



**ROBERTSON
GEO**

Unlocking Your GeoData

Logo Usage

A guide to correct use of the **ROBERTSON GEO** family of logos



**ROBERTSON
GEO**

Unlocking Your GeoData



**ROBERTSON
GEO**

Unlocking Your GeoData



**ROBERTSON
GEO**

Unlocking Your GeoData



**ROBERTSON
GEO**

Unlocking Your GeoData



**ROBERTSON
GEO**

Unlocking Your GeoData



**ROBERTSON
GEO**

Unlocking Your GeoData

Colours



Corporate: Pantone 1807C

C: 0 M: 91 Y: 94 K: 30.5

R: 178 G: 14 B: 16

#b20e10



Services: Pantone 2728C

C: 100 M: 69 Y: 0 K: 0

R: 13 G: 82 B: 160

#0d52a0

Fonts

The corporate font for Robertson Geo is **Gotham**

Other acceptable fonts include:

- Source Sans Pro (available as a free download from Google Fonts)
- Calibri (a system font found on most computer systems, or easily found online as a download)

NOTE:

To maintain a strong brand image, the following guide applies to **all** Robertson Geo logos and their derivatives, both registered or otherwise provided.

In this guide 'logo' or 'logos' – along with any visual examples - applies to **all** Robertson Geo logos and their derivatives, both registered or otherwise.

Logo usage

Always use registered logos as provided by Robertson Geo as these are Registered Marks and must never deviate from the version provided.

This also applies to non-registered logos.

Do not distort the logo by stretching, condensing, skewing it or placing it on an angle.



Logo usage

Do not attempt to change any of the colours, tints or gradations of the logo.



Do not attempt to change any fonts in the logo.



Do not convert a colour logo to greyscale or mono. If a greyscale or mono version of the logo is required, it can be provided on request.



Logo usage

Do not dismantle the logo and use individual elements to represent the brand. The logo must remain complete as provided.



Do not resize partial elements of the logo to add emphasis to them.



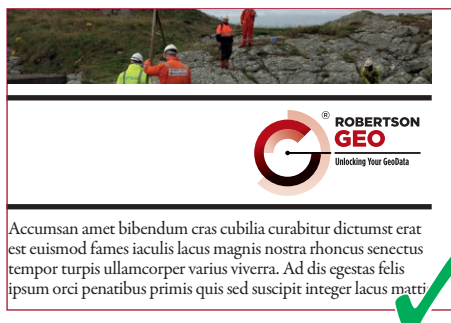
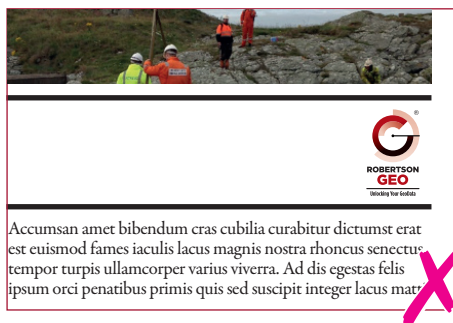
If the logo you have is not suitable for a project, then contact us and we will provide a logo appropriate for usage.

Space

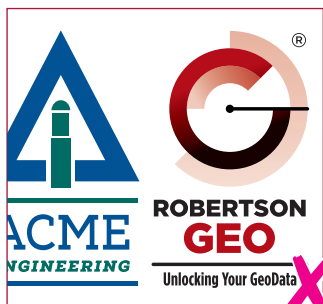
Wherever possible, use the portrait version of the logo where needed and do not crowd it with other imagery or text.



Where space or size is at a premium then use the landscape version of the logo where needed.



Do not try to combine other logos, text or images with any Robertson Geo logo unless it has been approved for you to do so.



Backgrounds

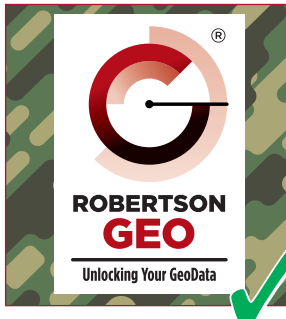
Do not place the logo on complex backgrounds such as photography or patterns where the logo will not be clearly identified.



On dark flat colours use the preferred “white out” version of the logo.



Where photography or complex backgrounds are unavoidable, place the logo in a white box.



Editing the logo

Do not take the logo into editing software to apply special effects (for example, bevels, outer glows, drop shadows) as these are not representative of the logo style.

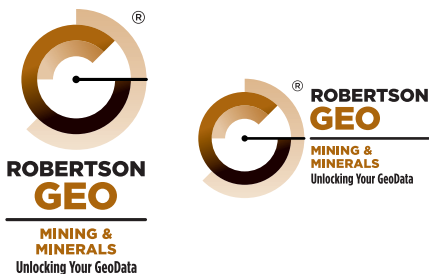
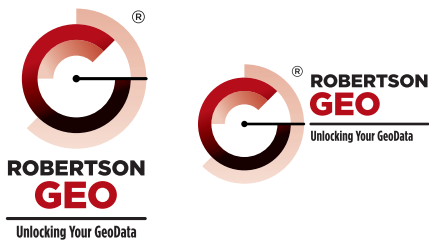


Should the logo have to be edited for a specific use where it needs to be converted, then the final result should maintain the integrity of the original.



If the logo you have is not suitable for a project, then contact us and we will provide a logo appropriate for usage.

Registered Trademarks



Registered Trademarks

PSLogger® 

PSLogger® 

PSLogger® 

GeoCAD® 

RGeo-eye® 
VISUALIZER

RGeo-eye® 

RGeo-fast® 

RGeo-hub® 

Registered Trademarks



Registered Trademarks

Deviation® 

GeoKeyagile®

RGeo-Rentals.com 

GEO SonarCaliper®

GEO SonarCaliper® 3D

TripleSonic® 

