

This sheet serves as a reference for implementing Rand McNally's brand identity.



Logo Symbol

The globe symbol to the left of the Rand McNally name in the Brand Signature. It is not to be used by itself unless in specially approved situations.



Brand Signature

The combination of the LogoSymbol and word mark constitutes the Brand Signature and is the preferred use. The logo and word mark are not to be separated and are only to be used as shown, in a horizontal lock-up. **The Brand Signature is not to be used in sentences.**



RAND M^CNALLY

Size

The minimum size in which the signature should appear is 1.5" in width.

Brand Typography

Frutiger is Rand McNally's primary typeface. Use Frutiger any time you are designing something that is supposed to have the Rand McNally look and feel. Arial is the recommended substitute for Frutiger when you are on a PC and don't have access to Frutiger. The brand's secondary typeface is Adobe Garamon. This should be used whenever you need a typographic accent or when you have large blocks of text.

Frutiger Roman Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Roman Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz