

rocstor®

Logo usage and guidelines

2011 - Rocstor

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These are the guidelines for usage of the Rocstor Mark(s). These guidelines must be followed very closely.

Usage:

Upon obtaining the right to use the Rocstor mark, and following the guidelines found in this file, the user may use it for:

1. Any printed or web-based promotional items used to promote a Rocstor product
2. Any printed or web-based promotional items used to promote Rocstor itself

Resellers who are promoting that they sell Rocstor products may use it for items 1 and 2 above as well as for retail store window decals, banners, posters, flyers, email blasts, and web pages.



The Mark's ratio must remain exact. Do not alter the ratio in any way.

Logo Ratio- 1 : 0.21



The line height for all the letters excluding the T must remain the same. The top of the T's crossbar must stop at the line height of the other letters.

The ® must **ALWAYS** be included and retain the same proportion.



The Mark should be placed with a margin of clear space, equal distance on all sides, with a minimum distance of the height **ON ALL SIDES.**

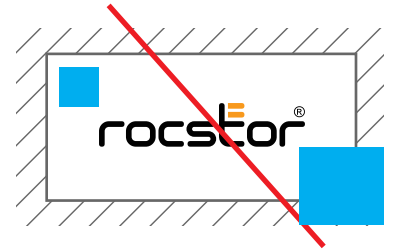
No objects (text, images, or other logos) can appear inside of this area.



Space is not equal on all sides.
(See page 6.)



Too little space on all sides.
(See page 6.)



Other elements within
the Mark's crease.



Too small; the Mark must
be clearly readable.



The Mark is not in
proportion.



The Mark is not in
proportion.



Do not skew the Mark in
any way.



No ®. Must always be
included.



Letters cannot be resized
or altered in any way.





Do not move or scale the
® Mark



Do not remove elements.



	PANTONE:	PMS 144c
	CMYK:	0,46,100,0
	RGB:	255, 135, 0
	HTML:	FA8710

	PANTONE:	Process Black C
	CMYK:	0,0,0,100
	RGB:	0, 0, 0
	HTML:	000000

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Over a dark color, the Mark can be white and orange only when the orange in the logo is completely visible.



Over a dark color, the Mark can be used as all-white.



Over orange, the Mark should be all-white.



Over orange, the Mark can also be all-black.



The main Mark color scheme is best on white and is recommended on white and very light colors only.



This background color is approximately how dark the background can be for the main color scheme.



The all-black Rocstor Mark works best on bright mid-tone backgrounds.



This color scheme is best on black and is recommended only on black or dark grays.



This color scheme is best on any dark colors or the Rocstor orange.



The all-white Rocstor Mark works well on bright mid-tone backgrounds.



Do not use an unspecified color.



Do not use a different orange.



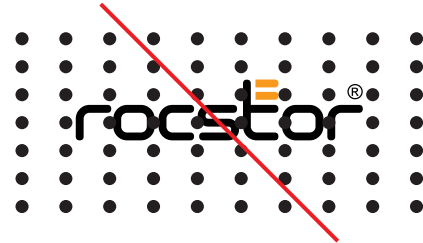
Do not lower the opacity.



Do not change the colors to match your logo.



Fill color only; no stroke.



Too hard to read; avoid placing the Mark over heavy patterns.



Too hard to read; avoid placing the Mark over busy backgrounds.



Too dark.



Too light.



Cannot see bars.



Too hard to read; use the Mark that is the most readable for the situation.



Here is the Mark with the proper slogan Mark.

Rocstor's slogan is "Store Your Future"; any other wording is incorrect.

The only typeface that is correct for the slogan Mark is Trade Gothic Condensed No. 18.

I am Trade Gothic Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

store your future

12 pt.

store your future

36 pt.



The space between the bottom of the X-height of the Mark and the top of the X-height of the slogan is 1 1/2 times the X-height of the Mark.

The slogan Mark must always be spaced properly between the two O's in Rocstor.

The SM symbol must always accompany the slogan Mark.

The typeface proportion should remain intact at all times.

ex: $X = 2''$, $D = \text{Distance}$

$D = X + 1/2X$

$D = 2'' + 1/2(2'')$

$D = 2'' + 1''$

$D = 3''$



Orange should be used on the main Mark.



If the Mark is all-white, then the slogan Mark should be white as well.



Black should be used on the slogan only when the main Mark is all-black.



When using the white and orange Rocstor Mark, the slogan Mark should be in orange.



Improper placement.



Wrong typeface.



Typeface proportion is not correct.



The SM symbol is missing.



Slogan too far from the Mark.



Slogan too close to the Mark.



Slogan too large.



Slogan too small.



Slogan should not be in black with this Mark. Orange only.



Slogan should not be in black with this Mark. White only.



Slogan should not be in orange with this Mark. White only.

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2. The logos may not be used in any way other than how they are specified in the Logo Guidelines package. Any usage besides what has been specified in the Guidelines is not permitted unless the user has obtained a written consent from a representative of Rocstorage Inc., signed and approved by an officer or director of Rocstorage Inc.
3. The logos may not be altered in any way unless the user has obtained a written consent from a representative of Rocstorage Inc., signed and approved by an officer or director of Rocstorage Inc.
4. The Mark(s) may not be used for promotional goods or products that, in Rocstorage Inc.'s reasonable judgment, will diminish or otherwise damage Rocstorage Inc.'s goodwill in the Mark(s), including but not limited to uses that could be deemed to be obscene, pornographic, excessively violent or otherwise in poor taste or unlawful, or whose purpose or objective is to encourage unlawful activities.
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