RTS Intercom Systems

BASIC ELEMENTS

RTS CORPORATE DESIGN GUIDELINES | **VERSION 2.0**

BRAND GUIDELINES
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INTRODUCTION

INTRODUCTION

This Brand Guideline has been developed to help you quickly and effectively navigate the RTS brand.

The Introduction section covers the brand essence and brand steering wheel, a strong foundation upon which to build the RTS brand. The Brand Elements section describes the main elements of Corporate Design for the RTS brand. The Corporate Design is binding worldwide. Make your contribution to a globally strong, uniform RTS brand identity by applying the specifications in this style guide systematically. This will also assure recognition of the RTS brand in all application areas.

CONTACTS

Please contact the following if you have questions concerning RTS Corporate Design, correct usage of the brand, or if you would like to request artwork files.

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BRAND ESSENCE

INNOVATING THE FUTURE OF GLOBAL COMMUNICATIONS

RTS is the industry leader in professional intercom systems, providing solutions that combine forward-thinking functionality, real-world reliability and superior sound quality.

At the forefront of broadcast intercom technology for over forty years, we are the brand most-trusted by the biggest names in the business. Our family of digital matrices is the most complete and widely used line of intercoms in the world, proven in the most critical and demanding applications.

Today, our latest generation of advanced digital audio matrix and keypanel products is based upon the uniquely powerful and flexible OMNEO IP technology for media transmission and system control. OMNEO has been quickly adopted as the new performance standard by major network customers across the globe for coordinating broadcasts of the world's largest events via systems of unparalleled size and sophistication.

RTS systems are also scalable for a wide range of applications beyond broadcasting, including in-house production communications for houses of worship and live entertainment, and for failsafe communications in the nuclear power industry. A top priority for us is the backwards compatibility of our new products, so they can integrate seamlessly with legacy systems to extend the value of the initial investment.

RTS helps professionals communicate clearly with ease and efficiency, so they can focus on content instead of hardware. Whether for applications large or small, we demonstrate our commitment to our users by Innovating the Future of Global Communications.

AS AN INDUSTRY LEADER IN BROADCAST COMMUNICATIONS, RTS INTERCOMS SYSTEMS IS COMMITTED TO OUR CUSTOMERS, TECHNOLOGY, STANDARDS, AND THE ENVIRONMENT.

PRIORITIES & PRINCIPLES

PROTECTING YOUR **INVESTMENTS**

OPEN **STANDARDS**

ENVIRONMENTALLY **CONSCIOUS**

INDUSTRY **LEADERSHIP**

HIGHEST **RELIABILITY**

LARGE-SCALE **NETWORKING**

HANDS-ON **KNOW-HOW**

MORE **MATRIX OPTIONS**

PROFESSIONAL-GRADE

1 PROTECTING YOUR INVESTMENTS

RTS has a long history of commitment to preserving our customers' investments in communications by providing an evolutionary path for them to expand and upgrade their existing RTS systems to the latest technologies. RTS respects the investment our customers make in their systems and we are committed to providing the smoothest upgrade paths and greatest level of backward compatibility in the industry.

2 OPEN STANDARDS

RTS has a commitment to embracing and employing open standards as demonstrated by our use of G.711, G.729 and G.723 for VoIP; AES-70 for control; and a commitment to AES-67 for our OMNEO products. RTS also supports industry standards, such as Audinate's Dante for audio over IP. RTS also is the only intercom supplier to provide and divulge an open control protocol (CLP) for interfacing to third-party equipment.

3 INDUSTRY LEADERSHIP

RTS is an industry leader in shaping and influencing standards through participation in industry trade associations and standards bodies. RTS is committed to providing the technology our customers need today while working with the industry to develop the technologies needed for tomorrow. We are active in standards committees for AES-67, AES-70, AES-X238, and EBU.

4 LARGE-SCALE NETWORKING

RTS offers the premier solution for building large networks of intercom systems. RTS Intelligent Trunking has evolved over the past 20 years to now support networks of over 250 systems and 200,000 users.

5 MORE MATRIX OPTIONS

RTS offers the widest variety of matrix interfaces on the market: analog, RVON (VoIP), MADI, and OMNEO (Dante plus OCA, AES70), connecting via Ethernet CAT-5e/6, fiber, and copper analog.

6 TRUSTED INTERCOM BRAND

RTS is an industry leader in the design and manufacture of IP-based, hardwired and wireless intercom solutions. At the forefront of broadcast intercom technology for almost 50 years, RTS is among the brands most trusted by the biggest names in the industry.

7 HANDS-ON KNOW-HOW

RTS has an extraordinary focus on the professional intercom markets, one that extends beyond our product offering into technical support and application expertise that are second to none.

8 HIGHEST RELIABILITY

RTS introduces technology to our customers only after it has been proven to provide tangible advantages and the highest reliability and dependability for their critical communications. We never implement technology for technology's sake.

9 ENVIRONMENTALLY CONSCIOUS

RTS is committed to the environment. Our latest generation of keypanels, matrix interface cards, and accessories require from 30 to 50 percent less power than the previous generation of RTS products, and significantly less than comparable competitive products. This addresses an increasingly important aspect of reducing our customers‘ operating costs, while also increasing reliability, saving energy and cooling costs, and helping protect the environment.

10 PROFESSIONAL-GRADE

RTS equipment is always professional-grade. From beltpacks up to a full matrixed system, fundamental technical principles such as redundancy, software updates under load, field testing, evaluation of user experience, software reliability, etc., are all respected.

BRAND STEERING WHEEL

DRIVES COLLECTIVE UNDERSTANDING OF A BRAND'S CORE COMPETENCY, ATTRIBUTES, BENEFITS, REASONS TO BELIEVE AND APPEARANCE.

WHAT DO I OFFER?
BENEFITS & RATIONALE.

- 40+ years of unparalleled industry experience and hands-on know how
- Globally recognized by professional broadcasters – the standard for audio performance, interoperability, reliability and scalability
- Broadcast industry expertise and excellent tech support
- Exceptional value through combining the latest digital networking technology with backwards compatibility
- Leading-edge industrial-design focused for enhanced ergonomics and UX
- Stability of BOSCH corporate ownership – a secure investment

HOW DO I APEAR?
BRAND IMAGE.

- Product design theme:
- Visual: bold, confident, clear, uncluttered, colorful, direct, professional, sleek but robust, industrial design focus
- Corporate design: refer to style guide for photography and design elements

WHO AM I?
BRAND POSITIONING.

- RTS is an industry leader in the design and manufacture of intercom solutions. From the Advanced Digital Audio Matrix (ADAM) systems used to coordinate major network broadcasts of the world's largest events to smaller-format systems used for in-house productions, RTS matrices are the standard for reliable, mission-critical communications in broadcast, entertainment and industrial applications.

WHAT AM I LIKE?
BRAND TONALITY.

- Advanced
- Ease of use
- Environmental
- Ergonomic
- Experienced
- Global
- Highly scalable
- Industry standard
- Innovative
- Legacy
- Proven
- Recognized
- Reliable
- Supportive

BRAND ELEMENTS

BRAND ELEMENTS

Our brand elements are the building blocks for the RTS identity system. Together, they compose the look and feel that makes our communications recognizable as our own.

LOGOTYPE

RTS
Intercom Systems

COLOR

TYPOGRAPHY

!@#$%^&*().,?!

Bosch Sans Black Regular
(headlines ALL CAPS)

ABCDEFGHIJKL
1234567890

FORMS & SHAPES

IMAGERY

LOGOTYPE

Logotype

- Do not change the proportions of the RTS logotype
- Do not ad ©, ® or ™ to the RTS logotype
- It is unacceptable to change the spacing between the letters
- Scanning the RTS logotype from reproduction artwork or recreating the logotype in any way is unacceptable
- Adding shadow, dimension or distorting the RTS logotype is unacceptable.
- The RTS logotype may only used in the specified versions.
- The RTS logotype colors are defined and may not be changed

LOGOTYPE CLEAR SPACE

Wherever it appears, the RTS logotype must clearly stand out. You can help ensure this by maintaining clear space around the RTS logotype. Clear space is an area that is kept free of any other text, graphic elements, or other visual distractions.

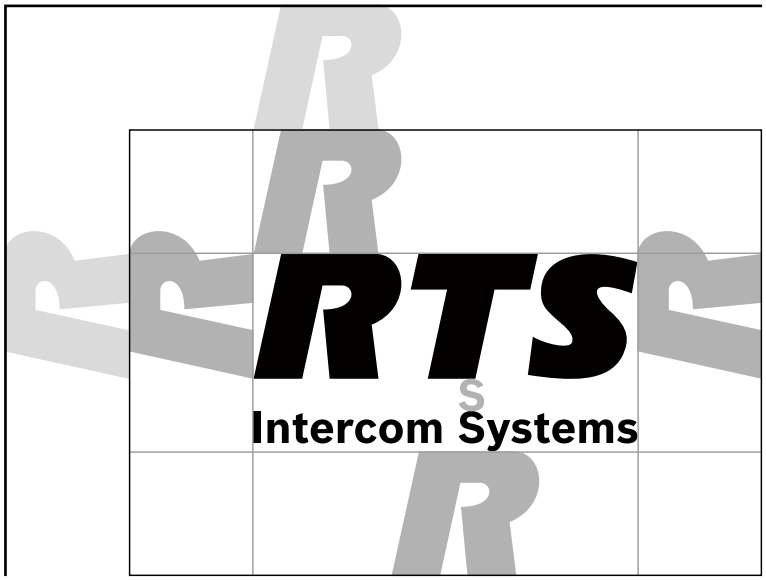
The **minimum spacing** between the logotype and other design elements, such as text or images, is equivalent to the height of one R to each side

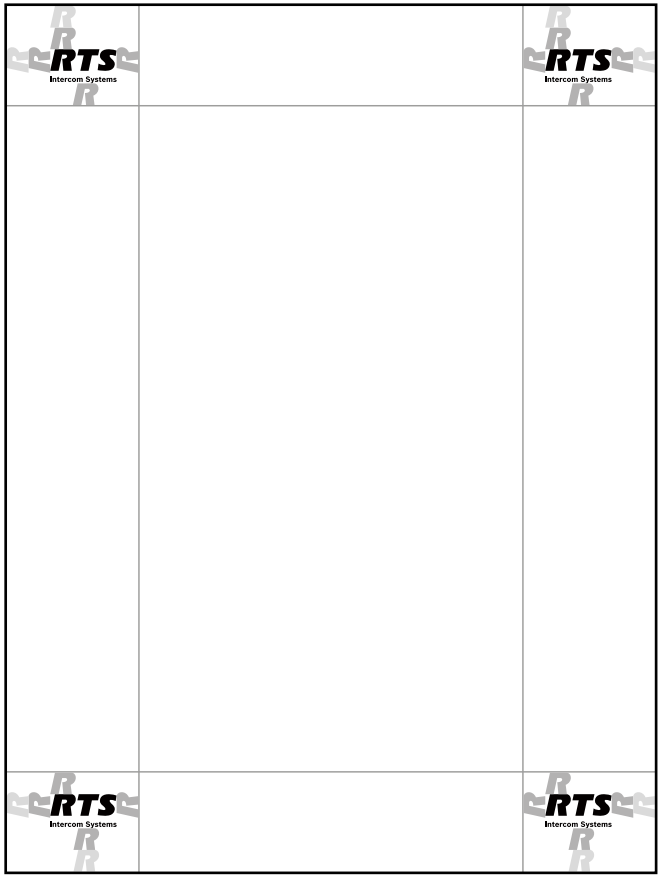
MINIMUM SIZE

When determining the proper RTS logotype size to display, it is essential to maintain the RTS logotype‘s legibility and integrity regardless of its application or the manner in which it is to be reproduced. Do not distort or compromise the RTS logotype in any way.

LOGOTYPE PLACEMENT

The brand should be clear and prominent in all communications. The logotype should always be free from high contrast objects or backgrounds. DO NOT logotype on patterns or busy backgrounds.





POSITION

The preferred position of the logotype is the top or bottom left corners. The logotype can also be positioned in the other corners as needed if the top or bottom left corners are not available.

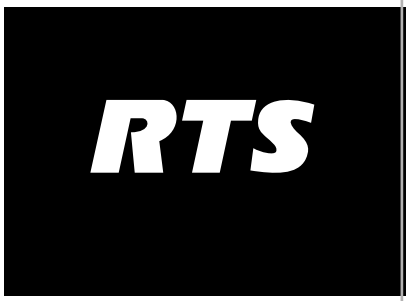
Having a two “R” margin is preferred, but must maintain at least one “R” of space for a margin.

LOGOTYPE VERSIONS

To ensure a consistent corporate design, the logotype may only be used in the specified versions. The logotype colors are defined and my not be changed.

Single Color/Black
(for use on light backgrounds)

Single Color/White
(for use on dark backgrounds)



This version (only "RTS") is intended for use with product industrial design and packaging.

RTS logo lockups (with "Intercom Systems") can be used in marketing materials to strengthen the link to the RTS name and its specialization in intercom systems. For trademark protection, this logo lockup should not be used on products or software. Usage is limited to marketing materials.

UNACCEPTABLE LOGOTYPE USAGE

The RTS logotype has been carefully created to work across a broad range of applications. This RTS logotype configuration should not be modified or recreated in any way.

This page illustrates some, but not all, of the possible misuses.

- If you do not have the proper RTS logotpye artwork, please contact RTS marketing.

DO NOT create a RTS logotype with gradients

DO NOT create your own RTS logotype

DO NOT create a RTS logotype with outlines

DO NOT scale individual parts of the RTS logotype

DO NOT compress the RTS logotype

DO NOT create a RTS logotype with 3D effects

DO NOT angle or skew the RTS logotype

DO NOT create a RTS logotype with shadows

DO NOT reverse the stack

DO NOT change the font of "Intercom Systems"

COLORS

The Brand Colors listed below should be utilized throughout materials and communications. Inspired by the colors used on our flagship color keypanel displays, giving a cohesive appearance when graphics are used alongside product images. The secondary RTS colors should be used sparingly.

PRIMARY RTS COLORS

		RGB	CMYK	PANTONE
1	**Magenta**	148, 60, 143	51, 87, 0, 0	258 C
2	**Cyan**	23, 150, 204	77, 25, 6, 0	639 C

SECONDARY RTS COLORS

		RGB	CMYK	PANTONE
3	**Yellow**	192, 192, 0	32, 12, 100, 0	390 C
4	**Teal**	0, 160, 96	81, 6, 78, 0	340 C

1 2
- Headlines, subs

1 2 3 4
- Color for background
- Color for copy text on white background
- Solid stripes
- Graphical elements

GRADIENTS

The primary and secondary colors can be used as tasteful gradients for backgrounds or info graphics.
Yellow should be used subtly only in the 4-color gradient.

GRADIENT EXAMPLES

TYPOGRAPHY

BOSCH SANS

Typography is crucial to the approachability and effectiveness of design. It allows our audience to find recognition and familiarity in our voice and supports distinct, memorable messages.

Bosch Sans Regular
(body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*().,?!

Bosch Sans Bold
(subheads ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*().,?!

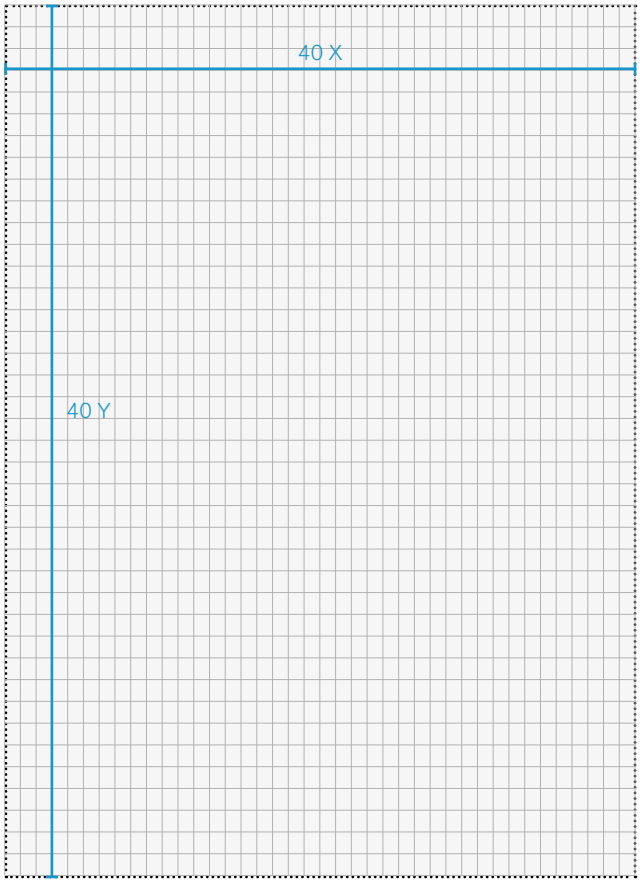
Bosch Sans Black
(headlines ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*().,?!

LAYOUT SYSTEM

GRID

The grid is defined by 40 entities in length and height.



TEXT ELEMENTS

The headlines and blocks of text are designed to fit the layout grid. The first line of the text block element is always aligned with one baseline of the grid. Column widths are always a multiple of a grid unit.

IMAGES, TEXTURES AND SHAPES

The size and position of all other design elements, such as images, textures and shapes, are always aligned with the design grid.

ELEMENTS AND FORMS

LINES

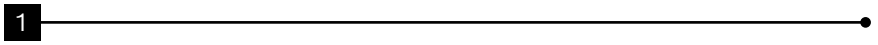
Lines can be used with color from the color palette. The thickness of the line should be 1pt. Lines & shapes can be combined, the lines are used to connect elements.

The color of the lines should be the same like the color of the connected headline or subheadline.

The lines end always in a filled circle.

SHAPES

Shapes can be used to contain content like copy or bullet point. The shapes use a single color (white, black or primary color) background.

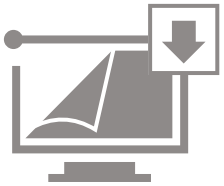


Non perunto reperum utem eos arum venitat emporer spelectur sed mostia nost, totaectibus maxim int int labori adi num inimenim cum faceper ferferem aliquam nem sa int.

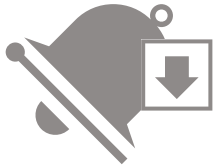
PRECISION, ROBUSTNESS, EFFICIENCY: CLEAR COMMUNICATION.

ICONS

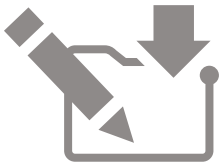
CONTROL PACKAGE



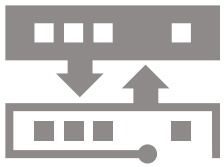
Downloadable Screensaver



Downloadable Chime



Edit and Save



Keypanel Mirroring

Real-Time Control of Volumes

AUDIO PACKAGE

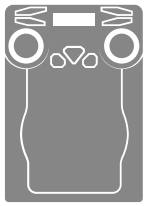
5-Band Equalizer

Adjustable Noise Gating

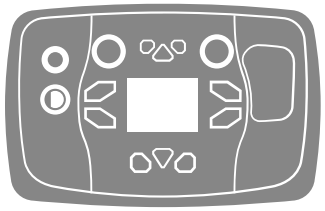
Additional Compression Ratios

Voice Messaging

PRODUCTS



DBP



DSPK

OMS

PRODUCT PHOTOGRAPHY & RENDERINGS

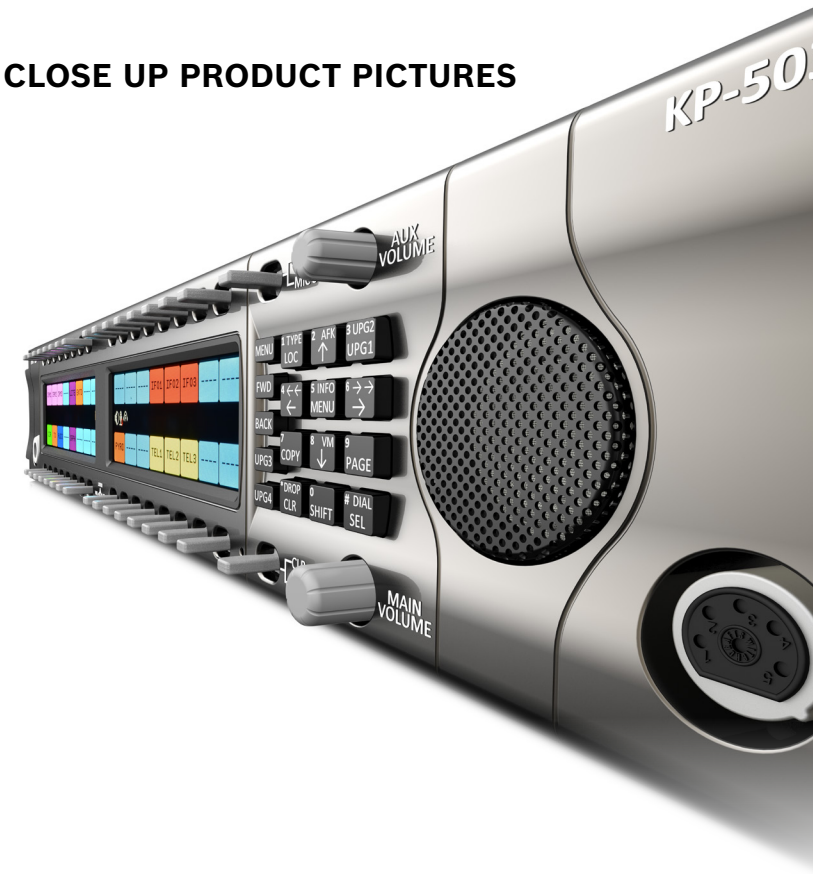
HERO PRODUCT PICTURES

PERSPECTIVE PRODUCT PICTURES

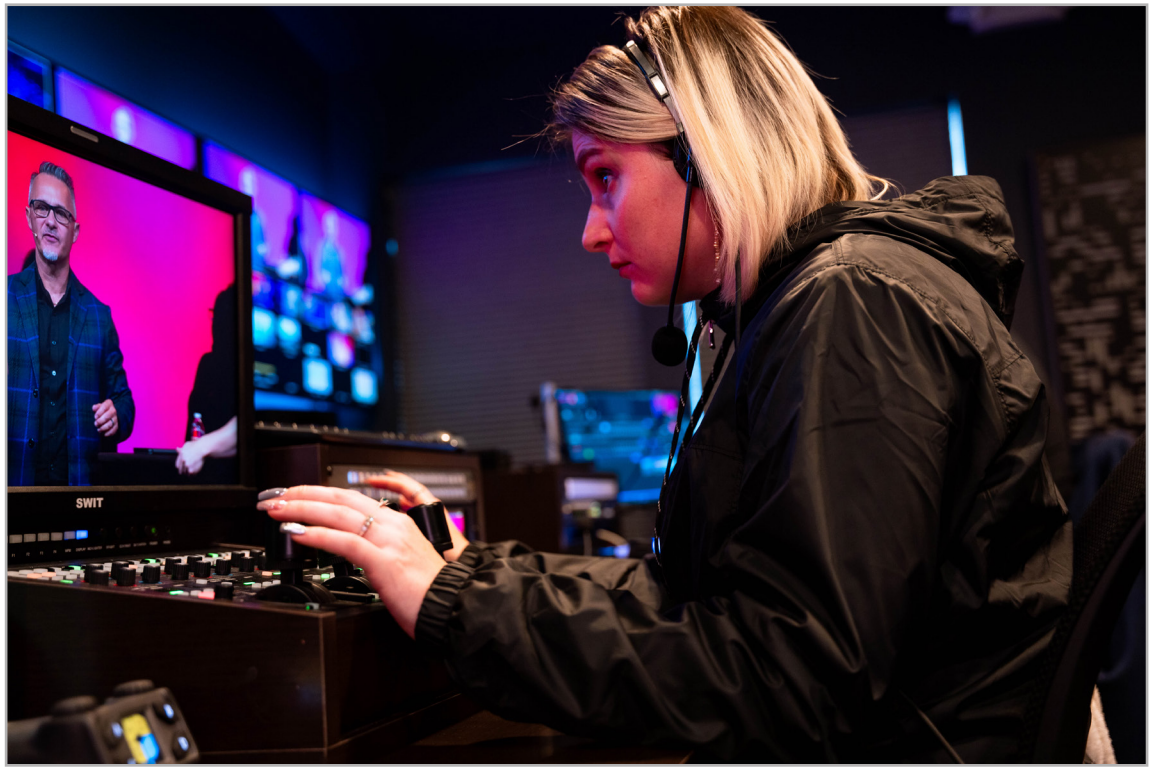
This photography style use different angles (hero, perspective and close up) and should shows always the professionality and quality of the products.

Product imagery use a white or single color (primary color) background.

CLOSE UP PRODUCT PICTURES



IMAGERY



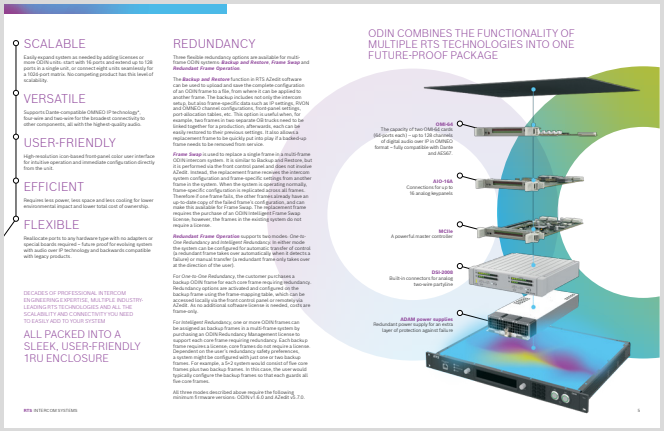
Photography is crucial to the overall feeling of RTS collateral. The photography should feel real and not staged. Every detail of the image should give authenticity. The light and colors should be realistic but in a warm mood, RTS colors should appear in the photography.

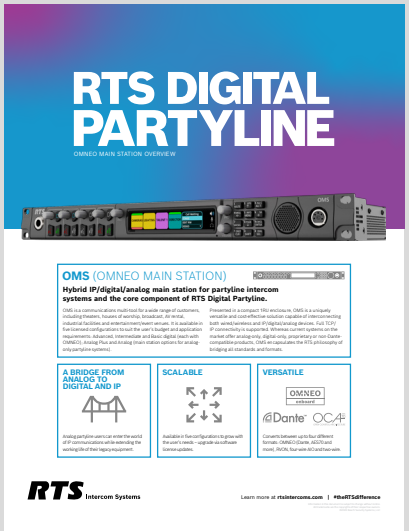
The photographic style of RTS is specialized and difficult to replicate using any kind of stock photography. Most images will need to be custom photography with RTS product in place during the shoot.

DESIGN GUIDANCE & SAMPLES

FLYERS / CATALOGS

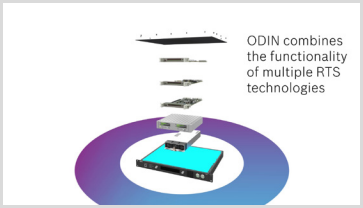
INSPIRED BY THE COLORS USED ON OUR FLAGSHIP COLOR KEYPANEL DISPLAYS, GIVING A COHESIVE APPEARANCE WHEN GRAPHICS ARE USED ALONGSIDE PRODUCT IMAGES.

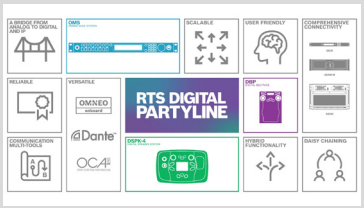


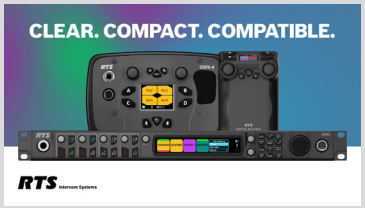


DIGITAL / VIDEOS

INSPIRED BY THE COLORS USED ON OUR FLAGSHIP COLOR KEYPANEL DISPLAYS, GIVING A COHESIVE APPEARANCE WHEN GRAPHICS ARE USED ALONGSIDE PRODUCT IMAGES.

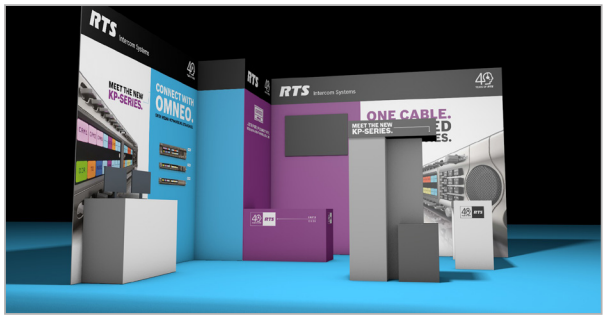






TRADESHOWS

SOLID BLOCKS OF CONTRASTING COLOR / GRADIENTS OR LARGE IMAGES FOR A BIG, BOLD EFFECT.



SWAG

LARGE, BOLD, COLORFUL MESSAGING WITH A FOCUS ON PRODUCT DESIGN AND APPLICATION.

HEADQUARTER ADDRESSES

NORTH AMERICA GLOBAL HQ

Bosch Security Systems, LLC
Burnsville, MN
+1-952-884-4051

ASIA PACIFIC REGIONAL HQ

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Singapore
+65 6571 2808

LATIN AMERICA REGIONAL HQ

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+55 19 2103-4282

CHINA REGIONAL HQ

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IBP, Changning District
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400-8310-669

EUROPE REGIONAL HQ

Bosch Sicherheitssysteme GmbH
(EVI Audio GmbH)
Straubing, Germany
+49 9421 706-0

RTS
Intercom Systems