

Ruan Brand Quick Reference Guide

Founded in 1932, Ruan is a family-owned transportation management company providing Dedicated Contract Transportation, Managed Transportation, and Value-added Warehousing. Our Integrated Solutions combine our non-asset and asset-based capabilities with optimal technology. We proudly employ 5,600 team members in more than 300 operations nationwide. Whatever the challenge, we're committed to finding new and innovative ways to serve our customers.

The sole intent of this quick reference guide is to supply our team members and business partners with our most up-to-date information regarding logo, color palette, and font usage.

Color Palette

Ruan Red plays an integral part in communicating our brand. The color is rich, dynamic, attention-grabbing and conveys our brand as strong and assured. Using the red as a solid background or main element of the communication is recommended but should be balanced out when used in multiple-page documents. The use of black and white are recommended as well, mainly as type and background.

COATED PAPER



PANTONE 200 C

UNCOATED PAPER



PANTONE 200 U

PROCESS (BOTH C and U)



C-18, M-100, Y-83, K-8

RGB



R-190, G-15, B-52

WEB



HEX# be0f34

ACCENT COLORS



BLACK



WHITE



GRAY

Logo Standards and Usage

The basic goal of corporate identity is to build value and increase market impact through recognition of our primary identity. The Ruan logo and tagline should always appear in an approved manner. No typeface should ever be substituted or created in an instance where a logo should appear.

LOGO STAGING

The staging height, or the space that should be allowed on all sides of the logo, equals 1/2 the total height of the Ruan logo.



RUAN LOGO

The logo should always appear in the approved brand color or black/white. The height of the logo should be no less than 1/8". Stretching the logo vertically or horizontally is unacceptable. The Ruan logo must always be scaled proportionately.



REVERSING THE LOGO

The entire logo and tagline should be reversed out of black or a solid color. Even though the tagline appears in both black and red when used on a white background, a simplified all white version should be implemented when reversing out of a solid background.



The Ruan logo has been carefully created to work across a broad range of applications. This logo configuration should not be modified or recreated in any way.

If you do not have the proper logo artwork, please contact the Ruan Marketing and Corporate Communications team at communications@ruan.com to acquire the correct brand marks for each particular usage.

Typography

Typography is an expressive element of our identity, helping to set a stylistic tone for our communications. In an effort to streamline our brand, we have focused on two families of fonts. The Helvetica Neue Condensed Family and the Arial Family are the font sets that should be used to communicate the Ruan brand. Helvetica Neue Condensed is our primary font and should be used in all professionally produced marketing pieces. Arial should be used where Helvetica Neue Condensed is not available, for internal documents, electronic presentations and for web/e-mail as it is a standard font on all operating systems.

Helvetica Neue Condensed Family

- Abc** 47 Light Condensed & Light Condensed Oblique
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
- Abc** 57 Condensed & Condensed Oblique
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
- Abc** 67 Medium Condensed & Medium Condensed Oblique
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
- Abc** 77 Bold Condensed & Bold Condensed Oblique
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
- Abc** 87 Heavy Condensed & Heavy Condensed Oblique
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
- Abc** 97 Black Condensed & Black Condensed Oblique
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Arial Family

- Abc** Arial Narrow & Arial Narrow Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
- Abc** Arial Regular & Arial Regular Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
- Abc** Arial Bold & Arial Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
- Abc** Arial Black & Arial Black Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Approved Nomenclature

In all company communications, it is imperative that we use common terminology. Doing so is an important way we internalize and promote our brand. In any communication with customers—whether internal or external—the way we reference our brand identity and core services must reflect the following:

RUAN ORGANIZATIONAL IDENTITY

On first reference, use our full name, Ruan Transportation Management Systems. On subsequent references, use Ruan. Do not use other variations of our company name, like Ruan Transport or Ruan Transportation. Set the Ruan brand name in title-case format. Do not use all upper case letters; all upper case lettering is tantamount to placing a logo within text, which is unacceptable. It can also confuse the reader by giving the appearance of an acronym. The name should only appear in upper case when used as part of a telephone number: (800) TRY-RUAN.

RUAN'S CORE SERVICES

Along with our company name, it is critical that we present our core services in common and consistent language. Whether in the form of a customer reference or internal conversation with a customer contact, it is vital we speak the same language and encourage the adoption of these carefully considered terms.

