

BRANDING GUIDE



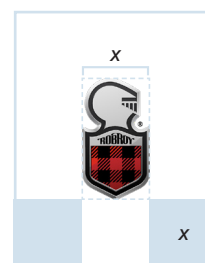
About the Guide

The purpose of this guide is to maintain consistency across all brand materials and communication. This cheat sheet should help teams and designers to maintain a unified brand identity, ensuring every touchpoint reflects the same visual style, regardless of medium.

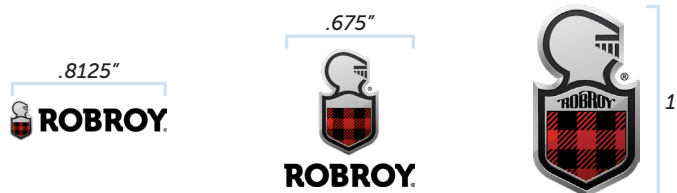
About Robroy Industries

Founded in 1905, Robroy has over a century of proven experience in the electrical products industry. We specialize in manufacturing PVC-coated conduit, non-metallic enclosures, galvanized fittings, and the original Korn's clamps, all while maintaining a commitment to quality and innovation.

LOGOS AND EXCLUSION ZONES



MINIMUM SIZE



INCORRECT LOGO USAGE

Don't add elements



Don't change typeface



Don't reorient



Don't change
letterspacing



Don't add a drop
shadow



Don't change
proportions/
composition



Don't apply incorrect
color



Don't distort



Don't use a logo color
that blends into the
background



Don't place on busy or
complex backgrounds



COLORS

Robroy Red
Pantone 485 C
C0 M95 Y100 K0
R218 G43 B31
#DA2B1F

Dark Teal
Pantone 7546 C
C88 M57 Y27 K65
R37 G56 B74
#25384A

Black
Black
C0 M0 Y0 K100
R0 G0 B0
#000000

White
White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Dark Red
Pantone 187 C
C0 M100 Y74 K26
R166 G25 B50
#A61932

Blue
Pantone 307 C
C100 M20 Y0 K25
R0 G108 B169
#006CA9

Gray
Pantone 429 C
C35 M25 Y19 K2
R162 G170 B182
#A2AAB6

Light Blue-Gray
Pantone 6148 C
C13 M2 Y3 K0
R211 G225 B237
#D3E1ED

100% Robroy Red to 100% Dark Red (#A61932)

TABLE STYLE

Header Row One			
Header Row Two		Header Row Two	
Header Row Three	Header Row Three	Header Row Three	Header Row Three
Entry Data	Entry Data	Entry Data	Entry Data
Entry Data	Entry Data	Entry Data	Entry Data
Entry Data	Entry Data	Entry Data	Entry Data

PRIMARY TYPOGRAPHY

These font families are the go-tos of the Robroy typographic system. These fonts are available through Adobe Fonts. If you do not have access to Adobe Fonts, please use the alternative typography list instead.

Museo Sans Display
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Sans
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Sans Condensed
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Slab
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Sans Rounded
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Slab Rounded
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

ALTERNATIVE TYPOGRAPHY

The primary fonts may not always be available for certain applications such as Microsoft Word® or PowerPoint®. Aptos is the alternative font to Museo Sans and Museo Sans Display, but if it is unavailable, use Calibri. Aptos Serif is the alternative font to Museo Slab, but if it is unavailable, use Georgia.

Aptos
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Calibri
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Aptos Narrow
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Aptos Serif
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Georgia
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890