

II. Core Elements

Definition of Terms

All of the elements that make up the Ryder signature system—color, typography and symbol design—have been developed with specific objectives in mind.

Included in these objectives is the need for uniqueness and differentiation, dynamism and impact. The design system also allows for easy link-up with business unit, product/service and department nomenclature.

The construction of the signature and the drawing of each individual element have been refined for maximum quality in reproduction, and should be used with attention to maintaining that quality.

Signature

The symbol and the logotype combine to create the *Ryder* signature.

Symbol

Our symbol communicates speed, precision, leading edge and a global future.



Logotype

The *Ryder* name is presented in a strong contemporary logotype, consisting of letterforms customized for Ryder.

Secondary Symbol

An enlarged version of the symbol may be used as a background graphic.



Colors

The primary colors are Ryder Red (PMS 186), black and white. The secondary color is Ryder Gray.

Univers Condensed Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times Roman Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typefaces

Univers Condensed and Times Roman, two readily available font families, have been specifically chosen to complement the *Ryder* signature.



Clear Space

A clear area must be maintained around the signature to avoid crowding elements and to maximize the visual impact of the signature.



X Proportion

The capital letter height of the "R" in the logotype is used as a standard of measurement (X) throughout this manual.



Descriptor

The descriptor has a specified typeface and relationship to the signature.

The Ryder Signature

Our Ryder signature has been designed to create visual impact and to clearly communicate our company's vision.

Accordingly, the elements that make up the signature — the symbol and the logotype — are arranged in a fixed configuration for use in all applications. The size relationship of the two elements and their relative positions must remain as shown here.

The signature is the key representation of our brand, and its visual strength depends on correct use. Use only authorized reproduction art, available in the "Reproduction Materials" section of this manual.



Clear Space

A distance measuring $1/2 X$ is maintained on all sides of the signature. This area should be free of other graphic elements, including typography, photography or the edge of a printed piece.



Registered Trademark ® Placement

This is the only acceptable placement for the ®. Always align the ® at the top of the stroke of the letter "r". The size of the ® is adjusted visually based on the overall size of the signature. The ® should never appear smaller than 5 pt. (The user is responsible for legibility of the ®.)



Secondary Symbol

The Ryder symbol serves as a dynamic background graphic in print communications when a subtle dimensional effect is desired, emphasizing the movement and elegance of our identity.

Specific cropping and positioning of the *Ryder* symbol are necessary when it is used as a background graphic. The versions shown are available as reproduction art in the “Reproduction Materials” section of this manual.

Printing specifications may vary depending on the application, however, the intent is to display the symbol as a subtle, background image. You can find examples of correct and incorrect uses of the secondary symbol on pages 13 and 14 of this section.

A. Preferred (Minimum)



B. Maximum



Cropping

Examples A and B to the left show the preferred cropping and the absolute maximum cropping of the secondary symbol. At the very least, crop the lower right portion as shown in A, but do not crop more than what is shown in B. (Examples are demonstrated below.)



Note: In any given application, the entire *Ryder* signature must also appear when the secondary symbol is used as a background graphic.

Primary Colors

Color is an important element in expressing corporate personality.

When used effectively, color can become identified with a corporation. The consistent use of the colors Ryder Red and black over time will become a point of recognition for *Ryder* throughout the company. Red communicates the attributes

of confidence, urgency and speed. Black represents tradition and stability. Both are easy colors to reproduce consistently. You must always match Ryder colors to these specific chips.

Ryder Red

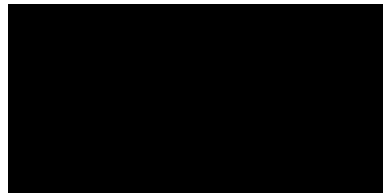
Ryder Red is a primary color and is used for the *Ryder* logotype.

In lieu of Ryder Red, you may use PANTONE® 186, the standard for which is shown in the current edition of the PANTONE Color Formula Guide. ***The color shown on this page and throughout this manual is not intended to match the PANTONE Color Standard.*** PANTONE® is a registered trademark of Pantone, Inc.



Black

100% black is a primary color and is used for the *Ryder* symbol.



White

White is a primary color and is used for both background and in the signature when it is reversed from a dark background. See pages 7 and 8 of this section.



Note: Whenever possible, printing match color is preferred over Cyan, Magenta, Yellow and Black process equivalents for saturation and brilliance.

Secondary Color

To display the *Ryder* signature to its best advantage, the secondary color, Ryder Gray, should be used. The neutral gray can be used as a complement to the primary colors, or as a solid field for applications that reproduce in one color.

Other uses of gray include secondary typography in advertising or print literature, and secondary graphics such as rules and bars on forms. Ryder Gray is a versatile yet rich color that works well when staged with color photography, for example.



Ryder Gray

Ryder Gray is the secondary color.

In lieu of Ryder Gray, you may use PANTONE® Warm Gray 9, the standard for which is shown in the current edition of the PANTONE Color Formula Guide. ***The color shown on this page and throughout this manual is not intended to match the PANTONE Color Standard.*** PANTONE® is a registered trademark of Pantone, Inc.

Signature: Colors & Backgrounds

As with the *Ryder* signature itself, use of background colors should protect the integrity of the *Ryder* identity. The *Ryder* signature and background color guidelines are

designed to provide creative flexibility, while establishing a consistent and recognizable staging for the *Ryder* identity.

Preferred Signature

The preferred two-color signature consists of a black symbol and a Ryder Red logotype on a white background.



The registered trademark ® is always reproduced in the same color as the logotype.

Acceptable One-Color Signatures

When reproduction is restricted to one-color, the entire *Ryder* signature may be reproduced in either Ryder Red, Ryder Gray or black.





White or Light Color Background

A full-color signature with a Ryder Red logotype and a black symbol should be used on a white or a light, neutral background. Acceptable light backgrounds include natural, ivory or very light gray materials or paper.

Black Background

The symbol is reproduced in Ryder Red, and the logotype reverses to white from a black background. This color configuration is only acceptable on a black or 4/C process background.

Ryder Gray or Other Dark Color Background

For most effective reproduction on a dark background, the entire signature should be reversed to white. Acceptable dark backgrounds include any dark color that provides sufficient contrast and prominence for the *Ryder* signature.

Signature: Incorrect Use

Everyone who uses the *Ryder* identity is responsible for protecting its graphic integrity.

The *Ryder* signature's value depends on correct use in all applications. This applies to each and every situation that requires application of the *Ryder* name. Examples are such applications

as business correspondence, advertising, sales materials, forms, signage and vehicles, to name a few. Shown on these pages are just a few examples of incorrect use of the *Ryder* signature.

Do not use the *Ryder* logotype without the *Ryder* symbol.



Do not use the *Ryder* symbol without the *Ryder* logotype, except when the symbol is used as a background graphic. (See pages 13 and 14 of this section.)



Do not reverse the position of the *Ryder* logotype and symbol, or change the placement of the ®.



Do not reposition the elements of the signature to create a new configuration.





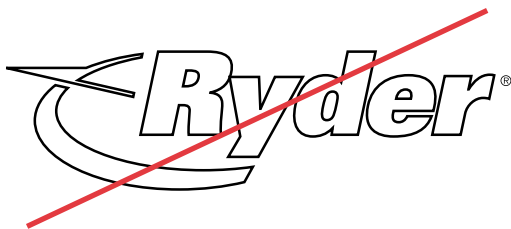
Do not change the size relationship of the graphic elements.



Do not distort or skew the elements of the signature in any way.



Do not enclose the signature in a containing shape.



Do not outline the logotype or symbol.



Do not substitute former versions of the *Ryder* identity for the *Ryder* logotype.

Signature: Incorrect Use

Do not use the signature as part of a sentence or headline.

Come To ~~ **Ryder**~~ For
Quality Used Trucks.

Do not reverse colors in the signature. (The symbol should not reproduce in Ryder Red unless the entire signature is Ryder Red or when it appears on a black background.)



Do not substitute another color, such as blue, for black or Ryder Red.



Do not reproduce a white symbol and red logotype on a black background.



Do not reverse the logotype from a red background with a black symbol.





Do not reproduce the signature on a pattern or texture that reduces signature legibility. Always observe clear space.



Do not reproduce the two-color signature on a red or dark-colored background.



Do not reproduce the two-color signature on a black or dark-colored background.



Secondary Symbol

Leveraging our symbol builds brand awareness.

The secondary symbol provides a unique and consistent graphic vocabulary for *Ryder* applications. It is intended to subtly enhance the movement and elegance of the *Ryder* symbol by using a tone-on-tone effect. This effect

is easy to reproduce and may be applied in a variety of ways. The examples below demonstrate the preferred use of the secondary symbol. Examples of alternate and incorrect uses are shown on the opposite page.

Preferred

Screen the secondary symbol at 10% or less of black or other dark color (use these examples as a close approximation), or use the screen as a background, reversing the secondary symbol to white.



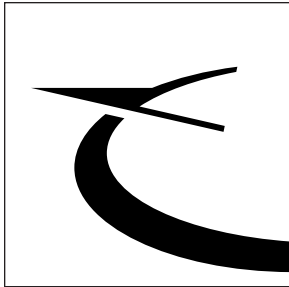
Use matte and gloss varnishes to subtly differentiate the secondary symbol from its background.



Solid color contrasted to screen tints of the same color may be used to reproduce the secondary symbol. In these examples, screen tints are 90% of the solid color.



Note: In any given application, the entire *Ryder* signature must also appear when the secondary symbol is used as a background graphic.



Alternate

Alternate ways of reproducing the secondary symbol are shown here. They are intended for use when a more bold representation is desired in future applications, as appropriate. The color combinations shown here are the only acceptable ones.



Incorrect Use

The color combinations demonstrated here are suggestive of unacceptable use. When reproducing the secondary symbol in solid contrasting colors, only the alternate examples shown above are acceptable.

Typefaces

Clarity and legibility are critical to all of our visual communications.

To help create a consistent and recognizable look for the wide variety of visual communications presented by Ryder, two typefaces have been chosen as the standard. The typefaces for *Ryder* were selected for their worldwide availability, flexibility and readability at small to large sizes.

The *Ryder* logotype itself was developed for maximum impact at all sizes and exhibits such key attributes as strength, accessibility and speed. These qualities can be extended to printed communications by use of the Univers Condensed typeface, and complemented by Times Roman, a versatile classic serif typeface.

Univers Condensed

The typefaces shown are of the Univers Condensed faces available. The wide variety of contemporary fonts provides usage flexibility.

Univers Condensed Light
Univers Condensed Light Oblique
Univers Condensed Regular
Univers Condensed Regular Oblique
Univers Condensed Bold
Univers Condensed Bold Oblique

Times Roman

A classic and highly legible family of typefaces, Times Roman can be used for text as well as headlines and captions. The italic versions provide special emphasis in copy and communicate in a conversational style.

Times Roman
Times Roman Italic
Times Roman Bold
Times Roman Bold Italic

Descriptor Configuration

Use of the descriptor “Logistics and Transportation Solutions Worldwide” helps to define Ryder’s business offering. The descriptor’s typeface, Univers Condensed Bold makes a confident statement to our customers and prospects.

When using the descriptor with the Ryder signature the descriptor can be reproduced only in black (100%) or reversed to white.



Construction and Clear Space

This illustration shows how the *Ryder* descriptor is used with the *Ryder* signature. This configuration is fixed, and there is no alternative. Reproduction art can be found in the “Reproduction Materials” section of this manual.



Do not reduce the size of the descriptor.

Do not separate the descriptor from the signature, or reposition it.

Do not substitute another typeface for the descriptor.

Products/Services & Departments

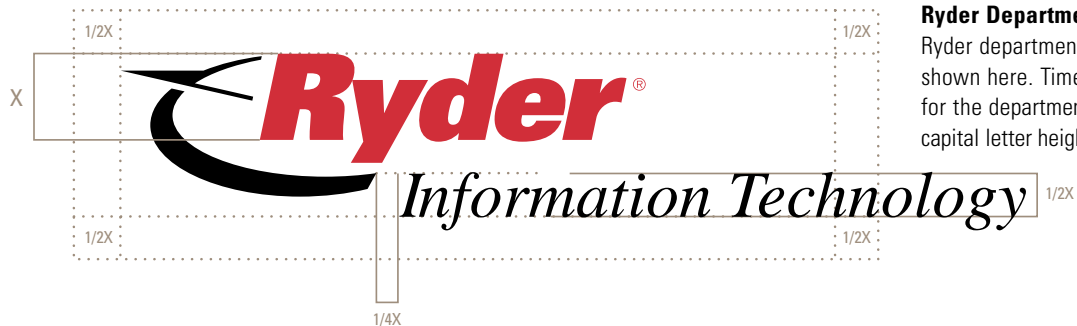
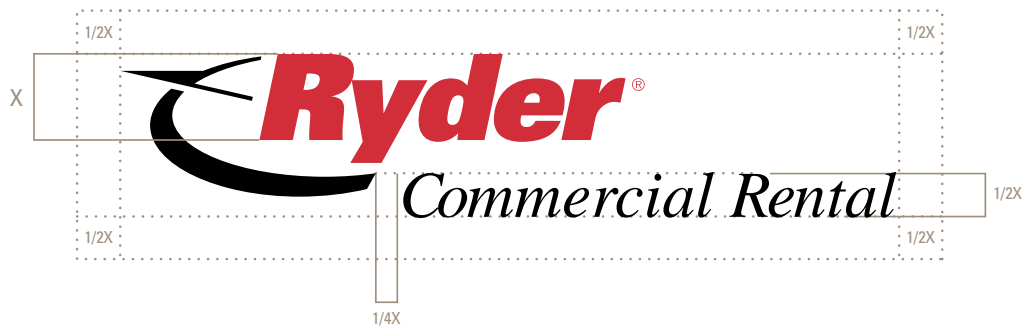
Consistent use of the Ryder identity with our products and internal departments helps leverage the strength of the Ryder brand.

In instances when a product, service or department requires association with the overall *Ryder* brand, it must be configured in a lock-up with the *Ryder* signature. The product/service or department can be reproduced only in black (100%) or reversed to white and

can never appear without the *Ryder* signature. Different logotypes or logos are not permitted, and typography and color standards must follow the basic graphic standards described in this manual.

Ryder Products and Services

Products and services associated with Ryder use the configuration shown here.



Ryder Departments

Ryder departments use the configuration shown here. Times Roman Italic is used for the department name, at one-half the capital letter height of the "R" in *Ryder*.