

## Logo

Our brand essence, 'a dedication to doing it right' is born out of the knowledge and expertise that comes from our 130 year history.

We reflect this in our logo. This communicates to all audiences that we are a company with genuine heritage and weight by using a classically cut serif typeface.

As part of our roll-out, it has been decided that we will no longer use logos created within business units or functions to promote internal groups, programmes or partnerships with other external companies. We believe that by only wearing the Rio Tinto identity we will reinforce the values that we represent by working for Rio Tinto.

If you need more information or assistance on the issue of internal branding please contact the London brand team or your regional brand manager.

**We no longer use logos created within business units or functions to promote internal groups, programmes or partnerships with external companies.**

**Rio Tinto**

### Logo variations

Our logo is normally used in Rio Tinto red. Where this is not legible, because the tonal variance between the background and our red is not clear, we reverse our logo out in white. Always use our logo carefully and ensure it is being used clearly, confidently and legibly wherever it is seen. The guidance here should help you.

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**Rio Tinto red**  
For Rio Tinto red use Pantone® 185.

This is the most commonly used version of the logo. From corporate stationery to most of our corporate communications this is the version we use.



**Reversed**  
On a coloured background.

The reversed logo is for use on Rio Tinto red. (For Rio Tinto red use Pantone® 185).



**Rio Tinto red**  
On a photographic background.

This can be used when the logo remains clearly visible out of the background photograph. There must be enough contrast between the background photographic colour and our Rio Tinto red.



**Reversed**  
Out of a photographic background.

The reversed logo that we show above is also used out of photographs where our Rio Tinto red logo is not legible.



**Reversed**  
Out of a black background.

Where there are limited colours available and we can't use our Rio Tinto red, reverse the logo out of black.



**Black**  
On a white background.

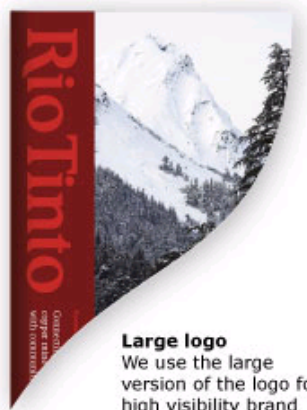
Where there are limited colours available and we can't use our Rio Tinto red, use this solid black version.

### Logo positioning & sizing

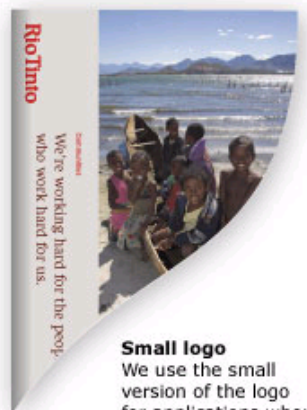
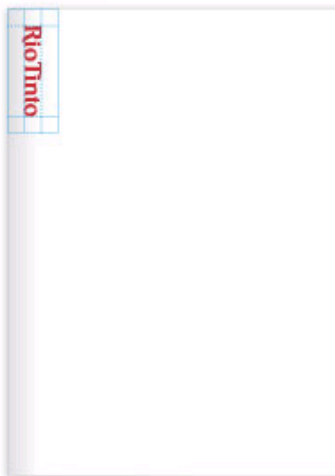
Rio Tinto always comes first, top left. We use two different logo sizes which are defined on the templates. The logo is either used large or small depending on the audience and role of the communication. We avoid those awkward, unconfident in-between sizes.

Consistency in the way we write our name is very important to the visual articulation of the brand. It creates a sense of control and pride in our brand which reinforces the sentiment that we know how to do it right. So, don't use different sizes and positions for the logo.

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**Large logo**  
We use the large version of the logo for high visibility brand applications including print, signage and exhibitions.



**Small logo**  
We use the small version of the logo for applications where a discreet logo is appropriate such as print and onscreen.

### Logo misuse

Always use our logo correctly to ensure consistency. Always use the correct master artwork and never redraw or recreate the logo. The logo should never be misused in any of the ways shown below.

**We no longer use logos created within business units or functions to promote internal groups, programmes or partnerships with external companies.**

**DO NOT:**



Change the colour



Rotate the logo



Stretch the logo



Use on a colour where the logo doesn't stand out



Use on a photograph where the logo doesn't stand out



Crop the logo



Position the logo incorrectly



Run the logo upwards

### Minimum size

To make sure our logo is always visible we have defined a minimum size, below which we cannot guarantee its legibility. This size is 25mm or 90px both vertically and horizontally as shown. There is no specified maximum size for the logo.

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#### Print



#### Web



### Exclusion zone

It is important to keep our logo clear of any other graphic elements so that it is always clearly legible. Logos always look better when seen with some clear space around them, so an exclusion zone has been defined. This indicates the closest any other graphic element or text can be positioned in relation to the logo. The same rules apply when using the logo horizontally.

We have two slightly different exclusion zones for large and small usage. Logo size is defined across all standard formats and is detailed in the print section.

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#### Large logo exclusion zone

This version of the logo should be used when the logo is large in proportion to its application.



#### Small logo exclusion zone

When the logo is small in proportion to its application, it should be given a larger exclusion zone to retain its sense of confidence and prominence.

### **Logo usage**

In most communications we use our logo vertically reading from the top down. It has been designed to work orientated in this way as well as horizontally.

Our logo is the way we sign our name so we must always use it carefully.

Always use the correct artwork and follow the rules set down on the next few pages.

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The image shows the Rio Tinto logo oriented vertically. The text 'Rio Tinto' is written in a red, serif font, with 'Rio' on top and 'Tinto' below it, reading from top to bottom.

#### **Vertical usage**

This is how our logo should be used wherever possible.

The image shows the Rio Tinto logo oriented horizontally. The text 'Rio Tinto' is written in a red, serif font, with 'Rio' on the left and 'Tinto' on the right, reading from left to right.

#### **Horizontal usage**

Only use horizontally in exceptional circumstances.