

STANDARD LOGO



STANDARD LOGO with ® (required in certain territories)



We strongly recommend you use the ® version of the logo for the **USA, Australia** and the **UK**.

Examples with and without ® are shown in this guide. Logo-files exist for all versions and all rules are the same for both.

COLOURS



PANTONE
583C

R 184
G 190
B 020
#B8BE14



C 32%
M 12%
Y 100%
K 0%



PANTONE
581C

R 100
G 093
B 033
#645D21



C 54%
M 45%
Y 96%
K 40%



PANTONE
1545C

R 103
G 057
B 024
#673918



C 37%
M 71%
Y 90%
K 53%



With **green** being the primary brand colour for RAVENNA, there will be occasions when the logo needs to sit on top of this colour. On these occasions, use the **REVERSE MONO** version.



NOTE: An alternative **COLOUR ON GREEN** version of the logo has been created specifically to sit on the RAVENNA green. This is available upon request.

RAVENNA uses the font “**TheSans**” throughout its branding,
The logo utilises the following weights:

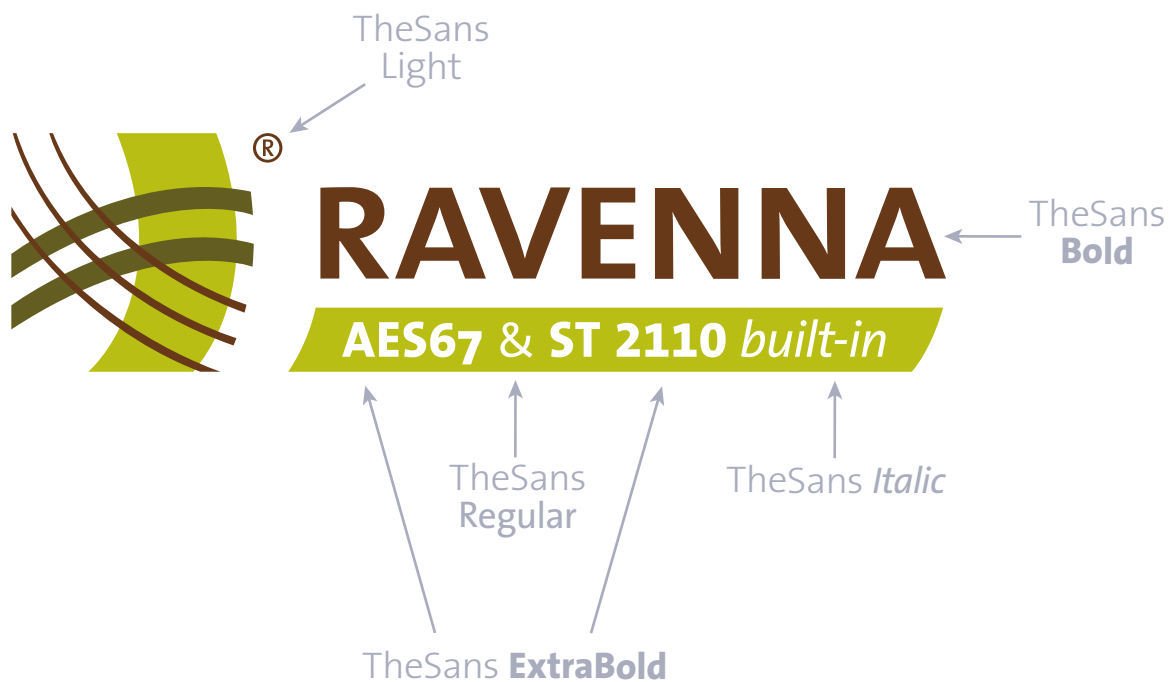
TheSans Light

TheSans Regular

TheSans Italic

TheSans Bold

TheSans ExtraBold



EXCLUSION ZONES

Whenever possible, keep an area 40% of the logo height (the cap height of 'RAVENNA') as clear space around the logo.

*note: for emphasis purposes, the words "10 years" in the anniversary message breaks the top of this height line.



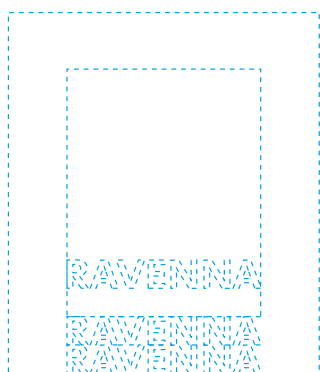
EDGE POSITIONING

Whenever possible, keep the logo a minimum distance from the edge of any printed page or web page.



STACK VERSION

In instances where space does not allow the regular full width logo, the **STACK** version can be used. This version has the RAVENNA name only, no other text.



DARK VERSION

In general, the logo should appear on a white background. However, if this is not possible either the **MONO REVERSE** logo can be used.

OR, if colour is important, the **DARK** version (modified specifically for use on dark, or black backgrounds) may be used.



RAVENNA
AES67 & ST 2110 *built-in*

