Primary Logo & Identity Guidelines
Rhino Tool Company, Inc.

Consistency is key when looking to apply the Rhino Tool Company brand mark. This brief guide will help in the general application of the Rhino Tool Company logo.

This is not a complete identity guide, but as Rhino Tool Company continues to grow, the guidelines set within will provide the basics to ensure initial consistency of brand application.

The primary logo, see above, is to be used for the majority of branding including: corporate stationary, digital and print advertising, embroidery, tradeshow collateral and marketing materials.

Guidelines prepared by:
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Positional & Spacial Considerations

0.125 minimum space around logo

0.25 preferred space around logo

The outer blue shaded padding indicates the Safe Zone. Other graphical and visual elements can be safely positioned up to the White line.

The minimum required Clear Space is defined by the smaller blue square.

The larger magenta square indicates type and element alignment and boundaries.

The image above shows the optimal logotype placement.

Any other design element could be added to the photograph as long as it does not cross over the blue area around the logo.

Please note that if a bleed is to be used on the edge, the photo would create the bleed not the logo or shaded blue area.

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Brand Colors and Values

The Rhino Logo is:

Pantone 1235
CMYK C0 M31 Y98 K0

Pantone Warm Gray 8
CMYK C17 M24 Y25 K49

Rich Black
CMYK C60 M40 Y40 K100

or Black
CMYK C0 M0 Y0 K100

Suggested backgrounds:

Pantone Warm Gray 11
CMYK C26 M36 Y38 K68

Rich Black
CMYK C60 M40 Y40 K100

or Black
CMYK C0 M0 Y0 K100

Logo can be used with or without the Trademark symbol if the TM is too small to reproduce or will be an issue to the final design.

All line widths should be scaled proportionally, with a minimum stroke width of .005"

The Logo should not be scaled smaller than 1" wide and 0.4" tall.

Do Not Abuse the Logo

Do not change the format of the logo. It should be shown as it is shown here with the specified CMYK or Pantone Coated Spot Colors used only. Please refer to the Pantone Color Bridge Guide for accurate color representations of Warm Gray 8 and PMS 1235.

The logo can be reproduced in black and white.

Do not show other colors through the logo.

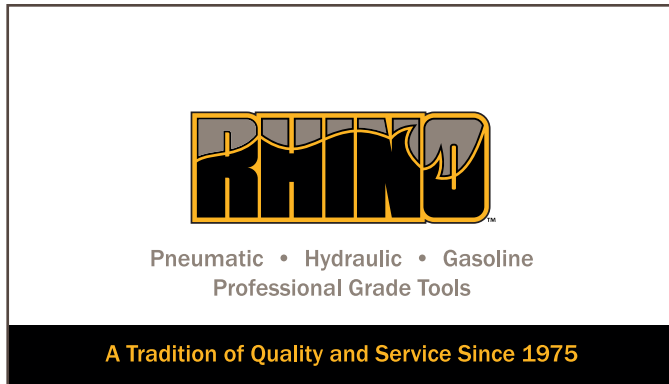Do not mix a colored logo with a colored background or paper.

Do not stretch or distort the logo.

Secondary Typeface Use

Pneumatic • Hydraulic • Gasoline
Professional Grade Tools

A Tradition of Quality and Service Since 1975

ASHLEY HAFFNER Marketing Manager

RHINO TOOL COMPANY
620 Andrews Ave., P.O. Box 111
Kewanee, IL 61443 USA
309-853-5555
866-707-1808
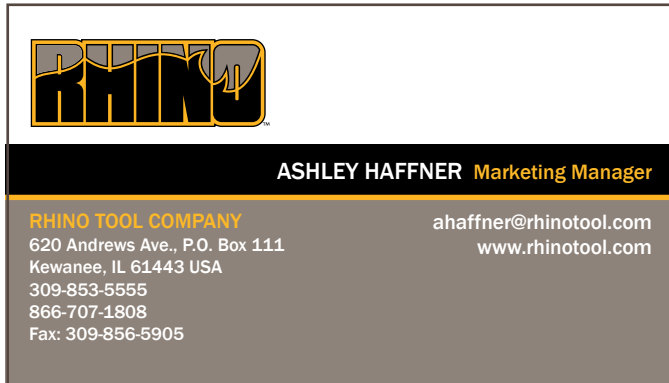Fax: 309-856-5905

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It is acceptable to represent the secondary copy in the manor shown at left. Do not use yellow type on a white background as it makes the text difficult to read.

Acceptable fonts for use with the Rhino Tool Company logo are:

Franklin Gothic Medium
Franklin Gothic Medium Condensed
Franklin Gothic Heavy

If the above fonts are not available, then the following fonts are also acceptable substitutions:

Arial Bold
Arial Narrow Bold
Tahoma Regular
Impact