Sample Building Brand Lineup

How to use this lineup

This document shows the standard sign family for RPGMotor Works sites. Each sign type has a fixed layout, a material specification and an approved color set. Production files for every type are on the brand portal under Facilities.

- Sizes are nominal. Final dimensions come from the site survey.
- Don't redraw a sign from a photo of another site. Use the files.
- Every sign needs Brand sign-off before fabrication starts.

Monument sign

MAIN VEHICLE ENTRANCE, ALL SITES

A freestanding Stator Navy panel on a Steel Gray plinth. The horizontal logo is centered in white with the Rotor in RPG Red, and the site name sits below in Barlow Condensed SemiBold caps.

- Panel: 3,000 x 1,200 mm, powder-coated aluminum, RAL 5011
- Plinth: 300 mm high, RAL 7031, on a concrete footing
- Lighting: LED halo behind push-through acrylic letters

Pylon sign

Only where a site faces a highway or arterial road and a monument sign would be lost. Vertical lockup, white on Stator Navy, Rotor at the top.

- Height 6–9 m, depending on the local permit
- Two faces, identical artwork on both
- No division names, product names or phone numbers

Building letters

Fascia lettering on the main facade uses the horizontal logo as individual built-up letters. The Rotor is fabricated as a separate element, sized and spaced exactly as in the logo file.

- Letters: 100 mm deep, aluminum returns, white acrylic faces
- Rotor: red segments and navy hub as separate parts, so the hub still reads at night
- On light cladding, mount on a Stator Navy band; on dark cladding, mount direct

Rotor on tall structures

Test towers, stacks and high-bay walls may carry the Rotor alone. Use it once per elevation and keep one hub height of clear space free of pipes, vents and cameras.

- Minimum diameter on buildings: 1,500 mm
- Paint or panel above 4 m, never vinyl

Main entrance glazing

Glass doors and sidelights at the main entrance carry a frosted band at 1,000 mm and 1,500 mm from the floor, with the Rotor repeated every 600 mm. This meets glazing visibility rules and makes the entrance clearly ours.

Visitor badge desk

Where security handles sign-in separately, the badge desk has a small Stator Navy panel with the Rotor and the words VISITOR SIGN-IN in Barlow Condensed SemiBold caps. Badges and safety briefing cards follow the visitor badge template.

- Panel: 600 x 200 mm
- Badges: white card, Stator Navy top band, red stripe for escorted visitors only
- Notices go in acrylic holders, never taped to the panel

Exterior wayfinding

Directional signs on site roads guide drivers to visitor parking, deliveries and the main entrance. White panels, Stator Navy text and arrows, Rotor in the top left corner.

- Panel: 1,200 x 800 mm on twin Steel Gray posts
- Text: Barlow SemiBold, 100 mm cap height for drive-by reading
- No more than four destinations per panel

Interior wayfinding and directories

Floor directories at stair cores and elevators list departments by floor. Corridor signs point to meeting rooms, restrooms and exits, on the same layout grid as the exterior signs at a smaller scale.

- Directories: Stator Navy panel, white text, floor numbers in RPG Red
- Corridor signs: 900 x 150 mm, ceiling hung or wall mounted
- Pictograms from ISO 7001 only

Room and door signs

Every office, meeting room and lab has a sign on the handle side of the door, centered 1,500 mm from the floor. Meeting rooms are named after local rivers or landmarks; labs and shop areas use a building code and number.

- Plate: 200 x 200 mm, Steel Gray, white text
- Paper insert slot on shared offices
- Tactile and braille versions where local law requires them

Door vinyl and glass partitions

Glass meeting room walls get a frosted band for privacy and safety. Plain frosting is the default. The only approved pattern is the stator line pattern from the brand portal, in frosted vinyl.

- Band from 900–1,500 mm above the floor
- Room name in white vinyl on the door, Barlow SemiBold, 40 mm
- No colored vinyl on interior glass

Shop floor banners

Large banners name each production hall and the products made in it. They hang from the roof structure, high enough to clear cranes and forklifts, and must be readable from the hall entrance.

- Size: 4,000 x 1,000 mm, flame-retardant PVC-free fabric, rated B1 or M1
- Stator Navy background, white text, Rotor at left
- Product-brand lockups are fine; slogans and campaign lines are not

Parking

Parking signs mark visitor, accessible, EV charging and delivery bays. The bays nearest the main entrance belong to visitors, not to staff or executives.

- Post mounted, 450 x 600 mm, white with Stator Navy text
- EV charging bays may use Data Blue for the charging symbol
- Accessible bays follow local rules for color and symbol

Gates and loading docks

Gatehouses and loading docks show the site code and dock numbers in large type for truck drivers. The gatehouse gets a small Rotor plate; docks don't need the logo.

- Dock numbers: 600 mm white numerals on Stator Navy above each door
- Driver instruction board in the local language and English

Flags

Sites with flagpoles fly the RPGMotor Works flag on the center or highest pole, with national flags placed according to local protocol. Replace flags every six months, sooner if frayed.

- Flag: Stator Navy field, white horizontal logo, 1,500 x 2,500 mm
- Knitted polyester with a double-hemmed fly end

Construction hoarding and temporary graphics

Hoarding around building work uses the hoarding template: Stator Navy panels, the logo every 10 m, the project name and a 24-hour contact number. Leave the bottom 300 mm free of graphics, since it gets dirty first.

- 3 mm aluminum composite panels, or mesh banner on fences
- Remove within two weeks of project handover

Lighting and maintenance

Illuminated signs run on a timer from dusk until 23:00 unless local rules say otherwise. Facilities inspects every sign twice a year and logs faded panels, failed lights and damage.

- A sign with a dark Rotor segment or a missing letter is switched off until repaired
- Keep spare acrylic faces for monument signs at each site