GRAPHICAL GUIDELINES

**Render**Lights®
click'n'go

RenderLights
28.07.2010

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## The Logo

RenderLights logo and logotype will always be presented either in black and white (black on a light background or white on a dark background) or in color (red and black on a light background, red and white on a dark background).

There are two separate logotypes of RenderLights. The first one (1.), the more "formal", horizontal version, will be used in printed media and documents. The second version (2.) can be used in vertical / thumbnail format. The second version should be only used primarily in digital media to replace the actual RenderLights logo (1.), when it cannot be used.

1.



2.



The part of the logo, which says "RenderLights" can be considered to be used without the slogan "click'n'go" in small media or in situations where space is scarce.

When using the thumbnail version (2.) of the logo, the name RenderLights should be placed among the text / body type. The slogan "click'n'go" can be added underneath the thumbnail version of the logo. In that case, the width of the slogan has to be equal to the width of the logo.

Generally, there has to be a sufficient free space on all sides of the logo. When using the logo on a colorful background there must not be any white or black background around the logotype.

## The resolution and electronic format of the logo

The resolution in printed media is 300 pixels/inch; file format is ai, eps or tiff.
When used in the internet of in multimedia, the resolution is 72 pixels/inch; format gif, png or jpg.
In office printing the resolution is 100-120 pixels/inch; fileformat generally jpg.

## Label Colors

### The RenderLights colors are

- The RenderLights red is
  - CMYK:           0 % cyan, 95 % magenta, 94 % yellow, 0% black
  - RGB:            255 red, 0 green, 0 blue
  - RGB-web:        #ff0000
- The other color is either fully black or fully white, depending on the color of the background

- If additional colors are needed, light grey can be used (20%-50% black)

### When using black and white media

- Either fully black or fully white, depending on the background
- Shades of grey are not to be used

### The RenderLights' Label Colors are to be used

- In RenderLights logos
- In forms and papers associated with RenderLights
- In presentation material such as slides and brochures.
- In the information and education material of the software
- In publications and advertising

## Typography

The font in body type in RenderLights material has to be Calibri and the font in headers and titles is Century Gothic. Bolding may be used in the titles.

The font of main titles: CENTURY GOTHIC 14 pt.

The font of subtitles: Century Gothic 12 pt.

Text and body type: Calibri 12 pt.

## Internet pages

The graphical guidelines of this document (excluding the guidelines associated with printed media) have to be followed on all websites associated with RenderLights.