

LOGO USAGE

When using the Richmond logo it is preferred that a minimum amount of spacing be left around the logo where possible. This spacing is determined by the height of the lowercase letter 'x' at the font size of the logo text for "WHEEL & CASTOR CO". Logo files with this spacing included can be provided.



The x height of the logo is to be measured from the height of the letter 'c' at the top and bottom of the logo, and measured from the furthest point on the left and right sides.



The logo can be reversed out for applications where presenting it on a certain colour or image may be difficult. In these cases it is preferred that the logo only be displayed as white, and if necessary placed on a coloured background (it is preferred that this background be red or black in colour).

LOGO USE ON IMAGES

In cases where the logo is used on top of an image or background it should be used in a way similar to the examples below. In cases where there is a background image the spacing around the logo is not as strict.



If the white logo is mixing in with a background image too much, a drop shadow may be used to help it stand out.

ALTERNATE LOGOS

Depending on application there are also a number of alternate logos that can be used in place of the standard Richmond Wheel & Castor Co logo.



The R logo mark from the full logo can also be used as a standalone logo as it is an iconic symbol used to represent the Richmond brand.

INCORRECT LOGO USE

Pictured right are two examples of ways in which the logo should not be used



The logo should not be presented in any colour other than the Richmond red or reversed out as white or black. It should also not be placed in any way that affects the legibility of the logo too much.



Richmond Wheel & Castor Co

Brand Style Guide — 2016

Logo Usage

If you have any questions regarding the content within this guide please email graphics@richmondau.com

FONT USAGE

Below is a guide of the main fonts used in the Richmond Wheel & Castor Co branding, as well as some alternate fonts to be used in cases where the main font selection is unavailable.

HELVETICA CONDENSED BLACK

Headings, Lead Text

Often used together with Helvetica Condensed in order to create interesting heading styles and highlight certain types of information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(){}:”';',./<>?
abcdefghijklmnopqrstuvwxyz

HELVETICA CONDENSED

Headings, Sub Headings, Body Text

Depending on the style of material being produced Helvetica condensed is used for everything from headings and sub headings to general use as body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(){}:”';',./<>?
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE LT

Logo, Headings, Sub Headings, Body Text

Helvetica Neue is more than just the font used in our logo, it is also another option used for headings, sub headings, and body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(){}:”';',./<>?
abcdefghijklmnopqrstuvwxyz

BEBAS NEUE

Headings, Sub Headings, Body Text, Alternative

Bebas serves as a good alternative for applications where the standard condensed fonts are unavailable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(){}:”';',./<>?
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOOGLE FONTS

The selection of fonts below have been chosen to represent the Richmond brand as clearly as possible in online applications when the standard range of fonts are unavailable.

ANTON

Headings, Sub Headings (Only to be used in all caps)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Yantramanav

Headings, Sub Headings, Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro

Headings, Sub Headings, Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto

Headings, Sub Headings, Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

In cases of special promotions or unique headings, alternative font styles may be selected.

COLOUR USAGE

MAIN COLOUR — RED

The main focus of the Richmond branding is the strong red colour that is utilised in our logo. This red is also used as the main colour used in branding & design applications.

C - 0 M - 100 Y - 100 K - 0
R - 240 G - 30 B - 35
HEX - #F01E23

The strong Red to the left is to be used as the main colour of the Richmond brand.

The two other shades of Red to the right are to be used in applications such as gradients, patterns, etc. to make the standard Red stand out more. In some rarer cases these can also be used as the main colour in a design.

C - 30 M - 100 Y - 100 K - 30
R - 140 G - 0 B - 20
HEX - #8C0014

C - 15 M - 100 Y - 100 K - 0
R - 220 G - 35 B - 42
HEX - #DC232A

SECONDARY COLOURS — YELLOW, GRAY, ORANGE, BLUE

All of these secondary colours are to be used sparingly and more than one (or two) of them should not be used at the same time. These colours should be used only to compliment the Richmond Red or to highlight certain points of interest. In certain applications yellow may be used as a background colour but this is not a preferred option.

C - 0 M - 25 Y - 100 K - 0
R - 244 G - 195 B - 2
HEX - #F4C302

C - 2 M - 0 Y - 0 K - 15
R - 215 G - 218 B - 220
HEX - #D7DADC

C - 0 M - 80 Y - 100 K - 0
R - 250 G - 90 B - 34
HEX - #FA5A22

C - 80 M - 20 Y - 10 K - 10
R - 0 G - 140 B - 200
HEX - #008CC8

Other colours may also be used to suit the design and production of materials as long as they are approved before the final publication is completed.

EXAMPLES OF COLOUR USE

R RICHMOND YOUR NUMBER ONE CHOICE FOR WHEELS, CASTORS, AND MORE!
No matter what you need to store, lift, or transport Richmond's huge product range is sure to have something to help get the job done!

WHEELS & CASTORS | HAND TROLLEYS | PLASTICS & STORAGE | WHEELBARROWS & TRAILERS | MATERIALS HANDLING
SITE SAFETY | HOSPITALITY EQUIPMENT | CONVEYOR SOLUTIONS | GATE HARDWARE | ADJUSTABLE FEET & INSERTS

COME AND VISIT OUR SHOWROOM AT:
189 Taren Point Rd, Caringbah, NSW 2229
1300 474 246 | WWW.RICHMONDAU.COM | CARINGBAH@RICHMONDAU.COM

BOLT ON RATCHET STRAP
SECURE
LARGE AND AWKWARD ITEMS WITH EASE
3.8M STRAP LENGTH
PART NO. RSR001

R RICHMOND
M8 x 60mm
LONG HEX BOLT / WASHER / NUT KIT
PACK CONTAINS:
• M8 x 60mm Long Hex Bolt
• M8 160 Short Flat Washer
• M8 90 Flat Nut

R RICHMOND
M10 x 35
STAINLESS STEEL SET SCREW / WASHER / NUT KIT
PACK CONTAINS:
• M10 35 x 5 S/S Set Screw
• M10 160 Flat Washer
• M10 90 Flat Nut

R RICHMOND WHEEL & CASTOR CO.
WHEEL & CASTOR PRODUCT GUIDE
1300 474 246 | WWW.RICHMONDAU.COM

YOUR PIPE HANDLING EXPERTS
OVER 57 YEARS OF INDUSTRY EXPERIENCE
AUSTRALIAN MADE SOLUTIONS
ALL CUSTOM CONFIGURATIONS AND CAPACITIES CAN BE ACCOMMODATED

"Australian made by Richmond ensures the best you can get."
RESPECTED. RELIABLE. RICHMOND.
To reflect the product, Richmond can provide the solutions. With over 57 years of experience, Richmond's engineering team can accommodate all custom configurations, capacities and design requirements. Contact Richmond today to build an Australian made solution.

FROM CHECK IN TO CHECK OUT
RICHMOND'S RANGE OF HIGH QUALITY PRODUCTS ARE WITH YOU AS YOU SERVE YOUR GUESTS EVERY STEP OF THE WAY

BELLMANS LUGGAGE CART
STAIRS BEST FIBRE
BUCKETS & PAILS
CASTORS FOR ALL APPLICATIONS
ALUMINIUM PLATFORM TROLLEYS
HANDICAP TROLLEY
SERVICE TROLLEYS