

# REAL WORK

VALUE DEMONSTRATED.

## OUR MISSION

The Real Work customer works hard at a job site or in the elements. They have little room in their lives for nonsense and live as simply as possible. That extends to their clothing, their choice of tools, and every buying decision they make. They don't need someone to sell them on the supposed benefits of a screwdriver, wrench, or hammer; they just need to trust that they'll hold up to the elements and harsh working conditions. Real Work products are created with those customers in mind, providing everything they need and nothing they don't.



## FONTS

### TITLE & BULLETS

Trade Gothic Bold No. 2  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

### BODY COPY

Trade Gothic LT Pro Roman  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

### TITLE CALLOUTS (LED)

KIONA REGULAR  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

### YELLOW LUMEN CALLOUTS

HELVETICA BLACK CONDENSED  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

## COLORS



### GRADIENT SPECIFICS



## PACKAGING

Our packaging is the most important part of our brand and it is important to make all packaging look consistent. When designing these, please look at all the requirements we ask below.

Always add the lumens, weight capacity, or major call out in black background with white stroke.

Packaging should include images in different angles or calling out special features on at least 1 side of packaging.

Packaging should also include barcodes on multiple sides and also include the below distribution info on 1 side of the package:

Made in \_\_\_\_\_  
 Distributed by:  
 Rural King Distributing  
 Mattoon, IL 61938  
 www.ruralking.com

Product titles need to be in all caps.

Always include the dark gray grid background to an area on the package. It should include a gradient behind it that fades from the color of the grid to a darker black color. (see packaging elements folder for exact gradient).

On blue part of packaging, be sure to include the blue concrete background.

For lighting items, include color temperature graphic below. The file is editable and including in the brand elements folder.

Always add icons when possible. See section below on iconography for details.

## ICONOGRAPHY

Our packaging is the most important part of our brand and it is important to make all packaging look consistent. When designing these, please look at all the requirements we ask below.

## LOGO USAGE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color, and composition

**REAL WORK**  
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**CORRECT USE**

The Real Work™ logo on black is our primary logo.

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**REAL WORK**  
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**CORRECT USE**

The Real Work™ all white or all black logo is our secondary logo colorway and can be used when the color version is not possible.

**REAL WORK**  
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**NO**

Do not change the logo color.

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**REAL WORK**  
VALUE DEMONSTRATED.

**NO**

Do not outline or create a keyline around the logo.

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**REAL WORK**  
VALUE DEMONSTRATED.

**NO**

Do not distort or warp the logo in any way.

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**REAL WORK**  
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**NO**

Do not rotate the logo.

## REAL WORK

**CORRECT USE**

The Real Work™ logo with no slogan should only be used whenever the tagline becomes too small and is not legible when printed.

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**CORRECT USE**

The Real Work™ square logos below can be used when the horizontal version of the logo is not possible.

**RW**  
REAL WORK

**CORRECT USE**

The Real Work™ emblem below can be used on clothing, boots, or anywhere where the full logo may get lost.

**REAL WORK**  
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**RELAXED FIT**

**RUGGED FLEX 5-POCKET JEAN**

Sits at the waist  
 Relaxed seat and thigh  
 Straight leg opening  
 fits over boots.

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## REAL WORK

## SPECIAL BUY ITEMS

Special Buy Packaging uses similar elements as the standard Real Work design. The only difference is the Special Buy call out and that the concrete background is **RED** instead of blue.

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**SHOP LIGHT**  
SPECIAL BUY

**REAL WORK**  
VALUE DEMONSTRATED.

**SHOP LIGHT**  
SPECIAL BUY

**COLOR**

**PANTONE 199C**

**CORRECT USE**

Special Buy packaging uses a different logo than regular packaging. The logo is similar, but should be **RED**.

## VALUE DEMONSTRATED.

RURALKINGBRANDS.COM

