



Logobook

Logos | RuB Logo

The “RuB” logo consists of customised letters and spacing, which combine with the repeated triangular graphic element to create a unique and recognisable brand.

This is the recommended and preferred version for all uses and applications.



FOUR-COLOR PRINTING

- C 0 - M 100 - Y 100 - K 0
- C 0 - M 0 - Y 0 - K 100

PANTONE

- Pantone 485
- Pantone PROCESS BLACK

RGB

- R 220 - G 36 - B 31
- R 0 - G 0 - B 0
- ◎ R 255 - G 255 - B 255

RAL

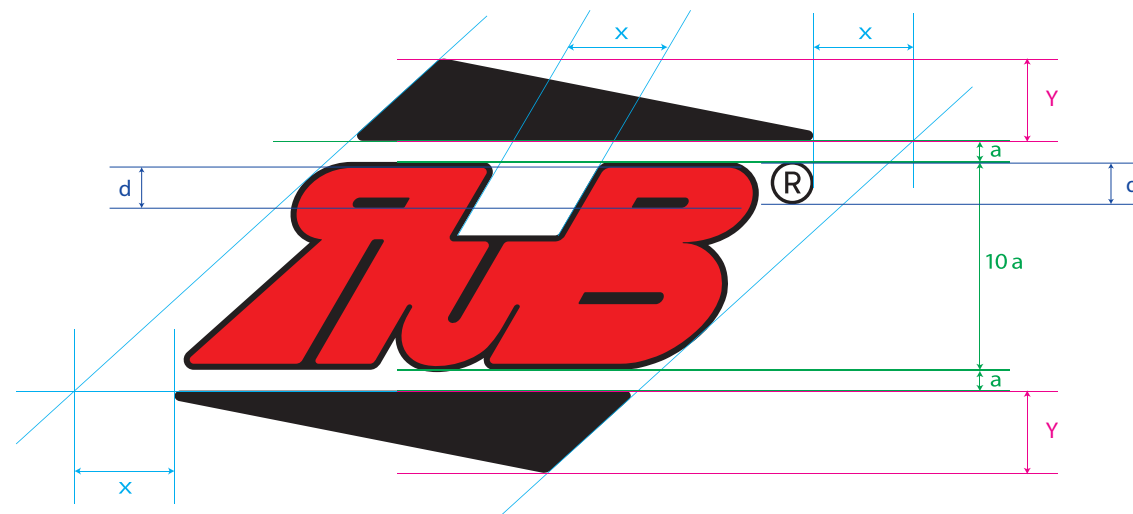
- TRAFFIC RED 3020
- RAL JET BLACK 9005
- ◎ RAL PURE WHITE 9010

HEX

- #dc241f
- #000000
- ◎ #ffffff

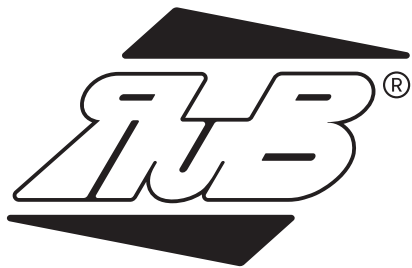
COLORS

The colors correspond to the brand's three primary institutional colors: white, black, and red.



LOGO CONSTRUCTION

The logo is constructed using modular measurements, which ensure balance and harmony.



MONOCHROME



NEGATIVE



NEGATIVE
FOUR-COLOR PRINTING

ALTERNATIVE VERSIONS

Alternative versions of the logo should only be used in exceptional cases, when it is not technically possible to reproduce the standard version.

Logos | RuB Logo

In order to reproduce the logo correctly and ensure that it does not lose its visual and design identity, the rules set out here are intended to standardize its use and prevent it from being reproduced incorrectly.



RESPECT AREA



MINIMUM DIMENSIONS

The "RuB" logo can be used up to a reduction of 35 mm in total width.

Logos | RuB Logo



DON'T DISTORT



DON'T REMOVE ELEMENTS



DON'T REVERSE THE COLORS



DON'T CHANGE THE COLORS



DON'T ALTER THE PROPORTIONS
BETWEEN THE ELEMENTS



DON'T ROTATE



DON'T CHANGE THE LETTERING

IMPROPER USE

The logo may only be used in the forms and according to the rules described above. Any modification or alteration is prohibited.

Logos | RuB Valves & Actuators Logo

The variation of the “RuB” logo into “RuB Valves & Actuators” consists of customised letters and spacing, which combine with the repeated triangular graphic element to create a unique and recognisable brand. This is the recommended and preferred version for all uses and applications.



VALVES & ACTUATORS

FOUR-COLOR PRINTING

- C 0 - M 100 - Y 100 - K 0
- C 0 - M 0 - Y 0 - K 100

PANTONE

- Pantone 485
- Pantone PROCESS BLACK

RGB

- R 220 - G 36 - B 31
- R 0 - G 0 - B 0
- ◎ R 255 - G 255 - B 255

RAL

- TRAFFIC RED 3020
- RAL JET BLACK 9005
- ◎ RAL PURE WHITE 9010

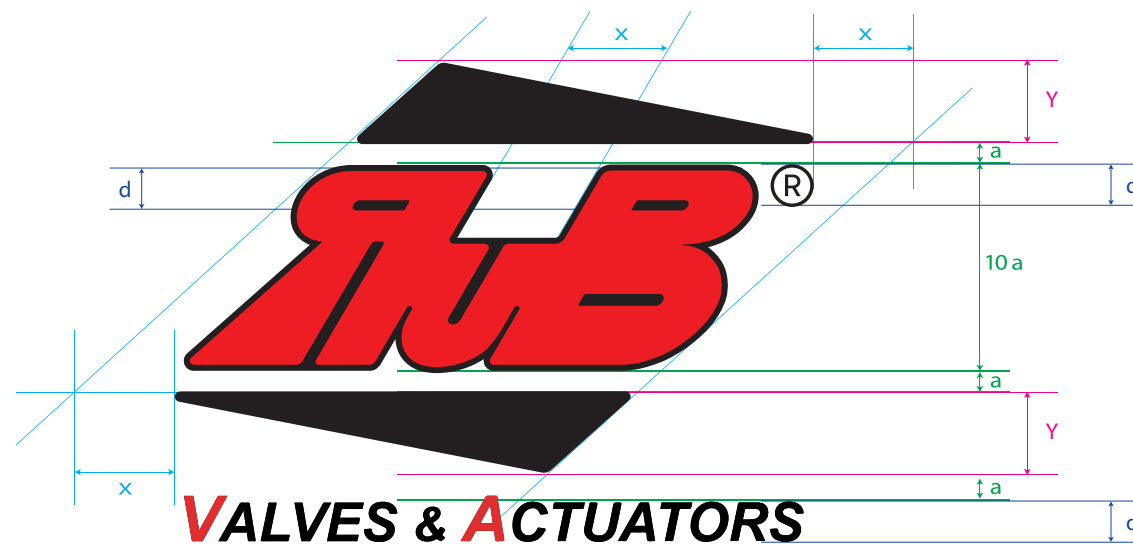
HEX

- #dc241f
- #000000
- ◎ #ffffff

COLORS

The colors correspond to the brand's three primary institutional colors: white, black, and red.

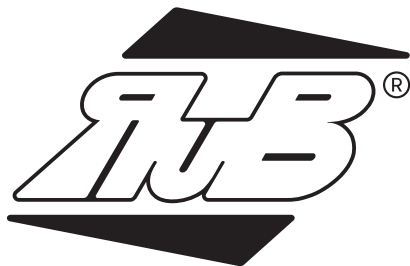
Logos | RuB Valves & Actuators Logo



LOGO CONSTRUCTION

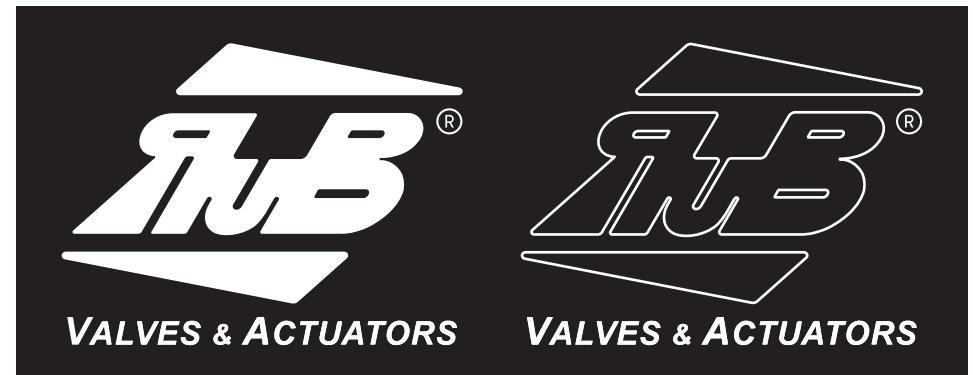
The logo is constructed using modular measurements, which ensure balance and harmony.

Logos | RuB Valves & Actuators Logo



VALVES & ACTUATORS

MONOCHROME



NEGATIVE



NEGATIVE
FOUR-COLOR PRINTING

ALTERNATIVE VERSIONS

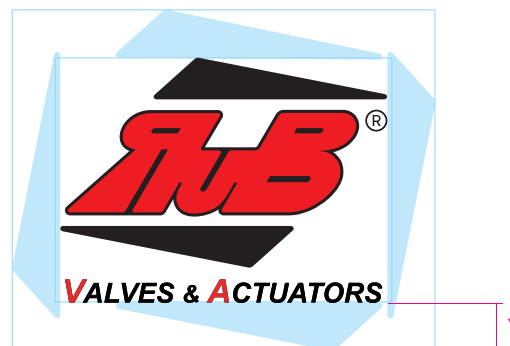
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Logos | RuB Valves & Actuators Logo

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RESPECT AREA

To keep the logo separate from any other graphic or text elements, a buffer zone has been established, indicating the minimum distance to be maintained between the logo itself and any other elements, corresponding to the height of the triangular element (Y).



AREA DI RISPETTO



MINIMUM DIMENSIONS

The "RuB Valves & Actuators" logo can be used up to a reduction of 35 mm in total width.

Logos | RuB Valves & Actuators Logo



DON'T DISTORT



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BETWEEN THE ELEMENTS



DON'T ROTATE



DON'T CHANGE THE LETTERING

IMPROPER USE

The logo may only be used in the forms and according to the rules described above. Any modification or alteration is prohibited.

Logos | RuB Valves & Actuators Japanese Logo

The variation of the “RuB” logo into “RuB Valves & Actuators” for the Japanese market consists of customized letters and spacing, which combine with the repeated triangular graphic element to create a unique and recognizable brand.

This is the recommended and preferred version for all uses and applications.



バルブ & アクチュエーター

FOUR-COLOR PRINTING

- C 0 - M 100 - Y 100 - K 0
- C 0 - M 0 - Y 0 - K 100

PANTONE

- Pantone 485
- Pantone PROCESS BLACK

RGB

- R 220 - G 36 - B 31
- R 0 - G 0 - B 0
- ◎ R 255 - G 255 - B 255

RAL

- TRAFFIC RED 3020
- RAL JET BLACK 9005
- ◎ RAL PURE WHITE 9010

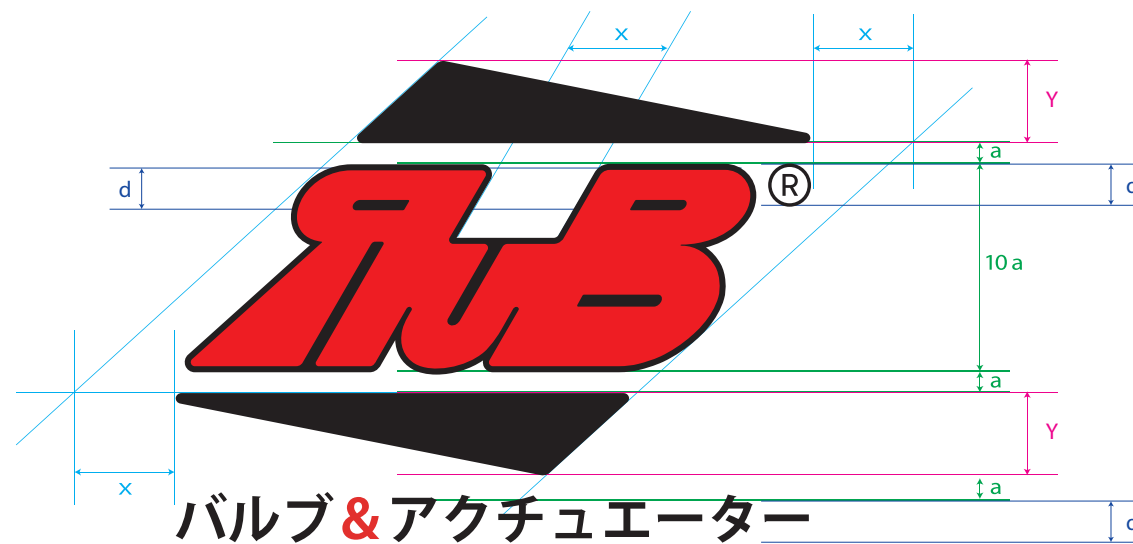
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Logos | RuB Valves & Actuators Japanese Logo



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