

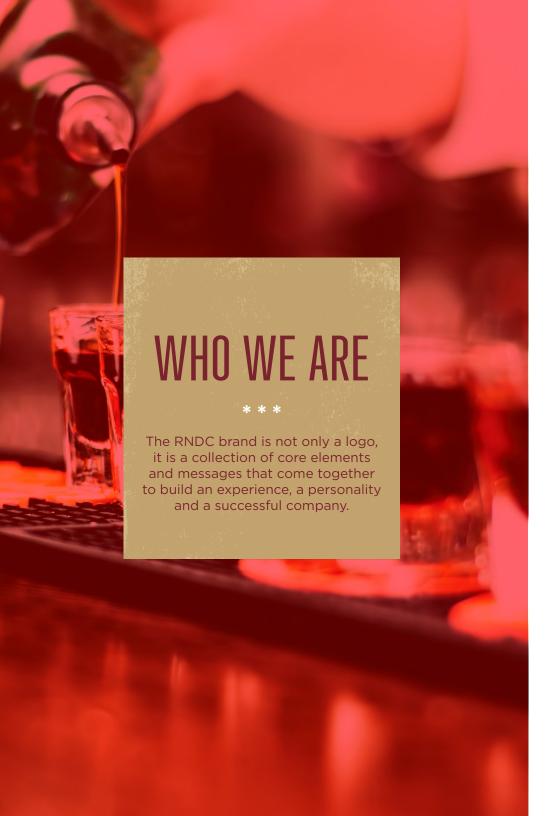
BRAND GUIDELINES

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With roots extending before Prohibition, RNDC is a family-owned business that has evolved into one of the nation's leading wholesale beverage alcohol distributors.

We serve as a brand-building and product expert liaison between suppliers and those who sell or serve alcoholic beverages.

Our Associates are known for their passion, performance and impeccable customer service.



To be the **national distributor of choice** of beverage alcohol producers who value the three-tier system.

To build **branded products and profitability** for all parties involved.

To serve the needs of our Associates, suppliers, customers and community.



OUR CORE VALUES



<u>NO 1</u>

FAMILY

We care about the well-being of our family, community and one another.

NO 3

PROFESSIONALISM

We respect one another, and do the right things, the right way.

NO 2

ACCOUNTABILITY

We take the initiative to achieve our personal best.

NO Z

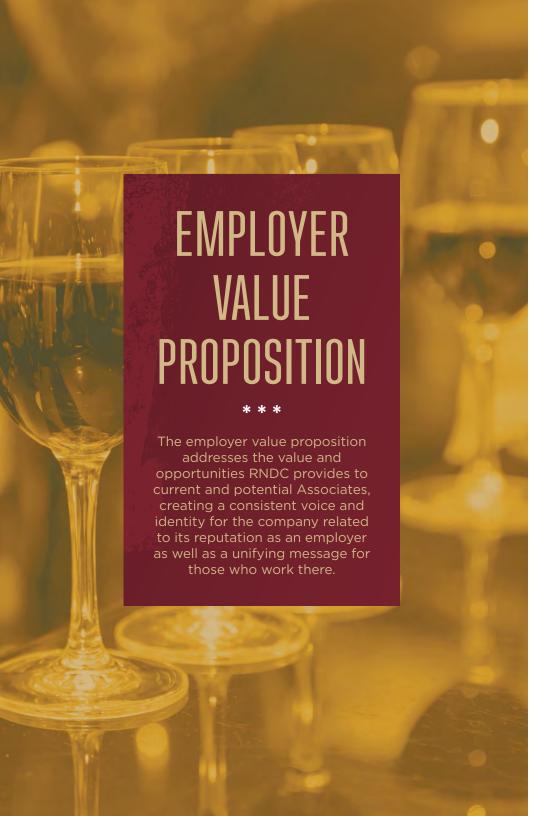
HONESTY

We act with integrity and sincerity with everyone, every time.

NO 5

CUSTOMER FOCUS

We deliver unsurpassed quality and value to all we serve.



RNDC delivers career opportunities and experiences with many happy hours.

As one of the nation's leading wholesale beverage alcohol distributors, we offer a vibrant culture for professionals who desire work that makes them feel accomplished, challenged and engaged.

The foundation of our success is grounded in the core values of accountability, honesty, customer focus, professionalism and family. We are recognized in the industry for exceptional professional development and career advancement that delivers excellence in customer service, business results and job satisfaction.

Simply stated, relationships matter at RNDC, and our Associates genuinely care about the people and communities they serve. Every day, our Associates are inspired to challenge themselves and achieve the fulfillment that comes from making valuable contributions to a successful and thriving organization.



BRAND MESSAGING

Brand Messaging is designed to communicate key aspects of the RNDC brand to external audiences.

It describes the company, differentiates RNDC in the marketplace and showcases our leadership and core values. With roots extending before Prohibition, RNDC is one of the nation's leading wholesale beverage alcohol distributors. We serve as a brand-building and product expert liaison between suppliers and those who sell or serve alcoholic beverages. Customer service, product expertise and executional excellence are the hallmarks of our enduring success. By closely monitoring evolving market trends, we understand the unique needs of our customers and consumers.

Our knowledge in the process and craft of alcoholic beverage production fuels our passion for the art of selling lifestyle products. We invest in our Associates by offering exceptional professional development and career advancement opportunities, along with a strong family culture. Our talented Associates thrive in an industry that relies on strong relationships grounded in honesty and accountability.

With high-energy professionals who genuinely enjoy their jobs, RNDC believes if it's fun, we're doing it right.



General: RNDC is one of the nation's leading wholesale beverage alcohol distributors. Customer service, product expertise and executional excellence are the hallmarks of our enduring success. Our knowledge in the process and craft of alcoholic beverage production fuels our passion for the art of selling lifestyle products. Our talented Associates thrive in an industry that relies on strong relationships grounded in honesty and accountability. With high-energy professionals who genuinely enjoy their jobs, RNDC believes if it's fun, we're doing it right.

Employer: RNDC Associates thrive in an industry that relies on strong relationships grounded in honesty and accountability, and a belief that if it's fun, we're doing it right.

Customer: Customer service, product knowledge and executional excellence are the trademarks of RNDC, one of the nation's leading wholesale beverage alcohol distributors.

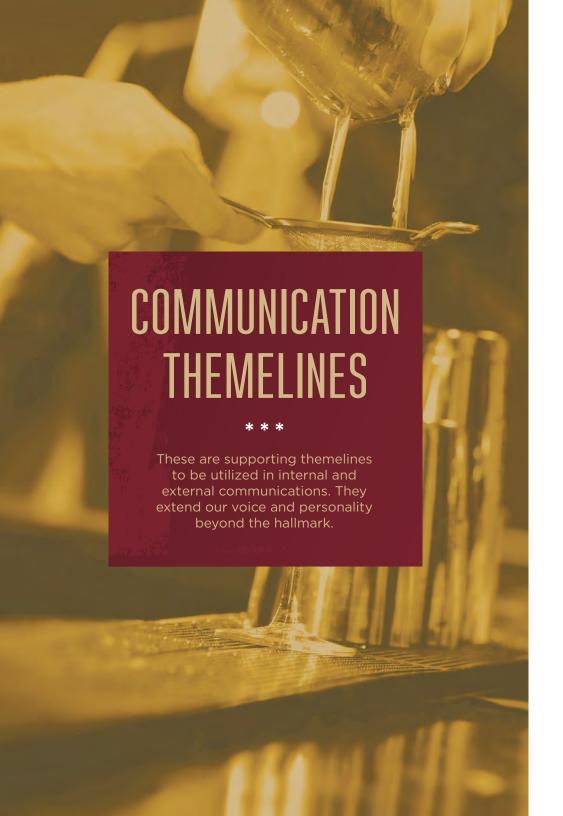
OUR HALLMARK



IF IT'S FUN, WE'RE DOING IT RIGHT!

* * *

This is what we're known for. Our hallmark inspires and engages our Associates, customers and prospective hires.



DELIVERING OPPORTUNITIES
WITH MANY HAPPY HOURS

EXPERTS AT OUR CRAFT

WE MIX WELL

THE PERFECT MIX

TOAST OF THE TOWN

BRAND PERSONALITY

These words describe the personal essence and tone of the RNDC brand - the distinctive attributes that help us attract and retain customers.

TRUSTWORTHY
HIGH-PERFORMING
KNOWLEDGEABLE
AMBITIOUS
CONFIDENT

RELIABLE
RESOURCEFUL
PROGRESSIVE
UNIQUE
PRACTICAL

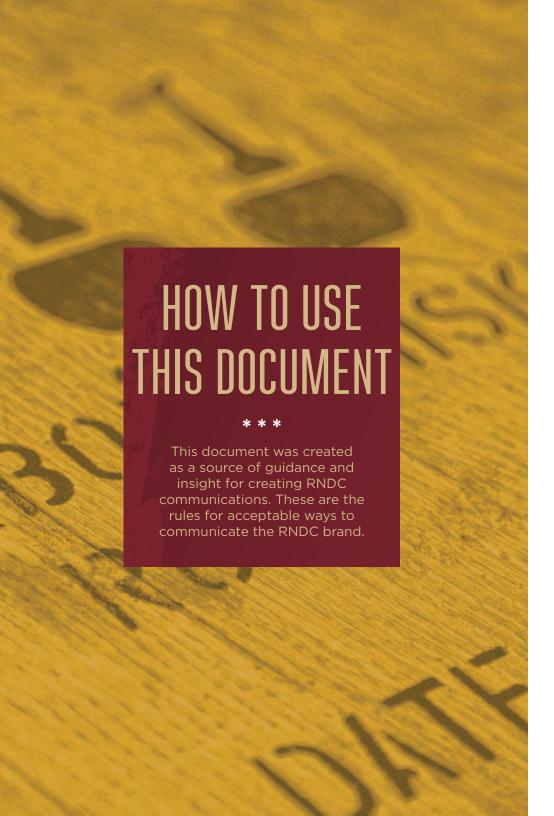




Internal and external audiences should receive a consistent brand presentation when they interact with RNDC. Each person who touches the stakeholder has the opportunity to reinforce the defined brand identity. These standards act as a guide regarding logo usage, brand colors, typography, imagery and messaging/voice.

Consistency. Our brand exists in the mind of stakeholders. But to influence that brand identity, we need to communicate the same identity everywhere stakeholders see, hear, read, experience and think about RNDC.

All communications should build brand equity and strengthen our message with each audience. Establishing clear and concise brand standards will ensure that the brand is executed in a consistent way that aligns with positioning, both visually and in tone.



Users of this document should adhere to the rules and guidelines as outlined for each piece. While this document provides general guidelines and specific templates for use, it can't anticipate every application of the RNDC brand.

If you have a project that requires unspecified graphic treatments or an entirely unique promotional opportunity, please contact RNDC's Corporate Communications department at Communications@RNDC-USA.com.

PRIMARY BRAND LOGO

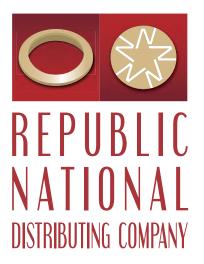
The RNDC logo is the most important visual component of the RNDC identification system. To successfully fulfill its functions, each appearance of the RNDC logo must meet the established standards outlined within this guide.

There are two identity formats to be used: vertical and horizontal.

The RNDC logotype and mark may NOT be used by themselves in any circumstance. Choice of format should be made according to the design and spatial needs of the project to which the identity is being applied. The vertical format should be used as the primary application of the identity.

VERTICAL FORMAT

(Primary Use)



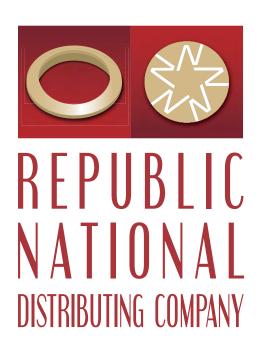
HORIZONTAL FORMAT

(Alternate Use)



FULL COLOR LOGO USAGE

To ensure strong and consistent visual impact of the RNDC brand identity, the precise corporate color scheme should be used. The RNDC logo color palette consists of four primary colors. These colors give RNDC a unique and identifiable brand presence. The full color RNDC logo should always be made up of these four colors and should never be changed to an alternate color except in circumstances where a single color is necessary. Where black and white printing is necessary, use the black version of the logo.



LOGO COLOR PALETTE



PMS 1807 C CMYK: 24-92-78-15 RGB: 168-51-56 HEX: A83338

PMS 1807 is to be used on "REPUBLIC NATIONAL DISTRIBUTING COMPANY"



PMS 1805 C CMYK: 21-97-91-12 RGB: 179-40-45 HEX: B3272D



PMS 188 C CMYK: 33-93-74-38 RGB: 122-35-46 HEX: 79232E



PMS 7502 C CMYK: 18-25-53-0 RGB: 209-183-134 HEX: D1B786

PMS 1805 and PMS 188 together create the gradient in the RNDC logo. To create it, both colors must be in CMYK format. Set the gradient angle to 90°.

ALTERNATE LOGO APPLICATIONS

When placing the logo on a solid flood of color or photographic background, be mindful of which version is applied. Where the full color logo cannot be used, the 1-color, black or reversed logo should be used.

A version of the full color logo is available with reversed logotype. This version is to be used similarly to the reversed and one-color logo.

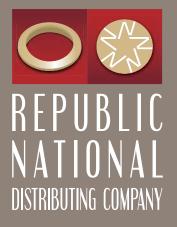
The 1-color logo is only to be used in PMS 1807.













LOGO SCALING 8 CLEARANCE

Each time the RNDC logo is used, it should adhere to the application guidelines specified in this manual.

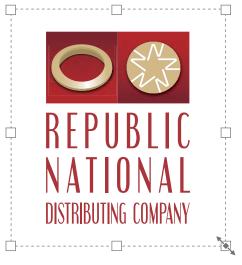
LOGO SCALING

The RNDC identity should always be used in the correct proportion. When scaling the logo artwork, hold down the SHIFT key to ensure proportions are maintained. Without this constraint, it is easy to accidentally compress, stretch or otherwise distort the identity. This applies to both the vertical and horizontal logo.

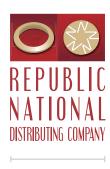
For maximum readability, the vertical logo should never be scaled below 1" wide. The horizontal logo should never be scaled below 2" wide.

LOGO CLEARANCE

To ensure the integrity and visibility of the RNDC logo, a consistent clearance space should be maintained between the edge of the logo and neighboring graphic elements. Below, we demonstrate the appropriate spacing of the logo across marketing communications. The minimum clear space around the logo is equal to 50% of the height and width of the squares in the RNDC logo. As the logo scales up or down, so will the clearance around the logo. This applies to both the vertical and horizontal logo.



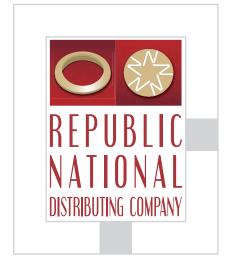
hold SHIFT key



minimum width of 1"



minimum width of 2"

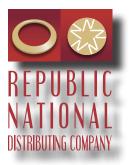


50% of the height & width of the squares in the RNDC logo

INCORRECT LOGO USAGE

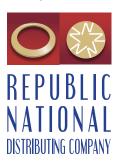
DO NOT add any decoration.

The RNDC logo should not have any additional effects applied to it for any reason.



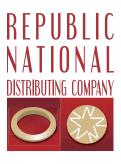
DO NOT alter color.

Always use the approved color versions of the logo.



DO NOT re-orient the logotype and logo mark.

The ring and star mark should never be relocated from the approved logo position.



DO NOT stretch or alter proportions of the logotype and logo mark.

Proper proportions should always be maintained. See page 18 for proper scaling.



DO NOT place a white box behind the logo when using on a colored background.

The appropriate logo version should be used for optimal legibility.



DO NOT separate the logotype and the mark under any circumstance.

The mark should never be used on its own; nor should the logotype be used on its own.



DO NOT place 1-color or black logo on dark backgrounds or overly busy photographic images.



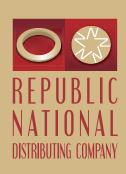


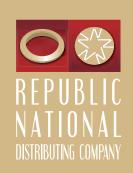
This list is by no means exhaustive. If you have specific questions that are not described here, please contact the RNDC Corporate Communications department at Communications@RNDC-USA.com.

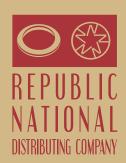
LOGO ON COLOR BACKGROUNDS

The full color logo, 1-color and reversed logos may be applied to solid or photographic backgrounds in specific instances. The chart below represents some of the application options available. It is not exhaustive, and should you have specific questions about an

option not shown here, please contact the RNDC Corporate Communications department at Communications@RNDC-USA.com.

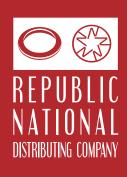




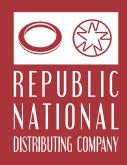


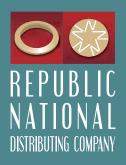








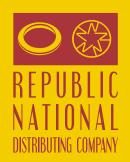












ASSETS



Approved logo files may be found in the myResources section of myRNDC, or obtained by contacting our Corporate Communications department at Communications@RNDC-USA.com.



COLOR PALETTES

Colors are a primary way for customers to associate with a brand. From a behavioral perspective, customers create emotional connections with a brand that is reinforced by the brand aesthetic and corporate colors. By communicating a consistent visual experience, including color and type treatment, a greater level of trust is built between the customer and the organization.

Primary colors should be used more dominantly within a layout composition.

Secondary colors are to be used only as accents and should represent 30% or less in layout composition. Avoid large floods of color utilizing the secondary palette. For specific questions, contact the RNDC Corporate Communications department at Communications@RNDC-USA.com.

PRIMARY COLORS



PMS 1807 C CMYK: 24-92-78-15

RGB: 168-51-56 HEX: A83338



PMS 1805 C CMYK: 21-97-91-12

RGB: 179-40-45

HEX: B3272D



PMS 188 C

CMYK: 33-93-74-38 RGB: 122-35-46

HEX: 79232E



PMS 7502 C

CMYK: 18-25-53-0

RGB: 209-183-134

HEX: D1B786

SECONDARY COLORS



PMS 7405 C CMYK: 6-16-100-0

RGB: 244-205-0

HEX: F3CD00



PMS 143 C CMYK: 2-32-92-0

RGB: 247-179-52

HEX: E6B333



PMS 158 C

CMYK: 2-66-100-0

RGB: 239-118-34

HEX: EF7521



PMS 2925 C

CMYK: 76-25-0-0

RGB: 0-155-222

HEX: 009ADD



PMS 293 C CMYK: 100-80-11-2

RGB: 0-61-166

HEX: 003CA6



PMS 5483 C CMYK: 72-34-39-5

RGB: 77-134-142

HEX: 4D858D



Warm Gray 8 C CMYK: 45-44-48-7

RGB: 142-130-121

HEX: 8E8279

TYPOGRAPHY

When used correctly, typography can convey image and feeling every bit as much - and sometimes more - than simple graphics.

With consistent use, the RNDC corporate typography becomes associated with the brand and helps to effectively identify the company.

There are two primary corporate fonts for marketing applications: Gotham and Ristretto. Microsoft Office applications will utilize the font Century Gothic.

MARKETING APPLICATIONS

GOTHAM

The primary print typeface for RNDC is Gotham. This font is to be used for main content and subheads.

Subheads should always be set in all caps, and only in the Medium weight. However, if subhead is more than six words in length, mixed case is recommended. Mixed case is appropriate for all content, and should be set in Book weight; however, the medium weight may be applied for emphasis within body content.

Gotham Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

RISTRETTO

Use this font for headlines, callouts and selectively for bold statements.

It is used strictly in all caps. Use only the Medium weight of the font. Tracking is to be applied to maintain the modern and legible brand attributes.

CENTURY GOTHIC

MS OFFICE APPLICATIONS

The primary Microsoft Office application typeface for RNDC is Century Gothic.

Headlines should always be set in Bold and in all caps. Content should be set in Regular, mixed case.

Ristretto MEDIUM ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 CENTURY GOTHIC BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Century Gothic Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

TYPOGRAPHY APPLICATION

Proper application of the RNDC brand typography is important to maintain consistency.

sections.

In order to create recognizable hierarchy, the headline should be set in a larger font. Be aware of proper kerning for legibility.

Subheads should be set smaller than the headline, but still larger than the main content body.

These guidelines apply to both print and MS Office applications. If you have specific questions, please contact the RNDC Corporate Communications department at Communications@RNDC-USA.com.

THIS IS A HEADLINE	Ristretto Medium, All Caps
THIS IS A SUBHEAD	Gotham Medium, All Caps
This is body copy. The quick brown fox jumps over the lazy dog. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.	———— Gotham Book, Mixed Case
THIS IS A HEADLINE	Century Gothic Bold, All Caps
THIS IS A SUBHEAD	Century Gothic Bold, All Caps
This is body copy. The quick brown fox jumps over the lazy dog. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff	————— Century Gothic Regular, Mixed Case

GRAPHIC SEAL ELEMENT

A custom seal has been developed for use on RNDC marketing and communications materials. Use the appropriate color combination for the background upon which it will be placed.









PHOTOGRAPHY

The photography for the RNDC brand is an important element for creating an overall feeling and style. A combination of photography applications are used to convey a consistent, friendly, trustworthy and product-focused brand expression.

When selecting images, apply these principles:

In the moment

Still life

Product experience

Certain image characteristics should be avoided when selecting photography:

Too busy, lack of focus

Overly posed and unnatural

Abstract interpretation

Too stark, lacking character

Recognizable product labels



PHOTOGRAPHY APPLICATION

Photography may be used in full color with no overlays, in duotone utilizing the primary RNDC brand colors with color overlays, or in full color with a color overlay.



Full color image



Full color with overlay effect. See page 29 for detailed instructions.



Full color with overlay effect. See page 29 for detailed instructions.





Duotone with color overlay effect. See page 29 for detailed instructions

PHOTOGRAPHY APPLICATION

BUILDING A FULL COLOR IMAGE + OVERLAY EFFECT



Full color image.

Note: The full color image may need adjustments made to the Contrast and Shadows/Highlights once overlay are applied.



Full color image with PMS 7502 overlay set to Overlay effect at 100% opacity.



Additional PMS 7502 overlay effects added: Multiply at 100% opacity and Hard Light set to 85% opacity.

Note: the Hard Light layer may need to have image adjustments made to the vibrancy (add approximately 20% Saturation, or appropriate amount).



Full color image



Full color image with PMS 1805 overlay set to Hard Light and reduced to 85% opacity.

It is important to note that overlay styles and opacities will vary depending upon the photograph selected. Multiple effect layers may be required to achieve the desired look. Use the above as a guide and direct specific questions to the RNDC Corporate Communications department at Communications@RNDC-USA.com.

PHOTOGRAPHY APPLICATION

BUILDING A DUOTONE + OVERLAY EFFECT



PMS 1805 duotone.



PMS 1805 duotone with PMS 1805 color overlay set to Hard Light and reduced to 65% opacity.



PMS 7502 duotone.



PMS 7502 duotone with PMS 7502 color overlay set to Hard Light and reduced to 65% opacity, and a PMS 7502 color overlay set to Multiply at 100% opacity.

It is important to note that overlay styles and opacities will vary depending upon the photograph selected. Multiple effect layers may be required to achieve the desired look. Use the above as a guide and direct specific questions to the RNDC Corporate Communications department at Communications@RNDC-USA.com.

POWERPOINT TEMPLATES

There are two PowerPoint templates from which you may choose: each utilizes atmospheric photography as well as established graphic elements.

The RNDC presentation intro slides are shown below. In the PowerPoint template file, use the following steps to insert the slide:

- 1. Select the HOME tab at the top of the screen.
- 2. Select NEW SLIDE and all template slide options will be shown.
- 3. Select the appropriate cover option.
- 4. Once the slide is inserted, you may click on the text boxes to modify content.

Please note that element spacing is conditional upon the amount, and length, of content. For example, if your title is one line long instead of the two lines shown below, the stars and line elements will need to be appropriately adjusted for optimum spacing.

Please maintain the integrity of the RNDC PowerPoint template formats.

- Always start from the RNDC template files
- Don't change font style, color palette or page layout without prior consent
- Use template pages, iconography and approved images only
- If copying pages from another file, please paste the selection as "Use Destination Theme"
- If copying and pasting test, insert as "Paste Special, Unformatted Text"
- If copying and pasting an object, insert as "Paste Special, Microsoft Office Graphic Object"





POWERPOINT TEMPLATES

There are two PowerPoint templates from which you may choose: each utilizes atmospheric photography as well as established graphic elements

The template slides shown below represent divider, introduction or section header slide options for the two presentation templates. A set of gold slides are to be used with the red cover template. Additionally, a set of red, gold and full color slides are to be used with the gold cover template as shown below.

Please note that element spacing is conditional upon the amount, and length, of content. For example, if your title is one line long instead of the two lines shown below, the stars and line elements will need to be appropriately adjusted for optimum spacing.



TITLE SLIDE







LEADERSHIP

COMPETENCY MODE





DIVIDER / INTRODUCTION / SECTION HEADERS



TITLE SLIDE









DIVIDER / INTRODUCTION / SECTION HEADERS

POWERPOINT TEMPLATES

There are two PowerPoint templates from which you may choose: each utilizes atmospheric photography as well as established graphic elements.

There are several page style options formatted with image insertions that you can use, depending upon the needs of the slide.

In the PowerPoint template file, use the following steps to insert the slide of your choice:

- 1. Select the HOME tab at the top of the screen.
- 2. Select NEW SLIDE and all template slides will be shown.
- 3. Select the appropriate slide type required.
- 4. Once the slide is inserted, you may click on the text boxes, table/chart or image insertion area to place your data.

Please use only the text styles built into the template slides. Do not alter any formats unless otherwise noted by the Creative Communications Manager.















NDC BRAND IDENTITY & SYSTEM

PRIMARY BRAND LOGO

The NDC logo is the most important visual component of the NDC identification system. To successfully fulfill its functions, each appearance of the NDC logo must meet the established standards outlined within this guide.



FULL COLOR LOGO USAGE

To ensure strong and consistent visual impact of the NDC brand identity, the precise corporate color scheme should be used. The NDC logo color palette consists of two primary colors. These colors give NDC a unique and identifiable brand presence.

The full color NDC logo should always be made up of these two colors and should never be changed to an alternate color except in circumstances where a single color is necessary. Where black and white printing is necessary, use the black version of the logo.



LOGO COLOR PALETTE



PMS 1807 C CMYK: 24-92-78-15

RGB: 168-51-56

HEX: A83338



PMS 7405 C

CMYK: 6-16-100-0

RGB: 244-205-0

HEX: F3CD00

ALTERNATE LOGO APPLICATIONS

When placing the logo on a solid flood of color or photographic background, be mindful of which version is applied. Where the full color logo cannot be used, the 1-color, black or reversed logo should be used.

A version of the full color logo is available with reversed logotype. This version is to be used similarly to the reversed and one-color logo.

The 1-color logo is only to be used in PMS 1807.









LOGO SCALING 8 CLEARANCE

Each time the logo is used, it should adhere to the application guidelines specified in this manual.

LOGO SCALING

The NDC identity should always be used in the correct proportion. When scaling the logo artwork, hold down the SHIFT key to ensure proportions are maintained. Without this constraint, it is easy to accidentally compress, stretch or otherwise distort the identity.

For maximum readability, the logo should never be scaled below 1" wide.

LOGO CLEARANCE

To ensure the integrity and visibility of the NDC logo, a consistent clearance space should be maintained between the edge of the logo and neighboring graphic elements. Below, we demonstrate the appropriate spacing of the logo across marketing communications. The minimum clear space around the logo is equal to 50% of the logo's width. As the logo scales up or down, so will the clearance around the logo.







50% of the width of the logo

INCORRECT LOGO USAGE

DO NOT add any decoration

The RNDC logo should not have any additional effects applied to it for any reason.



DO NOT alter color

Always use the approved color versions of the logo.



DO NOT stretch or alter proportions of the logotype and logo mark

Proper proportions should always be maintained. See page 35 for proper scaling.



DO NOT place 1-color or black logo on dark backgrounds or overly busy photographic images.





LOGO ON COLOR BACKGROUNDS

The full color logo, 1-color and reversed logos may be applied to solid or photographic backgrounds in specific instances.

The chart below represents some of the application options available. It is not exhaustive, and should you have specific questions about an

option not shown here, please contact the RNDC Corporate Communications department at Communications@RNDC-USA.com.



COLOR PALETTES

Colors are a primary way for customers to associate with a brand. From a behavioral perspective, customers create emotional connections with a brand that is reinforced by the brand aesthetic and corporate colors. By communicating a consistent visual experience, including color and type treatment, a greater level of trust is built between the customer and the organization.

Primary colors should be used more dominantly within a layout composition.

Secondary colors are to be used only as accents and should represent 30% or less in layout composition. Avoid large floods of color utilizing the secondary palette. For specific questions, contact the RNDC Corporate Communications department at Communications@RNDC-USA.com.

PRIMARY COLORS



PMS 1807 C CMYK: 24-92-78-15 RGB: 168-51-56

HEX: A83338



PMS 7405 C CMYK: 6-16-100-0 RGB: 244-205-0 HEX: F3CD00

SECONDARY COLORS



PMS 7502 C CMYK: 18-25-53-0

RGB: 209-183-134

HEX: D1B786



PMS 143 C

CMYK: 2-32-92-0

RGB: 247-179-52

HEX: F6B333



PMS 158 C

CMYK: 2-66-100-0

RGB: 239-118-34

HEX: EF7521



PMS 2925 C

CMYK: 76-25-0-0

RGB: 0-155-222

HEX: 009ADD



PMS 1805 C

CMYK: 21-97-91-12

RGB: 179-40-45

HEX: B3272D



PMS 188 C

CMYK: 33-93-74-38

RGB: 122-35-46

HEX: 79232E



PMS 293 C

CMYK: 100-80-11-2

RGB: 0-61-166

HEX: 003CA6



PMS 5483 C

CMYK: 72-34-39-5 RGB: 77-134-142

HEX: 4D858D



Warm Gray 8 C CMYK: 45-44-48-7

RGB: 142-130-121

HEX: 8E8279

TYPOGRAPHY

When used correctly, typography can convey image and feeling every bit as much - and sometimes more - than simple graphics.

With consistent use, the NDC corporate typography becomes associated with the brand and helps to effectively identify the company.

There are two primary corporate fonts for marketing applications: Gotham and Ristretto. Microsoft Office applications will utilize the font Century Gothic.

MARKETING APPLICATIONS

GOTHAM

The primary print typeface for NDC is Gotham. This font is to be used for main content and subheads.

Subheads should always be set in all caps, and only in the Medium weight. However, if subhead is more than six words in length, mixed case is recommended. Mixed case is appropriate for all content, and should be set in Book weight; however, the medium weight may be applied for emphasis within body content.

Gotham Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

RISTRETTO

Use this font for headlines, callouts and selectively for bold statements.

It is used strictly in all caps. Use only the Medium weight of the font. Tracking is to be applied to maintain the modern and legible brand attributes.

MS OFFICE APPLICATIONS

CENTURY GOTHIC

The primary Microsoft Office application typeface for NDC is Century Gothic.

Headlines should always be set in Bold and in all caps. Content should be set in Regular, mixed case.

Ristretto MEDIUM ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 CENTURY GOTHIC BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Century Gothic Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

TYPOGRAPHY APPLICATION

Proper application of the NDC brand typography is important to maintain consistency.

sections.

In order to create recognizable hierarchy, the headline should be set in a larger font. Be aware of proper kerning for legibility.

Subheads should be set smaller than the headline, but still larger than the main content body.

These guidelines apply to both print and MS Office applications. If you have specific questions, please contact the RNDC Corporate Communications department at Communications@RNDC-USA.com.

THIS IS A HEADLINE	Ristretto Medium, All Caps
THIS IS A SUBHEAD	Gotham Medium, All Caps
This is body copy. The quick brown fox jumps over the lazy dog. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.	———— Gotham Book, Mixed Case
THIS IS A HEADLINE	Century Gothic Bold, All Caps
THIS IS A SUBHEAD	Century Gothic Bold, All Caps
This is body copy. The quick brown fox jumps over the lazy dog. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly slightly domed and divided by arches into stiff	————— Century Gothic Regular, Mixed Case

GRAPHIC SEAL ELEMENT

A custom seal has been developed for use on NDC marketing and communications materials. Use the appropriate color combination for the background upon which it will be placed.







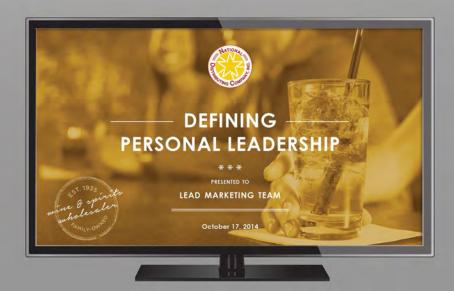


POWERPOINT TEMPLATES

There are two PowerPoint templates from which you may choose: each utilizes atmospheric photography as well as established graphic elements.

Please refer to pages 31-33 for full instructions on composing PowerPoint layouts.





ASSETS



Approved logo files may be found in the myResources section of myRNDC, or obtained by contacting our Corporate Communications department at Communications@RNDC-USA.com.