





## LOGO STYLE GUIDELINES

## Table of Contents

1	RPOST ALL LOGOS & ICONS.....	3
	READ FIRST – DIRECTORY OF LOGOS & ICONS BY NUMBER .....	3
2	RPOST COMPANY TRADEMARK POLICIES .....	8
2.1	TRADEMARK GRAMMAR.....	8
2.2	IMPORTANT TRADEMARKS .....	8
2.3	SAMPLE FORMATTING OF TRADEMARKS (CAPITALIZATIONS) FOR USA MATERIALS .....	9
3	RPOST LOGO.....	10
3.1	CLEARING SPACE .....	10
4	LOGO COLOR VARIATIONS .....	10
4.1	COLORS OF FULL-COLOR LOGO .....	11
4.2	USAGE OF FULL COLOR LOGO .....	11
4.3	REVERSE (KNOCKOUT) LOGOS.....	11
5	INCORRECT LOGO USE.....	12
5.1	UNAPPROVED COLORS.....	12
5.2	NO SHADOW EFFECTS AND UNAPPROVED ARRANGEMENTS OF LOGO ELEMENTS .....	12
5.3	NOT USING LOGO ON BACKGROUND THAT DOESN'T PROVIDE SUFFICIENT CONTRAST .....	12
6	LOGO DIMENSIONS FOR DIFFERENT USERS .....	13
6.1	LOGO DIMENSIONS FOR BANNERS .....	13
6.2	LOGO DIMENSIONS FOR SOCIAL MEDIA .....	14
6.3	LOGO DIMENSIONS FOR PARTNER MARKETING .....	14

























# 1 RPOST ALL LOGOS & ICONS

## READ FIRST - DIRECTORY OF LOGOS & ICONS BY NUMBER

The logos & Icons on the background colors   are the examples of how the logos & Icons (white) look on the background and they are not the logos & Icons themselves.





To download each logo & Icons noted below identifiable by the number associated with the logo, click here: <https://rpost.com/downloads/RPost-Logo-Style-Guide.pdf>

1. RPost		13. Registered	
2. RPost White R		14. Registered White R	
3. RPost Red R		15. Registered Red R	
4. RPost Transparent R		16. Registered Transparent R	
5. RMail		17. RDocs	
6. RMail White R		18. RDocs White R	
7. RMail Red R		19. RDocs Red R	
8. RMail Transparent R		20. RDocs Transparent R	
9. RSign		21. RForms	
10. RSign White R		22. RForms White R	
11. RSign Red R		23. RForms Red R	
12. RSign Transparent R		24. RForms Transparent R	



















25. RPortal		37. R1	
26. RPortal White R		38. R1 White R	
27. RPortal Red R		39. R1 Red R	
28. RPortal Transparent R		40. R1 Transparent R	
29. RApp		41. RMail & RSign by RPost	
30. RApp White R		42. RMail & RSign by RPost White R	
31. RApp Red R		43. RMail & RSign by RPost Red R	
32. RApp Transparent R		44. RMail & RSign by RPost Transparent R	
33. RPost One		45. RSign & RMail by RPost	
34. RPost One White R		46. RSign & RMail by RPost White R	
35. RPost One Red R		47. RSign & RMail by RPost Red R	
36. RPost One Transparent R		48. RSign & RMail by RPost Transparent R	

49. RMail by RPost		61. RDocs by RPost	
50. RMail by RPost White R		62. RDocs by RPost White R	
51. RMail by RPost Red R		63. RDocs by RPost Red R	
52. RMail by RPost Transparent R		64. RDocs by RPost Transparent R	
53. RSign by RPost		65. RForms by RPost	
54. RSign by RPost White R		66. RForms by RPost White R	
55. RSign by RPost Red R		67. RForms by RPost Red R	
56. RSign by RPost Transparent R		68. RForms by RPost Transparent R	
57. Registered by RPost		69. RMail Gateway	
58. Registered by RPost White R		70. RMail Gateway White R	
59. Registered by RPost Red R		71. RMail Gateway Red R	
60. Registered by RPost Transparent R		72. RMail Gateway Transparent R	

73. "SERVICE BY" RPost		85. Main RMail "powered by"	
74. "SERVICE BY" RPost White R		86. Main RMail "powered by" White R	
75. "SERVICE BY" RPost Red R		87. Main RMail "powered by" Red R	
76. "SERVICE BY" RPost Transparent R		88. Main RMail "powered by" Transparent R	
77. Main RPost "powered by"		89. RPost "powered by" with Font (OPTION)	
78. Main RPost "powered by" White R		90. RPost "powered by" White R with Font (OPTION)	
79. Main RPost "powered by" Red R		91. RPost "powered by" Red R with Font (OPTION)	
80. Main RPost "powered by" Transparent R		92. RPost "powered by" Transparent R with Font (OPTION)	
81. Main RSign "powered by"		93. RSign "powered by" with Font (OPTION)	
82. Main RSign "powered by" White R		94. RSign "powered by" White R with Font (OPTION)	
83. Main RSign "powered by" Red R		95. RSign "powered by" Red R with Font (OPTION)	
84. Main RSign "powered by" Transparent R		96. RSign "powered by" Transparent R with Font (OPTION)	

97. RMail "powered by" with Font (OPTION)		99. RMail "powered by" Red R with Font (OPTION)	
98. RMail "powered by" White R with Font (OPTION)		100. RMail "powered by" Transparent R with Font (OPTION)	

## ICONS

1. RPost Icon		10. Registered Icon	
2. RPost Icon Red R		11. Registered Icon Red R	
3. RPost Icon Transparent R		12. Registered Icon Transparent R	
4. RMail Icon		13. RDocs Icon	
5. RMail Icon Red R		14. RDocs Icon Red R	
6. RMail Icon Transparent R		15. RDocs Icon Transparent R	
7. RSign Icon		16. RForms Icon	
8. RSign Icon Red R		17. RForms Icon Red R	
9. RSign Icon Transparent R		18. RForms Icon Transparent R	

## 2 RPOST COMPANY TRADEMARK POLICIES

### TRADEMARK GRAMMAR

A trademark is an adjective that describes a noun. Therefore, **WHENEVER** you use an RPost trademark in text (i.e., not as a title, but in a letter, e-mail, or marketing document), please make sure you use the term as an adjective.

For example, write, “send a Registered Email™ message” or, “try the Registered Email™ service” or perhaps, “use the Registered Email™ system” rather than “send a Registered Email” or “try Registered Email”.

Note, you are adding the noun, “message” or “service” or “system” of which “Registered Email” is describing, and that noun should begin with a lowercase letter. For example, the “s” in “system” or “service” should be lowercase as well as the “m” in message. (The exception would be when using in a title).

While you must properly use the trademark as an adjective followed by a noun in all contexts such as letters, e-mail, or marketing documents, you generally need to only include the appropriate “TM” trademark markings in the first display of the trademark in a document. An exception to this is that for press releases, the trademark symbols should not be used in headlines, taglines, nor in the first sentence of the press release.

It should be referenced that, “The listed trademarks are owned by RPost Communications Limited.”

### IMPORTANT TRADEMARKS

#### **For USA focused material**

REGISTERED EMAIL™, (R)EGISTERED EMAIL™, RETURN RECEIPT™, REGISTERED RECEIPT™, CERTIFIED EMAIL™, (R)ETURN RECEIPT®, (R)EGISTERED RECEIPT®, CERTIFIED EMAIL™, RPOST®, RMAIL®, RSIGN®, RFORMS™, RCRYPT™, (R)®, LEGAL PROOF®, ESIGNOFF®, SIDENOTE®.



### **Non-US materials in English (Sample)**

REGISTERED EMAIL™, (R)EGISTERED EMAIL™, RETURN RECEIPT™, REGISTERED RECEIPT™, CERTIFIED EMAIL™, CERTIFIED EMAIL™, RPOST™, RMAIL™, RSIGN™, RFORMS™, RCRYPT™, (R)™, LEGAL PROOF™, ESIGNOFF™, SIDENOTE™.

### **For Non-US materials in Languages other than English (Sample)**

Email Registrado™, Email Certificado™, Aangetekend E-mail™, Eingeschriebene E-Mail™, Recibo Certificado™, Recibo Registrado™

The above is a short list, not an exhaustive list, of RPost Communications' trademarks. RPost Communications also has trademarks in foreign languages, not listed above.

## **SAMPLE FORMATTING OF TRADEMARKS (CAPITALIZATIONS) FOR USA MATERIALS**

- RMail® service (note capital "R" and "M")
- RSign® service (note capital "R" and "S")
- Registered Email™ service (note capital "R" and "E")
- Legal Proof® records (note capital "L" and "P")
- Registered Receipt™ email (note capital "R" and "R")

For more information, please [click here](#).

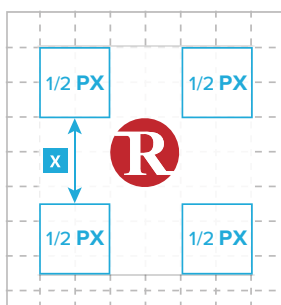
### 3 RPOST LOGO



1. White R in the Red Circle with hex code - c3272e
2. Avenir Next Condensed Bold font
3. Avenir Next Condensed Medium font

### CLEARING SPACE

The minimum clear space around the logo should be the width of the ½ px in RPost Logo.



Single Logomark



Full Logomark

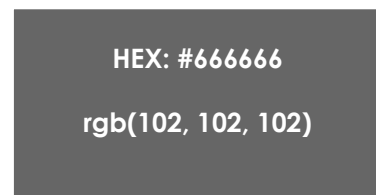
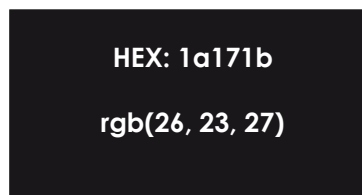
### 4 LOGO COLOR VARIATIONS

To simplify the usage of logo on various backgrounds, we provide full-color logo and reverse (knockout) logos.

Full-color logo – this logo is the primary logo should be used for brochures, word templates and all the marketing or branding materials. The background color for full-color logo should be white or variants of colors that have enough contrast to make the logo visible.

Reverse (knockout) logo – this logo is the secondary logo should be used on the images and videos where there is a dark color background.

## COLORS OF FULL-COLOR LOGO



## USAGE OF FULL COLOR LOGO

Full-color logo is the primary logo for white and light color backgrounds



## REVERSE (KNOCKOUT) LOGOS

The Reverse (Knockout) logos with Red Circle White R or White Circle Red R or White Circle Transparent R should be used on dark backgrounds.

**Option 1**



**Option 2**



**Option 3**



**Option 4**



## 5 INCORRECT LOGO USE

### UNAPPROVED COLORS



### NO SHADOW EFFECTS AND UNAPPROVED ARRANGEMENTS OF LOGO ELEMENTS

#### No shadow effects



#### Unapproved arrangement of logo elements



RPost Logo has text, icon and trademark symbol as logo elements, using these elements in any unapproved way is strictly not acceptable.

### NOT USING LOGO ON BACKGROUND THAT DOESN'T PROVIDE SUFFICIENT CONTRAST



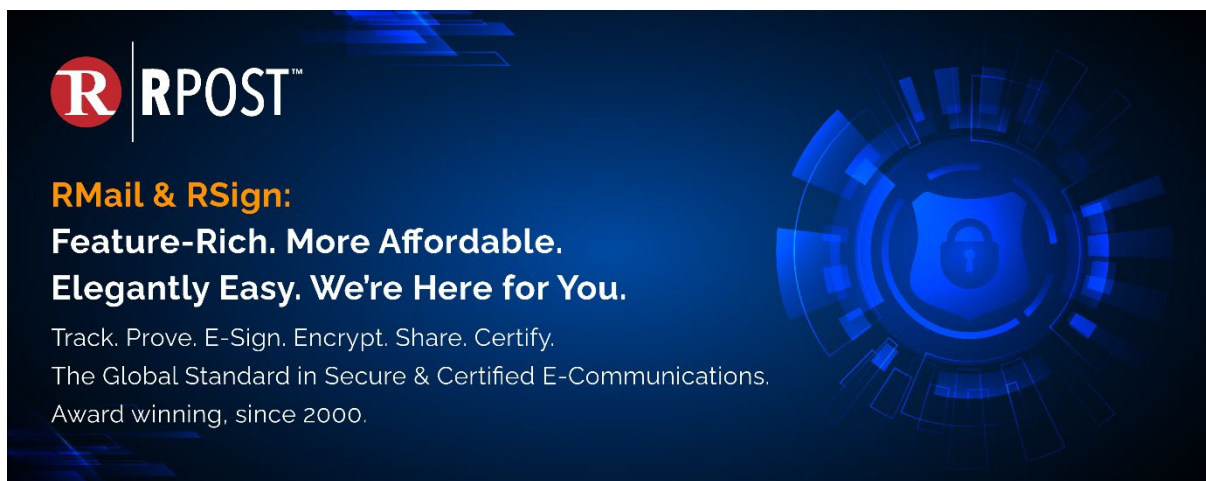
## 6 LOGO DIMENSIONS FOR DIFFERENT USERS

### LOGO DIMENSIONS FOR BANNERS

For banners with the text, RPost logo should be on the top of text. Logo and text should be center aligned vertically and horizontally.

Banner dimensions: 890X356px

Logo dimensions: 186x75px



## LOGO DIMENSIONS FOR SOCIAL MEDIA

The ideal size for social media images is 870X648px and the logo size is 213X86px.

The logo placement – left bottom corner with left margin 30px and bottom margin 36px



## LOGO DIMENSIONS FOR PARTNER MARKETING

Partner logo shouldn't dominate RPost logo and the height of partner logo should be same as the height of RPost logo.



RPost logo should be on the left bottom corner and partner logo should be on the right bottom corner. Partner logo should have same bottom and right-side margin same as RPost logo.



6033 West Century Blvd., Ste. 1278, Los Angeles, CA 90045, 1-866-468-3315, sales@rpost.com <https://rpost.com>

RPost 2023©. RPost has more than 50 patents granted and additional patents pending in 23 countries, including US patent nos. 7,966,372; 8,484,706; 9,432,313 among others listed at [www.rpost.com/patents](http://www.rpost.com/patents). RPost owns registered and unregistered trademarks in countries worldwide, including: REGISTERED EMAIL™, RMAIL®, RSIGN®, RPOST®, LEGAL PROOF®, among others listed at [www.rpost.com](http://www.rpost.com) and its associated websites. Use of third-party trademarks is intended to be compliant with and respecting their trademark policies. RPost presentations, brochures, and website content are for informational purposes only and should not be relied upon as legal advice.