



ROCHESTER SENSORS
BRAND GUIDELINES



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Brand Essence

You push the limits. We measure it.



Rochester Sensors provides custom design and manufacture liquid level sensors. We began operations with our first liquid level gauge in 1913 as Rochester Manufacturing located in Rochester, New York. Today, the company has significantly expanded its manufacturing capabilities with additional manufacturing facilities in Mexico, Belgium and China.

Rochester's products include liquid level gauges, liquid level sensors, liquid level senders, liquid level switches, aircraft fuel and engine instrumentation, diaphragm temperature sensors, pressure sensors, bimetal thermometers-electrical system safety disconnect switches, and flow sensors. Many features of gauges and sensors used in various industries today can be contributed to innovations developed by Rochester over the last 100 years.

Our mission is to be the open-minded collaborative partner that OEM design engineers need to manufacture innovative solutions to their liquid level challenges.

Here is where engineers help engineers innovate.



Our Vision

To inspire (OEM) design engineers to push the limits by solving their complex liquid level measurement challenges in beautifully uncomplicated ways.



Core Values



What we do, we do exceptionally well



Plays well with others



Innovation through collaboration



Thrives on complex problem solving



Open-minded, yet pragmatic

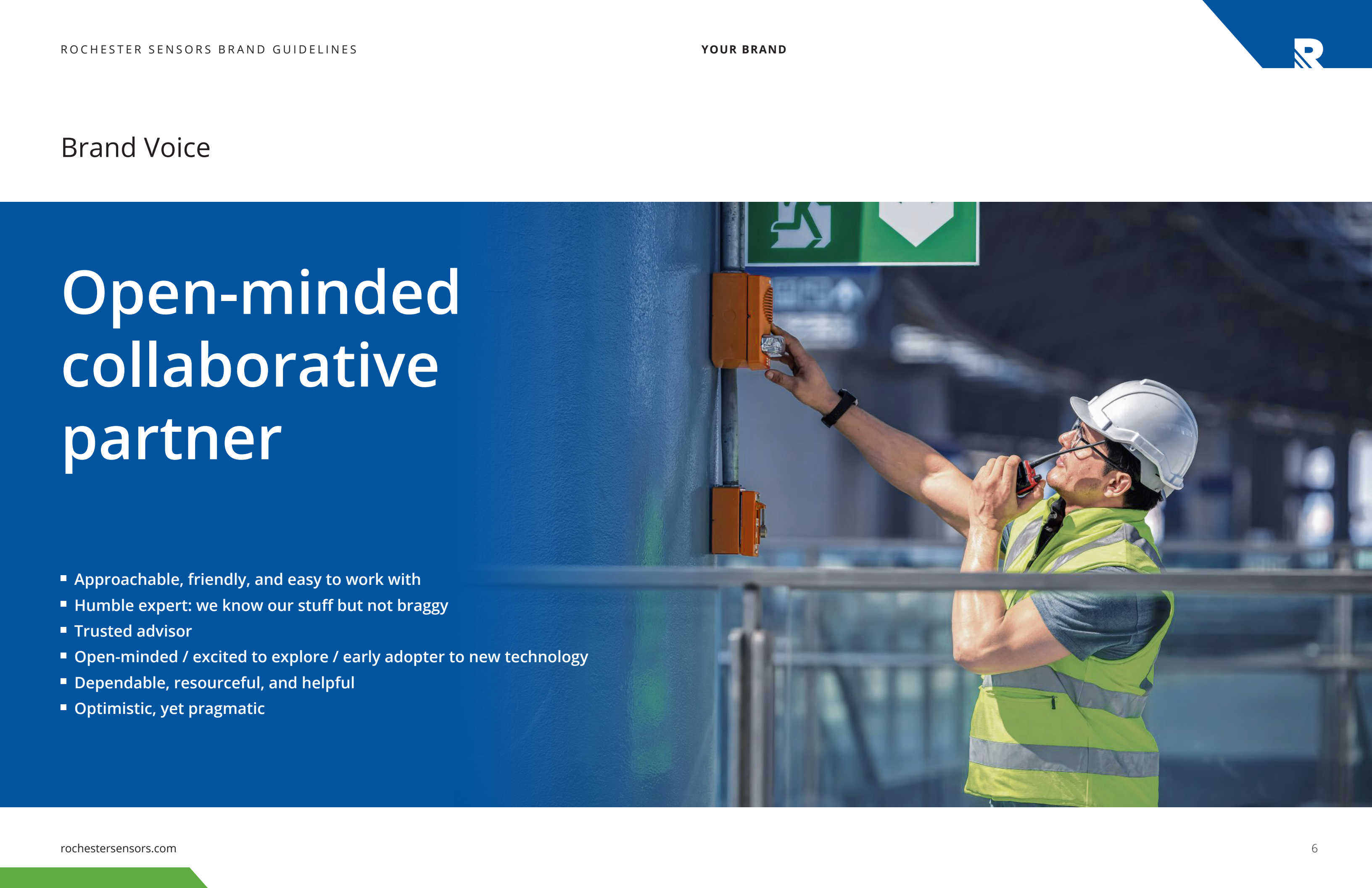


Dedication beyond measure

Brand Voice

Open-minded collaborative partner

- Approachable, friendly, and easy to work with
- Humble expert: we know our stuff but not braggy
- Trusted advisor
- Open-minded / excited to explore / early adopter to new technology
- Dependable, resourceful, and helpful
- Optimistic, yet pragmatic



Brand Elements



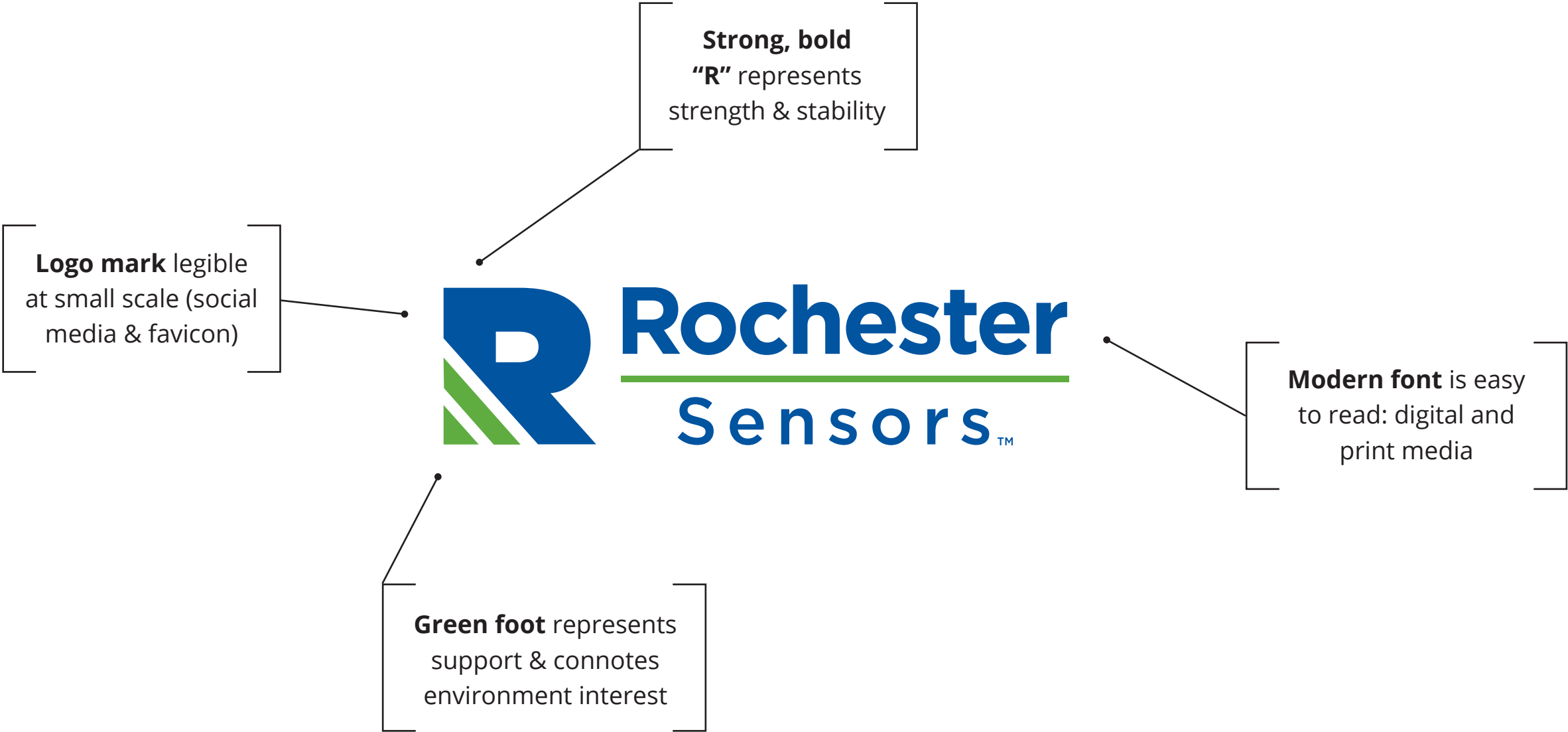
Our Tagline

Where liquid level challenges get solved





Meaning Behind Our Logo





Logo Primary Options

1a



We use a **full version of logo with a descriptor** in cases when have enough space and time for audience to read, especially for those who are unfamiliar with the brand

1b



For more minimalistic look and communicating to those who know us



Logo Secondary Options

2a



Portrait version

2b



Compact portrait version, works well for branding marketing collateral

3




“R” symbol can be used independently as an avatar for social media, favicon for the website, etc



Color Palette

HEX _____
RGB _____
CMYK _____
PANTONE _____



Yale Blue

#004A98

0, 74, 152

100, 51, 0, 40


PMS 2945 C

70%

40%

20%

10%



Oxford Blue

#12284B

18, 40, 75

76, 47, 0, 71


PMS 2767 C

70%

40%

20%

10%



Agro Green

#4C9C2E

76, 156, 46

51, 0, 71, 39


PMS 362 C

70%

40%

20%

10%



Nickel


#6F7271

111, 114, 113

3, 0, 1, 55

PMS 424 C

70%



Cloud Gray

#E5E1E6

229, 225, 230

0, 2, 0, 10

PMS 663 C

30%



HEX #EF8B22

RGB 239, 139, 34

CMYK 0, 42, 86, 6

PANTONE PMS 144 C

Tangerine
for accents and highlights where
complementary color is desired



Allowed Color Combinations



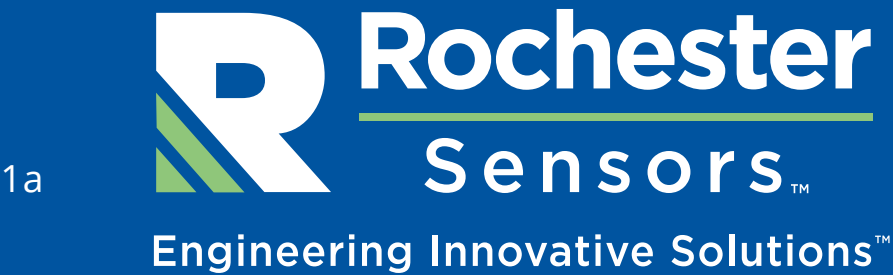


Allowed Color Combinations



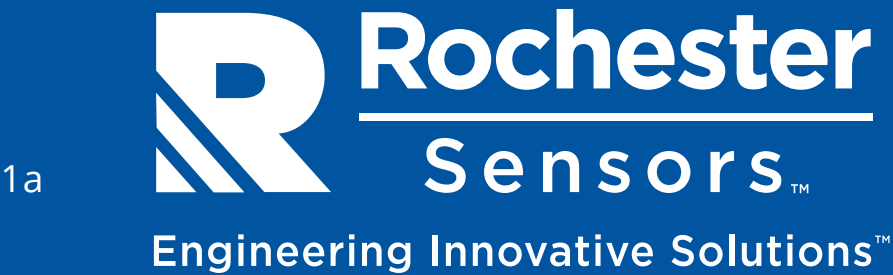


Allowed Color Combinations





Allowed Color Combinations





Allowed Color Combinations





Allowed Color Combinations



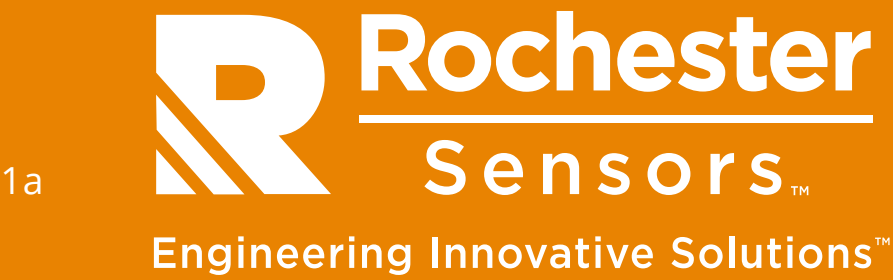


Allowed Color Combinations





Allowed Color Combinations





Allowed Color Combinations





Monochromatic Application



Please use in black and white printing (newspaper, risograph leaflet, etc):
0/0/0/100 for Black, 0/0/0/70 for Gray



Logo Fonts

Gotham

| | | |
|--------|--|------------|
| Black | abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| Bold | abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| Medium | abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| Book | abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |

As Gotham font is applied in logo, please use it rarely and carefully, for cases like creation of new subsidiary logo



Copy Fonts

Open Sans

| | | | |
|-----------------------------------|----------------------------|----------------------------|------------|
| Extrabold <i>Italic</i> | abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| | abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| Bold <i>Italic</i> | abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| | abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| Semibold <i>Italic</i> | abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| | abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| Regular <i>Italic</i> | abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| | abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| Light <i>Italic</i> | abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |
| | abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |

Open Sans is recommended for using in all media, digital or printing



System Fonts

Arial

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Please use Arial ONLY if – technically – there is no option to apply Open Sans



Logo Placing Rules



Do not place any objects in white secured zone, and keep the distance from the layout edge



Invalid Alternates



✗ Incorrect using brand color palette



✗ Placing on non-contrast or busy backgrounds



✗ Any deformation, replacing logo elements and changing relative proportions



✗ Placing **1a** and **2a** logo in tiny size so the descriptor is illegible

Applications





Business Cards



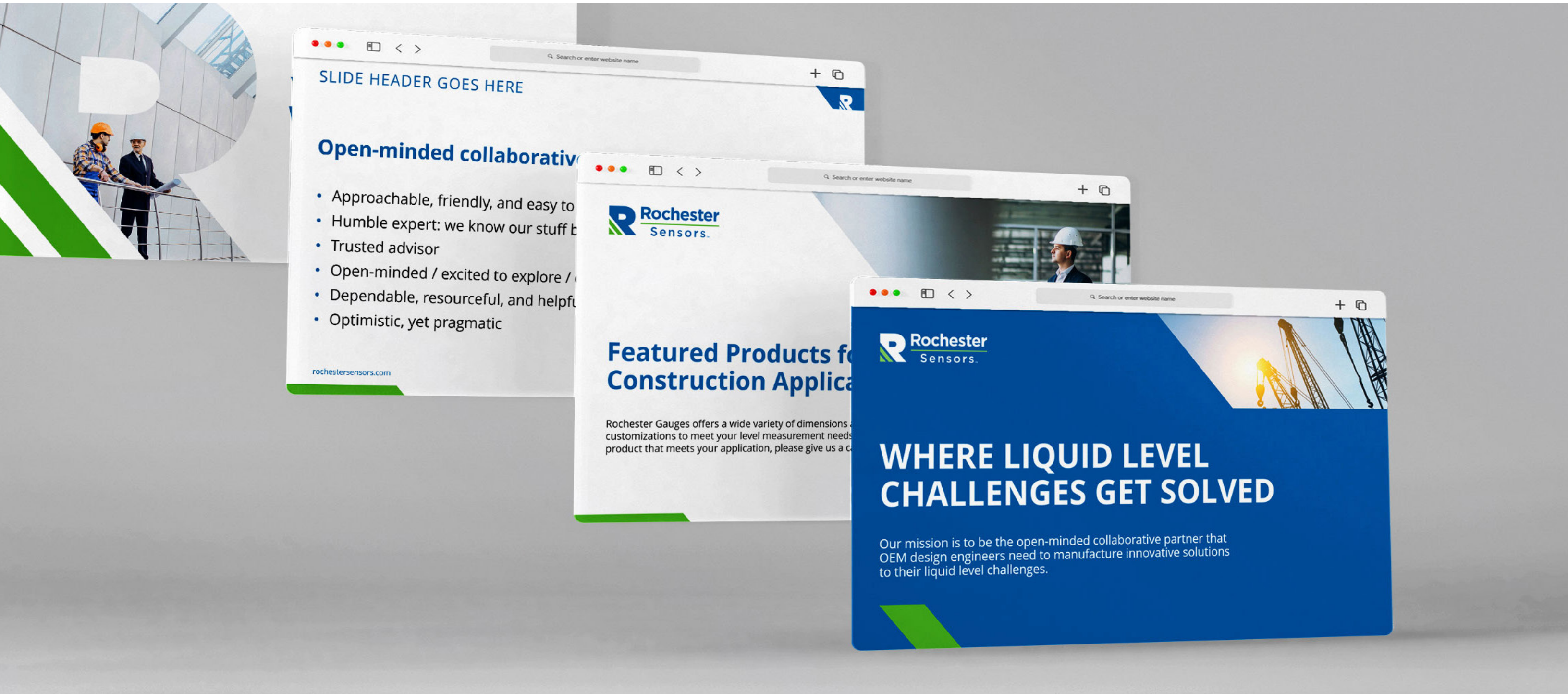


Letterhead & Envelopes



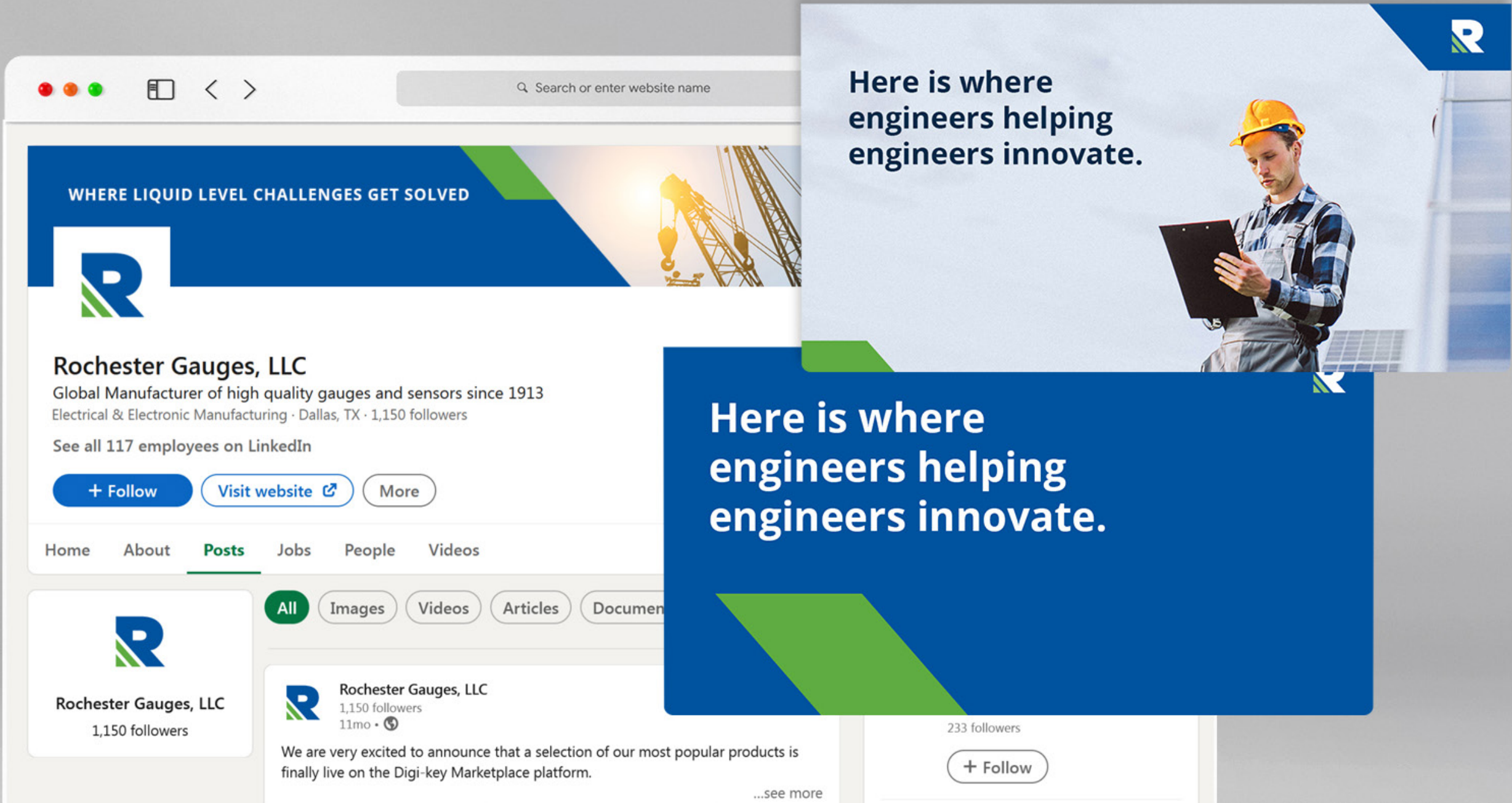


PowerPoint Slide Template





Social Media Kit





Promotional Items



We do it with precision.

