



**Corporate
Identity
Standards &
Guidelines**

CISG

May 12, 2010

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BACKGROUND

The boxed Raymond logo was first created by the son of George M. Raymond, Carl A. Raymond in the 1980s to capture the dynamic capacities of the company.

ELEMENTS OF THE RAYMOND LOGO

The Sun and Moon had flanked the bold boxed "R" in the original logo. The concentric pattern is that of a compass rose found on navigational maps. These are tools used in plotting a complex course by air or by sea. Carl Raymond hand illustrated the original Raymond logo as a mark of strength, wisdom and integrity. This logo represented the passion of men that sought to navigate difficult passages to achieve what seemed impossible. It also represents the need for clear company vision and direction, balanced with the flexibility to travel in new directions with the changing industry currents. This passion lives within each Raymond employee and every member of the Raymond family.

This logo has been painstakingly reproduced with only minor variations. The compass pattern within the "R" is removed to strengthen the mark. The Earth is added to represent Raymond's enhanced desire to align with global visionaries and developers to create remarkable structures and environments, continuing George and Carl Raymond's dream of building our future in an environmentally responsible manner.

Colors used in Raymond's logo play an equally important role in maintaining the integrity of the Raymond tradition. The deep blue represents the vast expanse of the sea and sky and those who aspire to cross them. Raymond's signature pink is representative of a brave and savvy businessman confident enough to make a bold statement while protecting essential property and company assets.



RATIONALE

Raymond is and will always be a company that seeks only the best – in projects and key partner opportunities, and in the people it hires. The Raymond Group is a family-owned company of which it considers each employee a member. To that end, the logo, which is the original family brand or trademark, and all brand-related assets will continue to honor the family’s heritage, paying respect to its founder, George Raymond.

USE OF PREEXISTING LOGOS

Effective June 1, 2010, use and distribution of all Raymond logos created prior to this date is prohibited, with limited exceptions and only for special purposes. Preexisting Raymond logos may appear similar, however, in order to maintain branding consistency going forward, it is imperative that only the latest approved logo art or art files be used and distributed.

LOGO REQUESTS & DISCLAIMER

Raymond’s identity is an organizational asset that distinguishes the The Raymond Group from other such companies and organizations. These brand assets are important elements of Raymond’s corporate identity and, as such, their use shall be protected and managed. Because use of logos and logo-ed materials should properly reflect the company’s identity, permission to use the logo and/or slogan(s) on any printed, electronic or other promotional material is restricted to purposes outlined in

this guide. Permission to use these assets for purposes not outlined in this guide must be obtained from the appropriate Raymond representative prior to use. **Never allow any vendor to change or re-construct the logo.**

Inconsistent use of these branded assets will significantly lessen its uniqueness and diminish its value. Improper use of any logo may render that logo unprotected by law. The company may lose certain rights to that logo.

This guide explains the proper use and display of the Raymond logo(s) within the corporate identity program. Use of these standards will enhance recognition of the company’s brand by presenting it consistently and uniformly. For companies and individuals that wish to use and/or reproduce the company’s logo(s) or slogan(s) for any purpose, who may wish to acquire a digital version of the logo, or for any questions regarding the proper use of the company’s brand assets in any manner, please contact:

Raymond corporate headquarters

520 W. Walnut Avenue
Orange, California 92868
Toll Free: 800.874.4878
Phone: 714.771.7670
email: Info@RaymondGroup.com



CORPORATE COLORS

PMS 541  & **PMS 507** 

These colors honor decades of company history and family pride. They are key to maintaining a strong corporate identity. Changes to and/or use of alternate colors is prohibited.

COLOR FORMATS

Various Raymond logo art files are available and can be found in the Marketing Database. — **Copy only, never remove these files**
Color formats include: RGB, CMYK, Grayscale, Black & White and Reversed. All colorized versions are based on the Pantone Matching System® or PMS® color formulas.

FILE TYPES

(Refers to chart below)

A.	Rastered* , 72 DPI (<u>low</u> -resolution)
B.	Rastered* , 300 DPI (<u>high</u> -resolution)
C.	Vector , 2-color (PMS)
D.	Vector , 4-color (CMYK)
E.	Gray scale (available in all file types)
F.	Black & White (available in all file types)
G.	Reversed (available in all file types)
Note: Reversed art is available in <u>all</u> color formats	

When in doubt, ASK. When communicating with persons that will be reproducing the logo, always ask what “file type” and “color format”. they need and submit only what they require.

The chart below provides file formats with corresponding file suffix & tag for most methods of reproduction.

Key	Uses (most common)	Color Format	File Name_Suffix & Tag
A*	Web, email sigs, PPT (digital image)	RGB	(...logo) _72 .jpg
B*	Placed into Word and other docs	CMYK	(...logo) _300 .jpg
C**	Silkscreen, embroidery, signs	2-color (PMS)	(...logo) _2C .eps
D	Brochures, ads, paper printed materials	4-color (CMYK)	(...logo) _4C .eps
E	Newspapers, B&W ads (screened) 1-color	Gray scale	(...logo) _GS .jpg (or) .eps
F	Faxes, memos, solid 1-color uses	Black & White	(...logo) _BW .jpg (or) .eps
G	Over dark backgrounds or photos	Reversed	(...logo) _Rev .jpg (or) .eps

*Never enlarge “rastered” files over 125% of original size. **May require “Simple” version.

NOTE: Vector files retain excellent quality detail at any size. Use Vector whenever possible.



LOGO FONTS

The featured “R” in the Raymond logo uses a variation of **Times New Roman - Bold** with an outer border added. The “AYMOND” uses **Times New Roman - Regular** with a specific stroke attribute added. These letters are individually kerned to visually balance the letter spacing. Slogan(s), “Building The Future Since 1936”, etc., use a variation of **Century Gothic - Regular**. (see - Logo Variations, page 6). These specifications serve to establish and maintain a protectable company trademark.

Various Raymond logo art files are available for use. These can be found in the Marketing Database. **Copy only, never remove these files.**

FONT SELECTION

Recommended fonts for use in the body of ads, brochures, websites, proposals and alike include **Times New Roman, Century Gothic and Myriad** - and their full range of attributes.

While multiple fonts may be used in a particular document or promotion, consistency of font use within that material is essential. For example, you can use Times New Roman for the body text and Century Gothic for the headlines or titles - but be consistent. You may also use

attributes, font size and color to add visual interest and to “direct the eye”. Bulleted text may be larger than body text. Quotes are often italicized. Typically, headlines are the largest font on the page, and may use a more stylized, bolded or decorative font such as a script or other theme-appropriate font.

Serif fonts - those with the hooks on the tips of the letters - are generally easier to read, and may be preferable for large amounts of textual content. Other than for design purposes, it is best to bold or strengthen any reversed text, (white text on a dark background) and best not to use reversed text for excessive amounts of content.



When selecting fonts and font attributes, think “professional”, have some fun, and always be consistent.



CISG

Use of Corporate Logo

Full logo



Block logo



Name logo



APPROVED LOGO FORMATS

These 4 "full-detail" Raymond logos are the only logos authorized for use.

Most uses will have a fixed area or, in some cases, limited space for logo placement. This may dictate the "best" logo format to use for any particular application.

Stacked logos



These 3 sample variations demonstrate the acceptable range of scale for the "R" Block relative to the Name in the Stacked logo. Please refer to page 6 for proper spacing between these 2 elements.

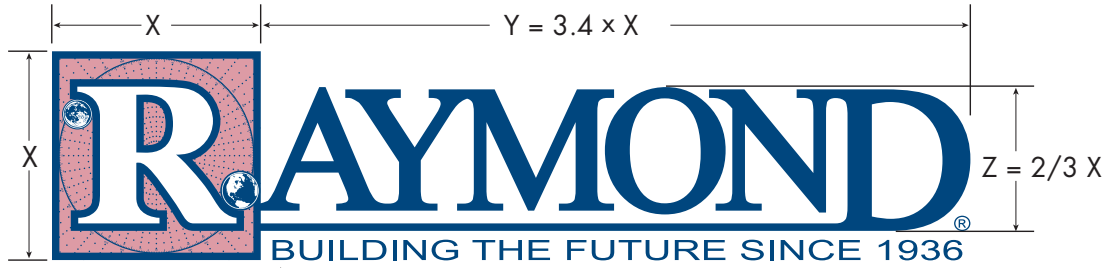


NOTE: The "R" Block width should never exceed the width of "RAYMOND"



When selecting a logo, consider the placement area, background color, materials and type of reproduction. In a tall or square space, the "Stacked" or "Block" logo is best. In a wide or horizontal area the "Full" or "Name" logo is preferable. Use the "Full" or "Stacked" logos first when possible. The "Block" and "Name" logos may have only limited uses.

In certain applications where detail is difficult to maintain, it will be best to use one of the "Simple" variations defined on page 9. Also see page 3 for color options and file types, and page 8 for colorless logos.



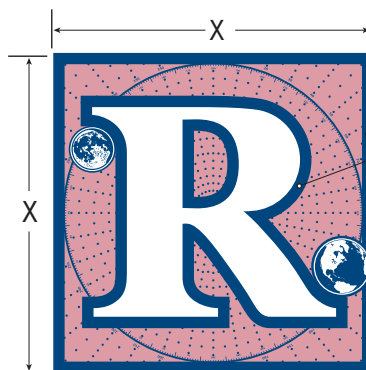
Slogan on "Full" logo is flush with bottom of R-box and aligns with "D"



Slogan on "Name" & "Stacked" logo is flush with Raymond



The Name, "RAYMOND" should never be shorter than width of the "R" block, nor more than 4 times its width. Serifs of "R" and curve of "D" in "RAYMOND" (left) extend slightly beyond box width.



The box surrounding the "R" should always appear square, and its border thickness the same as that of the stroke around the "R".

LOGO PROPORTIONS

With the exception of variations to the "stacked" version, similar to those shown lower left, it is unacceptable to rearrange logo elements, distort or otherwise manipulate proportions of the approved logo(s) or its parts. For instance, the boxed R of the "Full" Raymond logo (above) may not be made larger or smaller relative to the "AYMOND", and the slogan should not be removed or resized. No longer should the "R" Block be used to the left (or right) of the Name logo.

Any changes to logos available in the Marketing Database must be approved prior to use, and NO new art should be added to the database without prior written authorization.



Please use the **Full** or **Name** logo for wide areas.

Please use the **Stacked** or **Block** logo for square or tall areas.



NOTE: In most instances, it is better to use the Full logo before the Name in wide areas, and the Stacked logo before the Block in square or tall areas.

CHOOSING THE BEST LOGO

In addition to the 4 primary Raymond logo designs, some applications may offer limited area or proportions that will dictate which logo must be used. In certain instances the background may be dark or a bright color. Use your best judgement when selecting the “best” Raymond logo for each application. For instance - if the background is dark, you may want to use a “2-color reversed” logo. If the background is busy or a bright color, a “solid reversed” logo may be best. On white or pale background, always use a color Raymond logo.

When selecting the appropriate logo, consider the available area, surface or background color and method of reproduction. Unless necessary, don’t use a “Full” or “Name” logo in a limited vertical (portrait) area, Use Raymond logo. In a long horizontal area use the Full when possible.



CISG

Use of Corporate Logo

Full (Gray scale)



Block (B&W Reversed)

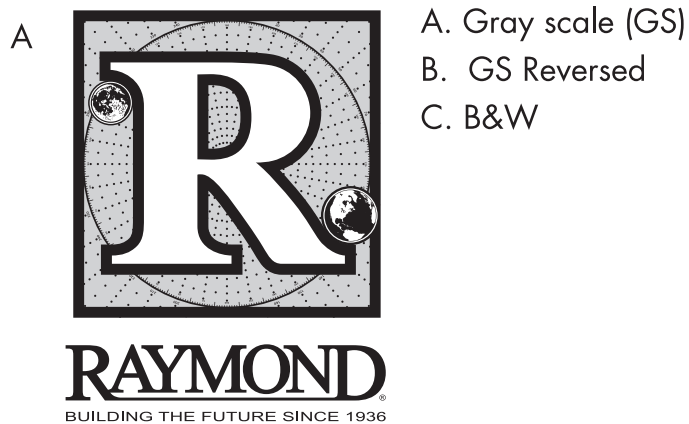
Name Black & White (B&W)



COLORLESS VARIATIONS

In addition to the 4 primary Raymond logos (page 7), and the correct file type (page 3), some applications will require specific color sets. These may include; 1-, 2- or 4-Color, Black & White, Reversed or Gray scale, as well as PMS, RGB or CMYK. Please use (or submit for use) the correct logo file(s) for each application (see page 3).

Stacked



Shown are examples of the different color-set options that may be needed. In most instances, you will find the correct logo file "type", "format" and "color-set" for every application.

When in doubt, ASK — the vendor, printer or publisher will usually be able to tell you all of the "mechanical specs" for any particular use.

For additional assistance, contact The Bloomfield Group at 949-837-5113.



Use of Corporate Logo

Full-Detail



Simple



Full-Detail (color)



Simple (color)



Simple (gray scale)



Simple (black & white)



"SIMPLE" VS. "FULL-DETAIL"

For each of the "full-detail" Raymond logos defined on page 5, there is a "Simple" version. Complex graphic details in the Boxed "R" portion of the logo have been reduced to their most basic representation. "Simple" versions of the Raymond logo should only be used in applications where it is not reasonably possible for the vendor to maintain all detail in the preferred "full-detail" logo(s).

Applications that may require using one of the "Simple" versions of the Raymond logo include; embroidery, cut vinyl banners, small silkscreen and other less forgiving methods or scale of reproduction.

ASK: Please use the "Full-Detail" logo whenever possible. When submitting any Raymond logo for reproduction, please first submit the appropriate "full-detail" logo and ask that vendor if they will be able to accurately reproduce the preferred logo with all its fine detail. If that is impossible, you may provide the appropriate "Simple" logo in the correct file type and color format for that specific use. It is reasonable and a good practice to request a pre-production proof.

Improper Use of Logo

PROHIBITED USAGE

The following restrictions are “good judgement” guidelines when using any of the Raymond logos. Below are examples of improper logo usage. Please refer to pages 5 - 9 for correct usage and specifications. These concepts apply to ALL variations of the Raymond logo. If an unusual variation of logo is needed for a particular use, please contact The Raymond Group (see page 2).

A



E



B



F



C



G



D



H



I



In general, it is **NOT** a good idea to: (shown in the examples above)

- | | | |
|---------------------------------|-------------------------------|------------------------------------|
| A. Frame the logo unnecessarily | D. Stroke or outline the logo | G. Add effects that reduce clarity |
| B. Distort or skew the logo | E. Change fonts or characters | H. Reproportion or change scale |
| C. Rearrange logo elements | F. Change logo colors | I. Make the logo too small |

LETTERHEAD

- A. Letterhead
- B. Second Sheet



Final design(s) TBD

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A

520 W. Walnut Avenue Orange, California 92868
Toll Free: 800.874.4878 ■ Phone: 714.771.7670 ■ Fax: 714.633.1558

B



CISG

Corporate Stationery

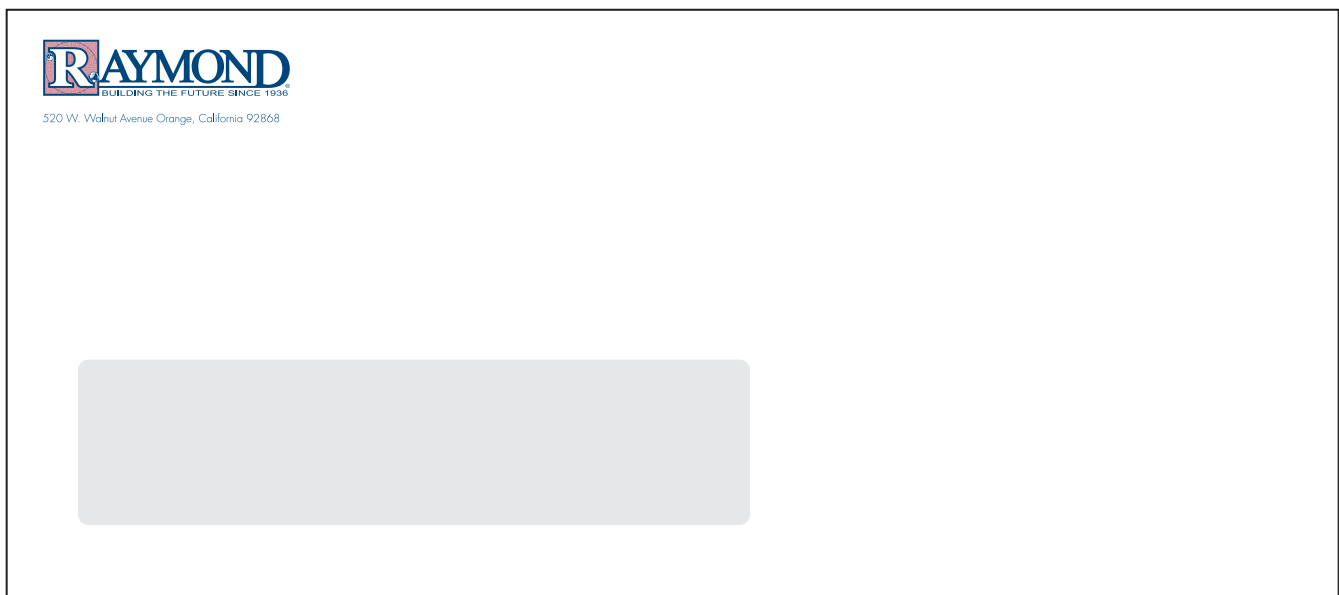
#10 ENVELOPES

- A. Business
- B. Window

Images shown are reduced to 75%



A



B

BUSINESS CARDS

- A. Standard Front & Back
- B. Anniversary (special edition) Front & Back

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Services

- Light Gauge Steel Framing
- Gypsum & Drywall Systems
- Acoustical Ceilings
- Spray-Applied Fireproofing
- Lath & Plaster
- Themed Facades
- Specialty Finishes
- Exterior Insulation & Finish Systems

Continuing Excellence & Integrity

A

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Services

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Continuing Excellence & Integrity

B

Special Edition business cards may be created for “masters” or printed in small quantities and used for anniversaries and other significant events or purposes. Appropriate approval of any new logo, tag-line or mark must be obtained prior to submitting for reproduction.

The tag-line under the Raymond logo should use Century Gothic regular and be flush with the “standard” tag-line. The tinted logo or mark on the back should print at 90% of PMS 541.