

RI International Logo Usage Guide

1. Don't change the logo's orientation.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo colors.
5. Don't crop the logo in any way.
6. Don't add "glow" effects to the logo.
7. Don't present the logo on "vibrating" or jarring color backgrounds.
8. Don't present the logo in "outline only" fashion.
9. Don't place the logo on similarly-colored backgrounds.
10. Don't outline the logo in any color.
11. Don't add "drop shadow" effects to the logo.
12. Don't put a white box around the logo when placed on a dark or busy background.
13. Don't reconfigure or change the size or placement of any logo elements.
14. Don't stretch or squeeze the logo to distort proportions.
15. Don't recreate elements of the logo.
16. Don't replace elements of the logo with something else.

These examples with an X through them display what you should NOT do when using our logos. Corresponding descriptions are at left.

