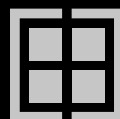
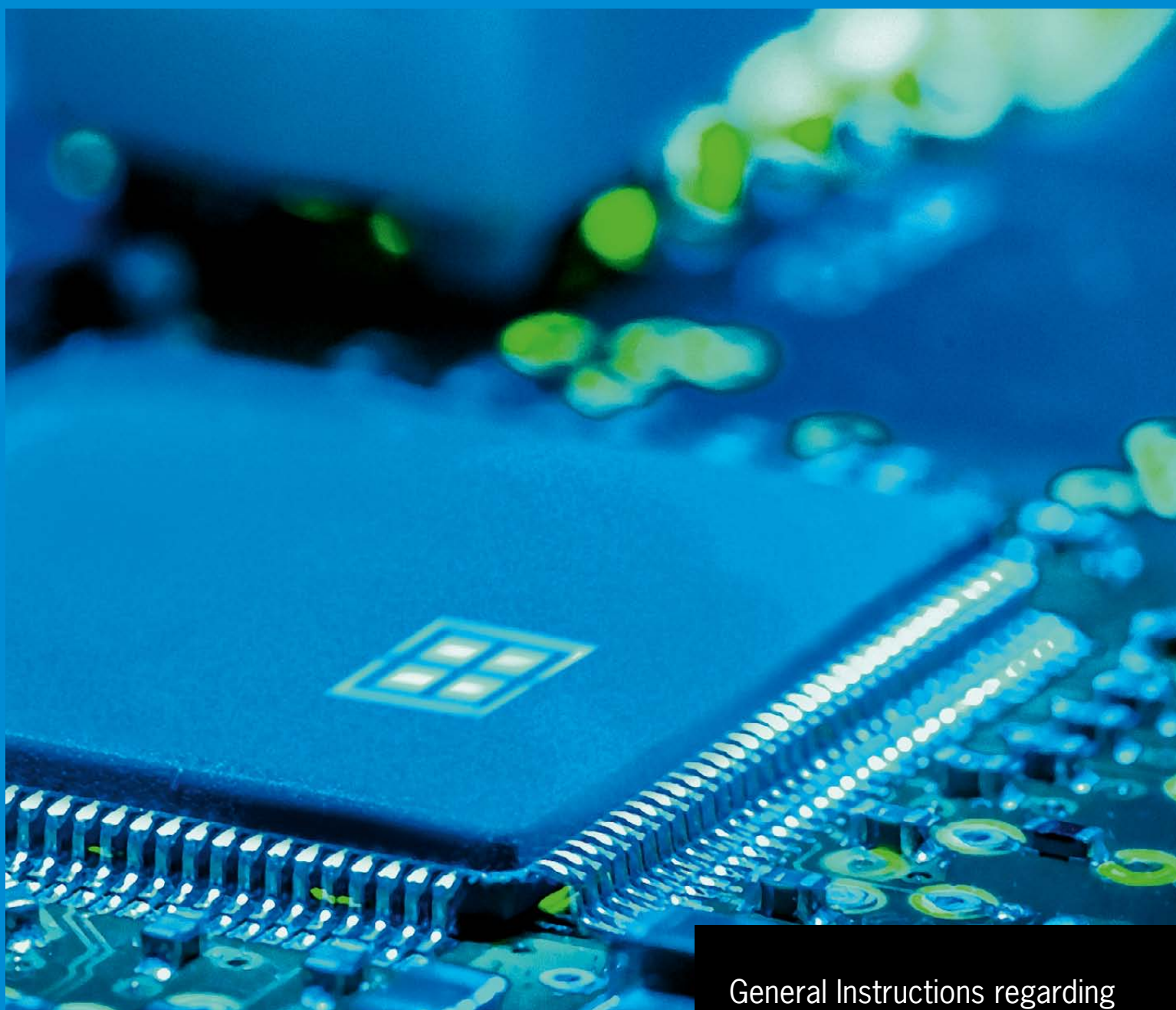


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**RUTRONIK**  
ELECTRONICS WORLDWIDE



General Instructions regarding  
the Use of the RUTRONIK Logo

V1.0

**Logo Guide. RUTRONIK.**

# MAIN Logo

## Color Definition

100c 20m 0y 0k  
HKS 47 K  
Pantone 3005U  
RAL 5015 Sky blue  
RGB: 0R 139G 210B



0c 0m 0y 30k  
HKS 91  
Pantone Cool Gray 6  
RAL 7035 Fenstergrau  
RGB 178R 178G 178 B

Usage: **Primary of homogen black backgrounds !**  
Further possible: in almost homogen backgrounds  
placed at dark areas of colour gradients



Main Position: **Preferred, on top right side of a page**



## Logo Variants and their Use

Alternative of White and Bright Backgrounds

100c 20m 0y 0k  
HKS 44  
Pantone Process Blue  
RAL 5015 Sky Blue



0c 0m 0y 55  
HKS 92  
Pantone Cool Gray 9  
RAL 9007 Window grey

0c 0m 0y 65  
HKS 92  
Pantone Cool Gray 9  
RAL 9007 Window grey

Logo: Monochrome Black



Logo: Negative



# Don'ts & Exceptions

## Incorrect Usage

Our corporate logo is an important asset of our brand and must never be altered or misused in any way.



## Exceptions:

Exceptions are only permitted after consultation and extra approval: e.g.

- Small areas not larger as  $l=15\text{mm}$ ;  $w=7\text{ mm}$   
(like USB Sticks, engravings of not straight surfaces...)
- If other solutions would be in relation too expensive
- If other solutions result in bad quality



# Key Colours

## Basic Colours



### Rutronik Blue

CMYK: 100, 20, 0, 0  
 RGB: RGB: OR 139G 210B  
 Rut\_Code: !rutCyan



### Rutronik Black

CMYK: 20, 0, 0, 100  
 RGB: 0, 0, 0  
 Rut\_Code: !rutBlack

## Application-specific Colours



### Rutronik SMART

CMYK: 60, 0, 100, 0  
 RGB: 102, 255, 0  
 Rut\_Code: !rutSmart



### Rutronik EMBEDDED

CMYK: 0, 60, 100, 0  
 RGB: 255, 102, 0  
 Rut\_Code: !rutEmbedded



### Rutronik AUTOMOTIVE

CMYK: 0, 0, 100, 10  
 RGB: 230, 230, 0  
 Pantone C: 3955  
 HKS: 69  
 Rut\_Code: !rutAutomotive



### Rutronik Power

CMYK: 0, 100, 100, 0  
 RGB: 255, 0, 0  
 Pantone Solid 485  
 Rut\_Code: !rutPower

## Background Colours

in relation to text & graphic Elements

Amusciunt. Rovid ut  
 ium di temolo omnis si  
 simporis est intur aut  
 volestecea nobist, ea sam,  
 sinullis dolor sitatem



### Light Gray

CMYK: 0, 0, 0, 10  
 RGB: 230, 230, 230  
 Rut\_Code: !rutLightGray

Amusciunt. Rovid ut  
 ium di temolo omnis si  
 simporis est intur aut  
 volestecea nobist, ea sam,  
 sinullis dolor sitatem



### Dark Gray

CMYK: 0, 0, 0, 60  
 RGB: 102, 102, 102  
 Rut\_Code: !rut  
 DarkGrayGround

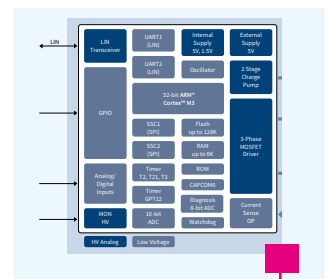
### Table Head

CMYK: 35, 10, 0, 0  
 RGB: 166, 230, 255  
 Rut\_Code: !rutTable\_Head

Product Name	Freq. [MHz]	Interface
9871QXA20	24	PWM
9877QXA20	24	PWM + LIN
9877QXA40	40	
9879QXA20	24	PWM + LIN
9879QXA40	40	PWM + LIN

### Table Body

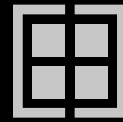
CMYK: 18, 5, 0, 10  
 RGB: 188, 218, 230  
 Rut\_Code: !rutTable\_Body



### Light Blue

CMYK: 9, 0, 0, 0  
 RGB: 232, 255, 255  
 Rut\_Code: !rutLightBlue

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