



## Brand Identity Guideline



# Brand Promise, Unique Selling Proposition, Vision, and Mission



**R2 Technology Solutions, LLC**, is a consulting team based out of the Washington DC metropolitan area that focuses on robust, secure IT solutions for public industry and the federal government sector. R2 Technology has over 20 years combined federal IT service and our founders have led many program initiatives for Enterprise Application Development, Information Assurance, Risk Management, Certification & Accreditation (C&A) and Operations Management. With the growing challenges of cyber security, R2 Technology is committed to providing “hacker safe” advanced solutions to meet FISMA compliant application design requirements, cyber security environment frameworks and much more.

**Our philosophy:** Long passed are the days of proverbial suit & tie establishments promising to deliver advanced solutions that never prosper. R2 Technology believes sound resource management and deliverance of promise and commitment to its customers will grow our business and brand loyalty. We embrace the challenge of industry ‘red tape’ and promise to provide our “Gold-Standard” services.




**Our mission** is to capture current, new, and emerging technologies to drive scalable cyber security in IT applications and operating environments. Commitment, focus, dedication and professionalism are the hallmarks to our success.

It is our responsibility to deliver on time or ahead of schedule, to ensure costs are within or under budget and that we achieve everything we promise and more.



## Corporate Trademark



	C:91 M:58 Y: 7 K:0 R:60 G:105 B:166 #3C69A6
	C:19 M:15 Y:16 K:0 R:202 G:202 B:202 #CACACA
	C:71 M:5 Y:9 K:0 R:102 G:180 B:216 #66B4D

The following are examples of **unacceptable** ways of reproducing the R2 TECHNOLOGY SOLUTIONS corporate trademark:



## Corporate Trademark



Three Color:  
C:91 M:58 Y: 7 K:0  
C:71 M:5 Y:9 K:0  
C:19 M:15 Y:16 K:0



Reversed



Two Color:  
C:91 M:58 Y: 7 K:0  
C:19 M:15 Y:16 K:0



Black



One Color:  
C:91 M:58 Y: 7 K:0



Grayscale



# Typography: Corporate typefaces

## Primary typeface - ITC Avant Garde Gothic Std

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 0  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | : ; ' " < > ? , . /

ITC Avant Garde Gothic Std Extra Light Condensed

*ITC Avant Garde Gothic Std Extra Light Condensed Oblique*

ITC Avant Garde Gothic Std Book Condensed

*ITC Avant Garde Gothic Std Book Condensed Oblique*

ITC Avant Garde Gothic Std Medium Condensed

*ITC Avant Garde Gothic Std Medium Condensed Oblique*

ITC Avant Garde Gothic Std Demi Condensed

*ITC Avant Garde Gothic Std Medium Condensed Oblique*

**ITC Avant Garde Gothic Std Bold Condensed**

***ITC Avant Garde Gothic Std Bold Condensed Oblique***

ITC Avant Garde Gothic Std Extra Light

*ITC Avant Garde Gothic Std Extra Light Oblique*

ITC Avant Garde Gothic Std Book

*ITC Avant Garde Gothic Std Book Oblique*

ITC Avant Garde Gothic Std Medium

*ITC Avant Garde Gothic Std Medium Oblique*

ITC Avant Garde Gothic Std Demi

*ITC Avant Garde Gothic Std Demi Oblique*

**ITC Avant Garde Gothic Std Bold**

***ITC Avant Garde Gothic Std Bold Oblique***

# Typography: Corporate typefaces

## Secondary type face - Concord-ExtraLight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | ; : ' " < > ? , . /

Concord Thin

Concord Extra Light

Concord Light

**Concord Regular**

**Concord Medium**

**Concord Bold**

**Concord Extra Bold**

## Stationery





# Stationery



Letterhead



Envelope



## Iconography

