

# Brand Standards

A VISUAL GUIDE TO  
THE RUTLAND BRAND

*Rutland™ Reimagined*

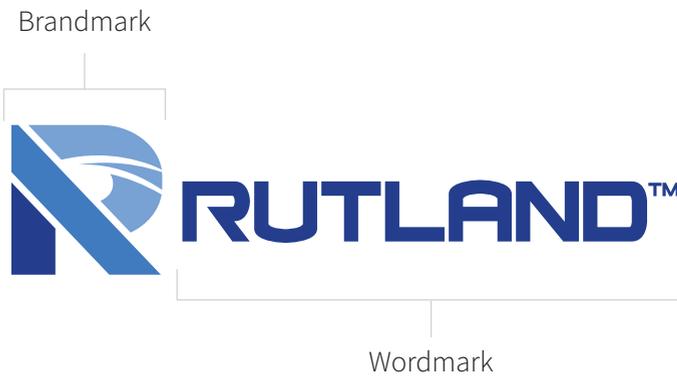


# Logo Standards

Our logo is the most recognizable element of our brand. Always follow the standards provided to ensure consistent and correct usage. Do not recreate these marks. Use only the acceptable art files.

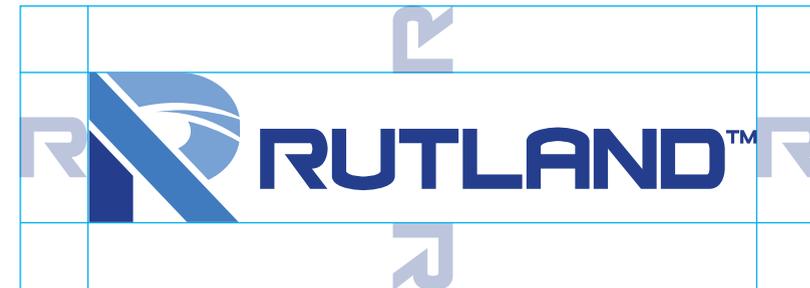
## Logo Elements

The Rutland logo is made up of 2 key elements:



## Clear Space

To ensure visibility, maintain a zone of clear space around the Rutland logo equal to or greater than the width of the R in the wordmark.



## Color Palette



**PMS 661 C**  
C100 M86 Y15 K5  
R0 G53 B149  
#003595

**PMS 660 C**  
C76 M47 Y0 K0  
R61 G124 B201  
#3D7CC9

**PMS 659 C**  
C52 M28 Y0 K0  
R121 G163 B220  
#79A3DC

## Minimum Sizes

To ensure readability, do not reduce the logo to a size smaller than displayed below.



Minimum Print Size: 1 inch wide



Minimum Digital Size: 80 pixels wide

# Logo Standards

## Logo Variations

The Rutland logo is available in various formats to suit any use. Download logos and email signature here:

[avientspecialtyinks.com/products-brand/rutland](http://avientspecialtyinks.com/products-brand/rutland)

	Full Color	Reverse Color	Black	Reverse
Horizontal				
Vertical				
Brandmark				

# What Not to Do

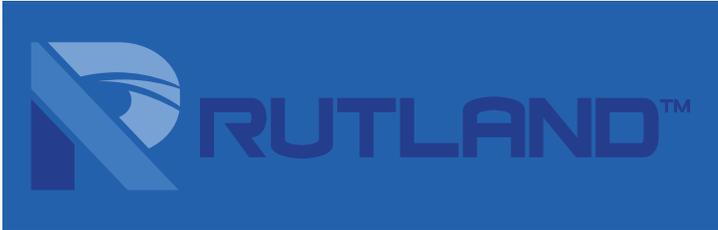
To build strong brand recognition, the logo must be used consistently in the formats listed on the previous pages. Below we have highlighted some ways the logo should never be used.



Do not change the color of the logo.



Do not use logo on overly complex backgrounds.



Do not use the full color logo against backgrounds without enough contrast.

# Rutland™ Chill Low Cure Inks

## Application Highlight

Rutland™ Chill offers a variety of low, or flexible, cure inks that not only reduce energy consumption, but also minimize dye-migration and prevent shrinkage of heat-sensitive fabrics. These inks cure at temperatures as low as 270°F (132°C), as opposed to the standard 320°F (160°C) cure temperature of standard inks.

Rutland™ Chill inks can be identified on the Rutland™ product selection guide with the reduced energy use icon, Rutland Chill icon, blue bucket labels, and blue product information bulletin (PIB).

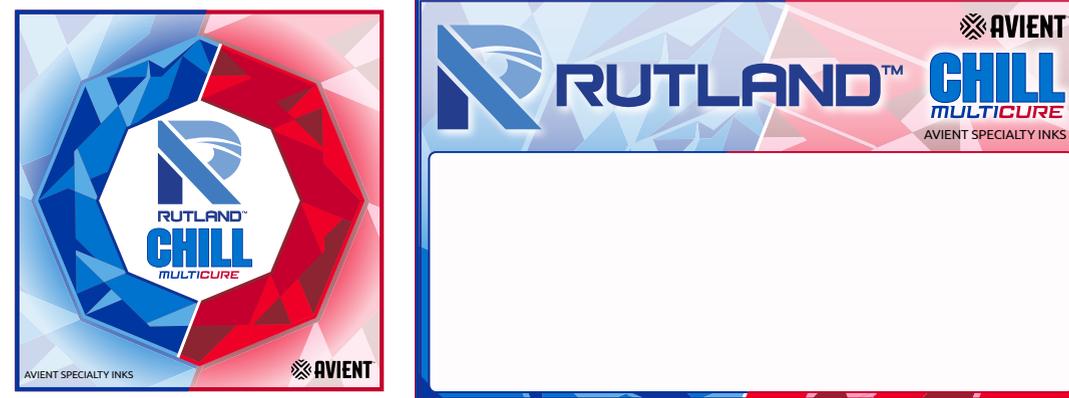
## Reduced Energy Use Icon



Reduced Energy Use

Look for the reduced energy use icon to signify low cure inks. This icon is reserved for approved Avient products.

## Rutland™ Chill Low Cure Bucket Labels



Rutland™ Chill bucket labels are reserved for approved low cure inks. The Rutland™ Chill logo with the blue background, as seen on the bucket label, may only be utilized in bucket labels and PIBs for approved inks.

## Rutland™ Chill Low Cure PIBs

PRODUCT INFORMATION BULLETIN		RUTLAND™ CHILL	
Highlights		Printing Tips	
Compliance	Sustainability		
	Reduced Energy Use		
Precautions			
Recommended Parameters			
Fabric Types	Flash & Cure	Clean Up	
Mesh	Pigment Loading	Health & Safety	
Squeegee	Additives		
Stencil	Storage		
AVIENT™ AVIENT SPECIALTY INKS			

Rutland™ Chill PIBs are available at <https://www.avientspecialtyinks.com/resources>. Rutland™ Chill PIBs can be distinguished by the Chill logo located at the top of the PIB.