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Introduction

This manual provides both required and recommended guidelines for design of print and electronic materials representing the Rapiscan Systems brand. These requirements should be adhered to for both external marketing and internal communications: whenever you are designing documents on behalf of the company. Don't worry, we aimed for (and hopefully achieved) brevity and clarity.

We recommend you read the table of contents near the front and the checklist near the back of the document prior to creating any documents to fully understand what design elements are subject to style rules so you can refer back to each respective section as you encounter them during the design process.

Purpose

Design continuity is an important component of branding. When we utilize consistent visual cues, our stakeholders associate a certain look and feel with the Rapiscan Systems name, as well as all our tremendous brand attributes. Over time, our marketing materials become more effective with a disciplined design strategy, able to communicate the overall Rapiscan Systems brand with greater ease.

A strong design strategy is also essential for communicating professionalism for the Rapiscan Systems brand. We are one company, unified in our message. Our attention to detail represents our broader personality. Though we have a global presence with multiple business units, we are all supporting the same goals.

Design Philosophy

This guide only covers general rules; ultimately, the designer will have a considerable amount of creative freedom. This statement of creative philosophy should aid the designer in their approach to maintain consistency with the broad branding goals.

> *Rapiscan Systems differentiates from its competitors with a fresh and minimal presentation. Using white as a backdrop, our content utilizes "breathing room" to emphasize the innovative nature of our company. This is reflected in a healthy balance of text to images, typography that is well spaced, and flow of information that is traditional (left-to-right with a strong hierarchy).*

Brand Attributes

As the world's leading security screening provider, Rapiscan Systems provides state of the art products, solutions and services that meet our customers' most demanding threat detection needs while improving operational efficiency.

Highest Level of Threat Detection Compliance - Rapiscan products and solutions meet or exceed the most stringent security regulations and standards of the most demanding regulators and customers worldwide.

Superior Operational Efficiency - Rapiscan products and solutions address security needs, while improving customer operational efficiency to meet real-world demands for efficiency, upgradability, and ease-of-use.

Customer and market-led Innovation - Rapiscan products and solutions keep customers at the forefront of industry performance and technology with high value - but not overly designed or overly complex - solutions

Elite Customer Base - The Rapiscan install base includes Nato, the European Union, Manchester Airport Group, UK Customs, Hong Kong International Airport, US Department of Homeland Security (TSA, CBP), US Department of Defense, and others

Global capabilities, local knowledge - Rapiscan boasts a single worldwide sales, service and manufacturing network that can quickly respond to customer needs and deliver solutions anywhere in the world

Unsurpassed security screening expertise - Rapiscan's broad product portfolio provides customers flexible solutions to maximize security, reduce costs and increase customer satisfaction

These brand attributes should be exemplified in the materials Rapiscan Systems produces.

Logo Usage

Our logo's simple and solid design communicates our brand characters: you can rely on us, we take care of matters in a precise way and offer high quality, customer-oriented solutions. The forward slant of the line denotes vision, motivation, leadership and drive. We are looking into the future with a positive attitude, ready to serve our customers with speed and precision.

Modern Logo
Using a gradient to reflect a more contemporary style and emphasize Rapiscan's innovative brand attribute.

Color: linear gradient from pantone blue to white.

Pantone 300
C 100 M 46 Y 0 K 0
R 0 G 110, B 199
Web Hex #006EC7

Standard Logo
Using the solid brand color. To be used in more conservative print situations.

Pantone 300
C 100 M 46 Y 0 K 0
R 0 G 110, B 199
Web Hex #006EC7

Other Acceptable Colors
Black may be used in a grayscale document.

White may be used when the logo is on top of a colored background.

Spacing
No element or text should overlap the logo or encroach a reasonable margin around it.

Sizing Note: The logo should be large enough so that all portions of it are readable.

Typography

The typography selections used in Rapiscan Systems publications portray an important aspect of the brand style. The following font selections represent a hierarchy of information that should be followed when arranging branded documents.

Fonts

Special note about web fonts: never use Gotham as a style sheet font for digital documents as it is not "web safe". In instances that you prefer to use Gotham online you must either export it as an image or utilize a flash-based font rendering plug-in such as Sifr.

Headline 1:

Gotham Black

Headline 2:

Gotham Light

Headline 3 (Print):

Gotham Bold

Body Text (Print)

Gotham Book

Emphasis Text (Print)

Gotham XLight Italic

Web Body Text (CSS)

Arial, Helvetica, Sans-Serif

Sizing

Print documents should be either 10pt or 11pt for body text. Headline text should be subsequently larger than the next one down in the hierarchy (Headline must be larger than Headline 2 which must be larger than Headline 3). The standard web size is 12 pixels.

Line Spacing

The minimum line spacing on normal body paragraphs is 120% the size of the text. This is to promote adequate white space. In some instances it may be appropriate to use larger line spacing.

Text Color

All body text in print documents must be black for optimal readability. Web body text must also either be black or dark grey (not any lighter than #666666). The largest headlines may integrate other brand colors at the discretion of the designer.

Brand Colors

Consistent use of brand colors ties the Rapiscan Systems library of print and digital documents together visually and differentiates the company from its competitors.

Rapiscan Systems uses a minimal and monochromatic scheme to support its core marketing messaging of innovation and customer-focused marketing. The brand doesn't overly appeal to emotions or utilize in-your-face design tactics. Instead, it uses clean backdrops to let the products and copy speak for themselves.
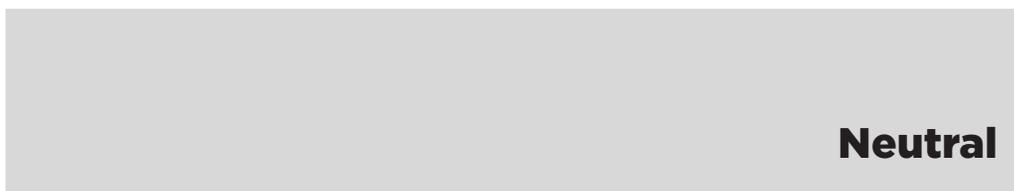
Primary

Primary
C 100 M 46 Y 0 K 0
R 0 G 110, B 199
Web Hex #006EC7

Secondary

Secondary
C 97 M 70 Y 10 K 0
R 0 G 91, B 158
Web Hex #005B9E

Tertiary

Tertiary
C 6 M 1 Y 1 K 0
R 235 G 244, B 249
Web Hex #EBF4F9

Neutral

Neutral
C 14 M 11 Y 11 K 0
R 216 G 216, B 216
Web Hex #D8D8D8

Product Categories

In order to differentiate and denote the different product categories under the Rapiscan Systems brand, these icons should be used in compliment to the category name on digital and print materials. For those familiar with the category color schemes of the past, these will serve as a replacement. By utilizing icons, each product class maintains its own identity while simultaneously meshing with the overall branding more and representing Rapiscan as one, united company.

Baggage and Parcel
Inspection

People
Screening

Rapiscan Screening
Solutions

Cargo and Vehicle
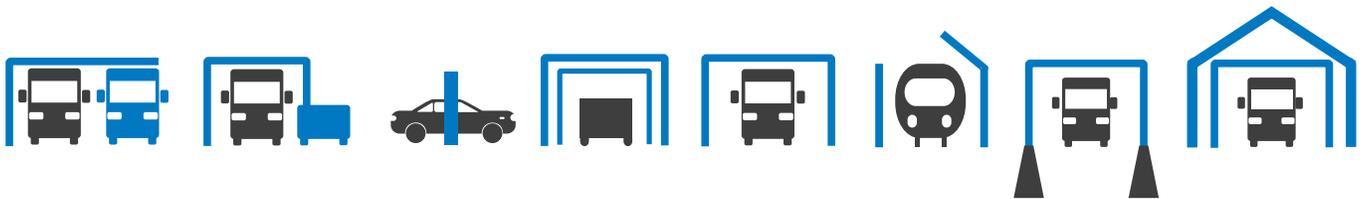Inspection

Trace
Detection

Hold Baggage
Screening

Industrial & Mining
Equipment

Cargo and Vehicle Inspection

The Cargo and Vehicle Inspection category has its own set of icons to denote the various types of scanning products within the product family.

Products

The way the Rapiscan Systems products are represented in print and digital materials is an important aspect of the brand. Quality and consistency is the key; we want our products to always be showcased in a visually appealing and logical manner.

The following presentation rules should be followed:

1. The primary view of a product should use a real product image (rather than a rendering) whenever possible in order to emphasize the fact that our products are in-use around the world and to offer the most accurate representation.

2. The primary view of a product should be perpendicular to the camera (side view) whenever possible.

3. The primary view of a product should always be on a white backdrop without any object in front, over the top, behind, or within a reasonable margin of the product.

4. Alternative angles, products in context, and renderings may be used in supporting roles to emphasize various points. The rules for "primary view" shall apply to the most prominent (and typically the initial) image of the product such as on the cover page of a brochure, top of a data sheet, or top of a web page.

5. Often it is appropriate and encouraged to showcase a product within a composite image that highlights its use in context (such as within an airport, at a seaport, or at a border checkpoint). An example of such a composite is shown below. It should be stylistically duplicated for any custom composite you create.

Photography

Often it is necessary to use stock photographs and custom photography to enhance the presentation of our materials. We have established some composition rules to ensure that photographs properly align with the Rapiscan Systems brand.

1. Photographs should be generally positive or neutral in tone. Rapiscan Systems never uses dark or "scary" imagery. The focus is on our innovative products and customer-focused philosophy, not the threats we aim to dismantle.

2. Avoid appealing to emotions in photographs. Selections should serve a practical purpose in emphasizing a product feature or one of the brand attributes.

3. No company logos or other identifying "branded" features (other than those belonging to Rapiscan Systems) should be discernible in the photograph. You may blur or edit out these features.

4. High contrast and muted colors are recommended as they best compliment the Rapiscan Systems style and are typically perceived as "modern", thereby emphasizing our innovative brand.

Some examples are provided below:

5. Photography used for printing must be a minimum 300 DPI resolution to avoid pixelation. For digital materials, 72 DPI in JPG format at 80% quality is encouraged to reduce file size while maintaining a satisfactory quality.