



RDK Management, LLC

RDK BRANDING GUIDELINES

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Using the RDK Logo

The RDK logo is the main visual identity of RDK Management, LLC (“RDKM”). It should never be used without permission of RDKM.

The consistent use of the logo in printed, electronic, video, and online materials, as well as apparel and other promotional items, ensures that RDKM’s brand will maintain a clear and distinctive presence in the market. It is crucial to establish this consistency when applying the logo; minor changes and inconsistencies will result in confusion among audiences and therefore contribute to a dilution of the brand.

The RDK logo should not be distorted in any way. This includes any alteration made for use in conferences, special projects, and marketing campaigns. Materials developed by the RDK internal marketing department and other areas of the community need to maintain consistency in logo usage and graphic treatment to maintain recognition.

The logo has been created so that the characters are in a fixed relationship to each other. The logo should never be typeset or altered in any way. Always use original electronic artwork obtained from the RDK internal marketing department.

RDK Logo

Shown below is the primary RDK logo with a transparent background and with a black background. The 4 colored bars should not be used without the RDK letters, and the RDK letters should not be used without the 4 colored bars.



Logo Colors

All text should always be blue (Pantone 312 EC).



(Pantone 312 EC) (RGB 0 179 220) (Hex 00B3DC)



(Pantone 1505 EC) (RGB 245 130 51) (Hex F58233)



(Pantone 136 EC) (RGB 253 183 59) (Hex FDB73B)



(Pantone 375 EC) (RGB 145 200 72) (Hex 91C848)

Font Use

Below are guidelines and examples when using fonts with the RDK logo.

Neuropolitical Font

The RDK logo was created with the Neuropolitical font

(<http://www.dafont.com/neuropolitical.font?fpp=50&text=RDK>). DO NOT use any form of Neuropolitical font in association with the RDK logo. Using the font in forms other than the logo will dilute the logo's effectiveness.



Secondary font with the logo

The Myriad Pro or sans serif font Arial are recommended as an accompanying font with the RDK logo. It is acceptable to use any combination of the font with the logo.



White Space Around the Logo

The RDK logo is most effective when surrounded by as much open space as possible. The area around the RDK logo should be kept free of any distracting elements such as text or other graphics.

Any additional text or graphics shall be at least a square space from any corner or edge of the logo.



References to RDK Profiles

The three existing RDK Profiles are Video, Broadband, and Camera. When referencing these profiles, you may refer to them with a hyphen (RDK-V, RDK-B, or RDK-C), or by spelling out the full word, (RDK Video, RDK Broadband, or RDK Camera).

Apparel and Promotional Items

The RDK logo can be included on any apparel specifically designed and distributed to promote RDK. RDKM must approve use and placement of logo before the apparel or any other printed materials are produced.

Logo placement can be on the front, back or sleeve of apparel.



If used on other promotional materials such as cups, pens, bags, or printed on items to be used as gifts, the RDK logo must be reproduced in sufficient size to be legible and placed appropriately. The logo should not be angled, distorted or changed in any way to fit on products. Examples of acceptable uses are shown below.



If the logo is to be used on apparel or other items in conjunction with the logo of other entities, RDKM must approve placement and inclusion with the other logos to ensure that the logo is not associated with competitors or other companies which are not in good standing with RDK.

Examples of Logo Misuse



Logo dimension cannot be modified, Graphics resolution must be maintained. Never distort or disproportionately scale the logo



Logo colors cannot be altered



Never change the fonts of the logo



Logo cannot have overlay or underlay



In document and PowerPoint usage - must be stand alone



Logo must be legible

Logo Usage for Videography

When the logo is used in a video presentation the color version should be used. The logo treatment should follow the general rules set out for font usage.

Firebolt®, Thunder and Lightning

A unique logo has been created for Firebolt® by RDKM. This logo can be used with permission from RDKM provided that the logo is not altered in any way. The font used for the “Firebolt®” text should always be Xfinity Standard, and should be followed by the ® symbol.



All applicable rules and restrictions related to the standard RDK logo regarding size, font, shape, color or other features and limitations apply to use of the Firebolt® logo.

When used to refer to layers of the RDK stack, the terms “Firebolt®”, “Thunder”, and “Lightning” should always be capitalized.

Preferred Program Logo

The RDK Preferred Program will use a variation of the RDK logo.

All applicable rules and restrictions related to the standard RDK logo regarding size, font, shape, color or other features and limitations apply to use of the Preferred Program logo as well.

The approved Preferred Program logo is:



The words “Preferred Program” will appear in Myriad Pro font and will match the color of the letters “RDK”.

Contact Information

For questions or further information, please contact Julie Sohnlein at Julie.Sohnlein@rdkcentral.com.