

## LOGO - DO'S

The logo is ideally used on a white background, but care should be taken to ensure clarity, prominence and legibility. Do not apply to images with complex, cluttered backgrounds that compete with the logo. There are two main colours in the logo: Red and Orange

### Logo with RED-ORANGE GRADIENT

Used when the logo appears on white or light colours.



### Logo in BLACK

A black version of the logo is available for use when colour production is limited. It is not to be used as a lead logo colour in print, digital or retail. The colour should always be 100% process black.



### Logo in WHITE

May be used when our logo appears on red and orange backgrounds, or when the legibility against background is weak.



### Logo in RED-ORANGE GRADIENT with product category mentioned in WHITE

May be used when our logo appears on backgrounds with the given approved color palette





Fig. 1.



Fig. 2.

**Note:**

When the brand colour gradient is being used as the background, the flow of the gradient would always be from top (Orange) to bottom (Red) as shown in Fig. 1.

When only the logo is being used, the gradient of RR should always be left (Orange) to right (Red) as shown in Fig. 2.

## LOGO - DON'TS

Do not place logo against backgrounds that visually compete with it. Always ensure there is high contrast between the logo and the background on which it is used.



Do not apply a black logo within colour applications,  
or on coloured backgrounds.



Do not apply the RR red-orange logo to competing  
colour backgrounds.



Do not apply the logo in non-RR colours,  
against competing backgrounds.



Do not use the black logo on shades of grey.



Do not let the logo get cropped or cut out.



Do not place the logo in a vertical format.



Do not let the logo be tilted or slanted.



Do not flip the logo, or place it backwards.



Do not use or place the RR with any other name.



## NO EXTENDED BANDS

Under no condition, the clear space rule is to be breached. There should be no logo representation with bands on either sides in any communication.

