

BRAND GUIDE

EXTERNAL

PROTECTING AND PROMOTING THE RTI BRAND

BRAND OVERVIEW

About RTI

RTI is the Industrial Internet of Things (IIoT) connectivity company working with companies to develop and integrate their IIoT systems. With market-leading technology, superior services support and proven success, RTI's software is used in platforms and projects to accelerate development, and reduce risk and costs. RTI is the ideal partner to ensure IIoT project success from prototype through production.

RTI Connex

RTI Connex DDS is the first connectivity framework designed for the demanding requirements of the IIoT. The Connex Databus allows applications to exchange data in real time and provides the non-stop availability and security essential for mission-critical systems. The Connex Databus enables applications to work together as one, integrated system, significantly reducing development, integration and maintenance costs.

Tagline

"Your systems. Working as one."

Elevator Pitch

- The Industrial IoT connectivity company.
- The leading connectivity framework for the Industrial IoT.

Boilerplate

Real-Time Innovations (RTI) is the Industrial Internet of Things (IIoT) connectivity company. The RTI Connex[®] Databus is a software framework that shares information in real time, making applications work together as one, integrated system. It connects across field, fog and cloud. Its reliability, security, performance and scalability are proven in the most demanding industrial systems. Deployed systems include medical devices and imaging; wind, hydro and solar power; autonomous planes, trains and cars; traffic control; Oil and Gas; robotics, ships, and defense.

RTI lives at the intersection of functional artificial intelligence and pervasive networkingSM.

RTI is the largest vendor of products based on the Object Management Group[®] (OMG[®]) Data Distribution Service[™] (DDS) standard. RTI is privately held and headquartered in Sunnyvale, Calif.

Download a free 30-day trial of the latest, fully-functional Connex DDS software today:
<https://www.rti.com/downloads>.

LOGO

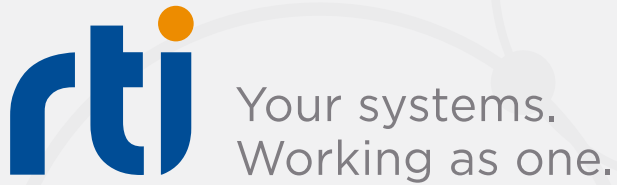
Corporate Logo

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.



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

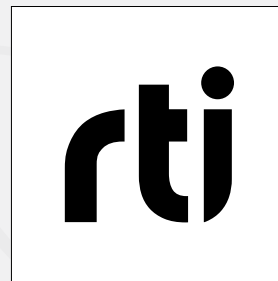


REVERSED WITH RTI ORANGE
ON DARK BACKGROUND

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.



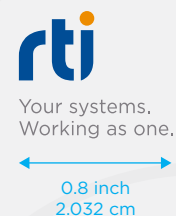
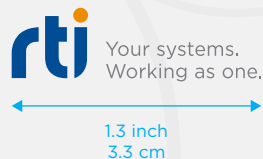
Clear Space

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.



COLOR PALETTE

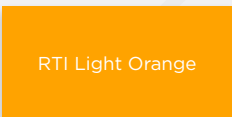
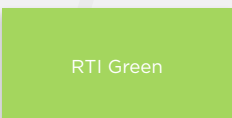
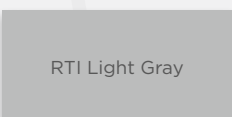
Primary

These colors should be used in the majority of applications.

	<i>PRINT</i>		<i>DIGITAL</i>	
	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.

	<i>PRINT</i>		<i>DIGITAL</i>	
	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



Your systems.
Working as one.

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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company/rti



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