



## BRAND STYLE GUIDE

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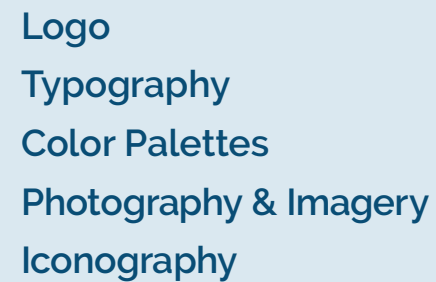
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# HOW TO USE THIS DOCUMENT

This document's purpose is to guide you through the use of RTO's assets and branding in a way that is consistent with how we see ourselves.

To use this document, search the toolkit for your area of concern. Use the guidelines outlined in this document to the best of your ability, and apply every element sensibly.

If you have any questions about the material, please contact the marketing department at RTO with your inquiries, questions, or concerns.

# OUR MISSION

“ We inspire and facilitate **employee success** through the delivery of engaging, customizable, and easy-to-manage online learning. ”

# OUR VISION

Make training  
> impactful  
and  
>> easy.

# CORE VALUES

1

**Integrity:** Respect one another and hold each other accountable.

2

**Teamwork:** Support each other, encourage development, and build positive relationships.

3

**Excellence:** Maintain exceptional content, platform, and service.

4

**Client Focus:** Provide valuable support and insight.

# VOICE

## Respectful, but direct

Speak in absolutes instead of idealism.

## Supportive, encouraging

Appreciate the value of teamwork.

## Insightful

Contribute creative ideas.

## Committed to lifelong learning

Share what you know while learning from others.

# Toolkit

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Logo

Typography

Color Palettes

Photography & Imagery

Iconography



# RTO LOGO



# LOGO CORPORATE

The RTO full color logo may only be placed on white background, never on a colored background or image.

When logo placement is required over an image or colored background, one of the two white variations of the logo must be used. If the logo is being placed on an RTO primary color, then the full white logo must be used.

For more specifications on what not to do regarding the RTO logo, see page 15.

When professionally representing the brand to prospects, the tagline should always be applied to the RTO logo. Exceptions to this rule exist and are noted on pages 11-12.



# LOGO INTERNAL

For internal or informal communications, the logo may be applied without the tagline. For further specifications regarding use of the tagline see page 12.

For specifications concerning logo color palette choice, see page 10.



# LOGO TAGLINE

While there are a variety of instances in which the RTO logo may be used, please be cognizant of the legibility of the RTO tagline at all times.

“Trusted Name in Training!” represents who we are and should be present in most professional correspondences.

However, not all use cases lend themselves to incorporating the tagline. You may remove the tagline in the following instances:

- Logo size is too small.
- Tagline becomes illegible.
- Other (Marketing Department discretion).

*Trusted Name in Training!*

# LOGO LETTERMARK

In special cases that present a need for a simplified lettermark, the RTO logo may be shortened to the first letter.

The RTO logo lettermark should be used sensibly, where simple representations of the RTO brand are necessary. Social media usage is an excellent representation of this, as many social media platforms require round profile pictures in which the RTO logo would not fit properly without losing legibility.

The lettermark allows for a clear and concise representation of the RTO brand at a glance.



# LOGO SQUARES

The RTO squares are a signature of sorts—being a clear indicator of our brand identity and company’s story of origin.

While the squares have their signature positioning within our logo, they also are a key design element for all brand assets.

Designers and marketers are free to use the RTO squares within reason as background embellishments and design element assets. However, they should not be used to replace our logo.

The RTO squares should be applied sensibly and should most often align in a pattern resembling the logo positioning. This is not a necessity, but it provides consistency across the brand.



# THINGS TO AVOID

Use the logo as depicted in the previous “Logo Corporate” and “Logo Internal” sections on pages 10 and 11.

**No additional colors, strokes, or effects can be applied to any version of the RTO logo.**

The color logo must not be placed on color images or color backgrounds.



# LOGO PLACEMENT

Use the largest square (gray) of the logo to determine the minimum amount of space around the logo.

## Placing RTO's logo with secondary logos:

Ensure all secondary logos are positioned within the x height of the RTO letters and tagline.

## Size limitation web:

Apply sensibly. If tagline becomes obscured, either remove with permission or consult Marketing.

## Size limitation print (no tagline): min 2cm

See above for minimum space around logo.

## Size limitation print (with tagline): min 3cm

See above for minimum space around logo.





# LOGO POWERED BY

At times, a subtle variation of the RTO logo must be used for partnership websites and corporate sponsorship. The Powered By logo fulfills this need.

Apply the color version of this logo on white backgrounds. On color backgrounds or images, apply the white version of the Powered By logo for better legibility.

RTO logo “Things To Avoid” section of this document applies to this logo as well.



POWERED BY  
**Ready Training Online**



POWERED BY  
**Ready Training Online**

# LOGO PLACEMENT (POWERED BY)

## Size limitation web: min W 230px

Allow minimum 30px around the logo.



230px

## Size limitation print: min W 2cm

Allow total height of logo as white space all around.



2cm

# TYPOGRAPHY LOGO

Raleway is considered to be a humanist typeface. It was chosen for its playful yet elegant and clear presence.

Raleway is the featured typeface of the RTO logo. Raleway makes up the base for the RTO logo's lettermark, along with the tagline beneath it.

Raleway is also featured in the Powered By logo, a subset of the RTO logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890  
Raleway Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*10234567890*  
*Raleway Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**10234567890**  
**Raleway Bold**

# Dynamic

# TYPOGRAPHY PRIMARY

The typefaces Montserrat and Nunito are used for all marketing materials, including digital and print collateral.

Montserrat is a bold, angular sans serif typeface allowing for its use in headers, accents, and calls to action.

Nunito, a more subdued, rounder sans serif typeface, allows for our tone in professional correspondences to come across as friendly and eager to help.

Both the Montserrat and Nunito typefaces can be found and downloaded from the Google Fonts database. Both are fully integrated webfonts.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890  
Montserrat Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890  
Nunito Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890  
Nunito Bold**

# Modern

# TYPOGRAPHY SECONDARY

Arial has been adopted as the typeface for RTO’s internal and external documents, lending a professional look and feel to the brand.

Arial should be used on all platforms that generate documents for internal or external use. See templates for specific formatting use cases.

The only exception to this rule is PowerPoint presentations. PowerPoint presentations should use primary RTO typography as indicated on page 20.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890  
Arial Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*10234567890*  
*Arial Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**10234567890**  
**Arial Bold**

01 02 03

# BRAND COLORS PRIMARY



**#87b3cd**

**R 135 G 175 B 205**

**C 047 M 018 Y 011 K 000**

**#7594b3**

**R 117 G 155 B 185**

**C 056 M 029 Y 008 K 004**

**#6a6f83**

**R 106 G 111 B 131**

**C 063 M 052 Y 035 K 009**

**#ffc810**

**R 255 G 200 B 016**

**C 000 M 022 Y 100 K 030**

**#e66760**

**R 230 G 103 B 096**



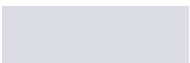
**C 005 M 074 Y 059 K 000**

Primary brand colors.

# BRAND COLORS SECONDARY

	<b>#000000</b>	<b>R 000 G 000 B 000</b>	<b>C 075 M 068 Y 067 K 090</b>
	<b>#414042</b>	<b>R 065 G 064 B 066</b>	<b>C 000 M 000 Y 000 K 090</b>
	<b>#042e49</b>	<b>R 004 G 046 B 073</b>	<b>C 100 M 079 Y 044 K 044</b>
	<b>#0b4060</b>	<b>R 012 G 061 B 097</b>	<b>C 100 M 078 Y 038 K 026</b>
	<b>#0a4e76</b>	<b>R 010 G 078 B 118</b>	<b>C 098 M 071 Y 032 K 015</b>
	<b>#b5d9e8</b>	<b>R 181 G 217 B 232</b>	<b>C 027 M 004 Y 005 K 000</b>

Any of the above can be used as backgrounds or accents in media where deemed appropriate (consult Marketing).

	<b>FOR WORD DOCS</b>	<b>#7594b3</b>	<b>R 115 G 148 B 179</b>	<b>C 058 M 034 Y 018 K 000</b>
	<b>FOR WORD DOCS</b>	<b>#9fa3b3</b>	<b>R 159 G 163 B 179</b>	<b>C 040 M 031 Y 021 K 000</b>
	<b>FOR WORD DOCS</b>	<b>#dbdce4</b>	<b>R 219 G 220 B 228</b>	<b>C 013 M 010 Y 005 K 000</b>

Above blue is for word docs only. Additional grays may be applied with primary and secondary colors.

# IMAGES PHOTOGRAPHY (INTERNAL USE)

As an RTO team member, the process of choosing imagery is first up to your professional discretion.

Photography for RTO should include bright lighting, a positive atmosphere represented by a diverse group of people, and a tendency to show those working in a convenience store-esque environment. Preference may also be given to imagery that could represent individuals using our LMS with satisfaction. These are examples of possible use cases. Imagery should first and foremost be representative of the promotion.





# IMAGES PHOTOGRAPHY (EXTERNAL USE)

In some instances, photography may not have been chosen by an RTO team member when working with an exterior organization or partner.

External designers or marketers should use their best judgment in choosing imagery to associate with the RTO brand.

Avoid using dull, washed-out photography. Avoid the use of imagery that does not align with the topic of interest being promoted. Avoid using low quality, blurry imagery. Always aim for high quality, bright, positive imagery to associate with our brand.

For web-based imagery, attempt to keep the image under 1MB in size.



# SOCIAL MEDIA ICONS

Social media icons come with style guides that should be followed wherever possible.

Where social media icons are applied to RTO-branded collateral, RTO brand colors should be applied.

Where applicable, RTO secondary background colors may be applied to the icon background. Use your best judgment in these particular use cases.



# ICONOGRAPHY

At times, the complex information presented by RTO may require various pictorial representations. These representations can take the form of iconography.

RTO's iconography must be aligned with those present within the trainingGrid™ LMS, which employs the use of custom iconography along with those presented by Google Material Guidelines.

When represented with the RTO brand name, iconography should follow the RTO brand color styling, not that of trainingGrid™. All colors available in the primary and secondary palettes are available to use with best judgment.



# Templates

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Documents (Letterhead)

Documents (Tables)

Email Signatures & Copy

# DOCUMENTS LETTERHEAD

## TOP LEFT

Align left aligned header with left edge of logo tagline.

## TOP RIGHT

### Title:

Text must be right aligned.

Font: Arial Bold, 20pt.

Color: Aqua (#7594b3).

## BODY COPY

### Headings:

Font: Arial Bold, 14pt.

Color: Aqua (#7594b3).

### Body Text:

Font: Arial Regular, 11pt.

Color: Black (#000000).

Align header with the left edge of tagline.

### TITLE

Font: Arial Bold, 20pt

Color: #7594b3

Body must be aligned as shown.

### HEADINGS:

Font: Arial Bold, 14pt

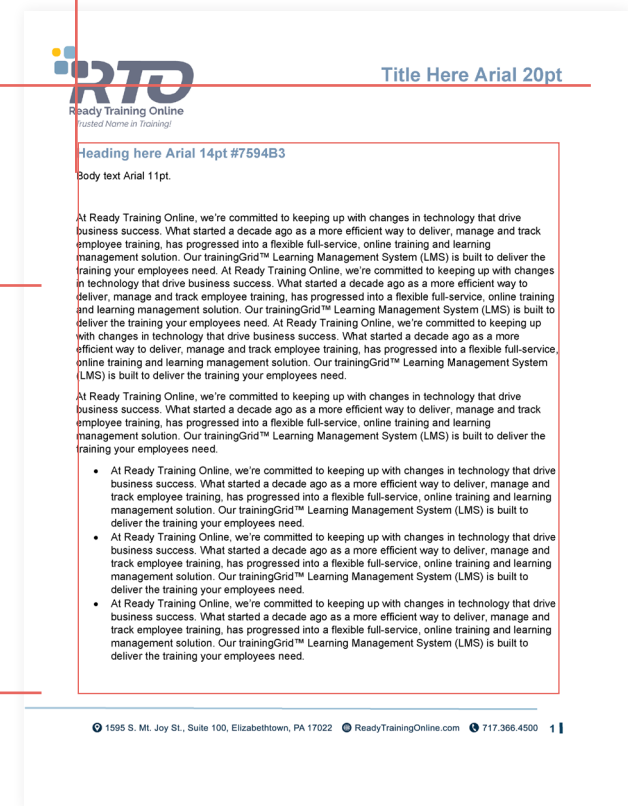
Color: #7594b3

### BODY TEXT:

Font: Arial Reg., 11pt

Color: #000000

Do not extend the main body below the line indicated.



# DOCUMENTS TABLES

## HEADERS

Header text should always align with the body text in columns beneath it.

**Background Color:** #7594B3.

**Font:** Arial Bold, 11 pt.

**Font Color:** #FFFFFF.

## BODY

Body text should always align with the header it corresponds with.

**Font:** Arial Regular, 11 pt.

**Font Color:** #000000.

Column Title	Column Title
Item 1	Item 1A
Item 2	Item 2A
Item 3	Item 3A
Item 4	Item 4A

BACKGROUND COLOR:

First row under header: #FFFFFF.

Second row under header: #DBDCE4.

Afterwards, the colors must alternate.

Prices	Yes/No
\$40	Yes
\$50	No
\$60	Yes
\$70	No

ALIGNMENT:

On most occasions, text should be left aligned. However, columns that include four characters or less, prices, or yes/no responses are subject to center alignment. Other situations may call for body text to be center aligned solely for aesthetic purposes. Use your best judgment or consult Marketing when making these decisions.

# E-MAIL (SIGNATURES & COPY)

## Enter Your Name

Your Title Here  
Ready Training Online  
717.366.4500 Ext #X  
[www.ReadyTrainingOnline.com](http://www.ReadyTrainingOnline.com)

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## RTO TEAM SIGNATURE STANDARD 2021

**Employee Name:** Arial Bold, 12pt, #0B4060.

**Title & Contact Info:** Arial Regular, 11pt, #000000.

**Website URL:** Arial Regular, 11pt, Underlined, #0B4060.

**Proprietary Info:** Arial Regular, 6pt, #000000

## RTO REPLY SIGNATURE 2021

Reply signature is the same company-wide, regardless of department.

Proprietary information is not included in the reply signature.

## RTO EMAIL BODY COPY

Arial Regular, 11pt, #000000

# E-MAIL SIGNATURES (TIMETRADE)

## **Enter Your Name**

Your Title Here

Ready Training Online

717.366.4500 Ext #X

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

## **SCHEDULE A MEETING**

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## **SALES, CLIENT SUCCESS, MOTIONGLASS 2021**

**Timetrade Scheduling Link:** Arial Bold, 12pt, Underlined, #0B4060.

**Text-Only Link:** Form text to be provided by Marketing.



# Questions?

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For assets (including logos, templates, etc.) please contact the marketing department. All other questions or concerns should be forwarded to the marketing department as well.