

ROCKFORD 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 be used on light backgrounds. The reversed and white logo should be used on dark backgrounds.

Primary Logo Full Color



Primary Logo Full Color – Reversed



Secondary Logo 1-Color – Black



Primary Logo 1-Color – White Reversed



LOGO FONTS



FONT USAGE

Digital Font Usage





Microsoft and PowerPoint

Arial *Arial Italic*
Arial Bold *Arial Bold Italic*

Website

Lato Light *Lato Light Italic*
 Lato *Lato Italic*
Lato Bold *Lato Bold Italic*
Lato Black *Lato Black Italic*

CORPORATE COLORS

		PANTONE	CYMK	RGB	HEX
	Primary Red	PMS 193	16/100/76/5	197/15/60	C5203F
	Primary Black	Pantone Black C	0/0/0/100	0/0/0	231f20
	Secondary White	Pantone 7451 C	0/0/0/0	255/255/255	FFFFFF
	Secondary Grey	Pantone Black 7 C	68/62/60/50	60/60/60	3C3C3C

Print Font Usage

Helvetica Neue LT Pro Light
Helvetica Neue LT Pro Light Italic
 Helvetica Neue LT Roman
Helvetica Neue LT Italic
Helvetica Neue LT Bold
Helvetica Neue LT Bold Italic
Helvetica Neue LT Heavy
Helvetica Neue LT Heavy Italic
Helvetica Neue LT Black
Helvetica Neue LT Black Italic