

ranckinc.com



MARKETING AND BRAND GUIDELINE

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INTRODUCTION

The Marketing and Brand Guideline

The purpose of this guide is to illustrate proper usage of the Ranck brand in the approved forms. Proper usage and consistency of any brand is important, but is even more critical when a brand is first introduced or a current brand is refreshed, which is the case with Ranck.

Digital files are often used by a variety of outside vendors, whether for print, signs, online applications, etc. It's recommended that when providing digital files to any vendor, that you also supply a copy of this brand usage guidelines in PDF form.

Some of the guidelines covered include: corporate brands and colors; proper and improper usage of logos; file types supplied; font recommendations and examples of brand usage.

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ABOUT RANCK

Ranck Plumbing, Heating, Air Conditioning & Excavation has provided 70 years of experience, a high level of quality work, professionalism, and outstanding customer satisfaction. Our goal is to provide our customers with the best options in repairing or resolving their plumbing, heating, cooling, and excavation needs with honesty and integrity. We aim to be the industry leader servicing homes and businesses throughout Lancaster County and surrounding areas for years to come. That's why customers trust Ranck and always recommend us to family and friends.

MISSION & VISION

Mission

To provide an extraordinary client experience you can trust.

Vision

Build an extraordinary team focus on service to others, while developing an organization committed to the growth and support of each team member. Guided by servant leadership through out every level of the organization.



THE LOGO

Logo Design

The Ranck logo consists of the Ranck brand mark ('R' with a Ranck red rectangle box with the 'Ranck' name in the center with the white color) and the list of service names below in the Ranck red color. The service names can be replaced with the service icons.

To capitalize on the added service of an in-house excavation team, located out of the Akron office location, this has been added to the logo listing it centered below the other 3 services originally provided.

In marketing copy and verbal communication, the two locations are identified as Ranck's Lancaster Office and Ranck's Akron Office.



Original



Original



Added service



Added service

Spacing Around Logo

For the purpose of clarity and clean design, consideration should be given in allowing enough space around all sides of the logo when it's used among text, images and other graphic elements. As a guide, consider using a minimum of .375" (3/8") of clearance around the logo on all sides.

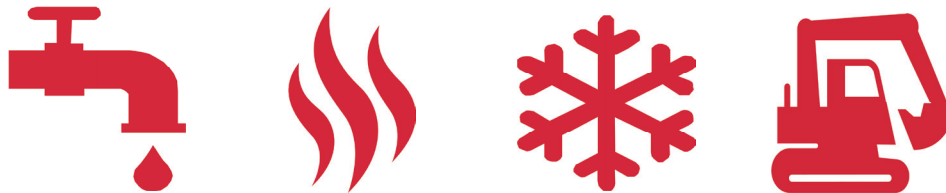


THE BRAND MARK

The Primary Brand Mark

The primary brand mark is showing the letter 'R' carved into a Ranck red rectangle shaped box. This is shown with no background or a white background only.

Centered inside the Ranck red rectangle box is the word Ranck showing in white letters with a capital 'R' and lower case letters for 'anck'. Always use white lettering for Ranck in the rectangle box on any colored background, with the exception of using a white logo, then Ranck should be in black.



The Logo Service Symbols

These are the four symbols used to represent Ranck's services offered to customers. Plumbing shows a spigot with water dripping out, Heating shows three waves representing heat, Air Conditioning (AC) is shown using a snowflake symbol, and Excavation shows an excavator machine with the bucket in front.

The Ranck Name & Services

When using only the company name, it should be written out as in example (a) or (b).

- (a) **Ranck Plumbing, Heating & Air Conditioning**
- (b) **Ranck Plumbing, Heating, AC & Excavation**

When using the service names with the company brand, it should be centered beneath the logo as in example (c) and (d). The color should be coordinated with the color of the logo used. For example, using the Ranck red logo, use Ranck red for the services.

- (c) **Plumbing | Heating | AC**
- (d) **Plumbing | Heating | AC
Excavation**

Ranck's Brand Mark Graphic

The use of Ranck's brand mark graphic (also known as the "swoosh") is primarily used on Ranck vehicles which has become a staple of the Ranck brand. This has also been included on office materials such as, letterhead, envelopes, and various other marketing materials, advertisements, and signs.



TYPOGRAPHY

The Primary Typeface - GOTHAM

The font family used for the Ranck logo is **Gotham**. **Gotham Black** is used for the 'R' and the *Ranck* name inside the rectangle that's part of the Ranck brand mark. **Gotham Bold** is used for the words describing our services - *Plumbing, Heating, AC, and Excavation*, below the brand mark.

Gotham Style

Light	:	abcdefgh
Book	:	abcdefgh
<i>BookItalic</i>	:	<i>abcdefgh</i>
Medium	:	abcdefgh
Bold	:	abcdefgh
Black	:	abcdefgh

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

0123456789

Complementary Fonts

The Ranck logos will work well with a number of serif and sans serif font families. The font families shown below are just a sampling of the multitude of options that are available.

Arial | Helvetica | Brandon Grotesque | Georgia | Open Sans | Loew*

**Loews is the font used on the Akron signs from Horst Signs.*

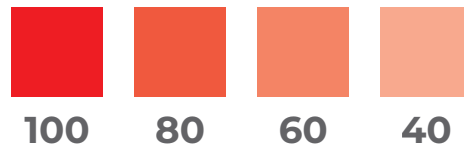
THE PRIMARY COLORS



Primary
Color

Color Code
#cd1421

RGB : 207 32 45
CMYK : 12 100 92 3



Color Tones



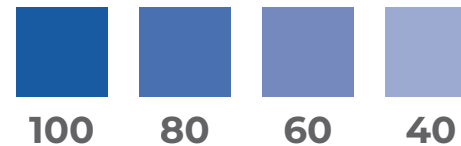
Gradient Color



Primary
Color

Color Code
#0d5ba1

RGB : 13 91 161
CMYK : 95 69 6 1

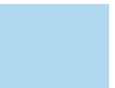
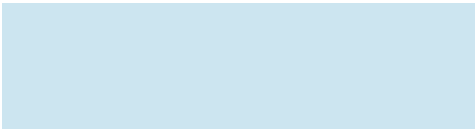
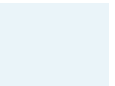
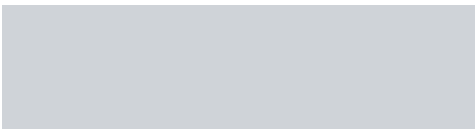
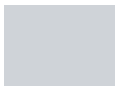
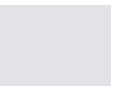
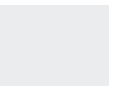


Color Tones



Gradient Color

THE SECONDARY COLORS

	 100	 80	 60	 40	Color Code #cd1421	RGB : 207 32 45 CMYK : 12 100 92 3
	 100	 80	 60	 40	Color Code #00243e	RGB : 0 36 63 CMYK : 94 44 6 80
	 100	 80	 60	 40	Color Code #0078b5	RGB : 0 120 181 CMYK : 94 44 6 1
	 100	 80	 60	 40	Color Code #39ace3	RGB : 58 173 227 CMYK : 69 13 0 0
	 100	 80	 60	 40	Color Code #cee4ef	RGB : 206 228 239 CMYK : 18 3 3 0
	 100	 80	 60	 40	Color Code #97999b	RGB : 151 153 155 CMYK : 44 35 34 1
	 100	 80	 60	 40	Color Code #dgdbe0	RGB : 217 219 224 CMYK : 13 9 7 0

THE LOGO USAGE

Use of Background Colors Behind Logo

Careful consideration should be used regarding the use of logos on colored backgrounds. Whenever possible, the preferred background for the Ranck logo is white.

If a logo is placed over a background color, the preference is to use one of the secondary colors listed in this guide or a very light colored background, and one without any busy or distracting patterns. The other acceptable background color option is solid black. Keep in mind that using background colors will change the appearance of the color red in the logo, along with a change of emphasis on the different elements within the logo.

Dark Version



Light Version



Integrity and Use of Icons with Logo

Maintaining the integrity of the Ranck brand ensures that it remains consistent and recognizable. While not every scenario and application can be anticipated, the logos should always be used as they were supplied. The size, placement, proportions and positioning of the elements - icon and descriptor line - should not be altered in any way.

Correct Usage



Incorrect Usage



EXAMPLES OF LOGO PLACEMENT ON IMAGES:

Social Media Posts



Print Materials & Advertisements



Signage



Supplies & Apparel



**Plumbing | Heating | AC
Excavation**

