ROCKFORD SYSTEMS MACHINE SAFEGUARDING LOGO VARIANTS

Rockford Systems Machine Safeguarding logos should be used to represent the Machine Safeguarding product line. The logos use horizontal orientation. The logo’s primary color variations are full color and reversed full color, replacing the black text with white text. Secondary logo options are the all black logo and the all white logo. All logos should be used on a high contrast clean background. The full color and black logo should used on light backgrounds. The reversed and white logo should be used on dark backgrounds.

ROCKFORD SYSTEMS COMBUSTION LOGO VARIANTS

Rockford Systems Combustion logos should be used to represent the Combustion Safety product line. The logos use horizontal orientation. The logo’s primary color variations are full color and reversed full color, replacing the black text with white text. Secondary logo options are the all black logo and the all white logo. All logos should be used on a high contrast clean background. The full color and black logo should used on light backgrounds. The reversed and white logo should be used on dark backgrounds.
BRAND GUIDELINES

BRAND COLOR

**PRIMARY**

Pantone 193 C

#C5203F  
R:197  G:15  B:60  
C:16  M:100  Y:76  K:5

**SECONDARY**

Pantone 7541 C

#FFFFFF  
R:255  G:255  B:255  
C:0  M:0  Y:0  K:0

**PRIMARY**

Pantone Black C

#231f20  
R:0  G:0  B:0  
C:0  M:0  Y:0  K:100

**SECONDARY**

Pantone Black 7 C

#3C3C3C  
R:60  G:60  B:60  
C:68  M:62  Y:60  K:50

BRAND FONTS

**PRIMARY FONT**

Helvetica Neue

Font Family

47 Light Condensed  
57 Condensed  
67 Medium Condensed  
77 Bold Condensed

**LOGO FONTS**

Stymie Black

Nimbus Sans