



RODAN

ENERGY SOLUTIONS



IMAGERY STYLE

IMAGERY STYLE PRINCIPLES

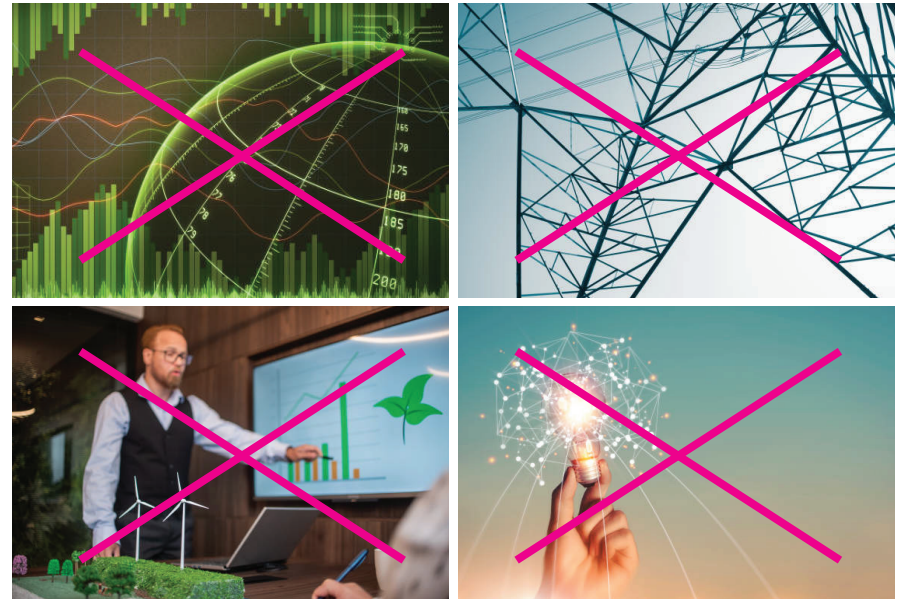
Photography is the primary form of visual support we use in our communications. The style and content of the photography plays a key role in delivering on our brand proposition. Below are a few guidelines for selecting the right image(s).

- Content of our images should directly reflect the products and services we offer.
- Images should feel, dramatic, inspiring and optimistic.
- Images of people should not look staged, and people should be engaged in energy related work activities.
- Images should not be overly complex or abstract.
- Where possible, images should include our brand colours (especially shades of blue).

Below are examples of images that work



Below are examples of images that DO NOT work



PRIMARY LOGO

Whenever possible, the full colour logo for Rodan Energy Solutions must be used as the main representation of our brand. The primary full colour logo delivers the strongest visual impact and reinforces brand recognition across all touchpoints. Our logo should be used on a white or light coloured background with the assigned colours as indicated below. The horizontal logo is preferred, but the vertical full colour logo can be used when space isn't available for the horizontal version.

HORIZONTAL



VERTICAL (LIMITED USE)



PRIMARY LOGO - ALTERNATIVE COLOURS

When our logo can't be reproduced in full colour or its CMYK / RGB equivalent due to execution constraints, one of these single colours may be used instead. Please work with the Rodan Energy marketing team to determine the best logo version for your application.

BLUE (PMS 294)



BLACK



PRIMARY LOGO - REVERSE LOGO

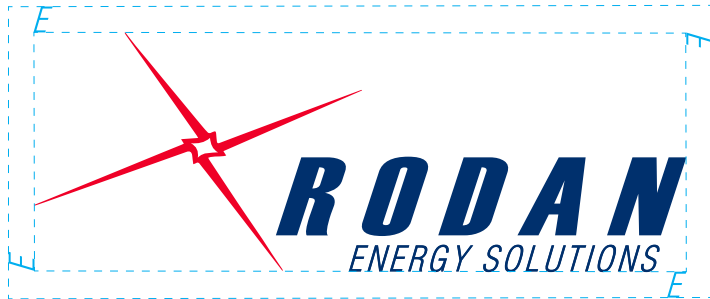
In situations where we do not have control over the background colour or printing limitations apply, alternate logo versions may be used to maintain clarity and legibility while preserving brand integrity. Below are a few examples of alternative logos. Please work with the Rodan Energy marketing team to determine the best logo version for your application.



LOGO REPRODUCTION

CLEAR SPACE

When using the Rodan Energy Solutions logo in communications, make sure to leave the appropriate amount of clear space. Clear space can be determined by using the letter 'E' from 'ENERGY' in our logo at the size the logo is being produced. Always ensure that other elements are at least an 'E' height away from our logo.



MINIMUM SIZE

The Rodan Energy Solutions logo font and symbol should always be scaled proportionally. The letters 'RODAN' in our logo should never be reproduced smaller than 4 millimeters in height.



OUR TAGLINE

Making sustainable, attainable is the Rodan Energy Solutions tagline. It can be used alone or along with our logo. When using it with our logo, make sure the tagline is centered below our logo and at least 2 - 'E's away from the logo. The tagline should always appear in our approved brand font - Helvetica. The font weight can be adjusted to suit its particular application.

MAKING SUSTAINABLE, ATTAINABLE™

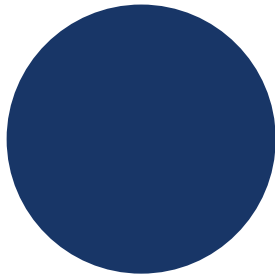


BRAND COLOURS

Below are the approved Rodan Energy Solutions brand colours. These colours should never be changed or altered in any way. These colours should be used in our logo and throughout our communications.

PRIMARY COLOURS

The Rodan Energy Solutions primary colours should be used prominently in all of all communications



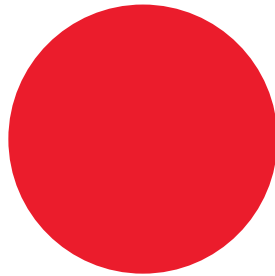
DARK BLUE

PANTONE: 294

CMYK: 100C, 85M, 30Y, 22K

RGB: 0R, 46G, 109B

HEX: #002E6D



RED

PANTONE: 185

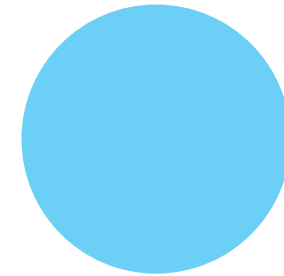
CMYK: 0C, 100M, 92Y, 0K

RGB: 234R, 0G, 41B

HEX: #EA0029

ACCENT COLOUR

The Rodan Energy Solutions accent colour should be used sparingly and is reserved for things like icons, lines and graphic devices. The accent colour should NOT be used more than our primary colours.



LIGHT BLUE

PANTONE: BLUE 0821

CMYK: 50C, 0M, 0Y, 0K

RGB: 109R, 207G, 246B

HEX: #6DCFF6

BRAND FONTS

HELVETICA and HELVETICA Condensed are the primary fonts used in our printed communications. These fonts comes in a variety of weights and can be used alone or in combination.

Helvetica Black + *Italic*

Helvetica Bold + *Italic*

Helvetica Regular + *Italic*

Helvetica Light + *Italic*

Helvetica Black Condensed + *Italic*

Helvetica Bold Condensed + *Italic*

Helvetica Medium Condensed + *Italic*

Helvetica Light Condensed + *Italic*

APTOS and APTOS NARROW should be used for e-mail, Powerpoint and Microsoft applications.

Aptos Extra Bold + *Italic*

Aptos Bold + *Italic*

Aptos Semibold + *Italic*

Aptos Regular + *Italic*

Aptos Light + *Italic*

Aptos Narrow Bold + *Italic*

Aptos Narrow Regular + *Italic*

CONTACT DETAILS

Please direct all questions about our brand and logo to:

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