Research/Technical Services

Graphics Standards
2022

Why a New Brand?

RTS is growing in the open market place. We need to create more autonomy, making space between ourselves and our founders. As we reposition our services our brand must stand strong by itself in the Research & Technical Services space but also work harmoniously alongside FGS's. To this end we are refining our company and product's visual identities, building on the foundation of our past brand, while redefining our look for the future.

The New R/TS Brand

We have adopted a new system of graphics — the visual communications system by which we are known to those who those who purchase our products, see our markings and web content and the logotype that unmistakably brands them as R/TS.

This new system focuses on a new logotype in which the letters of the name have been treated in a way to reflect global service. The shape itself represents the globe, the sun, the fruit, and an all encompassing unity of research and service for growers all over the world.

This manual is a reference book for R/TS contractors, designers, and marketing professionals. It is the official policy document regarding R/TS identification (use of logotype), communication in general and sets the tone and level of quality for all R/TS graphics including the custom colors and logotypes associated with the R/TS line of products.

The following is also a manual insofar as all if its contents conform to the brand standards within. Any and all brand use displayed here may be used in appropriate context.

The R/TS Logotype

This logotype is the central element in R/TS' visual communications system. Through consistent and repetitive use as a signature device and design element on all of R/TS' visual communications, the logotype becomes a visual shorthand which identifies the Company and symbolically embodies its activities, achievements, and goals.

The new logotype is meant to be pleasing to the eye and give a feeling of unity, technological precision, and the appeal to authority that many decades of experience brings.

The Logotype: Alternate

The alternate version of the logotype converts the ball-like binding area into a ring of equal weight. This version is a further simplification which allows the letterforms to be shown as dark upon light which will increase visibility in some situations as well as a more dynamic version for the purposes of decals, stencils, and tonal/style graphics and applications. This version is reserved for these purposes and the solid version of the logotype is preferred. In the context of the Identification Mark the solid version is also to be used as using this version creates issues with weight.

The Logotype: Identification

To identify the Company, as a total entity, the R/TS logotype is shown in conjunction with the full agency name (Research and Technical Services) as shown here. The lettering style used in the company name is Helvetica Neue Bold, upper and lower case, with a custom r-v ligature. The size of the company name should relate to the logotype as shown.

If ever needed, a version of the company name without the logotype is available but should be used very sparingly and never without the logotype visible in the same context.

Research and Technical Services

Research and Technical Services

The R/TS Colors

The correct colors for the R/TS brand are shown here. This rich yellow and deep orange are a very active color combination which brings kinetic dimension to the letterforms. The colors reflect the lively future oriented R/TS while evoking the sun and citrus as a not to the past.

The brand yellow should be used only when a second color is available and appropriate. It is intended to be used only on white. It should not be used with other bright saturated colors as they will dilute the effectiveness and impact of the brand yellow. The brand orange is to be used as an accent for buttons, headlines, and icons where appropriate.

Further guidance for the use of the logotype in various color situations is contained on the following page. Also reference the Color Standards page.

The Logotype: Use of Color

The examples shown here illustrate acceptable uses of the R/TS logotype in various situations. On a white background the logotype may be shown in yellow, black, or gray. On a dark background the logotype may be shown in white or neutral gray. On a yellow background the logotype may be shown in black/white, on all other medium backgrounds, white or neutral gray may be used.

The logotype in the brand yellow should never be used on a medium background.

Color Standards

The swatches shown here are to be used in achieving a visual match for the logotype in its accepted use as well as accent, background, and text color.

A branded slate, neutral gray, light gray, brand yellow, and brand orange are shown as well as the approved paint colors for product machinery.

RTS orange may be used as an accent color for buttons and typography. All other use should be avoided.

Product paint colors are pre-approved for R/TS products and should not be used in any other context.

HEX #DEDAD1 / RTS Neutral

HEX #737577 / RTS Gray

HEX #343433 / RTS Slate

HEX #EEB21E / RTS Yellow

HEX #D65226 / RTS Orange

Product Paint Colors

RAL 7026 / Granite gray

RAL 7023 / Concrete Grey

The Logotype: Incorrect Uses

The logotype is designed as a solid globe with solid stroke letterforms, to be shown horizontally against a solid or neutral background. The logotype must not be altered or distorted in any way. The effectiveness of the logotype depends on consistently correct usage as outlined in this manual.

The examples shown illustrate some but not all incorrect uses of the logotype.

1. The identification text must never be altered.

2. Only use master files and do not realign text.

3. Never create a custom outline logotype, use the alternate outlined version when necessary.

4. The logotype should never be distorted.

5. The logotype should never be shown on its side, upside down, or otherwise not horizontal.

6. Do not show the logotype freestanding.

#1

Research and Technical Services

#2

**Research and Technical Services**

#3

#4

#5

#6

The Logotype: Grid Drawing For Application

The R/TS logotype should be used sourcing master files whenever possible. However, for production and large applications such as signage, the logo may be reproduced using this grid drawing as an accurate guide.

To achieve the best reproduction, care should be taken to maintain the correct proportion, stroke-width, and beveled edges of the logotype. Note that 2 units of the grid are equal to the vertical stroke of the 'T'.

Contact R/TS for advice and counsel on problems related to reproducing the R/TS logo.
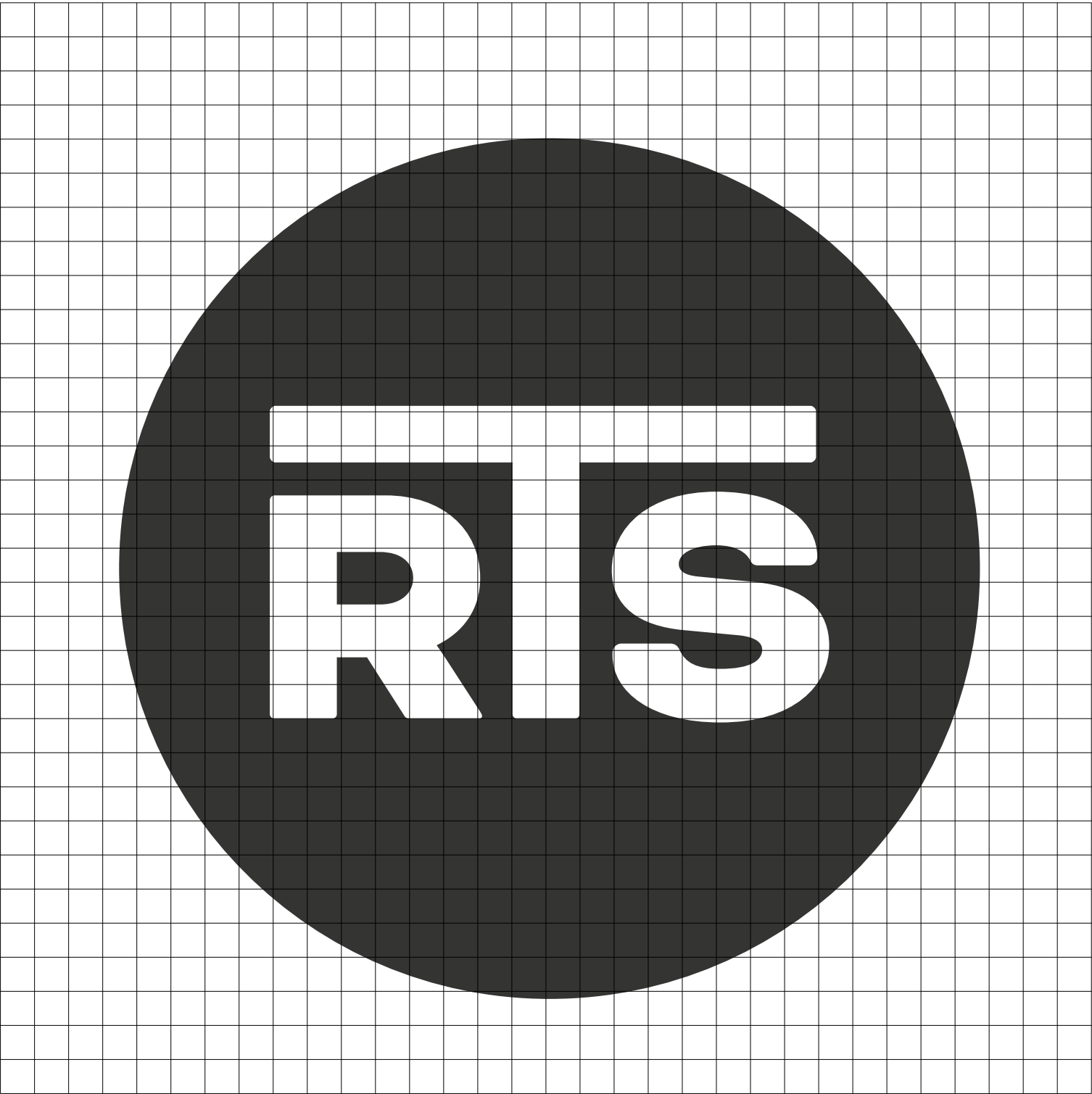
Product Logotypes

These logotypes represent each of the 3 products that R/TS produces and brands. While the R/TS logotype is used in all the company's day-to-day communications material, these logotypes should be reserved for use in connection with the products in the form of R/TS' grading and packing machines.

Like the identification logotype, the style of the product logotypes is Helvetica Neue Bold with the addition of custom ligatures to maintain ideal balance, spacing, and as a reference to unity and continuity.

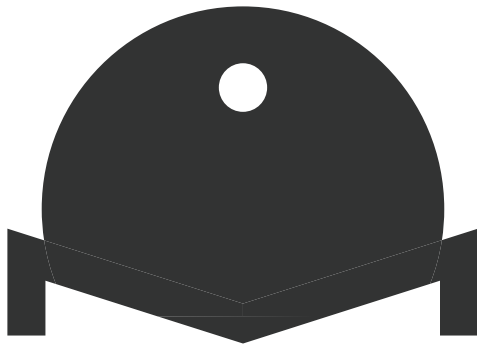**Sunsort**
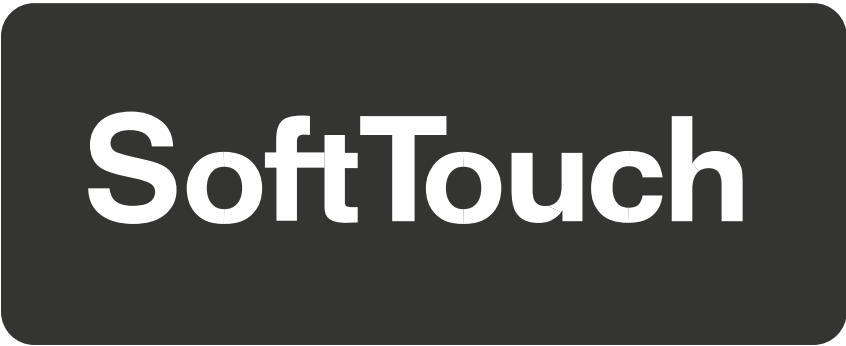
Sunfill

SoftTouch

Product Icons

These icons, shown in color, represent the basic function of each of the R/TS products. The subject is an orange through the corresponding processes.
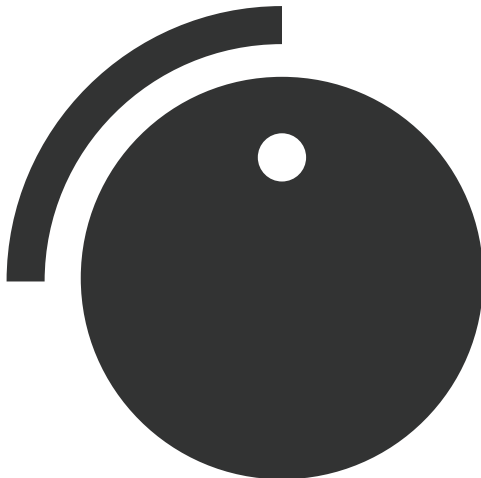
Sunsort
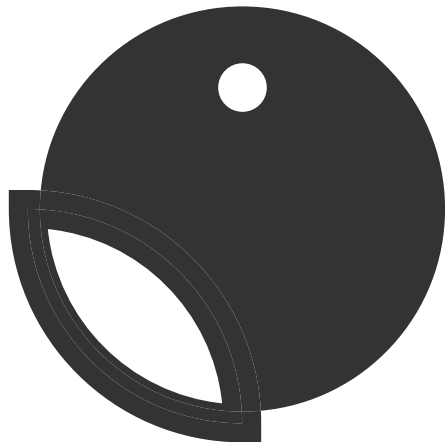
Sunfill

SoftTouch

Product Logotypes: Use of Color

Shown are the preferred color uses of the product logotypes and icons. When the R/TS logo is shown in any approved color, the product logotype may be shown in the same color.

These logotypes should not be used without their binding boxes unless by specific approval for certain applications such as web or on R/TS products shown below.

Using these icons in black is not preferred.

Sunsort AI

powered by **Google**

Google AI is conducting research that advances the state-of-the-art in the field, applying AI to products and to new domains, and developing tools to ensure that everyone can access AI. One of these applications is in our Sunsort equipment which utilizes AI technology to sort citrus better than any other sorting machines on Earth.

To identify R/TS' capabilities in AI a special version of the Sunsort logotype has been developed. This mark is meant to be used for marketing purposes and therefore is granted more flexibility of use than the other branding marks. Incorrect Use guide must still be maintained within this intended flexibility.

When using this logotype it is important to mention, display, or otherwise reference the Google AI division and/or the powered by Google mark shown above.

Sunsort^ai

Sunsort^ai

Sunsort^ai

Typography:
Sans Serif
Helvetica Neue

Helvetica Neue is the most important family of type in the R/TS Communications System. Helvetica Neue Bold is used in combination with the logotype to from the fundamental elements of identification.

In addition, this typeface can be used in numerous media and in a variety of situations to create a clean and modern visual program. The sanserif letterforms make it extremely legible, even at very small sizes.

Headings which accompany Helvetica Neue Regular text settings are set in Bold. Medium may also be used in text, in which case Medium should be used for headings.

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(&?!#%.,:;-)

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(&?!#%.,:;-)

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(&?!#%.,:;-)

Example of headline/body proportions and colors available

Helvetica Bold
Helvetica Medium

Helvetica Medium daectus ut arion et ad que volor ad maionse nienit
Helvetica regular voleceatem repta ex es essimil il id utent odit, con.

Typography:
Sans Serif
Andalé Mono

Andalé Mono (for technical reasons Andale Mono) is a monospaced sans-serif typeface designed for terminal emulation and software development environments. This makes it an ideal companion for Helvetica Neue when the need to change the nature of information and hierarchy arises while maintaining the established visual style of the R/TS brand.

Ideally Andale Mono should be used in call outs, captions, and bullet point lists as shown here. Used in body copy, this typeface begins to develop legibility and typographic issues.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&?!#%.,:;-)

Preferred use of Andale Mono

Saerum aut deribus daectus ut arion et ad que volor ad maionse nienit, ut molestr uptatem voleceatem repta ex es essimil il id utent odit, con precernatur maio. Odi alic tem sint quidell uptasperum que odis ipsa prectur serro vit aspit fuga.

- Saerum aut deribus daectus ut a
- rion et ad que volor ad maionse nienit,
- ut molestr uptatem voleceatem repta ex es essimil il id utent odit,
- con precernatur maio. Odi alic tem sint quidell uptasperum que odis.

R/TS Brand Application

The following pages are examples of how the R/TS brand may be used in its most visible contexts. It is important to note that while all of the following examples follow the brand guidelines, they are NOT the only acceptable application of the brand.

This system must always maintain the flexibility to accommodate industry standards and marketing goals.

Product Logotypes: Product Application, SoftTouch

Shown is the SoftTouch packer painted in Concrete Grey. This color is one of the pre-approved packing machine colors. Concrete Grey is made to imitate the look of metal, maintaining a neutral look with minimal branding so as to not stand out on a packing room floor.

Shown below is the brand color version of the SoftTouch machine. This version should be used when possible due to its visual impact and recognizable branding.

RAL 7023 / Concrete Grey

Product Logotypes: Product Application, Sunsort

Shown is the Sunsort sort machine cowling in Concrete Gray to match the SoftTouch machine and a preferred brand use color.

Product Logotypes: Product Use, Sunfill

Sunfill, being made from stainless steel, is shown with the logo etched into the surface. While brand impact is very important and the use of color is encouraged it is also important to follow industry standards. In this context stainless steel is considered more in line with food processing standards.
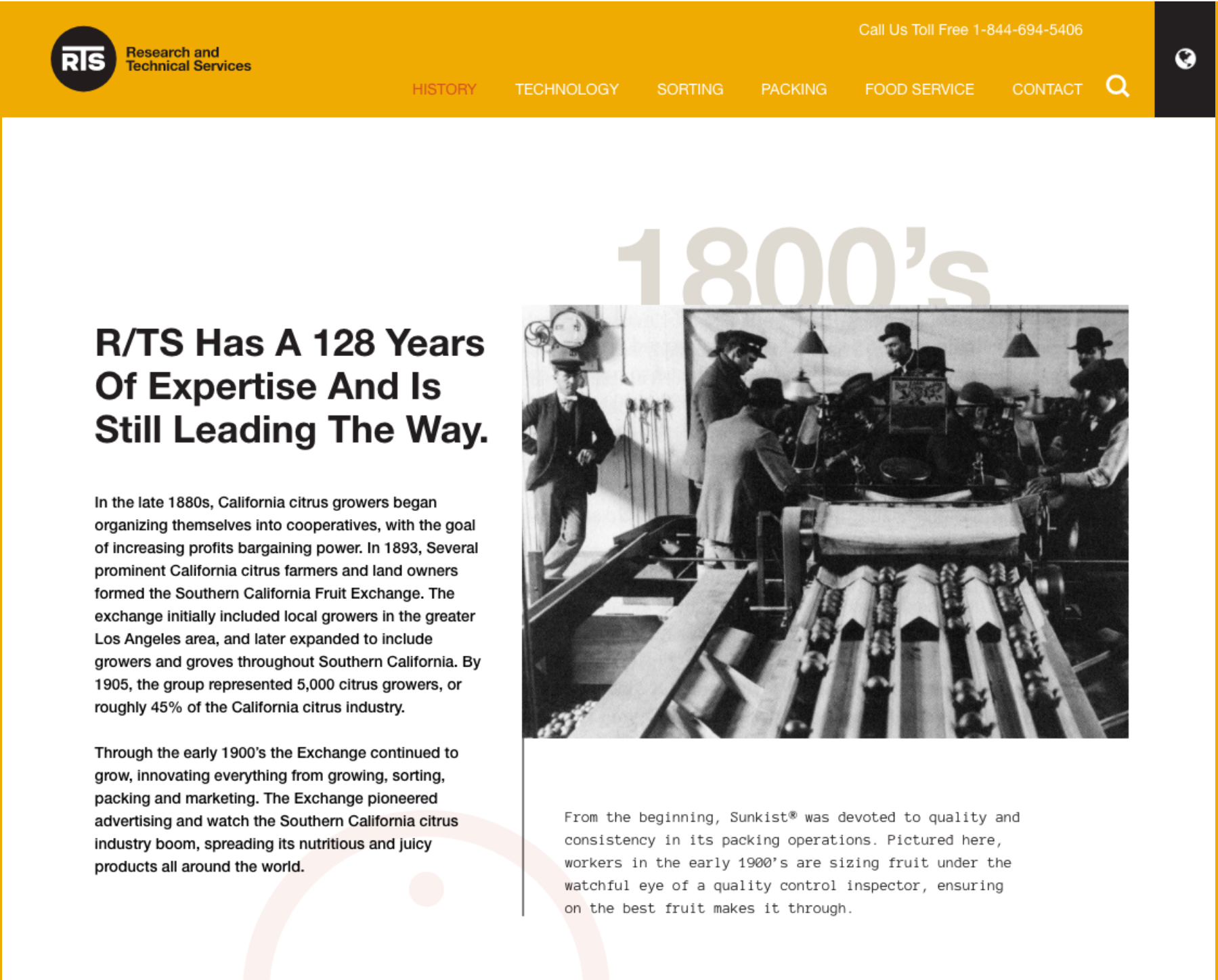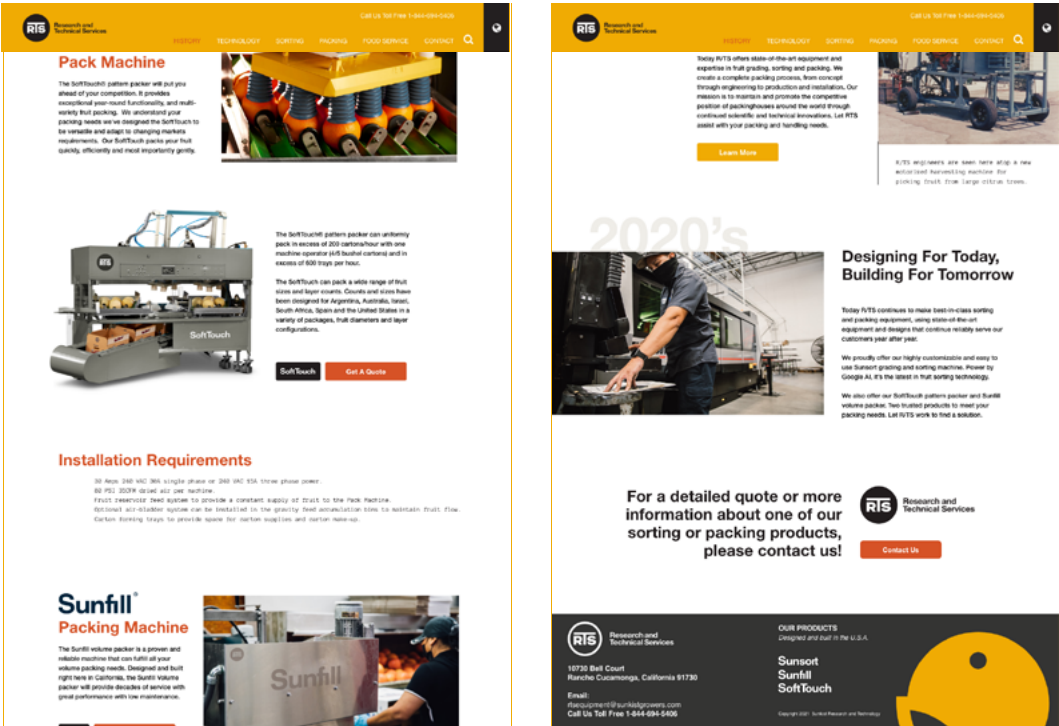
Design:
Building Application

Sunfill, being made from stainless steel, is shown with the logo etched into the surface. While brand impact is very important and the use of color is encouraged it is also important to follow industry standards. In this context stainless steel is considered more in line with food processing standards.

Design:
Web Application

Shown is the preferred treatment for web. The 2 color black and white version over a yellow field creates a very strong visual grounding point no matter what is on the screen. Menu items appear in white to place them in tertiary hierarchy and highlights are in orange.

Design:
Apparel