

Red Gate Software

Guidelines for corporate logo usage

Below are the guidelines for using the Red Gate logo. For more information, or to request a copy in a particular format, please email marketing@red-gate.com.

There are four main versions of the Red Gate logo:



redgate®

This is for use on a white or very pale background. The logo is produced as a single color (black).



redgate®

If the logo is to appear on a black background, red-gate should be reversed out in white.



redgate®

The logo can appear on a red background. The Red Gate red should be used – pantone reference 186c.



redgate®

The logo can appear reversed out on a red background. The Red Gate red should be used – pantone reference 186c.



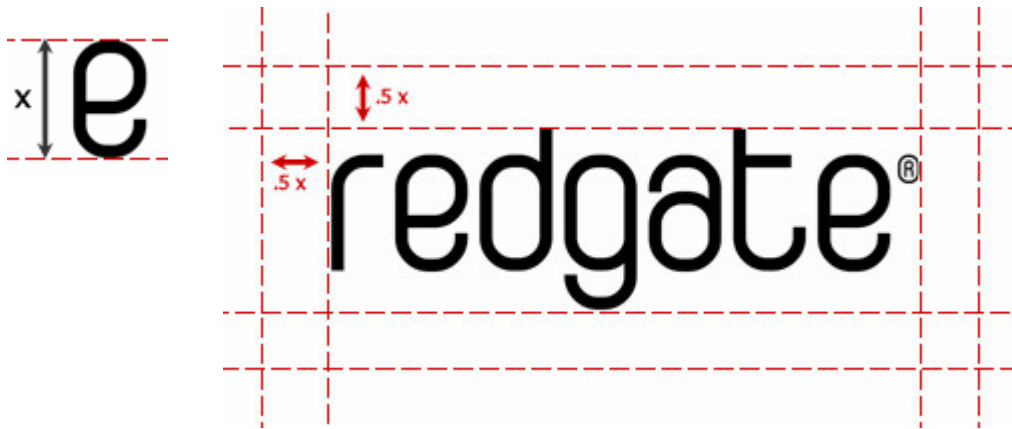
The minimum width the logo should appear at is 20mm. The minimum size is to ensure the appropriate legibility and prominence.

The logo should always appear with the ® mark.



Stretching or distortion of the logo is not permissible. It should never be recreated or altered in any way.

Master files, suitable for use in both print and online, are available.



A control field should exist around the logo to ensure that the impact and legibility of the logo is maintained. Half the x-height of the 'e' is the measurement for the control field. No text, graphic device, illustration or photography should appear in the control field.



If the corporate strapline is to accompany the logo, its position should always balance with the logo and, where possible, it should match the width of the logo. It should be positioned at the edge of the control field.

On a light/white background the strapline should appear as 60% black; on a red background it should be in white.

The text should always be set in Helvetica Neue 55 Roman and start with a lower case 'i'.