

RANGLE.IO

# External Brand Guidelines

This document contains Rangle's logo usage guidelines.  
Please abide by these rules only.

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**Rangle.io**

129 Spadina Ave, Suite 500  
Toronto, ON  
M5V 2L3, Canada

(416) 737-1555  
info@rangle.io

# Logotype

The Rangle.io logotype is our most visible and important brand asset.

Below are the logo versions included in this package. They are provided in EPS CS4 legacy format.

RGB COLOUR VERSION



File Name: [Rangleio-logo-RGB.eps](#)

CMYK COLOUR VERSION



File Name: [Rangleio-logo-CMYK.eps](#)

POSITIVE BLACK VERSION



File Name: [Rangleio-logo-Black.eps](#)

NEGATIVE WHITE VERSION



File Name: [Rangleio-logo-White.eps](#)

# Correct Logotype Usage

It is important to maintain brand consistency by following these usage rules.

DISPLAYED ON WHITE BACKGROUND

The logo consists of the word "RANGLE" in a dark blue, sans-serif font, followed by ".IO" in a red, sans-serif font.

DISPLAYED ON COLOUR BACKGROUND

The logo consists of the word "RANGLE" in a white, sans-serif font, followed by ".IO" in a white, sans-serif font.

PRINTED IN B/W PUBLICATION ON WHITE BACKGROUND

The logo consists of the word "RANGLE" in a black, sans-serif font, followed by ".IO" in a black, sans-serif font.

PRINTED IN B/W PUBLICATION ON BLACK BACKGROUND

The logo consists of the word "RANGLE" in a white, sans-serif font, followed by ".IO" in a white, sans-serif font.

# Incorrect Logotype Usage

It is important to maintain brand consistency by following these usage rules.

DO NOT STRETCH LOGO - RESIZE PROPORTIONALLY

The logotype 'RANGLE.IO' is displayed in its standard proportions. 'RANGLE' is in a dark blue, sans-serif font, and '.IO' is in a red, sans-serif font.

NO OBSTRUCTING ELEMENTS

The logotype 'RANGLE.IO' is shown with a horizontal line crossing through the 'R' and 'A', and a vertical line passing through the 'O', which is incorrect.

DO NOT PLACE ON ANY ANGLE

The logotype 'RANGLE.IO' is tilted at an angle, which is incorrect.

NO BUSY BACKGROUNDS

The logotype 'RANGLE.IO' is placed on a background split diagonally into red and dark blue sections, which is incorrect.

# Logotype Clearspace

It is important to keep appropriate white space around the logo to allow for legibility and to avoid obstruction. The white space (x) is determined by the cap-height of the 'O' in the Rangle.io Logotype.



## Minimum Size

The logotype should not be smaller than 1 inch for print and 100 pixels for web.

