



Rice Lake Weighing Systems
identity system standards

www.ricelake.com

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Our well respected Rice Lake brand is our most valuable asset. Our brand image serves as our introduction in any forum. As we communicate with a variety of audiences in many industries and nations, it is important to build our brand awareness by being visually consistent. This guide contains guidelines and examples for maintaining a uniform brand image throughout all manner of communications.

Please contact the Rice Lake Marketing Communications Department for assistance with applications requiring further detail at marcommdesign@ricelake.com.



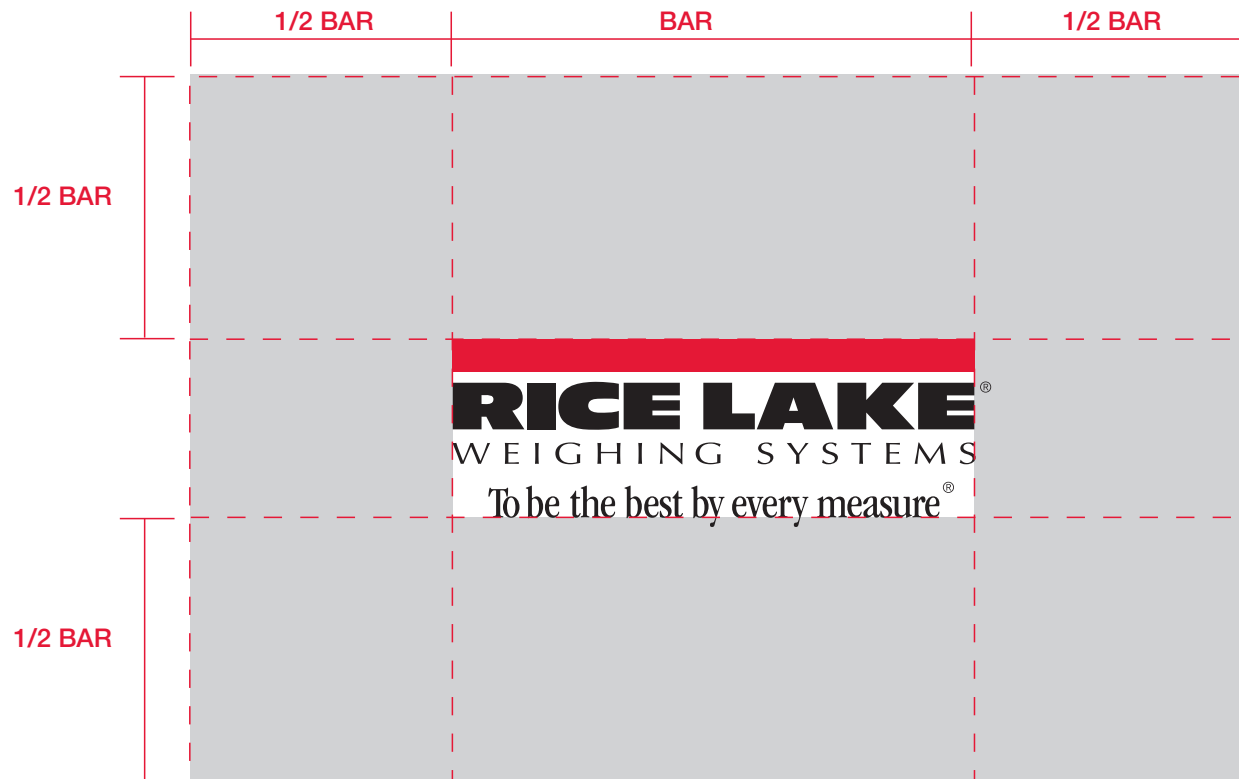
The Rice Lake Weighing Systems logo is formed with three elements, as shown above. A red bar (PMS 186), RICE LAKE text with the registered trademark logo (®), and WEIGHING SYSTEMS text. The logo may be used with or without our tagline, "to be the best by every measure®".

The Rice Lake Weighing Systems identity system is comprised of elements designed to create consistency across Rice Lake's entire group of products. The visual components introduced and explained in this Identity Manual are designed to help maintain our logo standards accurately and with clarity.

Rice Lake Weighing Systems strictly forbids the use of its trademarks, or any variation thereof, as keywords, both for business and personal website use as well as for paid search engine placement. Use of these trademarks in any capacity is forbidden without direct written consent from Rice Lake Weighing Systems. This policy is strongly monitored and enforced through any necessary legal action.

All approved electronic logo formats are available on the website, www.ricelake.com. After signing in, click on the "Logos" link underneath "Sales Support."

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE is the property of Pantone, Inc.



Clear space is the area surrounding the logo that must be kept free of other graphic elements.

To ensure optimum legibility and maintain legal protection of the Rice Lake Weighing Systems logo, a minimum clear space surrounding the logo must be maintained.

The clear space is proportional and is based on the width of the “bar” width. The minimum distance of isolation is 1/2 the width of the Rice Lake “bar”. When possible, this area should be void of typography, photography, patterns, folds, surface edges, page trim or any graphic element that would affect the legibility of the logo. More white space surrounding the logo is always encouraged.

For more information on how to use the logo on a colored or patterned background, please refer to “background control” on pp. 5.



Red PMS 186

C=0 M=100 Y=81 K=4

R= 227 G=25 B=55

Black

C=0 M=0 Y=0 K=100

R=35 G=31 B=32

White

C=0 M=0 Y=0 K=0

R= 255 G=255 B=255



The Rice Lake Weighing Systems logo is always reproduced in red (PANTONE® 186) and black or white. PANTONE® specifications apply to both coated and uncoated paper stocks. CMYK ink formulas may be used for process color printing.

Please use RGB colors shown for onscreen applications, such as PowerPoint presentations, video and the Internet.

All approved electronic logo formats are available on the website, www.ricelake.com. After signing in, click on the “Logos” link underneath “Sales Support.”

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Black

C=0 M=0 Y=0 K=100

R=35 G=31 B=32

White

C=0 M=0 Y=0 K=0

R= 255 G=255 B=255

When the full range of colors is unavailable, or cost is an issue, the Rice Lake Weighing Systems logo can be reproduced as one color. The bar must be 40% black and the text can be either black or white.

Please use RGB colors shown for onscreen applications, such as PowerPoint presentations, video and the Internet.

The logo may be used in all one color, either black or white (no red or gray bar) in certain instances such as company giveaways and attire. Please contact the Marketing Communications Department before reproducing the logo in this particular way.

All approved electronic logo formats are available on the website, www.ricelake.com. After signing in, click on the "Logos" link underneath "Sales Support."



When the Rice Lake logo is reproduced on a dark, low-contrast background, always use the reversed logo.



DO use light, inactive backgrounds.



DO use light photographic backgrounds.

The column on the left illustrates preferred background use. The column on the right illustrates background treatments to be avoided.

Always try to place the logo for maximum impact and visibility. This applies to all logos within the design standards manual.



DO NOT use poor positioning over a photograph.



DO NOT use active backgrounds that compete visually with the logo.



The image on the left shows an incorrect use of the Rice Lake logo. Do not use any elements of the logo separated from the entire logo itself.



1 INCH

To ensure consistent clarity and legibility throughout the Rice Lake Weighing Systems identity system, each logo must be reproduced at a size no less than one inch wide (see example above).

When art is reproduced too small, type can become unreadable.

DO NOT REPRODUCE THE LOGO LIKE THE EXAMPLES BELOW!



Do not change colors within logo.



Do not place patterns within the logo.



Do not use a gradient within logo.



Do not distort logo in any way.



Do not reflect logo.



Do not distort logo in any way.



Do not use drop shadows.



Do not change the logo typeface.

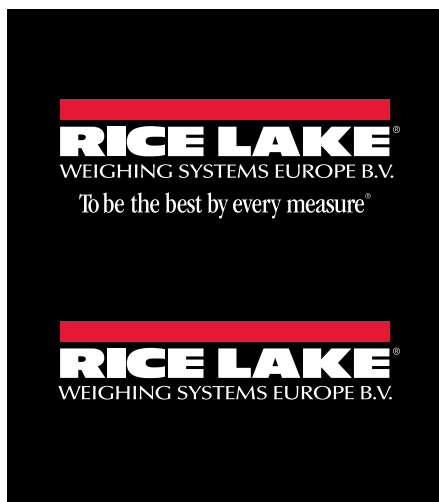


Do not use glow effects on logo.

The nine examples above show some common misuses of the logo.

This applies to all logos within the design standards manual.

All approved electronic logo formats are available on the website, www.ricelake.com. After signing in, click on the “Logos” link underneath “Sales Support.”



Rice Lake Weighing Systems Europe B.V. logos are shown in the above left column, with and without the tagline in positive and negative format. Use only provided art files for this logo.

Do not attempt to recreate.

Rice Lake Weighing Systems India Limited logos are shown in the above right column, with and without SWS logo in positive and negative format. Use only provided art files for this logo.

Do not attempt to recreate.

All approved electronic logo formats are available on the website,
www.ricelake.com.

After signing in, click on the “**Logos**” link underneath “**Sales Support.**”



To be the best by every measure®



To be the best by every measure®



Great People. Great Jobs. Great Company.

Rice Lake Health Solutions, Retail Solutions, Precision Solutions, and Human Resources logos are shown above. Always use an approved art file for the umbrella logos.

Do not attempt to recreate.

Note: We have NVLAP approval only under the name Rice Lake Weighing Systems. When using the NVLAP logo use only the Rice Lake logo with "Weighing Systems" tagline.

All approved electronic logo formats are available on the website,
www.ricelake.com.

After signing in, click on the **"Logos"** link underneath **"Sales Support."**

Rice Lake Weighing Systems, as a partner with the following companies, has been granted exclusive permission to use and display these logos and branding images. However, Rice Lake is not authorized to share these images or grant permission for their use elsewhere. Dealers and partners of Rice Lake Weighing Systems that wish to display these logos need to seek permission from the company(s) in question. For online purposes, create a link directly to the Rice Lake website where it can be legally displayed.



Red PMS 186
C=0 M=100 Y=18 K=14
R= 227 G=25 B=55

Black
C=0 M=0 Y=0 K=100
R=35 G=31 B=32

Blue PMS 273 CVC
C=100 M=94 Y=0 K=6
R= 37 G=53 B=142

The Rice Lake Weighing Systems/Ishida logo is always reproduced in red (PANTONE® 186), blue (PANTONE® 1273 CVC) and black or white. PANTONE® specifications apply to both coated and uncoated paper stocks. CMYK ink formulas may be used for process color printing.

Please use RGB colors shown for onscreen applications, such as PowerPoint presentations, video and the Internet.

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Red PMS 186

C=0 M=100 Y=18 K=14

R= 227 G=25 B=55

Black

C=0 M=0 Y=0 K=100

R=35 G=31 B=32

PMS Green C

C=100 M=0 Y=65 K=0

R= 0 G=168 B=134

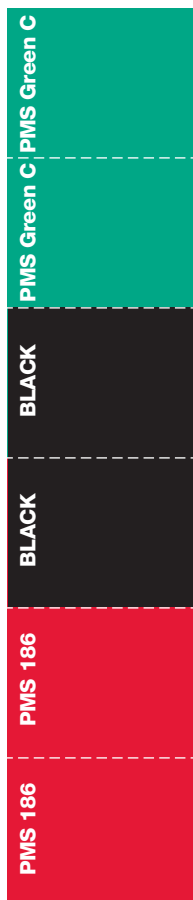
The Rice Lake Weighing Systems/Digi logo is always reproduced in red (PANTONE® 186), blue (PANTONE® Green C), and black or white.

PANTONE® specifications apply to both coated and uncoated paper stocks. CMYK ink formulas may be used for process color printing.

Please use RGB colors shown for onscreen applications, such as PowerPoint presentations, video and the Internet.

All approved electronic logo formats are available on the website, www.ricelake.com. After signing in, click on the “Logos” link underneath “Sales Support.”

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE is the property of Pantone, Inc.



Rice Lake Weighing Systems has many “power brand logos”. For visibility, impact and overall integrity, it is important to maintain a consistent use of the signatures. Due to the broad range of application requirements, the Rice Lake power brands logos are vulnerable to misuse. Many times, a well-intentioned treatment of a logo can be categorized as a misuse. This occurs simply due to lack of awareness of correct logo use standards. The logos are fundamental to our communications and should never be compromised or reproduced in a manner that is not professional or readable. Always reproduce a signature from original electronic artwork. Never re-create or attempt to re-draw a signature. Protect the integrity of the Rice Lake power brands’ identities by being aware of the improper logo usage illustrated here. If questions about usage arise please contact our marketing department.



To ensure consistent clarity and legibility throughout the Rice Lake Weighing Systems identity system, each logo must be reproduced at a size no less than one inch wide (see example above).

When art is reproduced too small, type can become unreadable.

Do not change colors within the logos or use gradients within.

Do not place logos on busy backgrounds or within close proximity to other objects. **The logos must not touch other objects.**

Do not distort the logos in any way or add different text. **Always use original art files provided by Rice Lake Weighing Systems.**

Do not use drop shadows or outer glow effects on the logos. **This applies to all logos within the design standards manual.**

All approved electronic logo formats are available on the website, **www.ricelake.com**. After signing in, click on the “Logos” link underneath “Sales Support.”

DO NOT REPRODUCE ANY OF THE POWER BRAND LOGOS LIKE THE EXAMPLES BELOW!

BenchMark™ Series

Do not distort logo in any way.



Do not reflect logo.

RoughDeck®

Do not change colors within the logo.

LASERLIGHT
Remote & M Series Messaging Displays

Do not use drop shadows.

SURVIVOR®

Do not change the logo typeface.

Intruder Inc.™

Do not use glow effects.



www.ricelake.com

The Rice Lake website, **www.ricelake.com**, must be displayed in impact font, with a horizontal scale of 145%. The web address is usually placed below the Rice Lake logo, but must be placed far enough away from the logo to be recognized as a separate mark from the logo. This applies to any logo, including the power brands.

All approved electronic logo formats are available on the website, **www.ricelake.com**. After signing in, click on the “Logos” link underneath “Sales Support.”

Identifying old logo usages



The logo on the left is our old logo, and the one on the right is our current logo. If any old logos are found throughout the building, please contact our Marketing Communications Department and we will replace it with our new logo. Thank you for your help!

If you have any questions about these identity system standards or would like to use any of the Rice Lake logos in a manner not covered in this guide, please contact the Rice Lake Marketing Communications Department for assistance at **marcommdesign@ricelake.com**.