BRAND STANDARDS
Identity & Logo Standards

The Raynor brand is one of our most valuable assets - it has been built over the years to represent our product quality and integrity in the way we do business. The Raynor Worldwide and Raynor Garage Doors logos are the main symbols that represent our brand in the marketplace. In order to ensure a consistent brand image and messaging, it is essential that we use our logo and brand standards uniformly in the market.

The purpose of this document is to clearly define standards for the consistent use of the Raynor Worldwide and Raynor Garage Doors logos and other corporate branding design elements.

It is the responsibility of all who use the Raynor logo to use it in accordance with these guidelines. If you have any questions concerning the application of our logos, please contact the Raynor Marketing Department for clarification.

Thank you for collaborating to preserve and enhance our brand image for many years to come.

Brittany Shannon
VP Marketing, Raynor Worldwide

Staci Anderson
Director of Marketing, Raynor Garage Doors

RAYNOR LOGO

There is only one Raynor logo. The logo is always represented as shown below and may never be printed or reproduced in another manner. The Raynor logo has been custom-drawn and may not be recreated. Do not attempt to set type or draw the Raynor arc with the parallelogram symbol. Use approved reproduction artwork only.

Sizing/Measurements/Proportions

X = Cap Height of "R"
Y = Width of Parallelogram Symbol

Note: The X and Y measurements will be referenced throughout this manual.

Area of Isolation

The amount of open space surrounding the logo is important in maintaining clear visibility and recognition. The area of isolation provides a non-interference zone that separates the logo from all other elements other than identifiers (see next page). The area of isolation is based on the height of the "R" in Raynor as illustrated below.

Corporate Colors

Pantone 295
C=100 M=56 Y=0 K=34
R=0 G=15.6 B=32.1

Pantone Cool Gray 7
C=0 M=0 Y=0 K=47
R=57.3 G=56.6 B=56.4

Color Reproduction

Proper use of color is an important factor in protecting the integrity of the Raynor identity. The 2-color Raynor logo is Pantone 295 and Cool Gray 7. The Raynor name, register mark and parallelogram symbol are Pantone 295. The arc should be printed in Cool Gray 7 or Metallic Silver when appropriate.

Pantone Color Equivalents

The CMYK (4-color) equivalents of Pantone 295 are:
  Cyan = 100   Magenta = 57   Yellow = 0   Black = 40

The CMYK (4-color) equivalents of Cool Gray 7 are:
  Cyan = 0   Magenta = 0   Yellow = 0   Black = 37

The RGB (Microsoft applications) equivalents of Pantone 295 are:
  Red = 0   Green = 63   Blue = 130

The RGB (Microsoft applications) equivalents of Cool Gray 7 are:
  Red = 53   Green = 53   Blue = 53

Pantone 295

Cool Gray 7 or Metallic Silver

Pantone 295

2-Color Reproduction
The Raynor logo should be reproduced in 2-colors when applicable. The logo must not be reproduced in any other color combination.

1-Color Reproduction
Pantone 295 or Black are the only colors approved for 1-color reproduction on light color backgrounds.

1-Color Reverse Out
The Raynor logo should always be knock-out white when being produced on black or dark backgrounds.

Note: The materials shown here are for reference only. The files in this manual can be downloaded from the DealerWeb portion of the Raynor website and be used for reproduction. To reference a logo, use the file name above it. All Raynor logos are to be reproduced as shown in this manual. Do not remove or change any part of a logo.

Font Usage

Quay Sans ITC is the design font/font family to be used with logos and taglines and for other design purposes.

All residential, commercial, high performance, traffic, rolling, fire and commercial operator logos are written in Quay Sans ITC font. Contact the Raynor Marketing Department for information.

Quay Sans ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Quay Sans Medium ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial is the font used for directional signage and for general usage on forms, reports, drawings, etc.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Raynor Authorized Dealer Logo

2-Color Reproduction
The Raynor logo should be reproduced in 2-colors when applicable with Pantone 295 Authorized Dealer. The logo must not be reproduced in any other color combination.
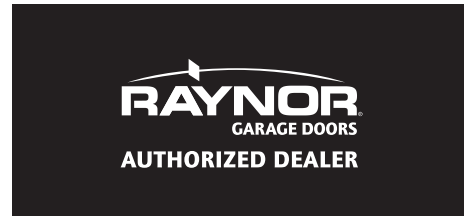
RAYNOR
GARAGE DOORS
AUTHORIZED DEALER

1-Color Reproduction
Pantone 295 or Black are the only colors approved for 1-color reproduction on light color backgrounds.

RAYNOR
GARAGE DOORS
AUTHORIZED DEALER

RAYNOR
GARAGE DOORS
AUTHORIZED DEALER

1-Color Reverse Out
The Raynor logo should always be knock-out white when being produced on black or dark backgrounds.

RAYNOR
GARAGE DOORS
AUTHORIZED DEALER

Raynor Logo with Identifiers

Facility Identifiers
In certain instances facility identifiers may be displayed with the Raynor logo per the sizing and types specifications shown below.

RAYNOR
GARAGE DOORS

Distance = Y
Height = 65% of Y

corporate headquarters

Quay Font (all lowercase)

Brand Identifiers
Raynor product brand logos may be displayed with the Raynor logo per the sizing and type specifications shown below.

RAYNOR
GARAGE DOORS

Distance = X

Height = 65% of X

Aspen™

Quay Font

Correct and Incorrect Use of the Logo

CORRECT

RAYNOR
GARAGE DOORS

It is critical that the Raynor logo be protected in all applications. **NEVER** use variations labeled as **WRONG** below.

NEVER separate the parallelogram arc from the word Raynor.

WRONG

RAYNOR
GARAGE DOORS

NEVER add other graphic elements to the logo

WRONG

RAYNOR
GARAGE DOORS

NEVER distort the logo proportions

WRONG

RAYNOR
GARAGE DOORS

Stretched too tall

RAYNOR
GARAGE DOORS

Stretched too wide

NEVER place the logo on a distracting background

WRONG

RAYNOR
GARAGE DOORS

NEVER place the logo at an angle

WRONG

RAYNOR
GARAGE DOORS

NEVER alter the Raynor font or substitute a font in place of the logo.

WRONG

RAYNOR
GARAGE DOORS

NEVER create an outline version of the logo

WRONG

RAYNOR
GARAGE DOORS

NEVER reconfigure the logo

WRONG

RAYNOR
GARAGE DOORS

NEVER use the logo in a sentence or with words

WRONG

Made exclusively by **RAYNOR**
GARAGE DOORS

NEVER use the Raynor logo without the parallelogram arc

WRONG

RAYNOR
GARAGE DOORS

NEVER place the logo in a printed shape

WRONG

RAYNOR
GARAGE DOORS

RAYNOR WORLDWIDE LOGO

There is only one Raynor Worldwide logo. The logo is always represented as shown below and may never be printed or reproduced in another manner. The Raynor Worldwide logo has been custom-drawn and may not be recreated. Do not attempt to set type or draw the Raynor arc with the parallelogram symbol. Use approved reproduction artwork only.

Sizing/Measurements/Proportions

X= Cap Height of "R"
Y= Width of Parallelogram Symbol

Note: The X and Y measurements will be referenced throughout this manual.

Area of Isolation

The amount of open space surrounding the logo is important in maintaining clear visibility and recognition. The area of isolation provides a non-interference zone that separates the logo from all other elements other than identifiers (see next page). The area of isolation is based on the height of the "R" in Raynor as illustrated below.

Color Reproduction

2-Color Reproduction

The Raynor Worldwide logo should be reproduced in 2-colors when applicable. The logo must not be reproduced in any other color combination.

1-Color Reproduction

Pantone 295 or Black are the only colors approved for 1-color reproduction on light color backgrounds.

1-Color Reverse Out

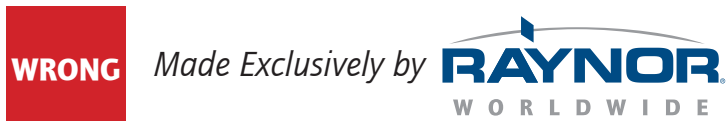The Raynor Worldwide logo should always be knock-out white when being produced on black or dark backgrounds.

Correct and Incorrect Use of the Raynor Worldwide Logo

It is critical that the Raynor logo be protected in all applications. **NEVER** use variations labeled as **WRONG** below.

NEVER use logo in a sentence or with words

Raynor Worldwide Logo with Multiple Sub-brands

If Raynor Worldwide logo is used with all three sub-brand logos, the sub-brand logos must be positioned outside the area of isolation, or in a secondary location, like on the bottom of a page.
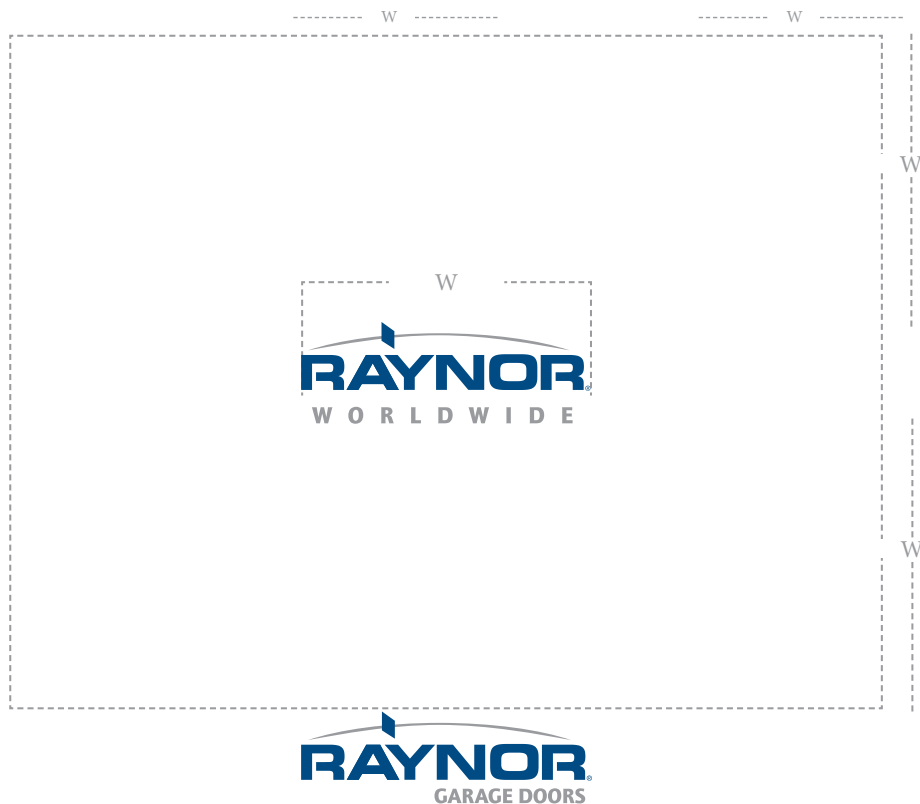

Correct and Incorrect Use of the Raynor Worldwide Logo with Multiple Sub-brands

It is critical that the Raynor logo be protected in all applications. **NEVER** use variations labeled as **WRONG** below.

Raynor Worldwide Logo with Individual Sub-brand Logo

If Raynor Worldwide logo is used with only one sub-brand logo, the sub-brand logo must be positioned at least the width of the logo away, or in a secondary location like the bottom of the page. This is to ensure that each sub-brand stands independently of the overarching Raynor Worldwide brand, per the Raynor Worldwide brand strategy.

Correct and Incorrect Use of the Raynor Worldwide Logo with Individual Sub-brand Logo

It is critical that the Raynor logo be protected in all applications. **NEVER** use variations labeled as **WRONG** below.
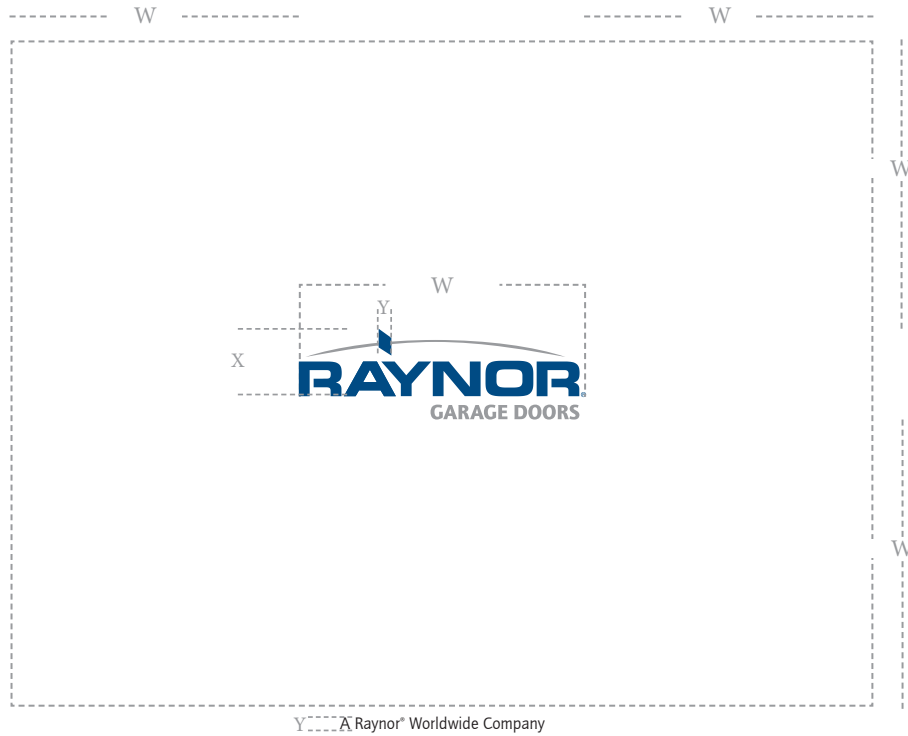

Letterhead

Letterhead

The phrase "A Raynor Worldwide Company" must be AT LEAST the sub-brand logo's width (W) away from the logo. The phrase "A Raynor Worldwide Company" must have height equal to or less than Y. This is to ensure that each sub-brand stands independently of the overarching Raynor Worldwide brand, per the Raynor Worldwide brand strategy.

Correct and Incorrect Use of the Phrase "A Raynor Worldwide Company"

It is critical that the Raynor logo be protected in all applications. **NEVER** use variations labeled as **WRONG** below.

The Phrase, "A Raynor Worldwide Company" must be in a Raynor Approved font, see page 4.

RAYNOR
WORLDWIDE

Richards-Wilcox
Garage Doors

RAYNOR
GARAGE DOORS

ProDoor
SYSTEMS