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raimo®

face shield

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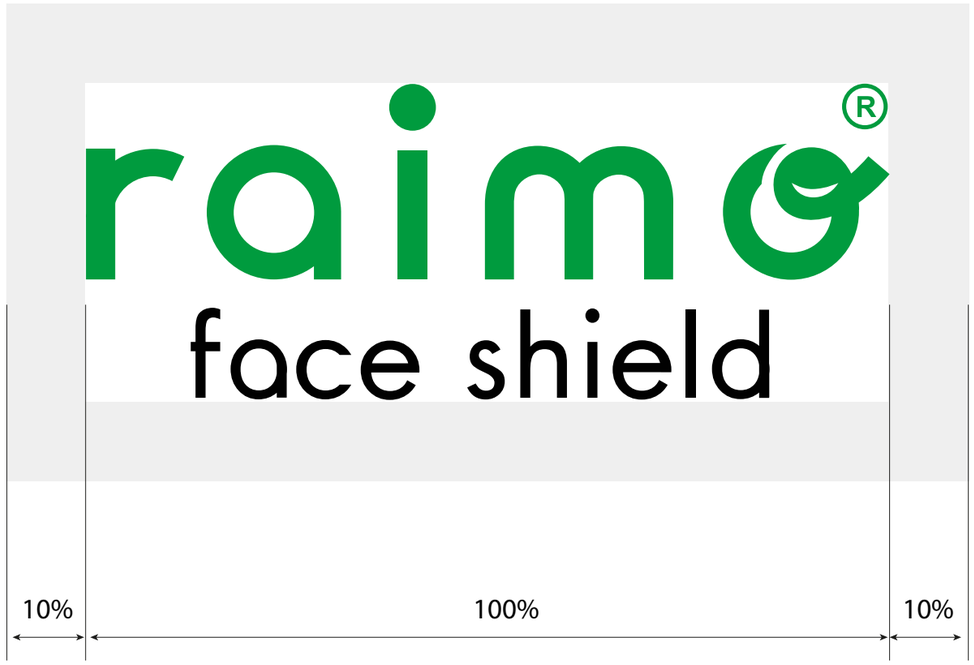

Exclusion area

When using the logo artwork, regardless of the version you may choose for your needs, please adhere to the directions we give you in this guide. Around the logo there must be an exclusion area, which is defined by the RAIMO visor-logo size. Whichever logo you use, the area around the logo should be 10% of the complete RAIMO visor logo width.

Individual decisions can be made on an case-by-case basis to avoid any degradation of the integrity of the brand message or the integrity of the logo as a whole.

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Registered trademark symbol ®

The logo must be declared pristine and must be obtained only for its original aim!
No other graphic or type should exist in the area of exclusion.
The registered trademark symbol ® must be used whenever the RAIMO visor logo is used. No other combinations or deviations with other words or text are acceptable.

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Web & Multimedia

Follow the same rules as described before.
Because of opportunities to animate or visually distort a logo in multimedia applications and presentations, please refer to the rules concerning logo use in the previous section.

Individual decisions can be made on an case-by-case basis to avoid any degradation of the integrity of the brand message or the integrity of the logo as a whole.

Colours

For new designs concerning Raimo visor use only colours of the RAIMO palette appearing on the right. Please see previous sections for the use of colours in the logo.

PANTONE : Hexachrome Green C
CMYK : C = 93 M = 0 Y = 100 K = 0
RGB : R =63 G =154 G = 71

WHITE

BLACK

PANTONE : Cool Gray 2 C
CMYK : C = 0 M = 0 Y = 0 K =10
RGB : R =236 G =236 G = 236

PANTONE : 432 C
CMYK : C = 23 M = 2 Y = 0 K = 77
RGB : R =80 G =87 G = 92

Typography

PPlease use the following fonts when designing new materials of RAIMO visor. Capitalize the wording RAIMO when these words are used in body copy or headlines.

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Myriand Pro Bold

Myriand Pro Bold - Use a font in the titles.

Myriand Pro Regular

Myriand Pro Regular is primarily used for subheadings and text copying. it is clearly visible and legible

Myriand Pro Bold -käytetään pääosin otsikoihin
Myriand Pro Regular -käytetään pääasiassa texteissä.

basic logo - used primarily in all materials

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square logo - used when the space reserved for the logo restricts the use of the basic log

horizontal logo - used when the space reserved for the logo restricts the use of the basic log

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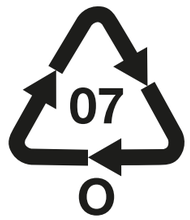

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RAIMO marketing and materials issues,
please feel free to contact the RAIMO brand team at
anytime..

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contact information can be found
www.spede-idea.com