



BRAND GUIDE

PROTECTING AND PROMOTING
THE RTI BRAND

About RTI



TAGLINE

“Your systems. Working as one.”

“RTI runs a smarter world.”



ELEVATOR PITCH

- The infrastructure software company for smart-world systems.
- The world's leading software framework for intelligent distributed systems.

Real-Time Innovations (RTI) is the infrastructure software company for smart-world systems. RTI is the best in the world at connecting intelligent, distributed systems. These systems improve medical care, make our roads safer, improve energy use, and protect our freedom. RTI leads the transition to intelligent realworld systems, the most important technology trend for the next decade and beyond. RTI's mission is to enable a new generation of intelligent distributed systems, boldly seeking to transform entire industries. We particularly seek applications that promote a sustainable, safe, green and healthy planet.

Real-Time Innovations (RTI) supplies the world's leading software framework for intelligent distributed systems, with over 2,000 designs. We lead the transition to intelligent real-world systems, the most important technology trend for the next decade and beyond.

Boilerplate (2024)

Real-Time Innovations (RTI) is the infrastructure software company for smart-world systems. RTI Connex[®] is the world's leading software framework for intelligent distributed systems. Uniquely, Connex users can build systems that combine advanced sensing, fast control, and AI algorithms.

With 2,000 customer designs, RTI excels at getting customers to production. RTI software runs over 250 autonomous vehicle programs, supports dozens of automotive ADAS and software-defined architectures, controls the largest power plants in North America, integrates over 400 major defense programs, drives a new generation of MedTech systems and robotics, and underlies Canada's air-traffic control and NASA's launch control systems.

RTI runs a smarter world.

RTI is the leading vendor of products compliant with the Data Distribution Service (DDS[™]) standard. RTI is privately held and headquartered in Silicon Valley with regional offices in Colorado, Spain, and Singapore.

Download a free trial of the latest, fully-functional Connex software today:

www.rti.com/downloads

Logo

CORPORATE LOGO

The corporate logo is a stylized version of the acronym “RTI.”

LOGO WITH TAGLINE

When with the wordmark, the tagline “Your systems. Working as one.” can appear stacked below or to the right of the logo.

CORPORATE LOGO COLORS

RTI Blue with RTI Orange dot of the “i.”
Depending on the application and background, the logo may be in white while maintaining the RTI orange dot. A RTI Blue background or similar dark background is preferred with this variation.

There may be situations where a RTI logo cannot be in full color. The RTI can be reversed out in white or solid black.



Your systems.
Working as one.



Your systems.
Working as one.



Logo

CLEAR SPACE

The minimum required clear space is “x” that equals the width of the bottom of the “r” in the RTI logo.

This applies as well if the tagline is included. No graphic elements or words can infringe on this clear space.

SIZING

This is the minimum width for the logo only and with the tagline. If either logo treatment needs to be smaller, please contact marketing_dept@rti.com for approval.



Do not skew or modify the RTI logo's shape or colors. Do not use the RTI logo on a patterned, photographic or colored background where it may obstruct the clarity of the logo.



Color Palette

Primary colors should be used in the majority of applications.

Secondary colors should be used in conjunction with the primary colors, but not as the main colors.

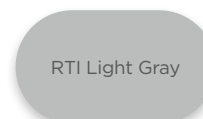
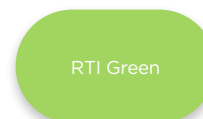
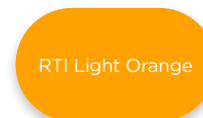


PRIMARY



	PRINT		DIGITAL	
Pantone		CMYK	RGB	Hex
PMS 2945 C		100 / 80 / 9 / 0	0 / 76 / 151	#004C97
Pantone		CMYK	RGB	Hex
PMS 144 C		5 / 53 / 100 / 0	237 / 139 / 0	#ED8B00
Pantone		CMYK	RGB	Hex
PMS 10 C		62 / 52 / 48 / 19	99 / 102 / 106	#63666A

SECONDARY



	PRINT		DIGITAL	
Pantone		CMYK	RGB	Hex
PMS 306 C		71 / 6 / 4 / 0	0 / 181 / 226	#00B5E2
Pantone		CMYK	RGB	Hex
PMS 137 C		0 / 42 / 100 / 0	255 / 163 / 0	#FFA300
Pantone		CMYK	RGB	Hex
PMS 367 C		40 / 0 / 81 / 0	164 / 214 / 94	#A4D65E
Pantone		CMYK	RGB	Hex
PMS Cool Gray 4 C		27 / 21 / 22 / 0	187 / 188 / 188	#BBBCBC

Typography

PRINT & DIGITAL

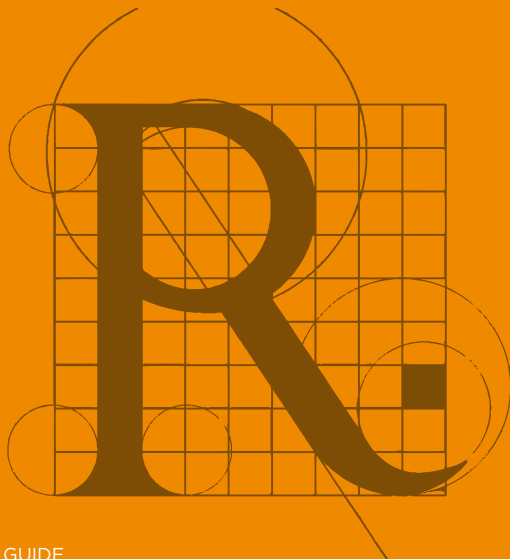
For branded assets that are not web copy, RTI uses **Gotham** and **Gotham Narrow** font families. There are a variety of weights available.

WEB

For web copy, **Roboto Condensed** for headlines and **Montserrat** for paragraph text are used. Web banners and e-mail signatures use Gotham and Gotham Narrow.

PRESENTATION

For Microsoft PowerPoint and Google Slides, both title and body copy use **Avenir Next**.



GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO CONDENSED

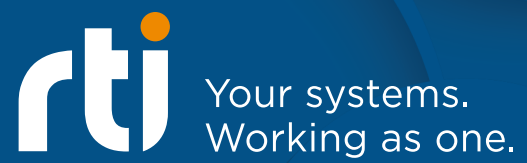
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Thank you for your help in keeping
the integrity of the RTI brand.

For questions, contact RTI Marketing
(marketing_dept@rti.com)

CORPORATE HEADQUARTERS

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rti.com



company/rti



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rtisoftware



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