

RTI International Logo Guide



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1 | Our Logo

For a company, a logo serves the same purpose as an individual's signature. It authenticates the source of a product, service, or document and represents the values for which the company stands. The RTI logo has been registered with the U.S. Patent and Trademark Office.

RTI has only one logo. No other logos may be used to represent RTI in any document or other application (such as giveaway items), whether for internal or external audiences.

For strategic business reasons, RTI Health Solutions has been exempted from this policy and has its own logo and brand identity.

The logo includes the words "RTI International" and the graphic element, which must always be used together, as well as the protected area around the logo. (See page 8 for more information about the protected area.)

The spacing between letters, proportions of the elements, and other spatial relationships establish the character of the logo. None of the elements may be used alone (except as explicitly allowed for favorites icons on page 12) or changed in any way.

To preserve the integrity of RTI's logo,

- All logo elements must be correctly used.
- The logo must be rendered in an approved color.
- The logo must be an appropriate size.
- The logo must be correctly placed with the required protected area.
- The logo file used must be an authorized electronic version, downloaded from StaffNet. Do not copy the logo from the external RTI website or any other source.

Whenever possible, RTI staff members should use preprinted logo paper when printing from office printers. Office printers do not render the logo in the correct shades of blue. To request preprinted materials, contact brand_id@rti.org.

Who May Use Our Logo

As noted in RTI Policy No. 1.13, in order to maintain our reputation for independence and objectivity, RTI must avoid giving the appearance of endorsing products or services offered by our vendors and private-sector clients. For this reason, third parties seeking to use our logo in advertising or endorsements must request permission by e-mailing brand_id@rti.org.

Our Logo

RTI has only one logo. No other logos may be used to represent RTI in any document or other application, whether for internal or external audiences.



When to Use Our Logo

The logo should be displayed on all materials that RTI generates, particularly marketing materials and other communications that will be distributed externally. Internal documents such as employee manuals and guides, informational posters, and certificates should also include our logo. When creating project deliverables, RTI must adhere to client preference and contractual requirements regarding inclusion of our logo.

RTI often works with vendors, consultants, and other partner organizations to create various types of materials. Here again, documents to be distributed externally, such as a brochure describing a strategic partnership, should include the RTI logo.

Internal materials customized specifically for RTI, such as staff interfaces to vendor software, may include our logo, but it is not required.

Examples of Incorrect Use of the RTI Logo

These examples demonstrate common misuses of the elements of the RTI logo.



Do not separate the graphic element and text.



Do not use the graphic element as a design.



Do not use the defining logotype font alone.



Do not change the color of the logo.



Do not distort or skew the logo.



Do not use the graphic element alone (except as explicitly allowed for browser icons on page 12).

Color

Color plays an important role in establishing RTI's visual brand. The official logo colors are

- Blue (PMS* 653) with lighter (screened to 60%) graphic element, or the RGB equivalent for Web or PowerPoint (see page 19 for the RGB specifications of RTI's official colors)
- Black with lighter (screened to 40% grayscale) graphic element
- White.

No other colors are permitted.

When to Use the Blue Logo

The PMS 653 blue logo is the preferred version. Use the blue logo except when design elements—such as dark backgrounds—require the grayscale or white versions.

Do not use the blue logo if you intend to print in black and white or for two-color printing (unless the two colors are black and PMS 653); instead, use the grayscale logo. Printers will not convert the color values of the blue logo to the correct shades of gray.

When to Use the Grayscale Logo

Use the grayscale logo when printing in black and white or for two-color printing when neither color is PMS 653.

When to Use the White Logo

Use the white logo over backgrounds that are too dark for the blue logo. (See page 10 for information on using the logo over backgrounds.)

The white logo should only be used if the design cannot be modified to allow use of the blue logo. The blue logo is the preferred version.

Official Logo Colors

Blue: The words *RTI International* are printed in PMS 653 at 100%. The graphic element is printed in PMS 653 at 60%.

Grayscale: The words *RTI International* are printed in black at 100%. The graphic element is printed in black at 40%.

White: All elements are printed in white.



* Pantone Matching System

Size

The logo may be used in several sizes, depending on the size of the document or deliverable, the layout, and other design factors.

Electronic files of the logo are designed to support a range of sizes. These files may be reduced or enlarged within the limits specified.

For additional help determining the optimum size of the logo for any use, contact brand_id@rti.org.

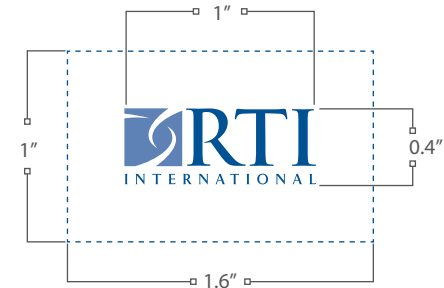
Very Small Sizes

Versions of the logo have been created specifically to preserve the legibility of the word *International* at very small sizes (i.e., smaller than 1 inch). These files are designed for print applications such as narrow notebook spines, name tags, small giveaway items, and labels.

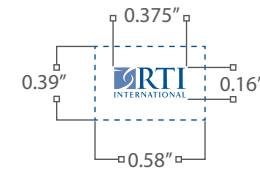
Logo Sizes for Printed Materials

Logo files are available in multiples sizes. Find them on StaffNet by searching "logo."

Recommended size for most uses. May be enlarged but not reduced.



Minimum allowed size. For very small sizes such as this, use the small logo file, which preserves the legibility of the word *International*.



Placement

Proper placement of the logo refers to the spatial relationship between the logo and other elements—text, background images, other logos, and other graphics. This section provides guidelines for establishing that spatial relationship. Adhering to these guidelines helps preserve the integrity of the logo.

Protected Area

The logo must always be separated from other elements (text, images, and page or other physical borders such as the edges of a sign or door that displays the logo) by a minimum distance known as the *protected area*. The size of the protected area varies depending on how the logo is used:

- For printed documents, the protected area must be **at least equal to the height of the capital I** in “RTI.”
- For digital media, the protected area must be **at least equal to half the height of the capital I** in “RTI.”

Do Not Use the Logo in Text and Titles

Do not use the logo within text or strung as part of a title. When referring to *RTI International* or *RTI* in text, use the same font as the surrounding text.

Protected Area for Printed Materials

In printed materials, the protected area that surrounds the logo must be equal to the height of the capital letter I.



Sufficient protected area

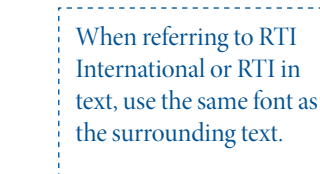
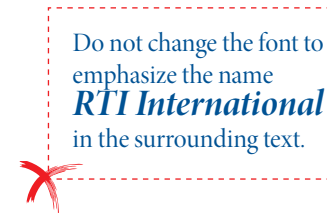


Insufficient protected area



Use of the Logo in Text

Render the name *RTI International* in the same font as the surrounding text.



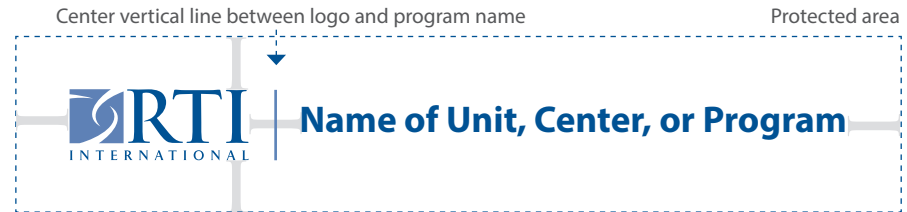
Using the Logo with Unit, Division, Center, or Program Names

Unit, division, center, or program names can be used with the logo, according to the following guidelines:

- Place the text either to the right of or beneath the logo. No other arrangements or orientations are permitted.
- Use Arial bold or Myriad bold for the unit, division, center, or program name.
- Center the name in relation to the logo.
- Render the logo and name in the same color (blue, grayscale, or white). See pages 6, 14, and 19 for more information on official colors for the logo and slogan.
- Maintain the required protected area between the logo and the name. (See page 8 for more information on the protected area.)
- The text should be no taller than the height of the capital "I" in the logo.
- When placing the name to the right of the logo, separate the name and logo with a vertical line. The line must be 1 pt wide, equal in height to the logo, and centered within the protected area. The line should be the same color as the graphic element in the logo (i.e., 60% PMS 653 blue, 40% black, or white). No line is used when the name appears below the logo.

Placement of Organizational Names with the Logo

When using center, program, and unit names with the logo, format them according to these examples.



Using the Logo Over Background Images

As a general rule, the logo can be used over background images (graphics, photographs, etc.) only if the background or photo does not interfere with or dominate the logo. The logo must be easily readable.

When using the logo over background images, either place the logo in an area devoid of pattern, or screen (lighten) the background image to 20–30% of its original intensity.

Incorrect Placement of the RTI Logo

These examples demonstrate common mistakes when using the RTI logo over background images.



Do not use the logo on a textured background.



Do not use the logo over a complex photograph.



Do not use the logo in a box.



Do not use the logo on a low contrast background.



Correct placement of logo

Using the Logo with Other Logos

In certain situations, the RTI logo may be used with one or more logos—for example, letterhead for projects, materials designed to market strategic partnerships or alliances, project websites, or other co-branded materials.

Because each such situation is unique, no standard design or template exists for co-branded materials. However, the following guidelines are recommended:

- All logos should be similar in size and placement.
- The co-branded item should explain the relationship between the organizations represented and between the organizations and the project or consortium (if applicable).
- Placement of logos should be informed by the level of ownership of the organizations represented and by audience expectations and best practices in communications. For example, placing a logo in the banner of a website implies ownership of the site. Therefore, the RTI logo should not appear in the banner of any site that is not wholly owned and controlled by RTI.

For assistance developing custom co-branded materials—or for a design review to ensure correct use of the RTI logo with other logos—contact brand_id@rti.org.

Correct Use of Our Logo with Another Logo

The RTI logo may be used with other logos in project materials and other co-branded documents.



Using the Logo as a Browser Icon

The graphical element of RTI's logo may be used alone as an icon for RTI's external website and in RTI-developed software when—and only when—the size constraints for such icons precludes the use of the entire logo.

The preferred option, whenever possible, is to use the entire logo so long as the proportions and ratio of length to width can be maintained (i.e., the logo may not be stretched, squashed, or skewed). If the design or technical specifications can be modified to properly accommodate the entire logo, they should be.

If the client grants permission, project sites that are created, hosted, and entirely controlled by RTI may use the graphical element of RTI's logo as an icon.

Correct Adaptation of RTI's Logo as an Icon

The graphical element of RTI's logo may be used as a browser favorite or software icon when size constraints preclude the use of the entire logo.

