

# Reelcraft Identity Standards Logo Mark and Signature



## Proper use of the Reelcraft logo

- The Reelcraft logo is available upon request in electronic format. **It may not be typeset under any circumstances.**
- The logo must be shown in full format and be clearly visible. The logo should never be partially hidden or placed behind another image.
- The logo must appear in proper proportions and should never be stretched or distorted.
- The logo should be used in proper digital format to match the expected quality of output.
- It is crucial that the colors, fonts, and style are not changed and that parts of the logo are not removed or used separately.
- Nothing may be added to the logo or removed from the logo.
- Only the following color combinations are acceptable:
  - Black logo with red reel on white/light
  - All red or black on white/light backgrounds
  - All white on black/dark/red backgrounds
  - All black on red background
- The Reelcraft name must appear as one word with uppercase letter "R" and lowercase for the remaining letters along with the registered trademark symbol.

## Misuse of the Reelcraft logo

- Inappropriate uses of the Reelcraft logo will dilute the effectiveness of the corporate identity program. Therefore, the Reelcraft logo should not be redrawn, reconstructed, or modified in any way.
- Do not use only part of the logo.
- Do not change the colors of the logo.
- Do not place the logo on a complex background.
- Do not place the logo on an angle or vertically.

## Proper use of ISO certification statement

- The current acceptable ISO certification statement is "Reelcraft has been ISO 9001 accredited since 1996 and is ISO 9001:2015 certified by Intertek."
- The ISO certification statement cannot be used on a product or used in any way that might suggest product certification.
- The certification statement only applies to a quality management system.
- The certification statement may only appear in restricted formats and may not appear on any packaging that would reach an end user.
- The right to use the certification statement may not be assigned to or acquired by any other person or corporation.
- The certification statement cannot be used on flags, buildings, or vehicles.
- For the full version of the ISO identity standards contact Reelcraft's Marketing Department.

## Brand mark uses

- When used with other brand marks, it is essential that the Reelcraft mark appears at size, color, and frequency parity with those brands.
- In all communications that promote more than one brand, the Reelcraft brand names must always be presented with prominence and frequency comparable to that of all other brand names.
- The name Reelcraft may only appear in English. The brand names must not be translated into other languages nor appear in another alphabet.

## Proper use of the Reelcraft logo

Examples that must be followed.



## Misuse of the Reelcraft logo

Examples that should be avoided.

Do not use only part or parts of the logo.



Do not change the logo colors or color combinations.



Do not place the logo on a complex background or add a background to the logo.



## Use of Reelcraft's Corporate Colors

Inappropriate uses of the Reelcraft colors will dilute the effectiveness of the corporate identity program.



### Pantone 186

C: 0% R: 224  
M: 100% G: 0  
Y: 75% B: 52  
K: 4%

HTML: #e3173e

Questions? Contact the Marketing Department, Reelcraft Industries, Inc.  
260-248-8188 or visit [www.reelcraft.com/images](http://www.reelcraft.com/images)