



Branding Guideline





About Us

RBS, a subsidiary brand of the American Bath Group, provides bathroom renovation solutions that increase ability and safety in the bathroom. RBS develops and provides bathing fixtures to trade professionals specializing in bathroom modification where conversion for accessibility is needed.

The targeted community that RBS services includes suppliers, designers, remodeling and new construction professionals in both residential homes and commercial public facilities where ADA, ANSI-B or Cal 24 code compliance is required.

Facilitating safe, and simple bath to shower conversions for people of all abilities is our passion. RBS is committed to providing the right product, at the right price with the right support so you can have beautifully designed bathware that is safe and makes living life easier.



RBS Brand Identity

Target Audience

Dealers, contractors, healthcare and design professionals trained to create safe and accessible environments in the bathroom. Marketers and distributors promoting or specializing in bath to accessible shower products for people of all abilities locally, regionally, or nationally.

Channel

OEM, Special Markets, RBS Reps, dealers and installation specialist

Key Words/Terms

Aging in Place, Universal Design, Home Modification, Bathroom Safety, Independence, Barrier free, bath to shower conversions, accessible showers, EasyStep shower, ADA, ANSI B, HUD Shower, quality

Tone of Voice (Brand Personality)

Authentic, educational, sincere, passionate

Mission Statement (Vision)

RBS designs and produces bathing fixtures that provide bathroom renovation solutions with a focus on increasing ability and safety in the bathroom. Facilitating safe, and simple bath to shower conversions for people of all abilities is our passion.

Brand Promise (Purpose)

You can have beautifully designed bathware that is safe and makes living life easier.

Values (Beliefs of the company)

RBS is committed to providing the right product, at the right price with the right support.

Tag line

Life Made Easier

VIDACOLLECTION

Target Audience

Contractors, Home Owners

Products

5 piece, barrier free showers, RBX prefix model numbers , Collection Sizes- 6032, 6036, AcrylX, white

The Logo

The RBS logo is a square icon made up of two reflected L shapes surrounding a smaller square. The L shapes conceptually represent two hands creating a safe and accessible environment. The small square represents RBS all-in-one complete product solutions.

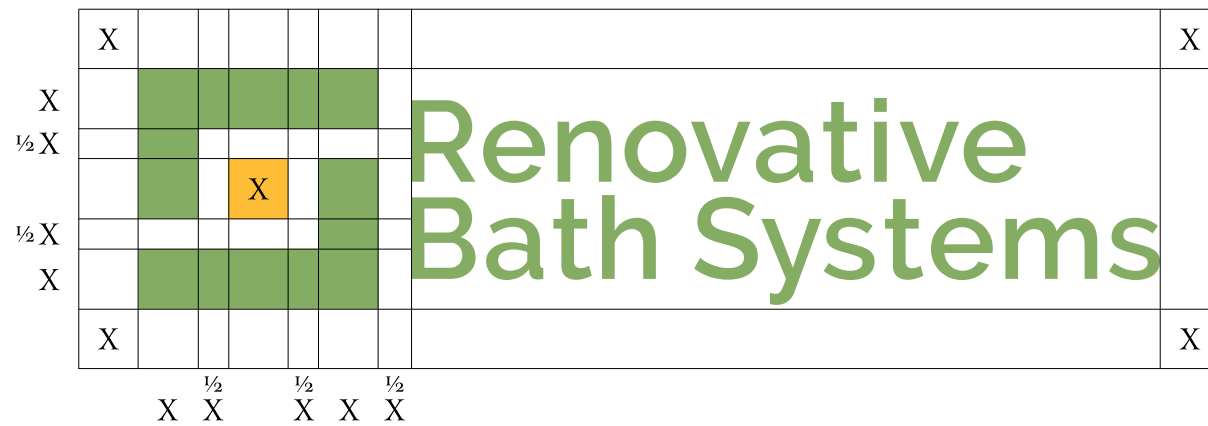
The construction and clearspace rules are as follows: The value of the middle square, X, is equal to the width of the exterior shapes, with $\frac{1}{2} X$ of negative space and $\frac{1}{2} X$ spacing between the wordmarks and abbreviated wordmarks.

The clearspace is the value of X on all sides.

All versions are available in the primary two-colour option, a single colour primary green, 100% black and white.

The preferred versions are the Primary logo, the Wordmark and the horizontal abbreviated version.

The vertical abbreviated version is reserved for non-literature marketing collateral (T-Shirts, Mugs etc.)



The Primary Logo



The Wordmark & Tagline



The Primary Abbreviated Versions



The Icon

Sub-branding





C: 53 M: 15 Y: 78 K: 1
R: 132 G: 172 B: 99
#84ac63

C: 0 M: 28 Y: 89 K: 0
R: 254 G: 189 B: 54
#febd36

C: 0 M: 5 Y: 5 K: 8
R: 235 G: 223 B: 218
#ebdfda

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
#000000

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#ffffff

Typography

LOGO FONTS

Raleway Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Raleway SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BRAND FONTS

Canto Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura PT Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura PT Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Logo Use

A. Do not rotate the logo



B. Do not squash or stretch the logo



C. Do not add elements in the clear space area.



D. Do not resize individual parts



E. Do not rearrange the logo



F. Do not use secondary logos next to the primary logo in the same design



G. Do not use off-brand colors



H. Do not add drop shadows



I. Do not place the logo in a container when used on a background





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