

GRAPHIC MANUAL

LOGOTYPE

LOGOTYPE RAYSEARCH



The white (or the negative) RaySearch logotype is used, for example, against a black or dark background or against a photo.



The black RaySearch logotype is used, for example, when printing in black and white or on white backgrounds.



The 2-color RaySearch logotype is currently being updated. Please use the black and white version for most scenarios, or contact the marketing department for guidance.

LOGOTYPE RAYSEARCH – FREE ZONE

Free zone – no elements may be placed within this zone.



The minimum distance to other elements is dictated by a relative distance corresponding to the "R" in RaySearch.

R This relative value is equivalent to the logotype's free zone.

LOGOTYPE RAYSEARCH – MEASUREMENTS



A. 20 mm



B. 32 mm



C. 45 mm



D. 63 mm

Below is a quick guide for the application of the logotype in print media.

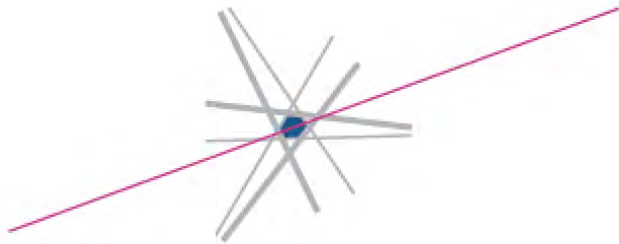
- A. Minimum measurement of 20 mm
- B. A5 size 32 mm
- C. A4 size 45 mm
- D. A3 size 63 mm

For non-standard formats, base the scale of the logotype proportionally on the measurements given above.

LOGOTYPE RAYSEARCH – PROHIBITED USE



Scaled disproportionately



Only the symbol



Incorrect color

The logotype is an important component of our brand identity and should be used correctly.

The logotype may not be distorted or modified in any way. Also, it should never be recreated – always use the original files to ensure it is correct.

RAYSEARCH – CO-BRANDING



Sometimes our logotype may be used together with a partner logo. Try to keep the look uncluttered and ensure that the logotypes are similar in size. The guidelines on the preceding pages still apply.



RAYSTATION

RAYSTATION – PRODUCT BRAND



RaySearch's product, RayStation has its own logotype and branding. The logotype may not be distorted or modified in any way. Also, it should never be recreated – always use the original files to ensure it is correct.



RAYSTATION – FREE ZONE

Free zone – no elements may be placed within this zone.



The minimum distance to other elements is dictated by a relative distance corresponding to the “n” in RayStation. This relative value is equivalent to the logotype’s freezone.

n This relative value is equivalent to the logotype’s free zone.

RAYSTATION – MEASUREMENTS



A. 20 mm



B. 32 mm



C. 45 mm



D. 63 mm

Below is a quick guide for the application of the logotype in print media.

- A. Minimum measurement of 20 mm
- B. A5 size 32 mm
- C. A4 size 45 mm
- D. A3 size 63 mm

For non-standard formats, base the scale of the logotype proportionally on the measurements given above.

RAYCARE

RAYCARE – PRODUCT BRAND



RaySearch's product RayCare has its own logotype and branding. The logotype may not be distorted or modified in any way. Also, it should never be recreated – always use the original files to ensure it is correct.



RAYCARE – FREE ZONE

Free zone – no elements may be placed within this zone.



The minimum permissible distance to other elements is dictated by a relative distance corresponding to the “a” in RayCare. This relative value is equivalent to the logotype’s freezone.

a This relative value is equivalent to the logotype’s free zone.

RAYPLAN

RAYPLAN – PRODUCT BRAND

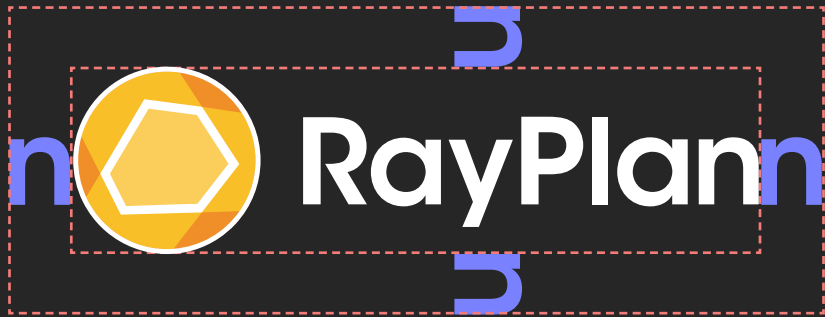


RaySearch's product RayPlan has its own logotype and branding. The logotype may not be distorted or modified in any way. Also, it should never be recreated – always use the original files to ensure it is correct.



RAYPLAN – FREE ZONE

Free zone – no elements may be placed within this zone.



The minimum permissible distance to other elements is dictated by a relative distance corresponding to the “n” in RayStation. This relative value is equivalent to the logotype’s freezone.

n This relative value is equivalent to the logotype’s free zone.