VISUAL STYLE GUIDE

Updated July 19, 2024

Table of Contents

This Visual Style Guide has been created to define, preserve, and maintain Raymond Plumbing's visual identity. The following pages provide a basic set of guidelines to use the Raymond Plumbing identity correctly.

This guide does not give parameters for specific applications but offers general guidelines. If you do not find information to fit your needs, please contact Raymond Plumbing for guidance before using any of the Raymond Plumbing elements.

Primary Logo

The colors represented in this style guide are approximations.

Consult a professional printer and use the color breakdowns in this guide to keep colors consistent.

Never distort or stretch a logo.

Logo and Mark Variations

A Horizontal Logo
B Mark Only
C White Logo

A

B

C

Brand Colors

BLUE	
Pantone	
HEX	#1E4693
RGB	30 70 147
CMYK	99 85 8 1

WARM BLACK	
Pantone	
HEX	#231F20
RGB	35 31 32
CMYK	70 67 64 74

The colors represented in this style guide are approximations.

Consult a professional printer and use the color breakdowns in this guide to keep colors consistent.

BxB interprets colors from client-supplied logos with the current version of Adobe Illustrator using the sRGB and SWOP color profiles.

Brand Typography

HEADINGS

ROBOTO CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Download
https://fonts.google.com/specimen/roboto+condensed

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

PARAGRAPHS

ROBOTO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Download
https://fonts.google.com/specimen/roboto

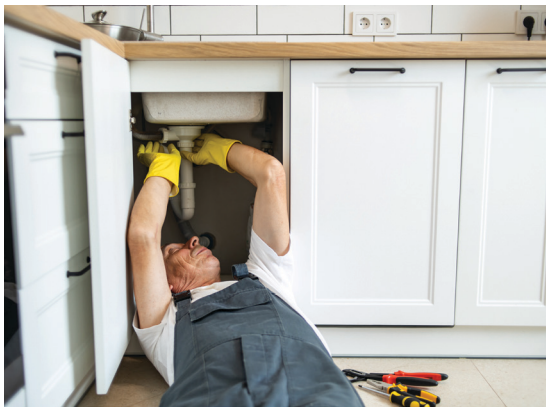
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

ALTERNATE TYPEFACE

HELVETICA NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brand Sample Imagery and Icons



The imagery represented in this style guide are samples.

Any additional imagery, icons, and accents should be in the style of these samples.

Additional Brand Notes

Glossary

NOTE: terms highlighted with bold text are covered in this glossary.

AI *(Adobe Illustrator)*
An AI or Adobe Illustrator file (also simply called an Illustrator file) is a **vector** file created in Adobe Illustrator software for use in printing and other nondigital applications. Similar to **EPS** files, AI files are used throughout the industry and are one of the preferred formats for use in embroidery, screen printing, laser cutting, and many other applications that require a vector format. Most people cannot view/open AI files due to the fact that you must have specific software to do so.

BLEED
When a photograph or other graphic object goes right to the edge of a page. When the print piece is laid out, the photo or object is made bigger than the area it is to occupy. After printing, the extra is trimmed off. Using this method, there is no chance for any spaces to show up around the object. Pieces with bleeds are often more expensive to print due to the fact that they have to be printed on larger paper and then trimmed down to the final size. Most office and home printers cannot handle printing bleeds and leave at least one edge of a sheet with a border where there is no ink.

CMYK *(Cyan, Magenta, Yellow, and Key [black])*
This color model (also called process color or four color) is one of the most common ways to print in color. Each of the four colors is laid down separately, one on top of the other, combining to create a full-color image. There are almost an infinite number of things that can affect the outcome of a printed piece (the age of the ink, the condition of the press/printer, the humidity in the room or in the paper, the calibration of the machines, the setup of the files, the competence of the printer, subjectivity, etc.). So it is important you choose a good, experienced, cooperative printer and you ALWAYS request a proof when you have something printed. The CMYK color gamut is considerably smaller than the **RGB** gamut, which is why it is sometimes difficult to print colors that appear on a computer screen. Sometimes these colors can be achieved in print using **Pantone** colors, but using Pantone colors can be expensive.

DPI *(dots per inch/DPI)*
DPI refers to the resolution of a printed image. Printed images are made up of dots on a page—get a high power magnifying glass and you can see the dots when looking at an image in a magazine. The more dots per inch in any given image, the higher the **resolution**, resulting in a clearer, crisper image. If you imagine the way an old-time newspaper comic looks, where you can see the dots on the page, you are familiar with a low-resolution (low DPI) image. Today, most office printers print at 600 DPI which means for every inch, the printer can handle up to 600 dots horizontally and 600 dots vertically. It is important to work with a professional when creating images for printing in order to arrive at the desired results. NOTE: DPI is different than **PPI (pixels per inch**), but some people mistakenly use the abbreviations interchangeably.

EPS *(Encapsulated Postscript)*
This is a graphics file format used to save **vector** images for use in printing and other nondigital applications. It is an industry standard and is a good format to share with professionals, especially for embroidery, screen printing, or other applications that require outlines. It is similar to an **AI** or Adobe Illustrator file. Most people cannot view/open EPS files due to the fact that you must have specific software to do so.

FONT
A complete combination of characters created in a specific type, style, and size that are variations of **typeface**. The set of characters in a font entails the letter set, the number set, and all of the special characters and marks you get when pressing the shift key or other command keys on your keyboard. For example, Helvetica Bold and Helvetica Italic are both fonts that belong to the Helvetica typeface.

GIF *(Graphics Interchange Format)*
This **raster** file format can contain more than one image and you can move through them like a flip-book. They are animations as opposed to videos and can be used where small file sizes are needed. They cannot include sound or be rewound or fast forwarded, plus the image quality and color range are low. GIFs are commonly used on social media.

JPEG aka JPG *(Joint Photographic Experts Group)*
A common process for compressing digital images. Most people can view/open JPGs and they are a good format to use when sharing images. JPGs are **raster** files, usually **RGB**, and can be used for many digital and physical applications. However, if you are printing a JPG file, you have to be sure it is big enough (high enough **resolution**) to translate into a printed piece. On the flip side, if the file size of a JPG is too big, it is hard to email or may take a long time to load on a computer. Talk to a professional if you are having trouble with the right resolution for a JPG file.

KERNING
Modifying the horizontal space between letters. Some fonts in certain situations need to have the kerning adjusted to make them feel balanced. Kerning is a subtle but important part of design and layout.

PANTONE MATCHING SYSTEM aka PMS aka PANTONE
A product of the Pantone Color Institute that was developed to standardize color communication over multiple industries. It makes thousands of swatches of colors available and gives printers, designers, decorators, textile manufacturers, and many others specific formulas for reproducing those colors more accurately. Printing with Pantone colors can be more expensive than printing using **CMYK** but will keep colors more consistent. Even if you are doing most of your printing in CMYK, having Pantone values for your core colors can help keep the colors used in varying mediums consistent. For example, if you use blue and green in your logo, having Pantone values for those colors can help keep your screen-printed t-shirts, your embroidered baseball caps, and your printed brochures all looking like the same color, even though they are very different mediums.

Glossary... continued

PDF *(Portable Document Format)*
Developed by Adobe Systems in its software program, Adobe Acrobat, to serve as a universal browser. Files can be downloaded over the web and viewed page by page, provided the user's computer has installed the application. PDFs are good to use if you want to send a file that is not editable (although, if someone has the right software, they can be edited) and can help eliminate some **font** issues. Some PDF files are **vector** files, but not all.

PIXEL
A pixel is an individual digital square—the smallest unit of a digital image. When placed together with particular values and in a particular order, they create an image. Digital photographs and videos are made up of pixels. Pixels are what make up a **raster** image (digital) and digital images are measured in **pixels per inch (PPI)**. Digital monitors and television displays are also measured in pixels.

PPI *(pixel per inch/PPI)*
This term literally refers to how many pixels are in an inch of whatever you are referencing. The number of PPI determines the **resolution** of an image. The PPI is very important when it comes to the quality of an image in its final application. The higher the PPI, the higher the resolution. NOTE: PPI is different than **DPI (dots per inch),** but some people mistakenly use the abbreviations interchangeably.

PNG *(Portable Network Graphics)*
PNG (sometimes pronounced "ping") is a file format used for compression without data loss (lossless compression). The PNG format displays images without jagged edges (as long as they are not enlarged) while keeping file sizes rather small, making them popular for digital application. PNGs are **RGB raster** files that are able to maintain "transparency" so are often used for overlays on websites and other digital applications. But, since they are raster, they cannot be enlarged without losing integrity so you need to make sure your PNG is a high enough **resolution** for your application. Consult with a professional designer or printer if you need help with your files.

RASTER/RASTERIZE
Raster files consist of a grid of tiny squares (**pixels**) that each have an individual value. When placed together with particular values and in a particular order, they create an image. Digital photographs are made up of pixels. When you zoom into a photo on a computer monitor, you can see the pixels. Unlike a **vector** file, raster files (**JPG, PNG, GIF,** BMP) cannot be scaled without losing integrity and becoming pixelated. To rasterize an image means to convert it from a vector file to a raster file.

RESOLUTION
The resolution of an image is an important factor in deciding the attainable output quality. The higher the resolution of an image, the less pixelated it will be and the curves of the image will appear smoother. When talking about digital applications (websites, digital brochures, etc.), the resolution refers to how many **pixels** are present in an inch (**pixels per inch** or **PPI**). For example, when preparing an image for display on a website, having a resolution of 72 PPI is usually adequate, but if you wanted to print that image out, it may appear fuzzy. For professional printing, it is best to keep images at about 300 PPI. Resolution is extremely important to understand to get the results you want when preparing images for display or print. Be sure to consult a professional to make sure your images have the proper resolution.

RGB *(Red, Green, Blue)*
RGB is the color model used to project color on a computer monitor. By combining these three colors, a large percentage of the visible color spectrum can be represented. The RGB color gamut is considerably larger than the **CMYK** gamut, making it difficult to print some colors that appear on a computer screen—usually brighter more vibrant colors. Sometimes these colors can be achieved in print using **Pantone** colors, but using Pantone colors can be expensive.

SVG *(Scalable Vector Graphics)*
This is a **vector** format designed for use on the internet. It is like other vector files in that it can be enlarged without losing quality. SVG files are more appropriate for use online due to the fact that they are smaller files than other vector files, and they are better adapted for indexing and searching functions.

TIFF/TIF *(Tagged Image File Format)*
A graphic file format used for storing images. TIFF is a commonly used file format for high color depth images. These file types are often used for print due to the fact that they retain more digital information (TIFF files are not compressed), but most printers can use **JPGs**.

TYPEFACE
A typeface consists of a group of related **fonts** and a full range of characters such as numbers, letters, marks, and punctuation. For example, Helvetica Bold and Helvetica Italic are both fonts that belong to the Helvetica typeface.

VECTOR
Vector graphics allow you to expand or reduce the vector graphic in size without any loss in quality using curves, points, lines, and polygons. Vector images can be enlarged indefinitely while maintaining quality. For the best results, it is important to have logo files in a vector format (**EPS**, **AI**, some **PDFs**, and **SVGs** under certain circumstances).