

# Style Guide

Follow these requirements so our brand always looks its best.

Version: 1.0  
Updated: May 14, 2021

## The Mission

Real Time Data provides software applications which collect, report, and manage information for commercial and recreational fishers worldwide who want to or are required to record information about fishing and the marine environment.



## The Rules

Our trademarks and other brand features are protected by law. You'll need our permission in order to use them. For permission requests, please contact [marketing@teamrtd.com](mailto:marketing@teamrtd.com).

## The Colours



#FFFFFF | RGB (255, 255, 255)

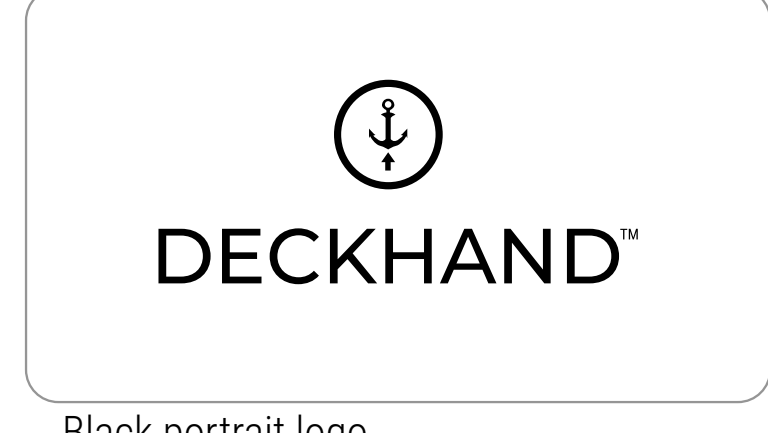


#2378BD | RGB (35, 120, 189)



#000000 | RGB (0, 0, 0)

## The Logo



Black portrait logo



Black landscape logo



Black minimal logo



White portrait logo

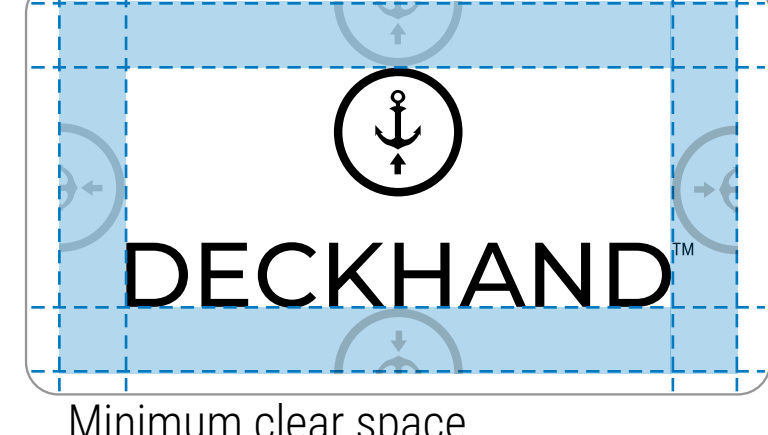


White landscape logo

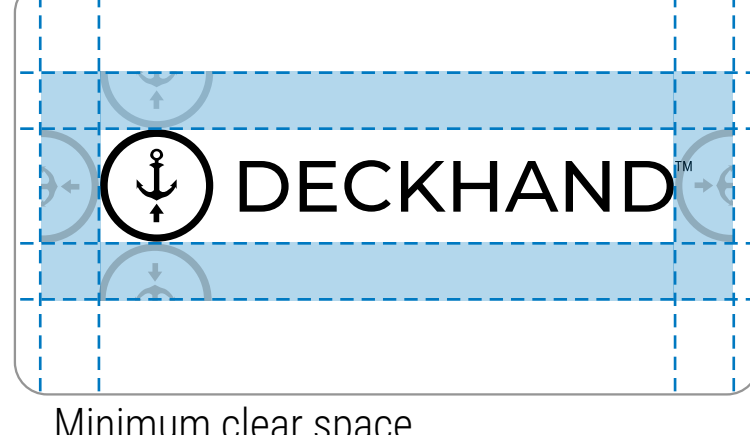


White minimal logo

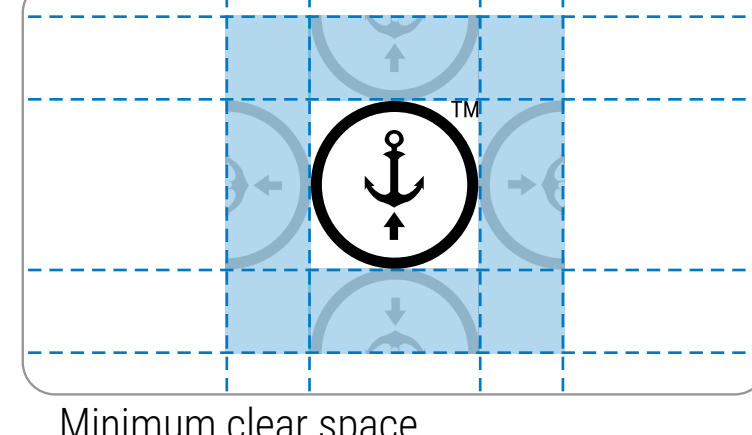
## Using the logo



Minimum clear space



Minimum clear space



Minimum clear space



Do: Unedited logo



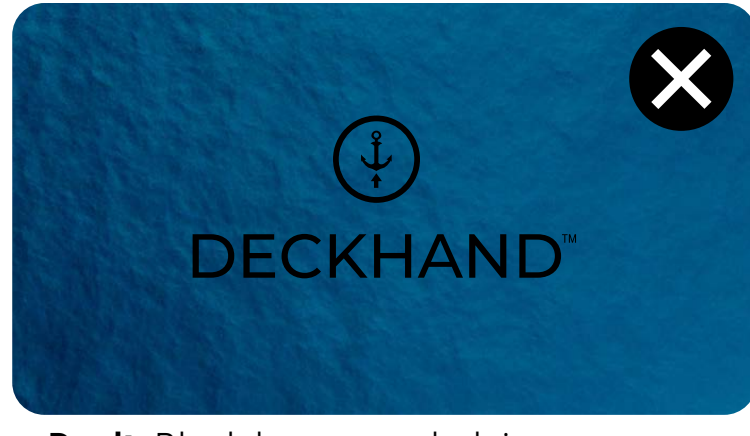
Do: White logo over dark image



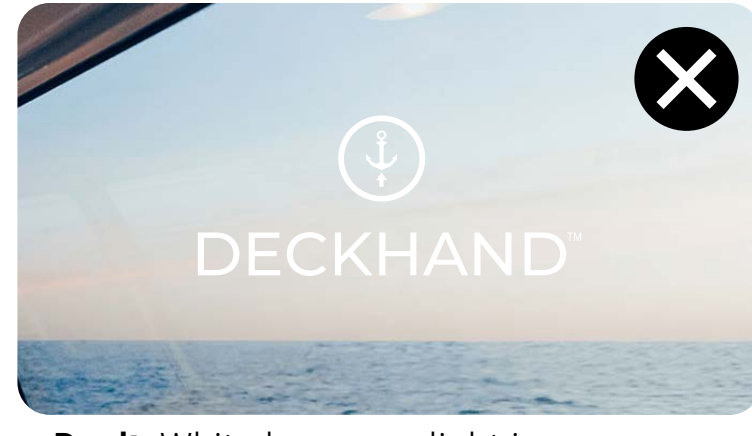
Do: Black logo over light image



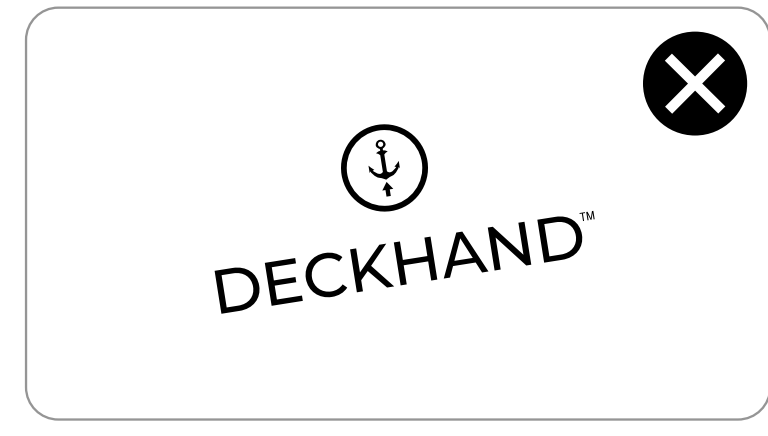
Don't: Edit logo



Don't: Black logo over dark image



Don't: White logo over light image



Don't: Rotate logo



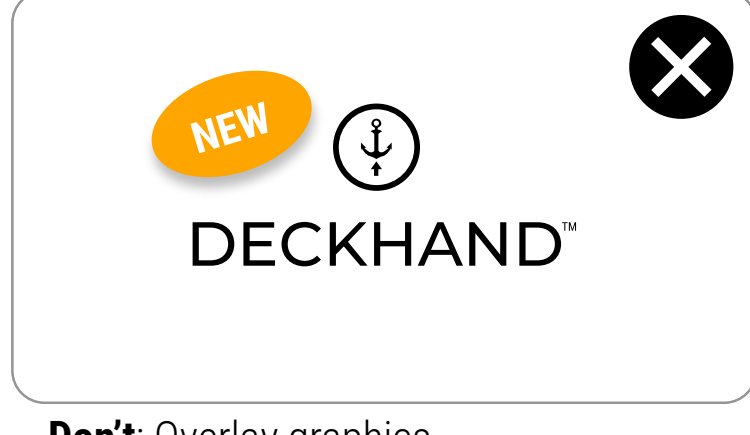
Don't: Black logo on dark background



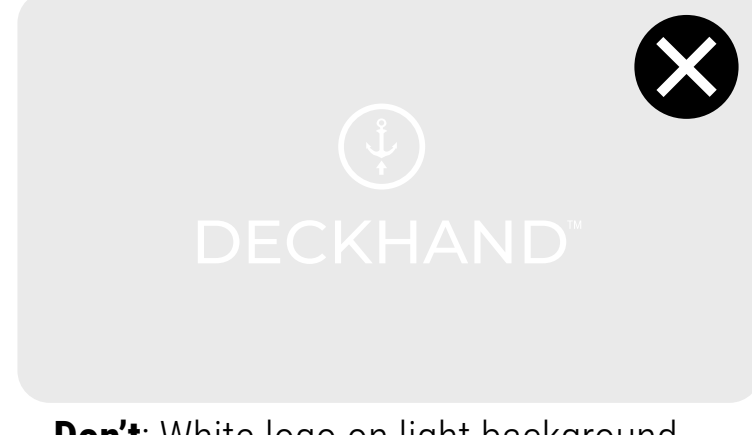
Don't: Place over noisy areas



Don't: Change the logo colour

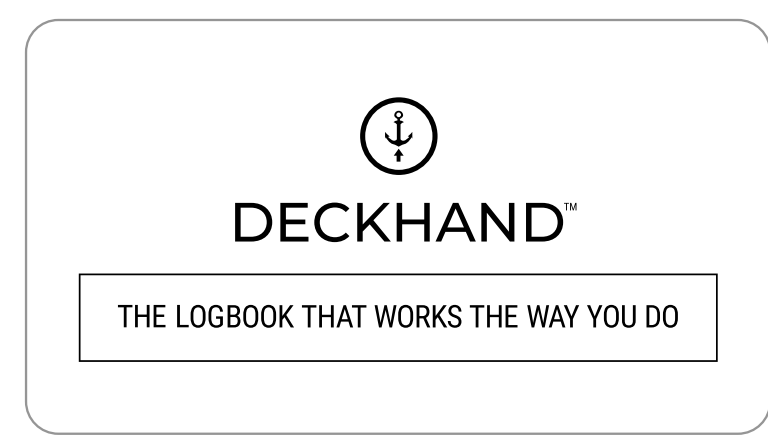


Don't: Overlay graphics



Don't: White logo on light background

## The Straplines



The logbook that works the way you do



Electronic logbook

## The Typeface

ROBOTO CONDENSED LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
123456789!@#%\$

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