

## Prototype

The mark stands for R (Rich) and L(well), meaning fancy and comfortable.

The mark is divided into a 9-square grid.

These are the corporate colours: black and green (Richell green).

This is the standard mark for any communications media.



Mark and Logo



## Striped Mark and Logo

The corporate mark is normally black and Richell-green.

However, the green is changed to black and white stripes when printed in black and white for forms.

Draw eleven stripes with the angle and ratio as shown below.



## Relationship Between Marks and Logos

Mark and Logo A

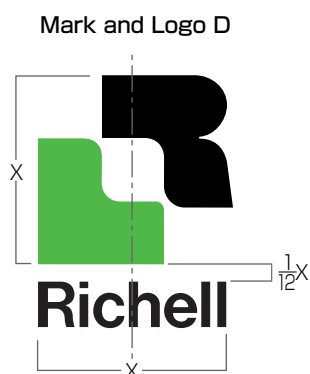
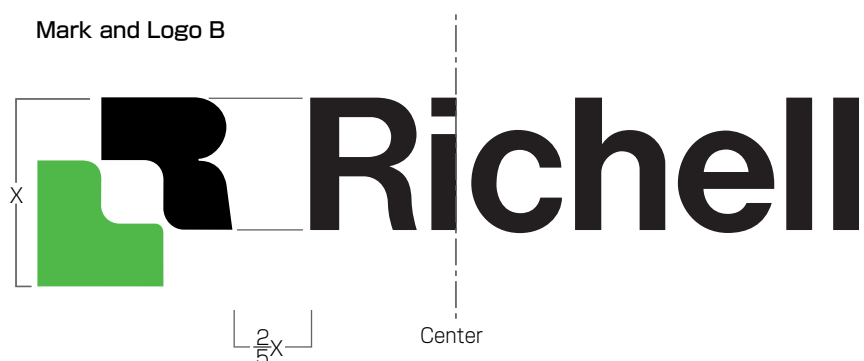
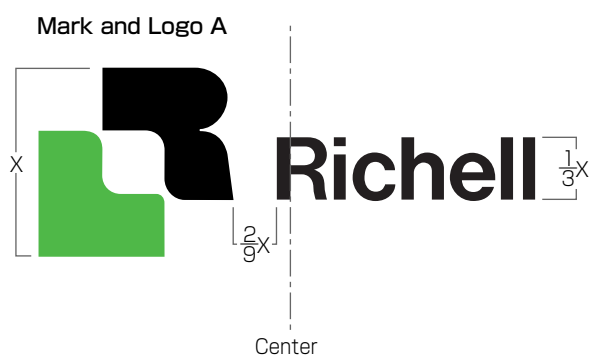
Basic layout, commonly used.

Mark and Logo B

"Richell" is emphasized more than in Logo A.

Mark and Logo C

"Richell" is emphasized more than in any other Logo.



## Display Position

For layout of Mark and Logo in the upper left, the space between them depends on the media.

When there is no place for them in the upper left, they are put in the upper right.

$\frac{1}{2}$  type

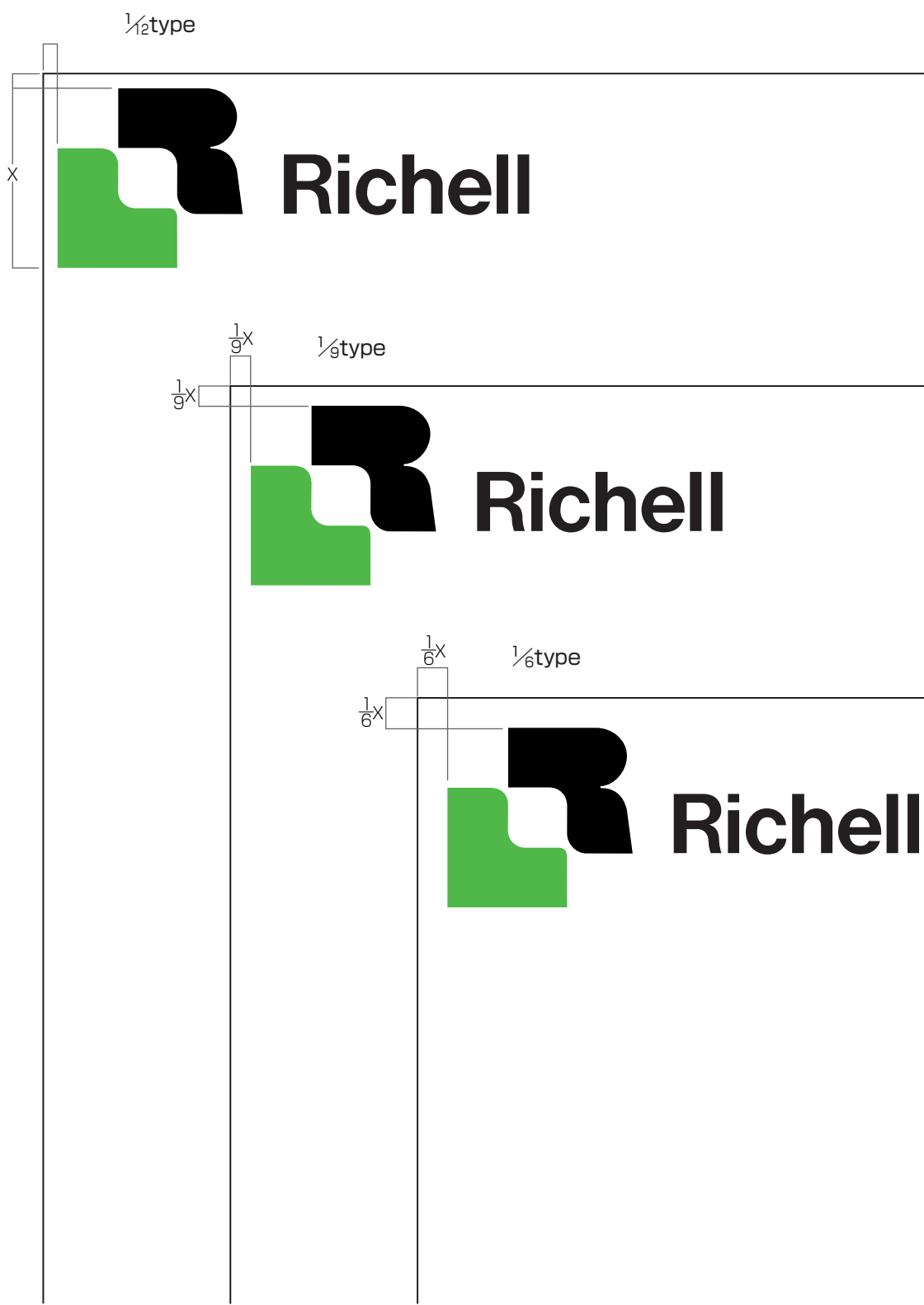
Mainly for big media (Wall sign or Identification sign)

$\frac{1}{9}$  type

For media related to products (seals, labels, packages and packing materials)

$\frac{1}{6}$  type

For media to be printed (stationery or advertising)



## Line and Lineup System

Line width should be  $\frac{2}{3}$  of "1" in Logo of Richell. This line is the 2nd design element, used as a border between the Mark and Logo as a unit, and the advertising statement or picture, or a certain space around Mark and Logo.

### Line System A

Basic Lineup system. Used if there is enough space under the line.

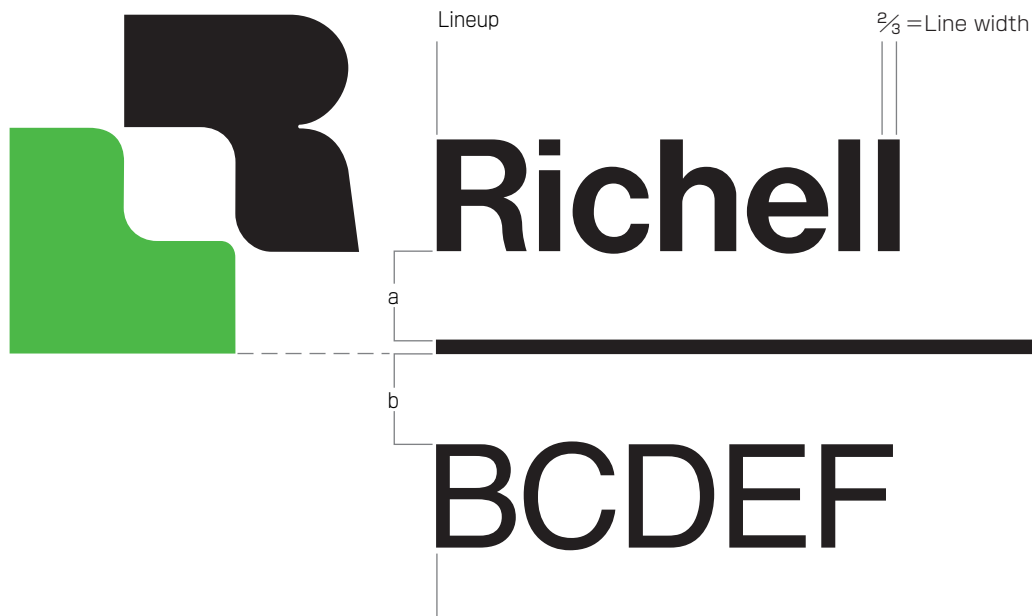
The space between the line and advertising statement or picture is basically  $a = b$ .  
 $b$  can be widened depending on the purpose.

### Line System B

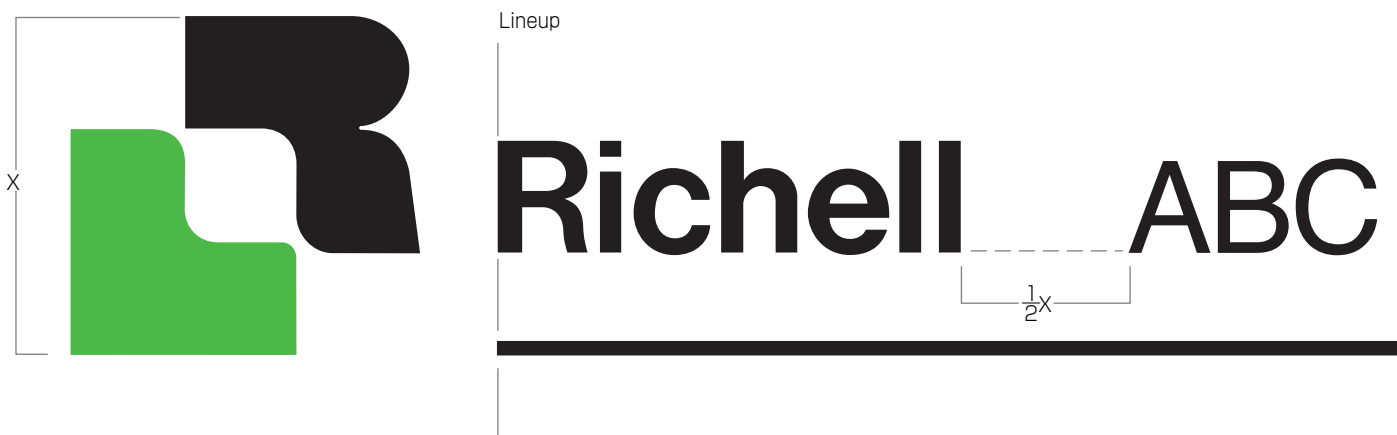
If there is not enough space under the line, layout the advertising statement/picture next to the Logo. The space between Logo and

advertising statement is basically  $\frac{1}{2} X$ , but can be widened.

Line System A



Line System B



## Construction and Reproduction Control

To avoid visual confusion, Corporate Identity format must always be maintained and corrected.

When reproducing Mark, Logo and lines, duplicate the clean/repro proof.

To reproduce signs bigger, base on the grid scale to keep in perfect form.

These are examples of improper Marks and Logos.



1 Do not deform Mark and Logo.



2 Do not use undefined stripe mark.



3 Do not display Mark and Logo oppsitley.



4 Display Logo on the defined position.



5 Use the defined Logo font type.



6 Use the defined line.



7 Do not add undefined designs.



8 Do not cicle Mark and Logo.

## Color Control 1

The corporate colors are defined with Black and Richell green, no other colors except printed matter in black and white, such as advertisement or packages.

Yellow, which gives a passive impression should not be used.

Use TOYO INK CF8280 (version 10) for both positive (white background) and negative (black background).

Positive (background: white)



Negative (background: black)



## Color Control 2

Examples of improper Marks and Logos.



Correct



Unacceptable  
Do not reverse the colors of Mark.



Unacceptable  
Do not use green for Logo.



Unacceptable  
Do not display Mark all in green.



Unacceptable  
Do not use any colors but corporate colors (Striped mark is acceptable)

## Color Control 3

Shows how to use correct and unacceptable colors for stripes and line.



Correct



Correct



Unacceptable  
Do not use Corporate Colors for striped mark.



Unacceptable  
Color gives weak impression



Correct



Unacceptable  
Do not draw the line in green.

## Color Contrast Control

To avoid visual confusion, the contrast between Mark/Logo and background color should be controlled.



Correct



Correct



Unacceptable  
Insufficient contrast



Unacceptable  
Confused by using patterns or pictures



Correct



Unacceptable  
Confused by using patterns or pictures  
Insufficient contrast

## Typography

For characters and numbers, Helvetica, Helvetica Light, Demibold and Bold are used.

|                                      |                    |
|--------------------------------------|--------------------|
| A B C D E f g h i j 1 2 3 4 5        | Helvetica Light    |
| A B C D E f g h i j 1 2 3 4 5        | Helvetica          |
| <b>A B C D E f g h i j 1 2 3 4 5</b> | Helvetica Demibold |
| <b>A B C D E f g h i j 1 2 3 4 5</b> | Helvetica Bold     |