



Roadpost



**Visual Identity**

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## Roadpost Logo | Colours

The Roadpost logo is comprised of two distinct Pantone colours: Pantone 7546C and Pantone 186C. These are the colours to be used in every application where two colours are available.



### Full Colours

Full colours should be used in all print applications where full colour is available such as user guides and brochures.

■ CMYK 100 73 48 48

■ CMYK 85 24 86 9

### RGB Colours

RGB colours should be used in all online applications where RGB colour is required such as websites, banner ads and PowerPoint presentations.

■ RGB 0 48 69 HEX #003045

■ RGB 29 134 82 HEX #1D8652

## Roadpost Logo | One Colour and Reversed

The Roadpost logo can be used in one colour when two colours or full colour is not available. The recommended colour for one colour is Pantone 303, Black or White.



You may also reverse the logo out of a photographic background, providing the logo is placed in an area dark or bright enough to support the logo without any portion of it becoming unreadable.



## Roadpost Logo | Secondary Colours

You may use the Roadpost logo on the following solid backgrounds.



Pantone **7725C**  
CMYK **85 24 86 9**  
RGB **29 134 82**  
HEX **#1D8652**



Pantone **303C**  
CMYK **100 73 48 48**  
RGB **0 48 69**  
HEX **#003045**



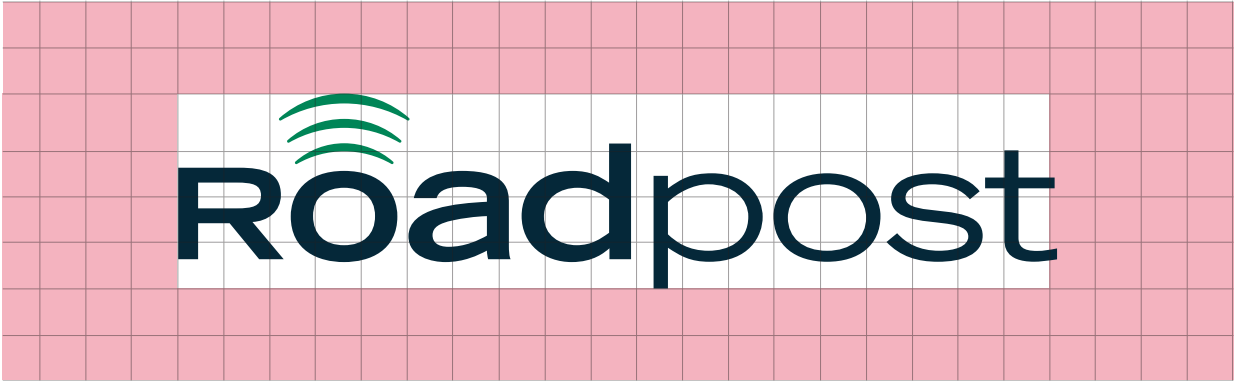
Pantone **303C**  
CMYK **69 7 16 0**  
RGB **52 181 208**  
HEX **#34b5d0**



Pantone **656C**  
CMYK **13 6 4 0**  
RGB **217 226 234**  
HEX **#d9e2ea**

## Roadpost Logo | Size and Isolation

To maintain the integrity of the Roadpost logo, it is important to observe the logo's area of isolation outlined in the graph below. All other additional type and images used in conjunction with the logo should be positioned outside of the specified area.



### Minimum Logo Size

To ensure legibility for print, there is a minimum preferred width of 32 mm/1.26 in at which the logo may be reproduced.

It is critical that the Roadpost logo is clear at all times on the web. As in print, it is important to observe the logo's area of isolation for use on the web.



Print  
32 mm/1.26 in



Web  
80 px

**Note:** Please contact the Marketing Department for the correct Roadpost logo for reproduction below 32 mm or 80 px.

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[www.roadpost.com](http://www.roadpost.com)