



Visual identity

The Rehko logotype is the cornerstone of our brand.
Please use these guidelines to ensure its optimal use.

Logo

Our logo is composed of two elements, a symbol and wordmark.

The precise and unique letterforms of the wordmark speak to our company attributes of dynamism and inventiveness.

In the symbol, three arrows come together to form a sophisticated, ownable symbol, that captures the energy and a sense of forward motion that signal the progress and innovation that are core to Rehiko.

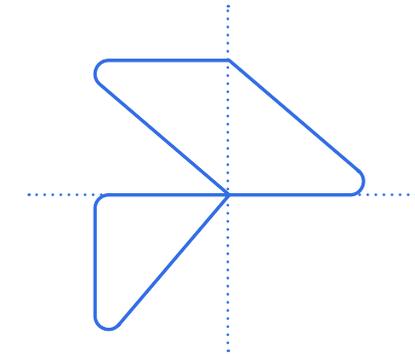
The final composition is reminiscent of a lower case "r", as a nod to our name. The graphic construction of our logo is carefully crafted to ensure high quality reproduction.

See the section beginning on [page 47](#) for information on how to use the symbol as a standalone expressive graphic.



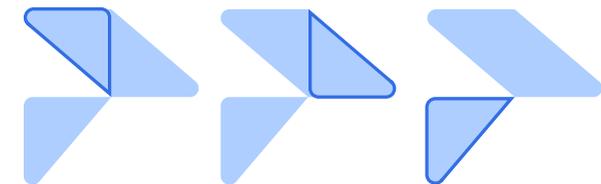
Geometry

Evokes stability and a strong foundation



Arrows

Represent progress and forward motion



Logo

Configurations

The horizontal configuration is our primary logo, and should be used in almost all applications.

The vertical configuration is intended for specific uses, such as merchandise and certain signage.

Horizontal configuration (primary logo)

Use in most applications.



Vertical configuration (limited use)

For specific use, such as merchandise and certain signage. Requires brand team approval for use.



Logo

Color and backgrounds

Color variations

The logo is available in New Energy Blue, Sky Blue, Midnight Blue and white.

Backgrounds

Follow the color combinations shown here. When placing the logo on photography, always make sure it is legible.

New Energy Blue logo on white background



Sky Blue logo on Midnight Blue background



Midnight Blue logo on Sky Blue background



White logo on New Energy Blue background



Midnight Blue logo on white background



Logo

Maintaining and safeguarding our logo requires care and attention to detail. Do not alter any part of the logo in any way. Use caution in resizing the logo. Keep the original proportions. Do not stretch or compress the size of the logo.

Clear space

The logotype imprint area must be protected. It must be uncrowded by text, artwork and other elements. The clear space area is the height of the letter "r" in the wordmark.

Minimum size

The logo may be used as large as needed for communication materials. However, attempting to reproduce the logo at sizes that are too small may result in illegibility. Follow the recommended minimum sizes shown on this page.

Clear space

Height of the letter "r" in the wordmark



Minimum size

 rehko



Print: 0.75 inches

Digital: 144 pixels

 rehko



Print: 0.5 inches

Digital: 96 pixels

Logo

Sizing

The standard logo size for vertical layouts is a width of 25% the length of the application's short edge. For horizontal formats, this calculation increases to 30%.

Examples:

- The logo on an 8.5" x 11" letter size page has a width of 2.125" (8.5 x 0.25)
- The logo on a 16" x 9" landscape format has a logo width of 2.7" (9 x 0.3)

If this calculation falls below the recommended minimum size, the logo should be used at minimum size.

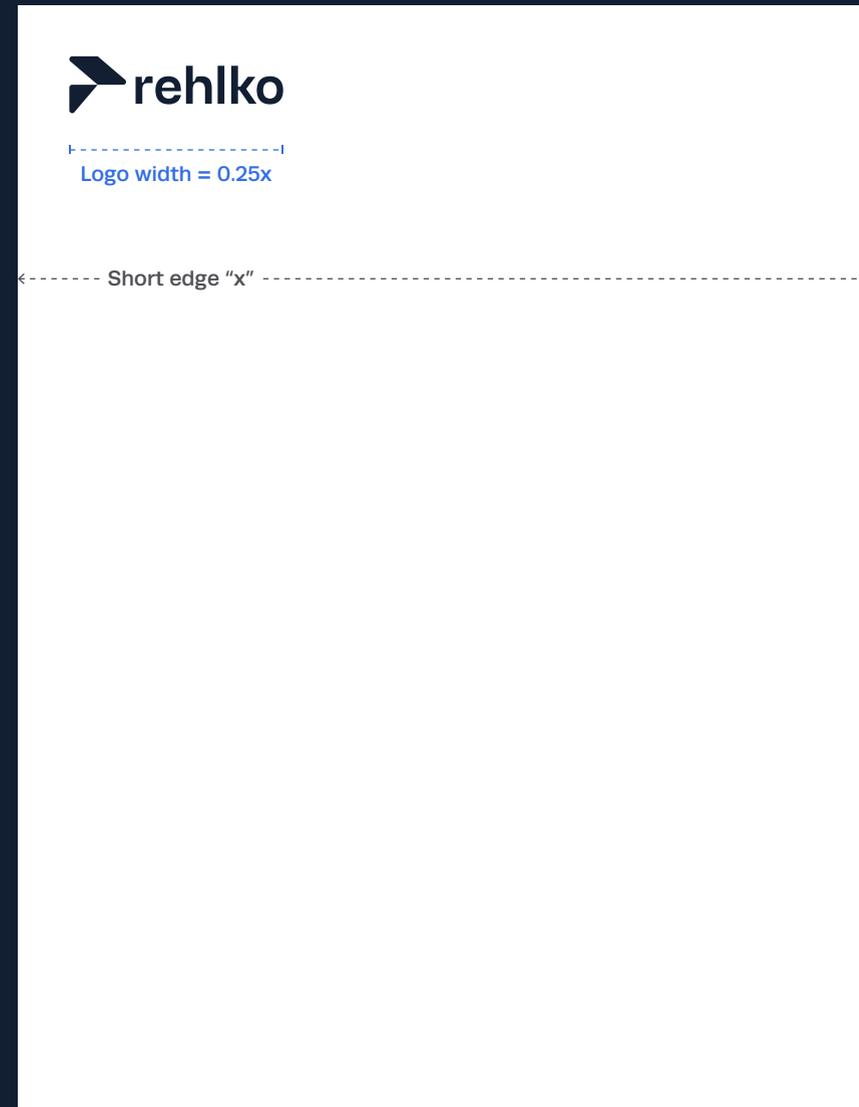
Different formats may require a logo size calculation that is larger or smaller. For example, when the logo appears on secondary pages—such as a PowerPoint slide footer—the logo can be reduced in size.

Positioning

The logo can be placed in any of the four corners of the layout.

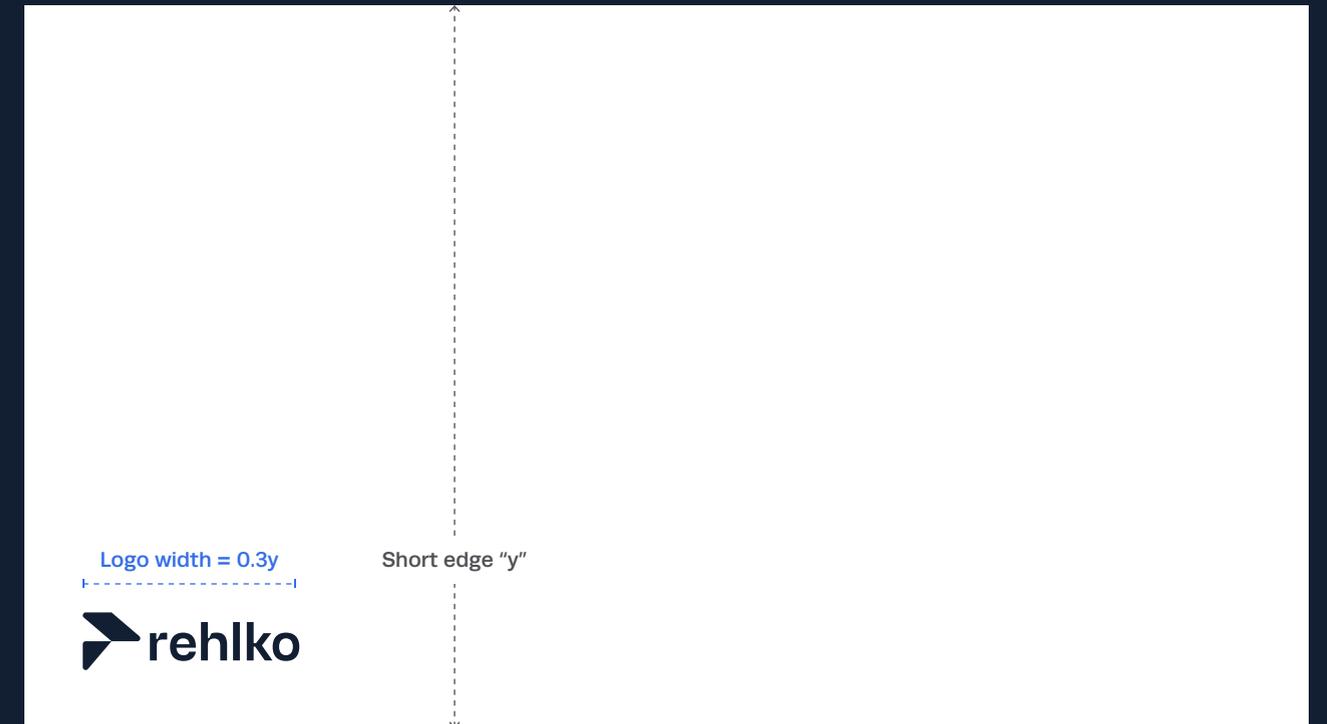
Vertical format:

Logo width is 25% the layout's short edge



Horizontal format:

Logo width is 30% the layout's short edge



Color

Primary palette

Our color palette consists of Midnight Blue, New Energy Blue, Sky Blue and white. The following pages provide guidance on how to use and combine these colors.

FOR RAL USERS:

Whenever possible, use the D8 RAL formula for most accurate Pantone conversion, otherwise defer to the RAL Classic.

Midnight Blue

Digital
 RGB: 18/31/51
 HEX: #121F33

Print
 PANTONE 296C
 CMYK: 91/36/0/83

RAL
 HALITBLAU
 HALITE BLUE
 D8: 260/20/20
 CLASSIC: 5011

SHERWIN WILLIAMS
 ANCHORS AWEIGH
 SW: 9179
 SW: 253-C7

New Energy Blue

Digital*
 RGB: 51/110/229
 HEX: #336EE5

Print
 PANTONE 2727C
 CMYK: 78/59/0/0

RAL
 PORZELLANBLAU
 MEISSEN BLUE
 D8: 260/50/40
 CLASSIC: 5012

SHERWIN WILLIAMS
 CUSTOM OF PAN 2727C
 SALES#: 650955966
 CCE: 0Z/32/64/128
 W1: -/34/-/1
 L1: -/29/-/1
 R3: -/16/1/-

*The digital specs of New Energy Blue have been updated from the previous Kohler Energy Blue.

Sky Blue

Digital
 RGB: 173/206/255
 HEX: #ADCEFF

Print
 PANTONE 277C
 CMYK: 27/13/0/9

RAL
 MITTELBLAU
 MEDIUM BLUE
 D8: 250/70/20
 CLASSIC: 5014
 (PLEASE CONSULT ENTERPRISE TEAM
 BEFORE USING RAL 5014)

SHERWIN WILLIAMS
 BASIN
 4K SERIES: 4054

White

Digital
 RGB: 255/255/255
 HEX: #FFFFFF

Print
 PANTONE 000C
 CMYK: 0/0/0/0

Color

Combinations

The foundation of all layouts should be blue and white.
Suggested color combinations are shown below.

Use Midnight Blue for:

- Rehiko logo
- Backgrounds
- Text (display and body)
- Symbol graphic

Use New Energy Blue for:

- Rehiko logo
- Backgrounds
- Text (display only)
- Symbol graphic

Use Sky Blue for:

- Rehiko logo
- Backgrounds
- Text (display only)
- Symbol graphic

Use White for:

- Rehiko logo
- Backgrounds
- Text (display and body)
- Symbol graphic

Combining colors



Headline
Headline

Subheadline/large body
Subheadline/large body

Body text



Headline
Headline

Subheadline/large body

Body text



Headline

Subheadline/large body

Body text



Headline
Headline

Subheadline/large body
Subheadline/large body

Body text

Contact us

For questions or feedback,
please contact:

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