

# BRAND GUIDING BUSINESS



RETAIL SOLUTIONS  
PROVIDERS ASSOCIATION

*Leadership for retail technology*

# The History of RSPA

For over 60 years the RSPA has served the interests of point of sale and retail technology professionals. From the association's early days as the Independent Cash Register Dealers Association to its merger with the Systems Dealers Association, which formed the Retail Solutions Provider Association, the organization has always been a leading force to prepare its members for the future of the industry through education, collaboration, and representation. As we look ahead, communicating a consistent and forward-thinking brand is crucial to the organizations continued success.

## Our Focus

**The three main areas of focus at RSPA** include collaboration, education, and representation. We must succeed at all three, because each is a crucial element in how we help our members succeed.



## Primary Messages

**RSPA stands for “what’s best for our members.”** In all of our external communications, the message should be less about RSPA and more about what our work means for the people we serve.

- **The value of membership.** Our messages should revolve around our three areas of focus (collaboration, education, and representation—see previous page) and the value they provide.
- **Leadership in best practices.** The higher our industry’s standards, the better it is for our members and the industry’s perception through the eyes of the public at large. As leaders, we respect our members and the power of our influence.
- **Relevancy.** We must always be mindful of why a message is important to the recipient and communicate our relevancy. Whether we’re addressing one of our members, a government official, the press, or a consumer.
- **Innovation.** RSPA is the association for *retail solutions providers*. When communicating our brand we must be mindful to convey innovation and forward thinking. Our members use innovative technology to make the market work more efficiently, RSPA must remain on the cutting edge of innovative thought leadership for their behalf.

## Brand Character

What is the RSPA brand? Quite simply, it’s *who we are*.

Our brand is bigger than RSPA’s membership, and it’s bigger than our staff. Our brand is comprised of the characteristics that identify RSPA and sets us apart.

The RSPA brand exudes confidence. Demonstrates leadership—and earns respect with every positive interaction.

Our brand communicates that RSPA is the primary source of innovation and proven best-practices for retail technology. Through our confidence we are the source for anyone curious about (and interested in) learning more and remaining relevant in the retail technology industry.

Above all, our brand is *consistent*. We build on the RSPA story, always look ahead, keep our focus areas in mind, and fine-tune our messaging for constant improvement.

**Keep our brand in mind when writing for RSPA.** It will help you stay focused, which will help you inspire the reader.

Also keep in mind the action you want to motivate: a phone call, an email, a website visit, etc. While some communication is simply to inform, in most cases you want a response.

And of course, be grammatically correct. In this manual for our own staff, we’ve been causal—for example, starting the previous sentence with the conjunction *and*. Or using a sentence fragment like this one. As a rule you wouldn’t do be so casual when communicating the RSPA brand outside of internal channels.

Be sure to spell-check and proof your work to catch errors in spelling and grammar. If we had done that, we would have said *your* and *grammar*.

## Measuring the RSPA Brand

Staying relevant in our industry requires measuring the impact of our communications. It's the only way to truly know the status of our brand. So we always measure the results of:

- **Printed and electronic materials.** Source coded and response-tracked through Customer Relationship Management (CRM) and online store capabilities.
- **Electronic communications.** Tied to Google Analytics and/or other digital/web analytics tracking systems.
- **Member responses and other behaviors.** Recorded to the full extent of CRM.

The goal of all this measurement? To help us update our messaging when needed and maintain the leadership position of our brand.

## Visual branding

On the following pages you'll find guidelines on the visual elements of our communications: logos, colors, typography, and so on.

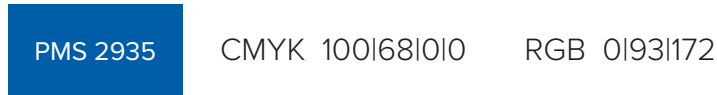
These visual elements are every bit as important as our messaging guidelines. Through consistency in what we say and how we present it, we build the strength of our brand in all areas of our communications.

The RSPA name, RSPA logos, and other RSPA trademarks and service marks (collectively, the "RSPA Marks") are among the most critical elements of RSPA's identity and convey many aspects of our organization and work. The RSPA Marks are broadly recognized, positive industry symbols.

To protect the image and integrity of the brand the registered ® must be displayed on all "official RSPA produced" materials where RSPA logo(s) are used. The subsequent pages show illustrations of correct usage of the "®" on RSPA Marks.

## RSPA Logo Guidelines

The RSPA logo is a full-color logo. When available, Pantone Matching System (PMS) colors should be used. In many cases a CMYK color breakdown will be used for print, and an RGB breakdown for screen. The color breakdowns are listed below:



### MINIMUM WIDTH

The logo should be used at a minimum width of .675" and then only for indicia and magazine purposes.



### B&W LOGO

When the RSPA logo cannot be used in full color, the black and white version may be used in 100% black.



### REVERSE LOGO

When using the logo on a dark background, all elements of the logo are 100% white.



### RESTRICTIONS

"X-scale" and "Y-scale" must be equal. Do not place logo on patterned background.



X-scale=14% and Y-scale 23%



X-scale=23% and Y-scale14%



# RetailNOW Logo Guidelines

The RetailNOW logo is a new full-color logo designed to brand the conference with a consistent look moving forward. When available, Pantone Matching System (PMS) colors should be used. In many cases a CMYK color breakdown will be used for print, and an RGB breakdown for screen. The color breakdowns are listed below:



The RetailNOW logo uses builds from the color palette, RSPA Blue (PMS 2935), Orange (PMS 151) and Black. **The logo may be used with and without the shadow. There is no white version of the logo. The logo should always be on a white background.**

## MINIMUM WIDTH

The logo should be used at a minimum width of 1" and only then for indicia and magazine purposes.



## THREE COLOR AND TWO COLOR LOGOS

When the RetailNOW logo can not be used in full color, the 3-color version, PMS 2935, PMS 151 and 100% Black or the 2-color version, PMS 2935 and 100% Black may be used.



## ONE COLOR LOGO

When the RetailNOW logo can not be used in full color, the 100% black or PMS 2935 version may be used.



## RESTRICTIONS

"X-scale" and "Y-scale" must be equal to one another. Do not place logo on patterned background.

## Inspire Logo Guidelines

The Inspire logo is also a new full-color logo designed to brand the conference. When available, Pantone Matching System (PMS) colors should be used. In many cases a CMYK color breakdown will be used for print, and an RGB breakdown for screen. The color breakdowns are listed below:



The Inspire logo is built from the color palette, RSPA Blue (PMS 2935), and Purple (PMS 254). If the logo is to be a 4-color build, the ® should always be 100% Black. **The logo may be used with and without the starburst.**

### MINIMUM WIDTH

The logo should be used at a minimum width of 1" and then only for indicia and magazine purposes.



### TWO-COLOR AND WHITE LOGOS

When the Inspire logo can not be used in full color, the 2-color version, PMS 2935 and PMS 254, or the white version on the approved background may be used.



### ONE-COLOR LOGO

When the Inspire logo can not be used in full color, the 100% black or white version may be used.



### RESTRICTIONS

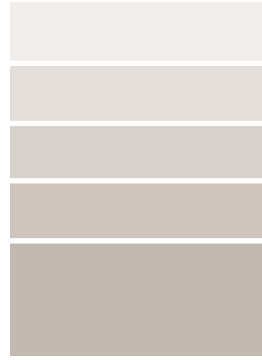
“X-scale” and “Y-scale” must be equal. Logo may be placed on approved background.

# Color Palette

The primary palette for promoting RSPA is based upon a strong, confident blue, PMS 7685. It is matched with a warm gray to give the sense of balance and allows for contemporary themed graphics.



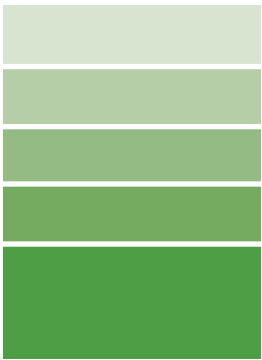
**PMS 2935**  
CMYK  
100|68|0|0  
RGB  
41|93|168



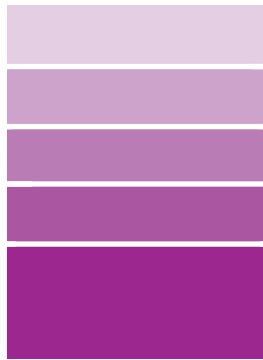
**PMS Warm Gray 3**  
CMYK  
25|24|28|0  
RGB  
189|182|174

## CONTEMPORARY COLOR SCHEME

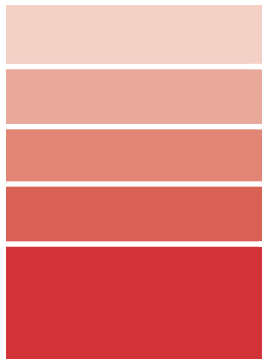
This palette adds fresh attributes to the RSPA brand. This rich color scheme projects a strong position of safety, trust and confidence that compliments the two primary color above. Colors should be selected based upon subject matter and supporting photography within the layout.



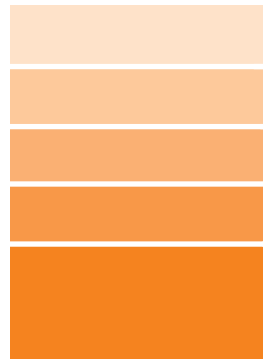
**PMS 7489**  
CMYK  
61|14|92|1  
RGB  
131|167|84



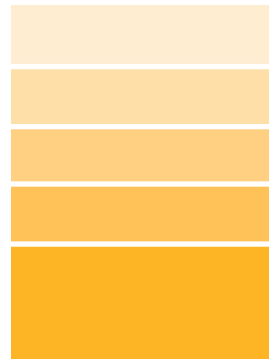
**PMS 254**  
CMYK  
50|99|0|0  
RGB  
126|45|140  
*Inspire primary color*



**PMS 1797**  
CMYK  
12|95|84|2  
RGB  
181|53|59



**PMS 151**  
CMYK  
0|60|100|0  
RGB  
219|129|46  
*RetailNOW  
secondary color*



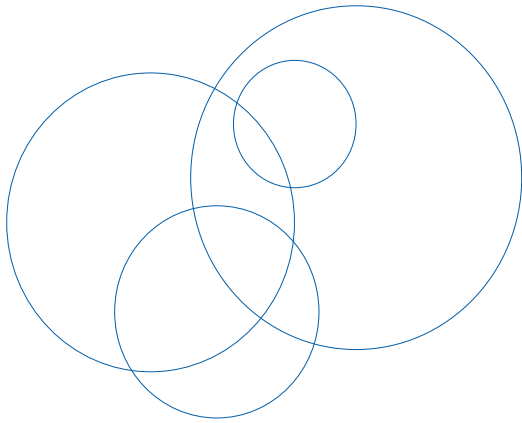
**PMS 123**  
CMYK  
0|32|95|0  
RGB  
234|179|57



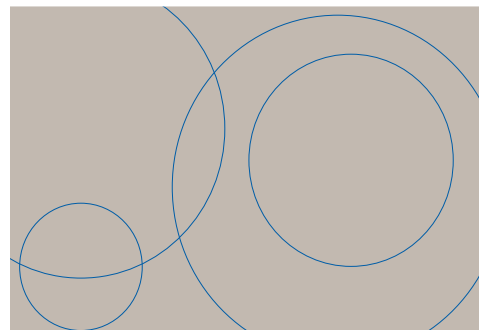
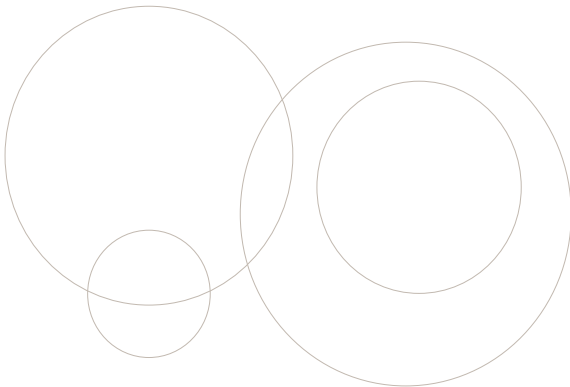
# Visual Language – Graphic Elements

The visual tone for these ovals is based upon the ones used between the letters of the RSPA logo. These ovals can be used in the logo or contemporary scheme colors and may be interchangeable. No more than 5 ovals should be used on any 8.5” x 11” page. They can be arranged in any pleasing overlap to complement typography and photography.

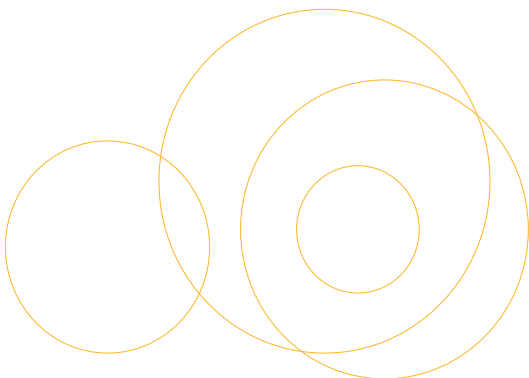
**EXAMPLE 1**



**EXAMPLE 2**



**EXAMPLE 3**



## Visual Language – Icons

Icons may be used when photographic images cannot strongly convey the meaning of the copy. These examples are a few in the series available on Shutterstock under Retail Transactions and should always match this style.



## Visual Language – Photography

Photography should use interesting **out-of-the-ordinary images** including crops and bleeds. Variety and complexity are good. The images should convey **safe, secure retail transactions**. Photography should focus on people and retail technology together, or used separately.



# Typography – Proxima Nova

## PRIMARY

(Used for all headlines, body copy and display type)

Promixa Nova is a san serif typeface family that embodies confidence and readability. It is available in a wide variety of weights including entire families of condensed and extra-condensed, giving the typeface a near limitless variety and selection to fit any need.

aA

PROXIMA NOVA LIGHT/ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

aA

PROXIMA NOVA CONDENSED LIGHT/ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

aA

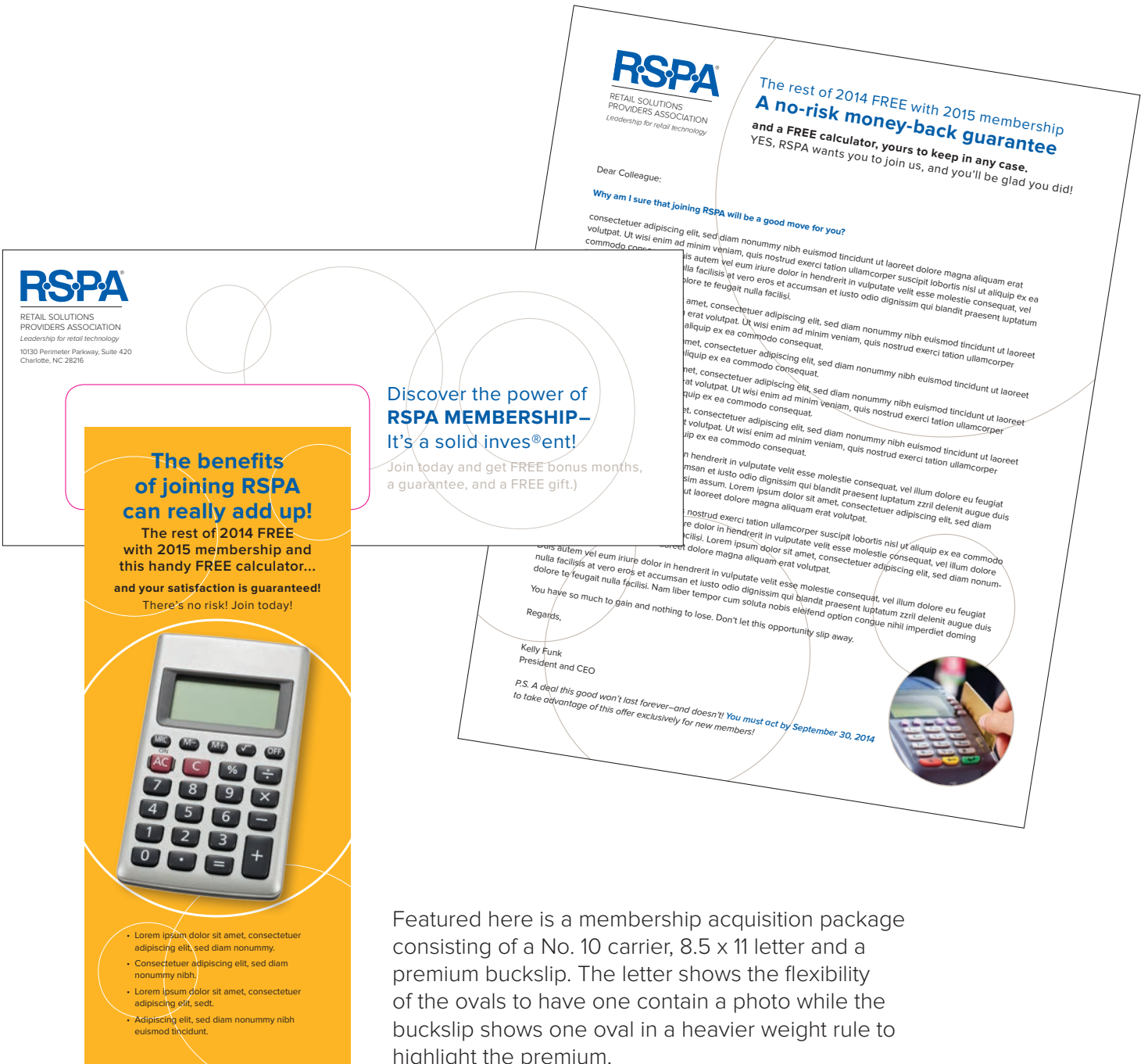
PROXIMA EXTRA CONDENSED REGULAR/EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Visual Language – Usage

For comprehensive direct mail, website and image branding, the right combination of icons, colors and main images should compliment each other and not clash. Don't be afraid to be bold and dynamic to send a clear message that RSPA is a progressive organization always working for its members.



## Visual Language – Usage

For the magazine the imagery should be strong and complement the lead article. Colors within the image should try to complement the approved color palette. Every part of the masthead is used to convey “connection.” The bar at the top connects to the masthead. The masthead connects to the main imagery. The top bar and the masthead may be in any of the approved palette colors. Three headline treatments are used: one for primary, plus secondary one and two. The bottom white space is for event announcements and information not necessarily contained in the magazine.



**When in Doubt – ASK.** The RSPA Brand Guidelines exist to establish consistency to our brand. Research has shown that the most consistent brands are the most successful brands. From the most simple member communication to the most complex marketing and communications campaign, every RSPA communication must adhere to and follow these brand guidelines. RSPA represents the interests of an extremely diverse member base, from small mom and pop companies to global organizations. The Power of RSPA is tied to our engagement with members and the retail technology industry. Branding is crucial to our sustained success in effectively engaging our primary audiences and membership. If you have a question... ASK. When in doubt... ASK.