



LOGO USAGE

August 2016

COLOURS

ORANGE

C:0, M:72, Y:100, K:0
R:255, G:110, B:0
HEX # FF6E00

PANTONE
1505C

BLUE

C:100, M:82, Y:6 K:5
R:0, G:57, B:166
HEX # 0039A6

PANTONE 286C

LOGO



- The Ria logo always appears on an orange background
- The logo must not be modified in any way, including shadows or 3D effects
- Colours: Orange > C:0, M:72, Y:100, K:0 | R:255, G:110, B:0 | HEX # FF6E00 | PANTONE 1505C
Blue > C:100, M:82, Y:6, K:5 | R:0, G:57, B:166 | HEX # 0039A6 | PANTONE 286C

LOGO WITH PRODUCT DESCRIPTOR

- Money Transfer is not a part of the Ria logo, so it must not be placed too close. Please always respect the gap.
- Keep a minimum space of 1/3 of "X" between the text and logo.
- Text font: FrutigerNextLT Black Italic, UPPERCASE.



Other Product Descriptors:

MONEY TRANSFER

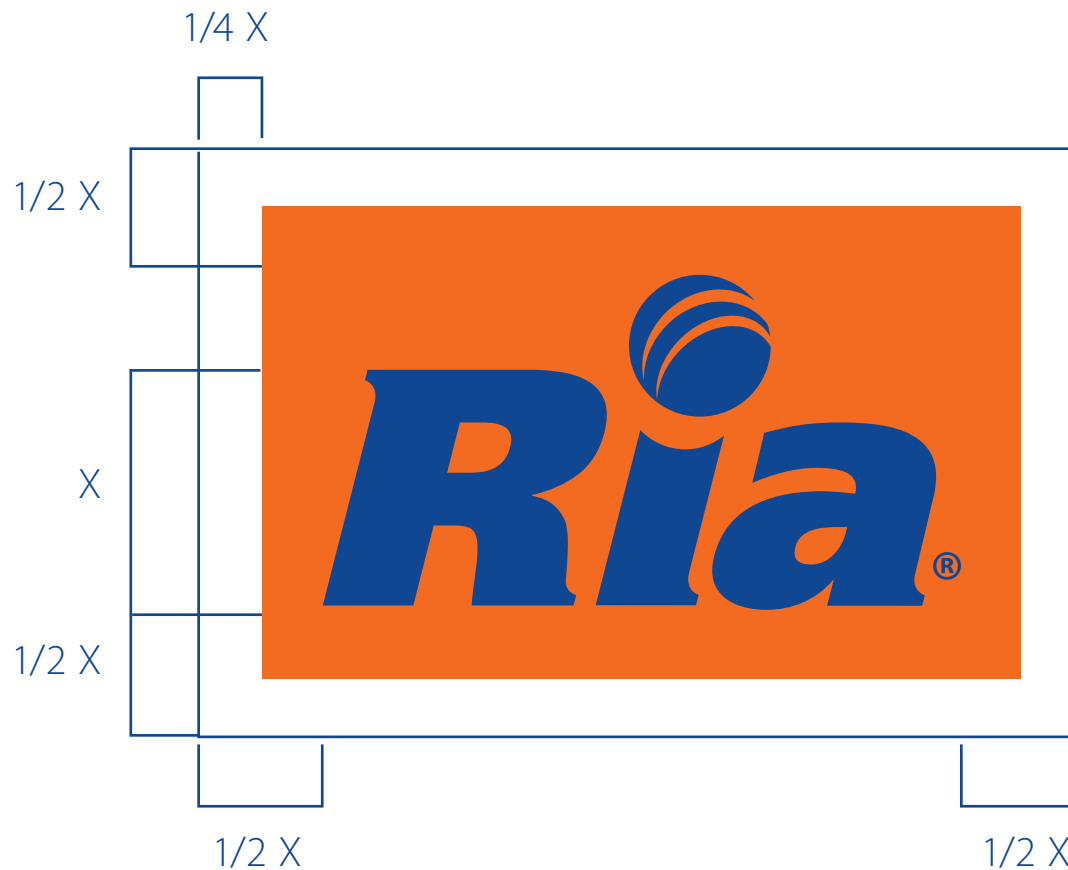
CHANGE

CURRENCY EXCHANGE

LOGO PROTECTED AREA

- The Ria logo must always be used on an orange background. A minimum amount of space around the logo should be allowed for, as shown in the measurements below.

For a complete logo pack, please contact marketingeu@riafinancial.com



LOGO USAGE

The Ria Logo is composed of basic Frutiger Ultra Black Italic typeface with ad-hoc serif created to produce a singular and unique Ria Font. The circle on top of the “i” represents the globe and the two curved lines across signify our coverage around the world. This represents the nature of the global financial company we are.

Preferred

Positive on orange

Logo approved for use across all advertising materials and signage

This is the primary choice.



Optional

Only for business cards, certificates, or when a white background is mandatory.



Single Color

For applications where only one color/ink is allowed.



Blue ONLY



Black ONLY



Contact us

For a complete pack of logos, images, icons, design elements and merchandising examples, including other Ria-branded assets (such as cars), please contact:

marketingeu@riafinancial.com

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