

BRAND GUIDE

EXTERNAL

PROTECTING AND PROMOTING THE RTI BRAND

BRAND OVERVIEW

About RTI

Real-Time Innovations (RTI) is the largest software framework company for autonomous 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 real-world 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.

RTI Connex

RTI Connex[®], based on the DDS standard, is the first connectivity framework designed for highly distributed autonomous systems. Connex simplifies application and integration logic with a powerful data-centric model. It enables intelligent architecture by sharing information in real time, making large applications work together as one.

Taglines

"Your systems. Working as one."

"RTI runs a smarter world."

Elevator Pitch

- The largest software framework company for autonomous systems.
- The world's leading architecture for developing intelligent distributed systems.

Boilerplate

Real-Time Innovations (RTI) is the largest software framework company for autonomous systems. RTI Connex[®] is the world's leading architecture for developing intelligent distributed systems. Uniquely, Connex shares data directly, connecting AI algorithms to real-time networks of devices to build autonomous systems.

RTI is the best in the world at ensuring our customers' success in deploying production systems. With over 1,800 designs, RTI software runs over 250 autonomous vehicle programs, controls the largest power plants in North America, coordinates combat management on U.S. Navy ships, drives a new generation of medical robotics, enables flying cars, and provides 24/7 intelligence for hospital and emergency medicine. RTI runs a smarter world.

RTI is the leading vendor of products compliant with the Object Management Group[®] (OMG[®]) Data Distribution Service (DDS[™]) standard. RTI is privately held and headquartered in Sunnyvale, California with regional offices in Colorado, Spain and Singapore.

Download a free 30-day 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 to the right or below.



Your systems.
Working as one.



Your systems.
Working as one.

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.



DEFAULT



WHITE WITH RTI ORANGE
ON RTI BLUE BACKGROUND

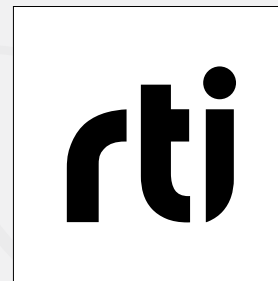


REVERSED WITH RTI ORANGE
ON DARK BACKGROUND

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



REVERSED



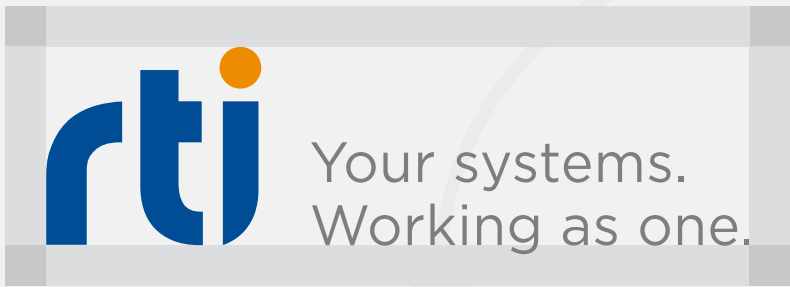
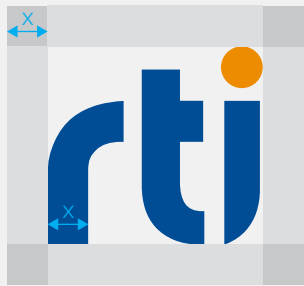
BLACK

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.



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

The following 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.



0.3 inch
0.762 cm



Your systems.
Working as one.

1.3 inch
3.3 cm



Your systems.
Working as one.

0.8 inch
2.032 cm

COLOR PALETTE

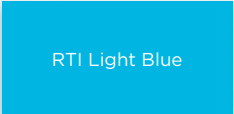
Primary

These colors should be used in the majority of applications.

| | PRINT | | DIGITAL | |
|---|-----------------------|---------------------------|------------------------|----------------|
|  | Pantone PMS 2945 C | CMYK 100 / 53 / 2 / 16 | RGB 0 / 76 / 151 | Hex #004C97 |
|  | Pantone PMS 144 C | CMYK 0 / 51 / 100 / 0 | RGB 237 / 139 / 0 | Hex #ED8B00 |
|  | Pantone PMS 10 C | CMYK 0 / 2 / 0 / 60 | RGB 128 / 126 / 130 | Hex #807E82 |

Secondary

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

| | PRINT | | DIGITAL | |
|---|------------------------------|--------------------------|------------------------|----------------|
|  | Pantone PMS 306 C | CMYK 75 / 0 / 5 / 0 | RGB 0 / 181 / 226 | Hex #00B5E2 |
|  | Pantone PMS 137 C | CMYK 0 / 41 / 100 / 0 | RGB 255 / 163 / 0 | Hex #FFA300 |
|  | Pantone PMS 367 C | CMYK 41 / 0 / 68 / 0 | RGB 164 / 214 / 94 | Hex #A4D65E |
|  | Pantone PMS Cool Gray 4 C | CMYK 0 / 0 / 0 / 30 | RGB 187 / 188 / 188 | Hex #BBBCBC |

TYPOGRAPHY

Print & Digital

For branded assets that are not web copy, RTI uses the “Gotham” font family. There are a variety of weights available.

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Web

For web copy, “Montserrat” is used. Web banners and e-mail signatures use Gotham.

MONTSERRAT

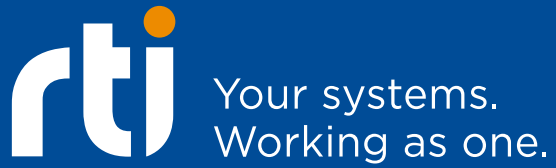
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Presentation

For Microsoft PowerPoint and Google Slides, the “Calibri” font is used.

CALIBRI

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

232 E. Java Drive, Sunnyvale, CA 94089
Telephone: +1 (408) 990-7400
Fax: +1 (408) 990-7402
info@rti.com



rti.com



rti_software



rtisoftware



company/rti



connextpodcast



rti_software