

Logo Size Usage & Positioning



Logo Positioning

Ryder Logo

The Ryder logo should appear in the top right corner of applications. The Ryder logo and the keeping things moving logo should be aligned, so the right hand side of the G in the keeping things moving logo is aligned with the right hand side of the ® of the Ryder logo.



keeping things moving logo

Where possible the positioning statement should appear in the bottom right corner of applications.

Logo Sizes

A range of sizes are recommended for the Ryder logos. They should be adhered to when designing communications. If you are not using an A size, please use the A size logo which closest matches the format you are using.

A5 NB. Not to scale



Exclusion Zones

The isolation zones ensure that the logos will be free from interference from other graphic elements. The isolation zones are determined by X.

Ryder Logo

X is equal to the height of the letter R. The Ryder logo must always be positioned $\frac{1}{2} X$ away from all other graphic elements.



Keeping things moving Logo

X is equal to the height of the letter K. The keeping things moving logo must always be positioned 2 X away from other graphic elements.



Colour Palette

There are three colours in the Ryder colour palette: red, black and white. The colour reference for Ryder red is Pantone 186C.

