%

C22%-M0%-Y80%-K0%

RGB Breakdown

R216 - G30 - B5

R0 - G107 - B63

R206 - G224 - B7

Hexidecimal No.

#D81E05

#006B3F

#CEE007

Typestyles

Palatino Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 & 1234567890 @

Palatino Regular

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 & 1234567890 @*

Palatino Regular

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 & 1234567890 @**