



RAINIER DISPLAY

BRAND GUIDELINES

EST. 2021

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Ambitious / Visionary

We are the bringers-to-life of the imagination. We are the designers, the engineers and the builders. We capture the idea, activate the concept and construct the vision.

Whatever inspires the heart, mind and soul, we make it real.

Our creations tell the story of the place in which they reside. Meant to affect, engage and excite, every project is unique and custom-made for those who will experience it.

At the intersection of creativity, engineering and manufacturing is where we thrive.



Tenacious / Enduring

A division of Rainier Industries, established in 1896, Rainier Display juxtaposes our centenary legacy with the possibilities and promise of the future. As we have matured, the pledge to our core values, performance and purpose remain. Looking forward, we mobilize leading-edge design, state-of-the-art technology and unique manufacturing methods to bring our clients' vision to existence.

While we are always pioneering, inventing and exploring, we never forget who we are and where we came from.



Evocative

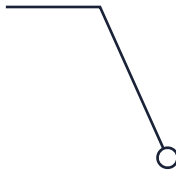
Elegant or edgy, pristine or punk, sleek or structural... there are almost no limits to what we can do.

What we create, on behalf of our customers, is meant to evoke emotion, spark joy and amplify wonder. Experiences and environments that make an impact, leave a mark, shape a memory. From the creative minds and hearts of our artists, to the inventiveness of our engineers and precision of our manufacturers, Rainier Display works to excite the mind, arouse the soul and stimulate the imagination of those who experience our work.

And we have a lot of fun doing it.

Visionary

The abstract nature of the mark is based on our ability to be creative and evoke new and innovative ideas.



Customer Centric

The opacity on the “d” shows that we are transparent with our customers and we work hard to put the customer first.



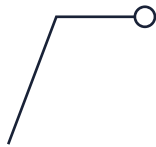
Working Together

The harmony between the shapes is an example of how all of our different departments work together to become one united front on a project.



Have Fun

The lowercase “r” and “d” represent Rainier Display without being literal.



RAINIER
DISPLAY

Memorable Mark

Overlapping the shapes gives you a mark that is intriguing and memorable.



Our Legacy

While the division title (Display) is at the forefront of this design, we also want to show pride in the Rainier legacy that we are upholding each day.

Logo Color



Full Color



Full Color on Dark



Black + White



Reverse

Logo Space



Always maintain clear space around the perimeter of the logos. Clear space should be determined by the size of the “R” in “Rainier” as shown above. Other text or elements should never violate the clear space.

Logo Standards

Specific usage standards have been established for application of our identity, providing a quality control system to ensure that each individual component is used correctly. These standards should be adhered to in order to maintain the integrity of the identity system. By following these guidelines in all of our communications, we each contribute to Rainier Display's reputation of excellence and support consistent messaging at all customer touchpoints.

The logo should always be placed on a solid background. However, in certain cases with prior approval, placement on photographic backgrounds can also be acceptable. In these applications the logo must be positioned against areas that offer sufficient contrast for legibility. The examples on the following page illustrate some of the most common application errors. Adhering to these guidelines will ensure proper reproduction and application of the identity.



Where possible, place the logo against a background featuring solid colors.



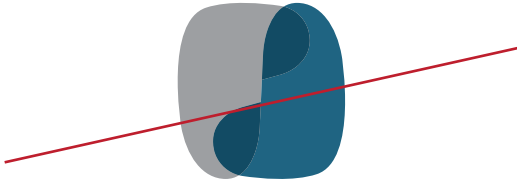
Place the logo in an area that offers sufficient contrast for legibility.



Never place the logo against a background featuring several different solid colors.



Never place the logo against high contrast areas in photographic backgrounds.



Do not use the icon on its own without permission.



Do not add elements.



Do not add additional outlines to or around the logo.



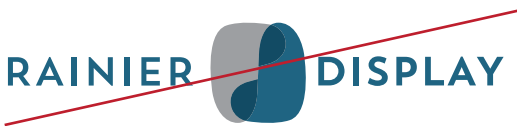
Do not use the logo type without the icon without permission.



Do not blur, weather, distress, bevel, emboss or disintegrate.



Do not change colors, including using Rainier Corporate Blue.



Do not alter the layout of the logo.



Do not skew or distort the logo.

Our Colors

The two primary colors are present in the logo, while the secondary colors work as accents to the brand. The yellow is to be used minimally on print collateral or on the web.

Using transparency values of these colors is encouraged, but please use sparingly as well.



CMYK 85 / 46 / 26 / 22
RGB 63 / 100 / 128
HEX: #3f6480
Pantone 7701C @90% tint



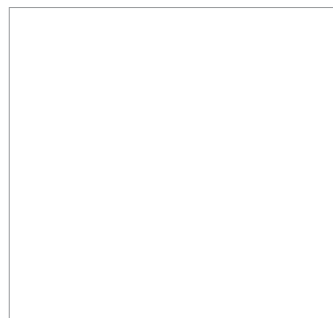
CMYK 97 / 70 / 34 / 65
RGB 15 / 39 / 62
HEX: #0f273e
Pantone 2965C



CMYK 55 / 31 / 28 / 3
RGB 128 / 148 / 160
HEX: #8094a0



CMYK 6 / 35 / 75 / 0
RGB 220 / 171 / 94
HEX: #dcab5e



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX: #ffffff



CMYK 0 / 0 / 0 / 60
RGB 128 / 129 / 131
HEX: #808183

Display

Industrial LightABCDEFGHIJKLMNOPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz 1234567890.,!+-?**Industrial Regular**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz 1234567890.,!+-?**Industrial Medium**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz 1234567890.,!+-?**Industrial SemiBold**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz 1234567890.,!+-?

Copy

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz 1234567890.,!+-?

Gotham Book

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ghijklmnopqrstuvwxyz 1234567890.,!+-?

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz 1234567890.,!+-?

Gotham Bold

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ghijklmnopqrstuvwxyz 1234567890.,!+-?

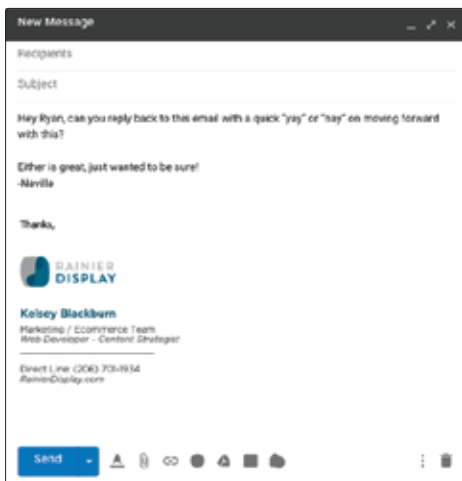
Rainier produces PPE in the battle against COVID-19

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Please note: Assets appear smaller than actual size.



Around the Office

Before expanding our brand outside of the office, we want to start within our doors. A lot of elements of our brand can be kept consistent, as long as we are holding our internal team accountable to follow our standards. We want our office collateral to be as polished as our client-facing collateral.

Above you can see featured examples of how the logo will live on in-office collateral:

- Business Card
- Letterhead
- Email Signature

Filter Used: Cinematic Pop of Yellow



The Pop of Yellow

When adding stylized filters to our images, we only want to use this “yellow tinting” version of the Cinematic Filter for instances that are not outlining details of a client project. It can be an image from a project, but it must be used in a display or ad fashion. This filter must be used sparingly and in special circumstances.

Examples of where it would be used:

- Header image on the website
- Accent image on print collateral
- The main article image in an email

This filter is a great complimentary element to our color palette, and can help enhance our brand identity.

The Primary Filter

When outlining how we will stylize project images to be displayed on project pages in our portfolio, we need to make sure that the projects look impressive, professional and in sync with our brand; but also keep them true to color. This filter helps us achieve the intensity and polished look that our brand represents, but also keeps the image gallery true to color for showing the final product.

Examples of where it would be used:

- Project Portfolio Pages
- Slide Deck Presentations
- Client Meetings



Filter Used: Cinematic Dark

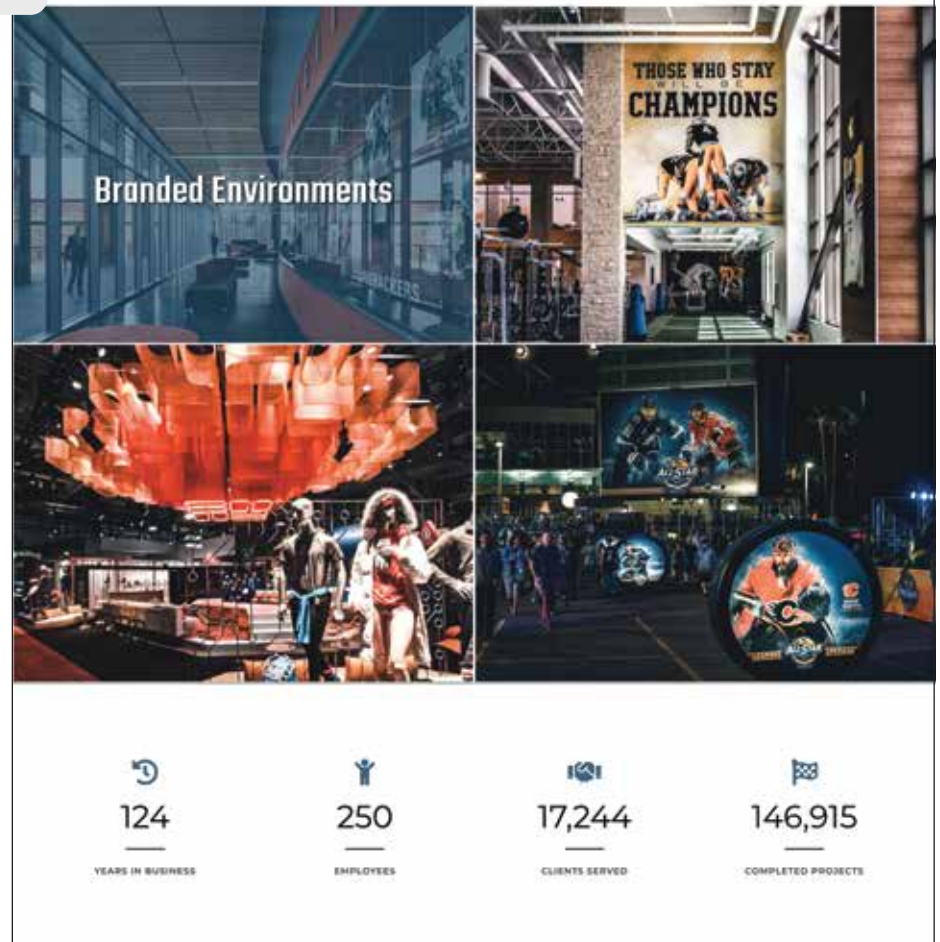


RainierDisplay.com

Rainier Display received a new website not long before this rebrand. With this in mind, we will be rolling out newly designed pages in phases. This is an example of the aesthetic that we are going for when thinking about new web elements, but not a final set in stone design.

You can see the following new elements used within the design, which you have also seen throughout this brand guide thus far:

- Large edge to edge images
- Use of the new brand photo filters
- A more visual in page navigation
- Arrows as a design element to subconsciously lead your eye down the page .





Printed Ad

Marketing Ads

Bold, simple headlines, limited secondary copy, and impactful imagery make the new advertising eye-catching and easy to understand.



Digital Ad

