



*Rolls*

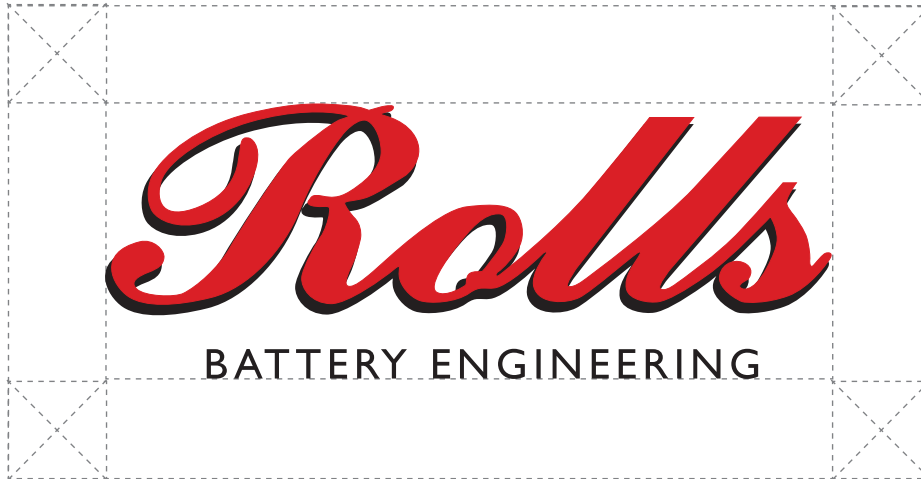
BATTERY ENGINEERING

VISUAL IDENTITY GUIDELINES



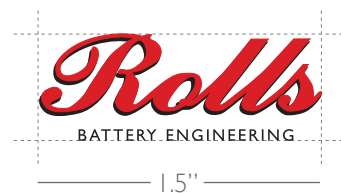
## PROTECTED SPACE

These proportions include a preset “safe area” around the logo in which no other elements should appear:



## MINIMUM SIZE

A preferred minimum allowable size has been established to ensure legibility of the logo. The logo should never appear smaller than 1.5" horizontally. However, on very small specialty items, such as pens and pins, the logo may be scaled to fit appropriately.



## FONT

When possible, all Rolls Battery advertising should use **Gill Sans** font.



## Full Colour Version

The full-colour version of the logo is the preferred version and should be used wherever possible.



C=9 / M=100 / Y=100 / K=2  
R=216 / G=0 / B=29

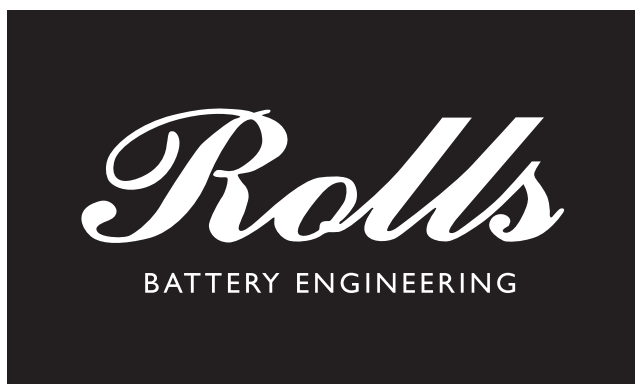


C=0 / M=0 / Y=0 / K=100  
R=35 / G=31 / B=32



## Solid Black Version

This logo may be printed on any solid, textured or photographic background that provides sufficient contrast for clarity and legibility.

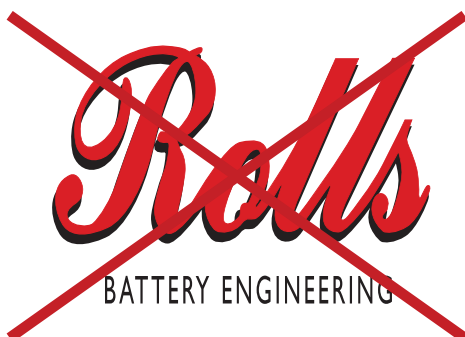


## White Reversed Version

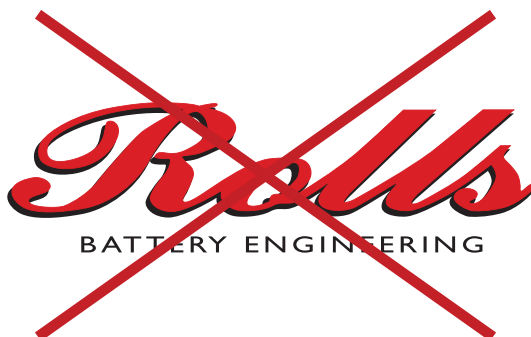
The preferred use of this logo is on solid black or red backgrounds. The logo may be printed on a textured or photographic background that provides sufficient contrast for clarity and legibility, when necessary.

## INCORRECT USES

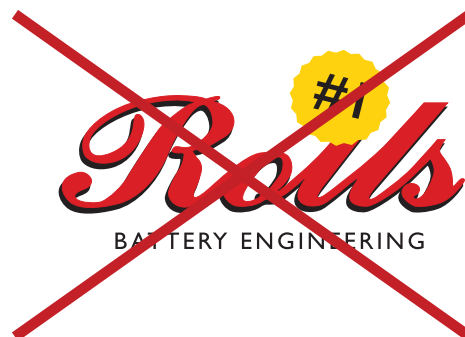
The examples on this page illustrate how the logo should not be used. Such misuse will undermine efforts to present a strong and unified image, and will alter the perception and meaning of the logo itself.



Do not distort the logo vertically.



Do not distort the logo horizontally.



Do not overlap logo with other elements.



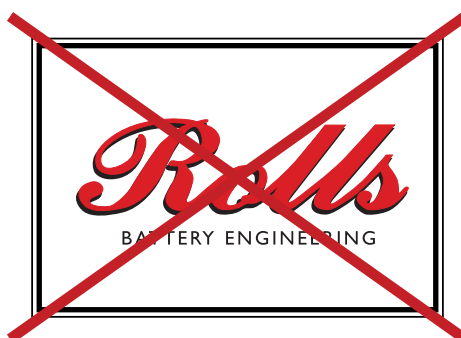
Do not add white/black/colour stroke to the logo.



Place proper version of the logo on dark backgrounds.



Do not change the colour of the logo.



Do not place any frame/box over the logo.