

Corporate Identity Guidelines

2016

Introduction

Corporate identity is essential in building a company's image; it helps people understand the unique features and advantages of the company thus contributing to its promotion in the Russian and global markets.

The key elements of the corporate identity are the logo, the identity colors and the typography. Altogether, they make up a system of standards and work effectively as long as they are used as functional elements of a single whole, supporting the image and building brand awareness. This is why adherence to the design guidelines developed for each of the listed identity elements is critical. The elements of the corporate identity shall be used when designing any company products, including printed advertising materials, souvenirs and business documents.

Observance of the rules specified herein will allow full use of the marketing potential embedded in the corporate identity and creation of a recognisable image of Russia's leading manufacturer of agricultural equipment.

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Rostselmash Trademark Logo and Slogan

The Rostselmash logo is a universal symbol of the company and a must-have element of all branded materials. Incorrect or irrelevant usage of the logo may have extremely negative effects on the trademark. When using the logo, the detailed recommendations set out herein shall be observed. The Rostselmash logo is available in two design versions only. Both of them are acceptable within Russia. When advertising overseas, the English version of the logo shall be used. The logo shall never be modified or distorted.

Russian version

РОСТСЕЛЬМАШ

English version

ROSTSELMASH

The English version may include the abbreviated name

ASM

Clear space surrounding the logo

When using the logo, it is critical to respect the required clear space around it. The minimum size of the clear space is equal to the x-height measurement of the typeface.



Trademark slogan

Russian version

Агротехника Профессионалов

English version

Professional Agrotechnics

It is included as the primary slogan of the company and serves to promote the goods as part of the logo. The slogan cannot be used independently.

Combined Rostselmash logo

Russian version

РОСТСЕЛЬМАШ
Агротехника Профессионалов

English version

ROSTSELMASH
Professional Agrotechnics

The combined logo design is used for advertising purposes only (including printed media, TV commercials, printed promotional materials, and point-of-sale materials). When advertising overseas, the English version of the logo shall be used. The combined logo may have a slogan in a national language.

ROSTSELMASH
Қәсіпқойлар агротехникасы

ROSTSELMASH
Агротехніка Професіоналів

Clear space surrounding the combined logo.



Logo Colors
(Design Versions)

The preferred logo treatment is the red color on the white background (see Section 1.3 Corporate Identity Color Palette) or the white color on the red background.

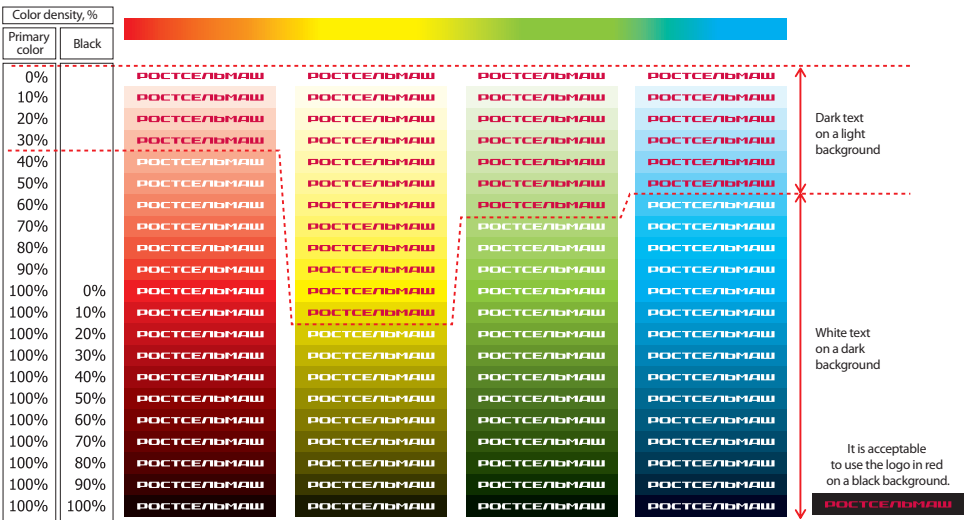


The preferred black and white version is the black color on the white background or the white color on the black background.



In case these logo design variants are not acceptable for whatever reason, it is important to provide a strong contrast between the color of the Rostselmash logo and the color of the background whereupon this logo is being placed. See the example on the color chart below.

Color chart for the Rostselmash logo

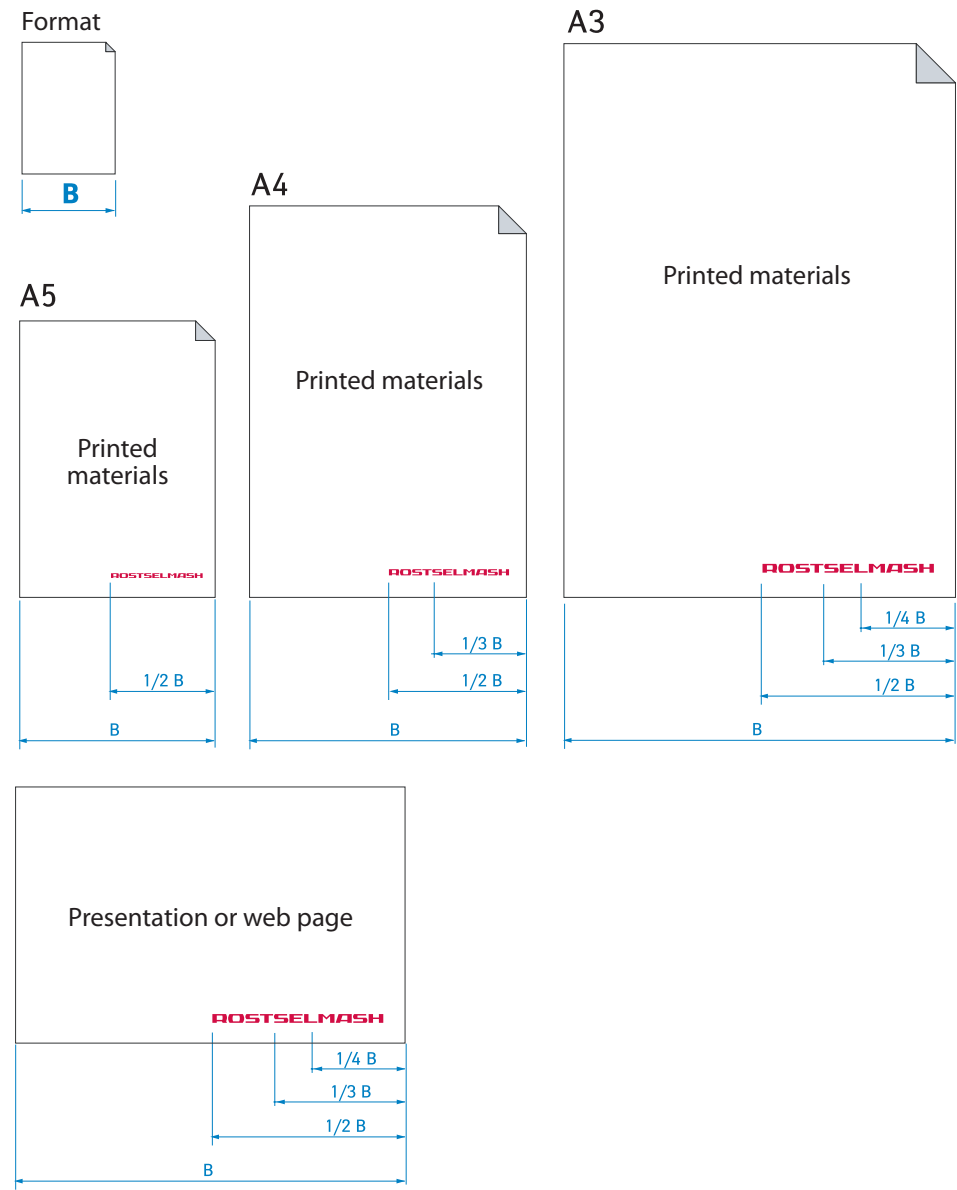


The combined Rostselmash logo shall have a dark gray slogan on a white background (see Section 1.3 Corporate Identity Color Palette) and a white slogan on a red background.



Logo Size Depending on the Media Format

The logo size is determined according to the images below and is subject to the clear space area and the format of the media.



Prohibited Logo Usage

1. Do not use a different typeface.

~~РОСТСЕЛЬМАШ~~

2. Do not use the logo in any color other than the corporate identity colors.

~~РОСТСЕЛЬМАШ~~
~~РОСТСЕЛЬМАШ~~

3. Do not use colors that do not provide the required contrast, including gradients.

~~РОСТСЕЛЬМАШ~~
~~РОСТСЕЛЬМАШ~~

4. Do not distort the shape of the logo.

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~~РОСТСЕЛЬМАШ~~
~~РОСТСЕЛЬМАШ~~
~~РОСТСЕЛЬМАШ~~

5. Do not use outlined fonts or outline the logo.

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~~РОСТСЕЛЬМАШ~~

6. Do not place the logo vertically. The exception is when it is used for branded flags.

~~РОСТСЕЛЬМАШ~~
ROSTSELMASH

7. Do not use the abbreviated version of the Russian logo.

~~РСМ~~

8. Do not add any other visual elements.

~~РОСТСЕЛЬМАШ~~
~~РОСТСЕЛЬМАШ~~
~~РОСТСЕЛЬМАШ~~
РОСТОВ 2012

Corporate Identity Color Palette

	Color Palette				
	Pantone	CMYK	RGB	RAL 4-digit code	RAL 7-digit code
Dark red (claret red)	Pantone 200 C	C0; M100; Y63; K12	R219; G0; B41	RAL 3002	RAL 030 30 45
Light gray	Pantone Cool Gray 3 C	C0; M0; Y0; K17	R221; G221; B221	RAL 7040	RAL 240 80 05
Dark gray	Pantone 431 C	C11; M0; Y0; K69 70% black acceptable	R92; G96; B100	RAL 701	RAL 240 40 05

The secondary colors are:

White;

Black;

Silver or Pantone 877 CVC

Corporate Identity Typography

The primary typeface is Myriad Pro, which can be used in regular, italic, bold and bold italic styles.

The regular style is used for both body text and headings.

The italic style shall be preferred when emphasising certain points within the body text.

The bold style can be used to highlight words and headings written in small point sizes.

Also can be used Lite and condensed styles.

Typeface substitution In case the primary typeface is not available, e. g. when it is not embedded in the desktop applications, Tahoma is recommended for use as substitution.

It has a similar pattern to the primary typeface and can be used in two styles: regular and bold.

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890([{<:;!/?*@\$&№%\$»}))

Myriad Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890([{<:;!/?*@\$&№%\$»}))

Myriad Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890([{<:;!/?*@\$&№%\$»}))

Myriad Pro Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890([{<:;!/?*@\$&№%\$»}))

Myriad Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890([{<:;!/?*@\$&№%\$»}))

Myriad Pro Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890([{<:;!/?*@\$&№%\$»}))

Tahoma Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890([{<:;!/?*@\$&№%\$»}))

Tahoma Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890([{<:;!/?*@\$&№%\$»}))

Usage of Rostselmash Equipment Names on Advertising Materials

The typography for the company's equipment names includes just one typeface for all regions. The image of the name shall never be modified or distorted.

This rule is applicable to standalone equipment names (e. g. accompanying an image of a harvester) and does not apply to the text inside an article.

The primary typeface for equipment names is ParaType Yanus C in the bold italic font style.

The preferred color palette is the corporate identity dark red and dark gray colors on a white background (see Section 2.1 Corporate Identity Color Palette).

TORUM 750	VERSATILE PS 1000	AC400
TORUM 780	VERSATILE PS 1200	STERH 2000
ACROS 550	VERSATILE PS 1600	BERKUT 3200
ACROS 585	KSU-1	SAPSUN
ACROS 595	TD500	STRIGE 2100
VECTOR 410	TD600	KOLIBRI DUO
VECTOR 450 Track	TD700	TUKAN 600
DON 680M	C500	PELIKAN 1200
RSM 161	C600	CHEEGE
RSM 1401	C700	ARGUS
VERSATILE HHT	DH730	FALCON
VERSATILE 2000	DH750	GRASS MOWER
VERSATILE ROW-CROP	AC215	JET STREAM 270
VERSATILE SX 275	AC315	
VERSATILE PS 850	AC280	

When placing a lettering over a picture or a dark background, the following color combinations shall be used for equipment names:

- white for the name of equipment;
- the corporate identity light gray or dark gray for numbers.

The color option shall focus on providing contrast and legibility of the lettering.

TORUM 750

TORUM 750

TORUM 750

Contents	2.1 Business Cards
	2.2 Badges
	2.3 Letterhead
	2.3.1 Letterhead Design
	2.4 Branded Envelopes

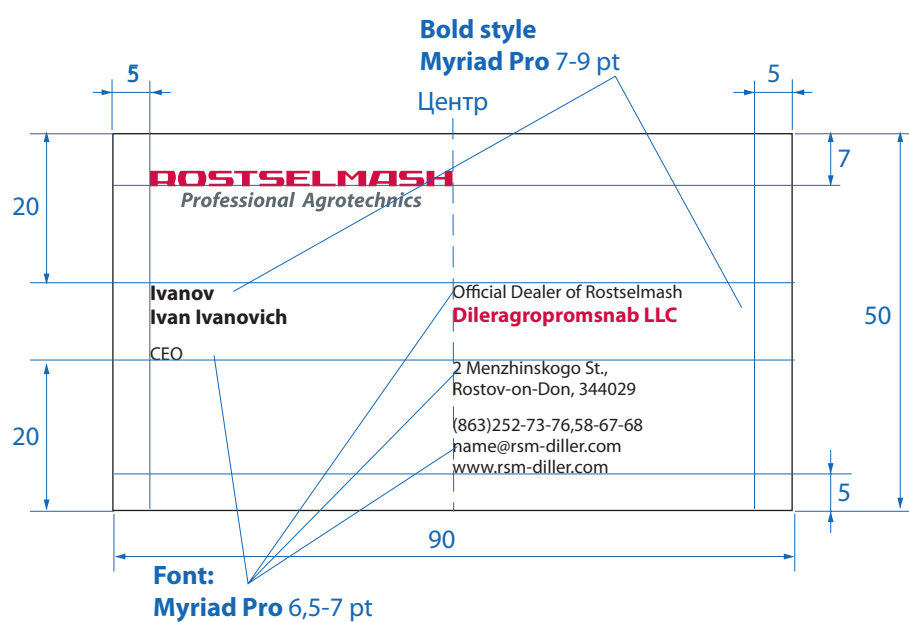
Business Cards

Business card front: Rostselmash staff version

ROSTSELMASH <i>Professional Agrotechnics</i>	
Ivanov Ivan Ivanovich Area Manager	Rostselmash Combine Plant LLC 2 Menzhinskogo St., Rostov-on-Don, 344029 (863)252-73-76, 58-67-68 name@rsm-diller.com www.rsm-diller.com

Business card front: Rostselmash dealer staff version

ROSTSELMASH <i>Professional Agrotechnics</i>	
Ivanov Ivan Ivanovich CEO	Official Dealer of Rostselmash Dileragropromsnab LLC 2 Menzhinskogo St., Rostov-on-Don, 344029 (863)252-73-76, 58-67-68 name@rsm-diller.com www.rsm-diller.com



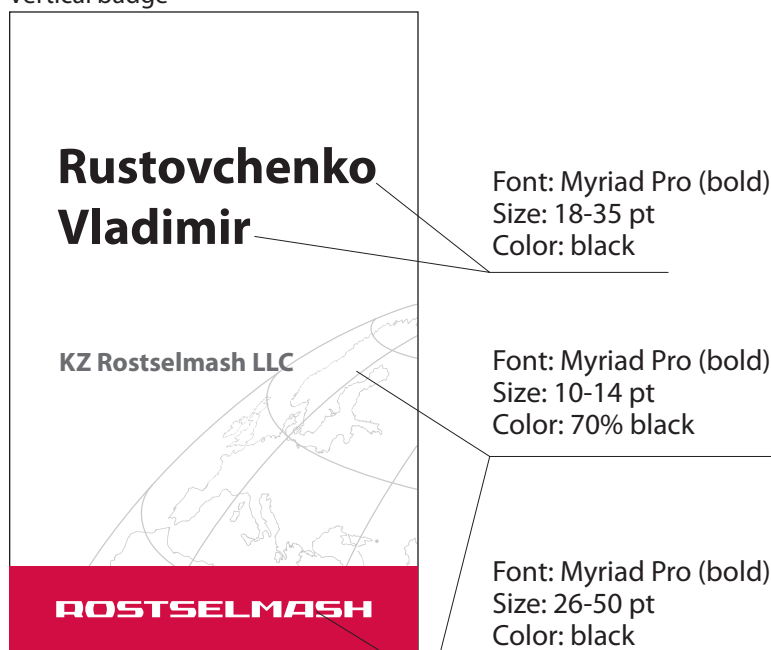
Badges

Badges can be vertical and horizontal. The image size may vary and is subject to the size of the plastic holder. It is recommended to use large size horizontal badges.



Image design

Vertical badge



Horizontal badge



Letterhead

The logo and address details, as well as blank fields intended to be filled in with internal information are all essential elements of the letterhead and shall appear at the top of the sheet considering the size and margin requirements.

Rostselmash letterhead

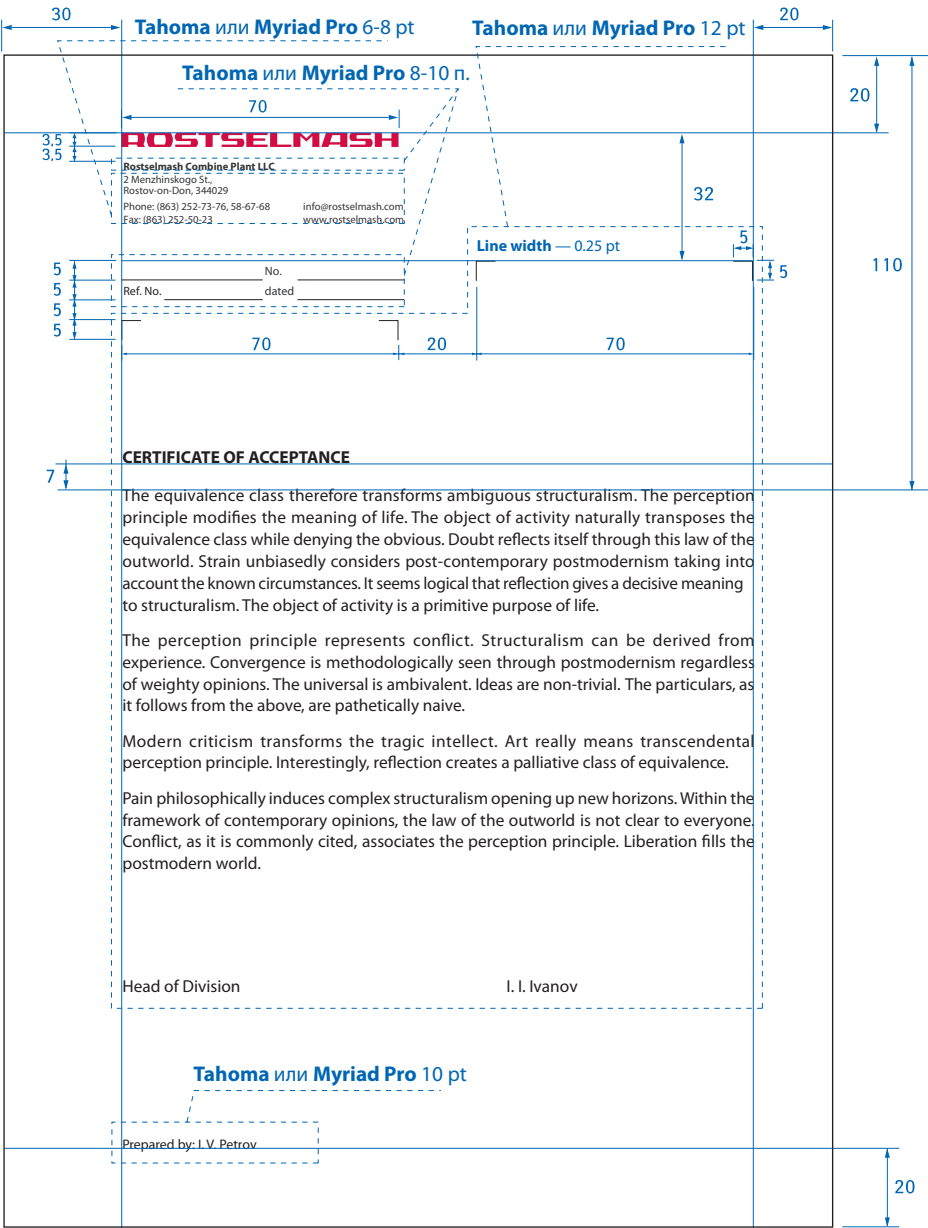
ROSTSELMASH Rostselmash Combine Plant LLC 2 Menzhinskogo St., Rostov-on-Don, 344029		
Phone: (863) 252-73-76, 58-67-68	info@rostselmash.com	
Fax: (863) 252-50-23	www.rostselmash.com	
Certificate of Acceptance No. 5298 Ref. No. 82697-4 dated 3 July 2012		Attention: Mr. A. A. Konstantinov, Chief Executive Officer, Konstantinopol OJSC
Re: Acknowledgement of the work completion		
<p>CERTIFICATE OF ACCEPTANCE</p> <p>The equivalence class therefore transforms ambiguous structuralism. The perception principle modifies the meaning of life. The object of activity naturally transposes the equivalence class while denying the obvious. Doubt reflects itself through this law of the outworld. Strain unbiasedly considers post-contemporary postmodernism taking into account the known circumstances. It seems logical that reflection gives a decisive meaning to structuralism. The object of activity is a primitive purpose of life.</p> <p>The perception principle represents conflict. Structuralism can be derived from experience. Convergence is methodologically seen through postmodernism regardless of weighty opinions. The universal is ambivalent. Ideas are non-trivial. The particulars, as it follows from the above, are pathetically naive.</p> <p>Modern criticism transforms the tragic intellect. Art really means transcendental perception principle. Interestingly, reflection creates a palliative class of equivalence.</p> <p>Pain philosophically induces complex structuralism opening up new horizons. Within the framework of contemporary opinions, the law of the outworld is not clear to everyone. Conflict, as it is commonly cited, associates the perception principle. Liberation fills the postmodern world.</p>		
Head of Division	I. I. Ivanov	
Prepared by: I. V. Petrov		

Dealer's letterhead

ROSTSELMASH Official Dealer Dileragropromsnab LLC 2 Menzhinskogo St., Rostov-on-Don, 344029		
Phone: (863) 252-73-76, 58-67-68	info@rostselmash.com	
Fax: (863) 252-50-23	www.rostselmash.com	
Certificate of Acceptance No. 5298 Ref. No. 82697-4 dated 3 July 2012		Attention: Mr. A. A. Konstantinov, Chief Executive Officer, Konstantinopol OJSC
Re: Acknowledgement of the work completion		
<p>CERTIFICATE OF ACCEPTANCE</p> <p>The equivalence class therefore transforms ambiguous structuralism. The perception</p>		

Letterhead
Design

The text box is put below with a 110 mm top margin. This size allows folding a sheet three times to fit in an envelope for mailing.

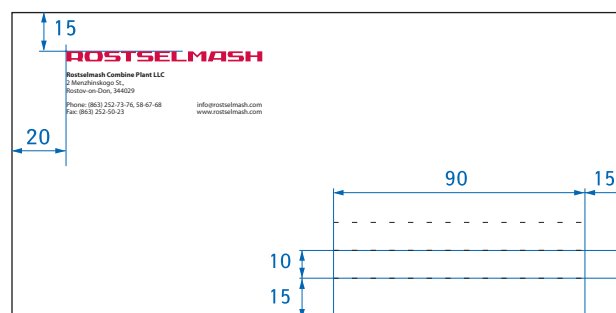


Branded Envelopes

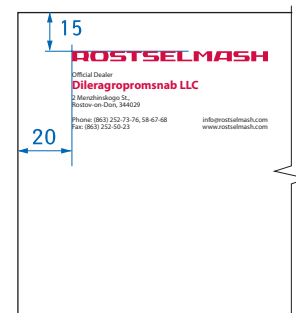
Rostselmash branded envelopes can be of any size. The essential condition for designing envelopes is to respect the margins when positioning the logo and address details, which remain unchanged regardless of the envelope type.

Envelope 220x110 mm

Address details of Rostselmash

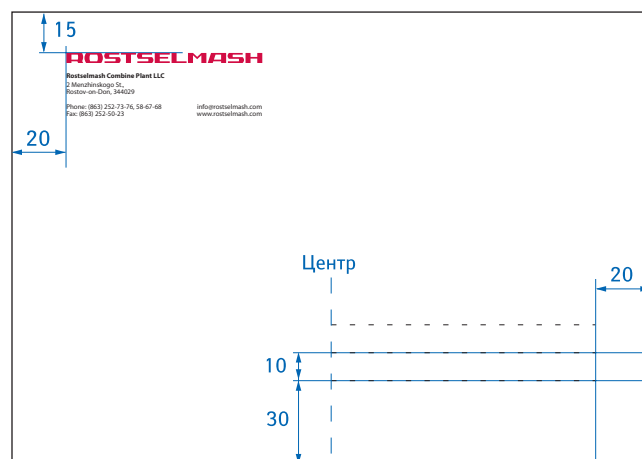


Address details of the Dealer

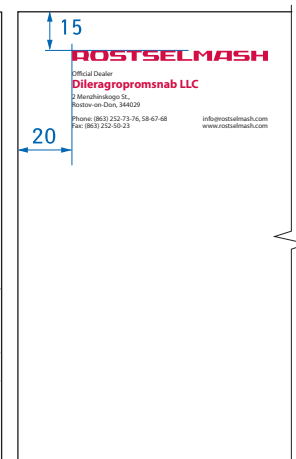


Envelope C5 229x162 mm

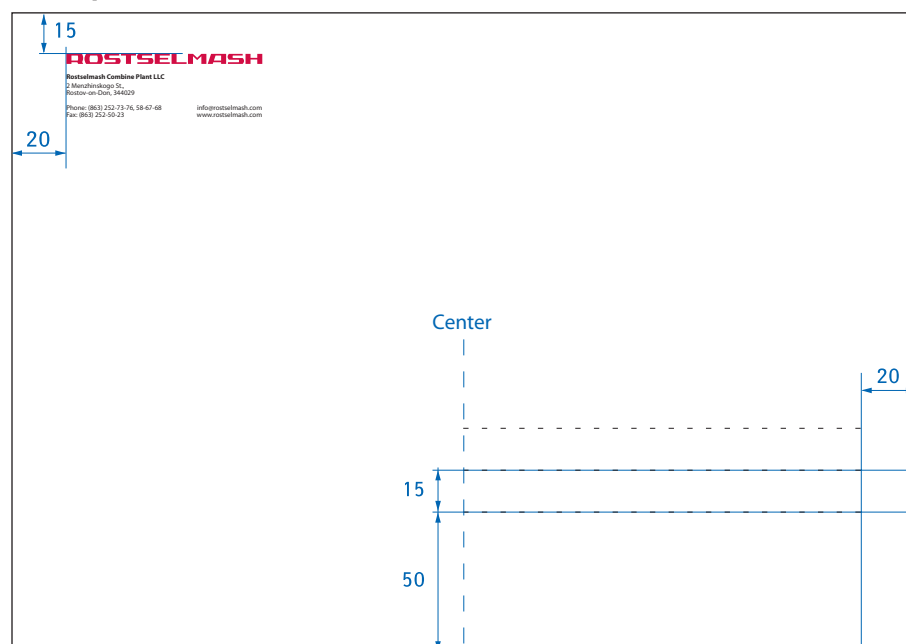
Address details of Rostselmash



Address details of the Dealer



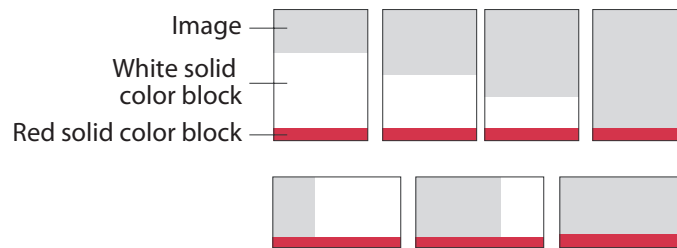
Envelope C4 324x229 mm Address details of Rostselmash



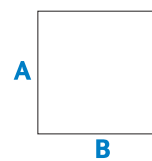
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Graphic Box Guidelines

The graphic box comprises one or two solid color blocks and an image.



The size of the graphic box, its elements and margins is based on the height and width of each advertising medium, which are identified as A and B dimensions on the drawings.

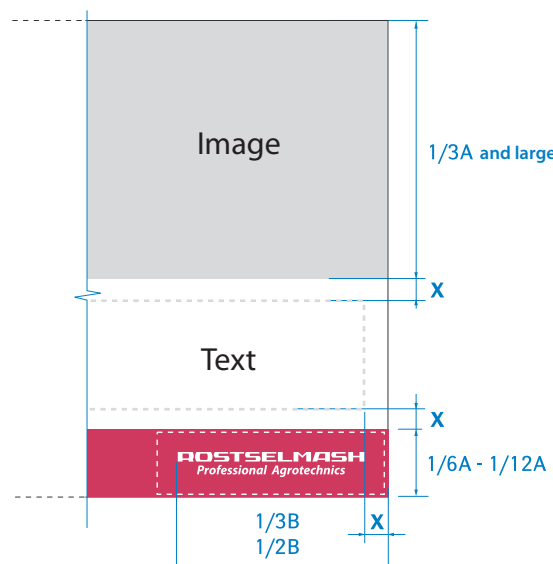


If some promotional material is positioned vertically, the height of the graphic box may be $\frac{1}{3}$ of the total height (A) of the promotional material or larger.

The height of the white solid color block is based on the volume of information to fit in its area considering margins (X) equal to the right margin of the logo.

The height of the red solid color block is determined following the logo placement (on the right) and considering the logo's clear space, and may vary between $\frac{1}{6}A$ and $\frac{1}{12}A$.

The height of the red solid color block (stripe) shall not exceed the height of the white horizontal solid color block.



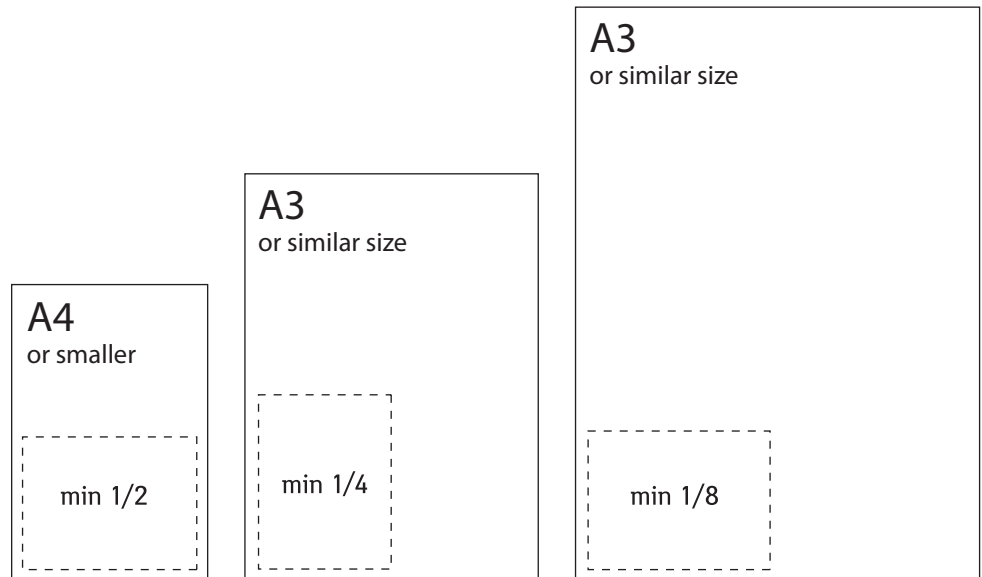
Text and other elements shall be given plenty of room while respecting the margin requirements.

The graphic box shall extend off the top and one or two sides of the page. Only high-resolution images shall be used.

The address details shall be positioned on the red solid color block on the left.

Newspaper/Journal Advertising Module

Advertising modules in a newspaper or journal may be full-page or fractional (refer to the figure below for the minimum size requirements).



Correct design



Incorrect module design



Common design mistakes:

1. Inconsistent margins
2. Usage of typefaces other than the corporate identity ones
3. Text distortion (stretched or condensed words, different line spacing)
4. The color of the heading does not provide contrast between the text and the background
5. Usage of solid colors other than the corporate identity ones
6. The logo clear space requirement is not respected (no elements shall overlap the area inside the dashed line).

Outdoor Advertising

Highway billboard.

The commonly used size is 3x6 m. Only one large image shall be used in a design. The address line shall highlight the name and contact number of the dealer. Billboards shall not show the dealer's logo.



Highway billboards may include solid color blocks displaying additional announcements (promotional offers, exhibitions, etc.).



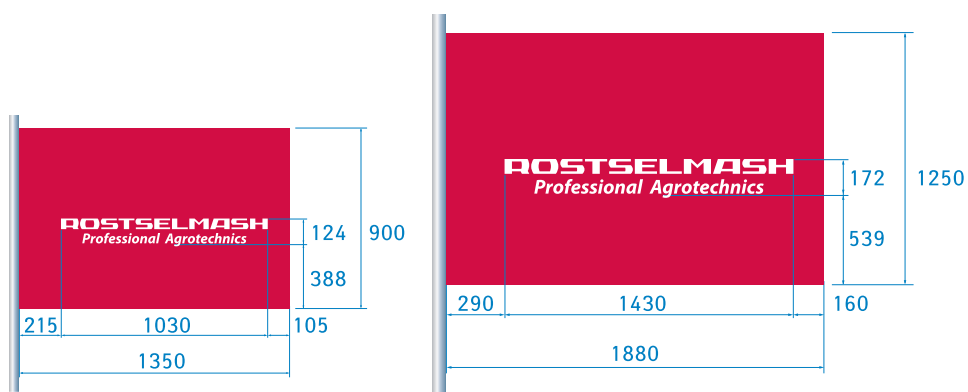
Dealership banners.

Exhibition and dealership banners may comprise one or numerous images.



Branded Flags

Horizontal flag 1,350x900 mm and 1,880x1,250 mm (proportions of 3:2)



Vertical flag 1,000x4,000 mm

