

Brand Guidelines





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## Logo use

**RAMFOAM** 

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**RAMFOAM** 

Logo with and without strap-line.  
Where legibility becomes an issue at smaller sizes , the strap-line can be omitted.

## Logo use

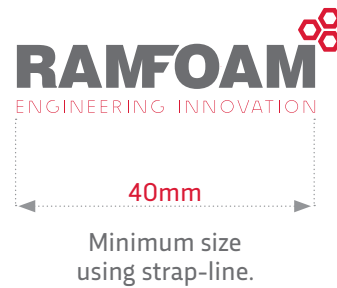


Safe clearance area for logo when used with other logos or graphics.

## Logo use

**RAMFOAM** 

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## Logo use

**RAMFOAM** 

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Mono version.

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White version.

## Colour palette



**Pantone 186**

C	M	Y	K
<b>2</b>	<b>100</b>	<b>82</b>	<b>6</b>

R	G	B
<b>198</b>	<b>12</b>	<b>48</b>



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**Black @ 70% tint**

C	M	Y	K
<b>0</b>	<b>0</b>	<b>0</b>	<b>70</b>

R	G	B
<b>109</b>	<b>110</b>	<b>113</b>

# Fonts

**Only use these fonts for Ramfoam.**

## **Primary font – Transandina**

Use Transandina font for any Ramfoam branded external communications.  
Transandina is a clean, modern and professional looking typeface.

Transandina Book

*Transandina Book Italic*

**Transandina Bold**

***Transandina Bold Italic***

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## **Secondary font – Arial**

Where Transandina is not available or for any  
internal communications or presentations then use Arial font.

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

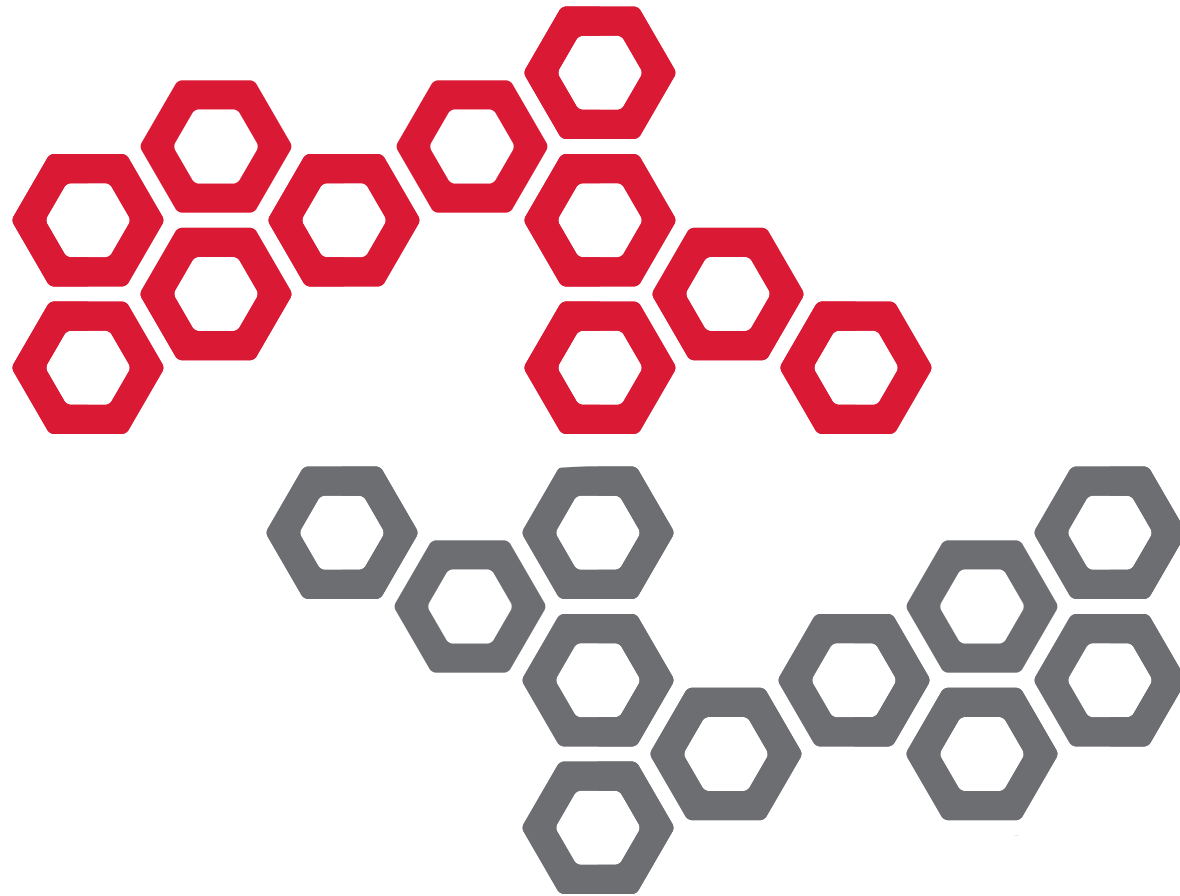


# Imagery

Ideally, use photography that is clean and uncluttered, with a modern, professional style.



## Graphics



The Ramfoam 'molecule' graphic can be used sparingly to add interest to layouts and presentations.

# Sample layouts

Examples showing correct use of logo, graphics and imagery.

**RAMFOAM**  
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Ramfoam offers unparalleled experience and expertise in foam conversion from design through prototype stage to volume supply.

Our customer centric approach nurtures loyalty, continuity and sustained growth here at Ramfoam. The on going of strengthening of relationships with our customers and suppliers alike ensures we deliver the very best of service. The passion that our team holds dearly in maintaining and building strong relationships with our customers ensures we deliver on our promises.

**RAMFOAM**  
ENGINEERING INNOVATION

REPORT

**RAMFOAM**  
ENGINEERING INNOVATION

AEROSPACE: PERFORMANCE, DURABILITY & PROTECTION.

**RAMFOAM**  
ENGINEERING INNOVATION

BUILDING AND CONSTRUCTION

# Stationery



Example of letterhead and compliment slip design.

# Stationery



Example of business card.

## Workwear



Example of using the Ramfoam logo on workwear.