

Rockwell Collins Guidelines Summary

OUR CORPORATE LOGO

About the design

The Rockwell Collins logo is our central brand asset. It is a key element of our brand personality that enables us to communicate with a unique voice and, quite simply, represents the face of our company.

Our logo has been designed to be the symbol of brand positioning: that we are one company, known for our innovation and personal relationships, grounded by our heritage.



Legal description

The Rockwell Collins logo design is a trademark of Rockwell Collins, Inc. Do not re-create this logo. Detailed brand guidelines may be reviewed at brand.rockwellcollins.com (password: innovate).

Logo specifications

The logo consists of lettering that has been specifically designed for a variety of applications and cannot be recreated by any conventional typesetting methods. This design is graphic art, not font. Only the standard master files provided may be used. The Rockwell Collins logo is the dominant expression of our brand identity. Our primary logo versions for most application sizes are as follows:

- RClogo_col_spot.eps
- RClogo_col_cmyk.eps
- RClogo_col_rgb.jpg

Also, inherent in the primary logo configurations are three dashes we call the "Dash Formation." The size and position of the three dashes have been adjusted for visual balance within each version of the logo. Specifically, the right-hand (third) dash in the Black logo is slightly larger than the two dashes to its left. Similarly, the third dash in the White logo is slightly smaller than the two dashes to its left.

Electronic masters (or artwork) are available as Adobe® Illustrator® EPS files for all logo versions and in specific cases Adobe Photoshop® JPEG files are also provided. The artwork for the Rockwell Collins logo is available at brand.rockwellcollins.com (password: innovate).

Clear space requirements

Focus and strong visual impact are achieved by keeping a "quiet" space around our logos. The minimum protected area, or clear space, is determined by the height of the letter "I" within the logos shown as "X" in these diagrams. This area serves as a barrier to keep away distractions, including typography (words), photographs, illustrations, rules and other graphic elements. The clear space also determines the minimum distance a logo can be placed from paper edges or folds of printed materials.



Logos on Background Colors

The black logo with Terra Cotta dash formation is the standard logo, but other logo formats are available for use on dark backgrounds. Proper contrast and balance must be achieved when placing our logos (and signatures) on other background colors.

Summing Up

Incorrect logo usage disrupts a clear corporate expression. To establish value for our new mark and build its visibility in the global marketplace, we have the following restrictions:

Do not alter our logo in any way!

Do not use any other logo, symbol, wordmark or other visual device alone or combined with the new logo to represent the Rockwell Collins entity.

Do not attempt to recreate the logos. The lettering is specifically designed for this mark. It is not a font, and cannot be recreated by any conventional typesetting methods.



Do not distort or in any way change the logo proportions.



Do not create outline versions.



Do not apply any visual effects, including drop shadows, glow, blur, etc.



Do not change the colors.



Do not obscure and weaken the logos by placing them on visually active background patterns, strong textures or incompatible shades of color.



Do not place the logos within any graphic shape.



Do not use the logos as words within text. Remember, our logo is a part of our visual expression.



Signatures

Our signature takes two important elements of our visual foundation — our logo and our tagline, Building trust every day — and locks them together in a well-planned, measured graphic. As a unit, they communicate our distinct positioning, our commitment to innovation and to personal relationships in select communications. Our signature should be used only in marketing materials and some employee communications. Corporate Communications must approve usage of logo with tagline.

The Rockwell Collins logo locked up with our corporate Web address, rockwellcollins.com, can be an effective communicator for some applications, in particular packaging. In essence, the logo/URL signature is a call to action, inviting people to learn more about us by visiting our Web site.

Both signatures are available in a primary version with horizontal emphasis and movement, as well as a secondary and narrower version for use in more restricted spaces.

Our primary corporate signatures for most application sizes

Note: The number "1" in the file name (e.g., RCsig1) indicates that the particular signature is of the primary type.



File names:

RCsig1_tag_col_spot.eps

RCIsig1_tag_col_cmyk.eps

RCsig1_tag_col_rgb.jpg

Our secondary corporate signatures for most application sizes

Note: The number "2" in the file name (e.g., RCsig2) indicates that the particular signature is of the secondary type.



File names:

RCsig2_tag_col_spot.eps
RCsig2_tag_col_cmyk.eps
RCsig2_tag_col_rgb.jpg

Our primary Web address signatures for most applications

Note: The number "1" in the file name (e.g., RCsig1) indicates that the particular signature is of the primary type.



File names:

RCsig1_url_col_spot.eps
RCsig1_url_col_cmyk.eps

Our secondary Web address signatures for most application sizes

Note: The number "2" in the file name (e.g., RCsig2) indicates that the particular signature is of the secondary type.



File names:

RCsig2_url_col_spot.eps
RCsig2_url_col_cmyk.eps

Artwork for all versions of our signatures is available for download on brand.rockwellcollins.com (password: innovate).

Legal Lines

Copyright protection is effective as soon as the work is created. Copyright registration is not required, but published works must bear an appropriate copyright notice in order to protect Rockwell Collins trademarks.

Use the following legal lines to protect Rockwell Collins materials and trademarks. These standard legal lines are already included in all templates in the Rockwell Collins Communication System.

The company preferred legal lines includes the copyright symbol © (the encircled letter "C") and the word "Copyright). Both should be used unless prohibited by tool, font or space limitations.

Legal lines for using the Rockwell Collins logo, along with logos from other companies

© 2006 Copyright Rockwell Collins, Inc. All rights reserved.

Legal lines for using the Rockwell Collins logo, along with logos from other companies

© 2006 Copyright Rockwell Collins, Inc. All rights reserved. All other logos, trademarks or service marks used herein are the property of their respective owners.

Consent for logo usage

Corporate Communications and Office of General Counsel must review and approve all logo usage before production or publication. A trademark usage agreement may also be required. For more detailed information, contact Corporate Communications (319.295.3567).