

This is a guide to the basic elements that make up our brand.

This identity system has been created to herein explain how to correctly depict our brand across different applications and in various markets.

Visit www.redi-lite.com for more information

Logo

Our logo is a distinctive mark that seeks to present our company as a forward-thinking organisation.



Identity minimum space

The minimum exclusion zone margin for our logo. The dimensions are based on the height of the 'R' and must be maintained from the farthest edge of the logo.



Minimum size

Logo must not be reproduced at a size smaller than 10mm in height.



Usage

The full colour logo option is to only be used on a white background. The single colour version is otherwise used.



Colour Palette

These are our corporate primary colours for our logo, text and headers. Included are the references for CMYK and RGB for consistency across different media platforms.

	CMYK 15, 100, 100, 0 RGB 210, 35, 42		CMYK 9, 60, 60, 0 RGB 225, 128, 103
	CMYK 0, 0, 0, 100 RGB 0, 0, 0		CMYK 0, 0, 0, 0 RGB 225, 225, 225

Referencing

The logo keeps the capitalized 'RED' in any body copy/text whenever referenced as per example below. This will keep the brand consistent.

The REDi-lite Spectra system can be installed in almost any location unlike traditional skylights where building structure and difficult roof lines can often dictate placement.