



**RANDE**<sup>TM</sup>  
TECHNOLOGIES

2012  
ed.



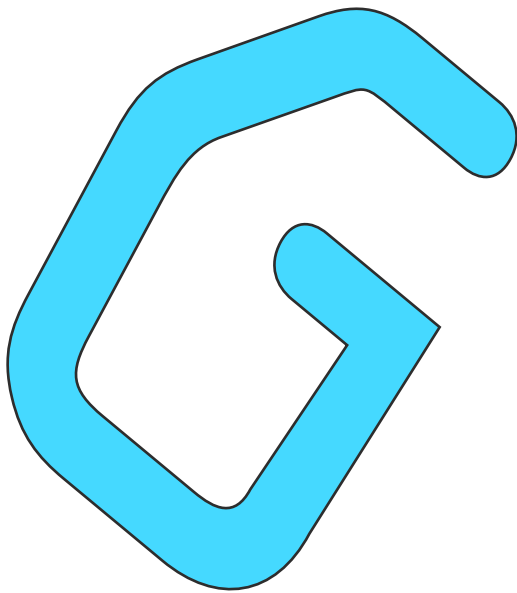
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# BRANDING DESIGN GUIDE

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# LOGO

Original logo, using dark grey background [2] and light blue [1] trademark "G"



Inversed logo, using light blue background [1] and dark grey [2] trademark "G"

For white background:  
using light blue [1] and dark  
grey stroke\* [2]



# COLORS

CMYK: C 70 M 64 Y 63 K 64  
RGB: R 45 G 45 B 45

[2]

CMYK: C 67 M 60 Y 59 K 46  
RGB: R 65 G 65 B 65

[3]

CMYK: C 53 M 0 Y 2 K 0  
RGB: R 82 G 218 B 253

[1]

CMYK: C 64 M 56 Y 55 K 31  
RGB: R 85 G 85 B 85

[4]

# FONTS

## OCR S STD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890 ~!  
@#\$%^&\*()-+=`  
'";:.,?/\{ } [ ]

## FONT / TYPOGRAPHY GUIDELINES:

- NO BOLD (normal fonts)
- MUST FOLLOW COLOR GUIDELINES
- NO STROKE ON TEXT
- NO IMAGES BEHIND LOGO
- DO NOT MAKE THE LOGO SMALLER THAN 1.5" WIDE
- IMAGES/GRAPHICS SHOULD LOOSELY TIE IN WITH COLOR THEME
- THE PRESENTED FONTS ARE NOT BROWSER-FRIENDLY, THEREFORE, WEB CONTENT MUST IMPORT THE FONT THROUGH CUFON\*, OR BY MAKING A GRAPHIC IN PLACE OF TEXT. ONLY REPLACE TEXT WITH GRAPHICS WHERE INSTRUCTED.

\*INSTRUCTIONS ON HOW TO IMPLEMENT CUFON:

[WWW.GRANDETECH.COM/  
BRANDEDEV/CUFON](http://WWW.GRANDETECH.COM/BRANDEDEV/CUFON)

## LUCINDA GRANDE

ABCDEFGHIJ I J KLM  
NOPQRSTUVWXYZ

abcdefgh h i j k l m  
nopqrstuv w x y z

123456789 0 ~!  
@#\$%^&\*()-+=`  
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