



RS Metrics

Press Toolkit

Custom monitoring and analysis over one or multiple locations using the world's leading satellite, aerial, and drone platforms.

Accurate data extraction and analytics development through our highly extensible human/machine workflow.

LOGO

Main Logo



Minimum Size



RS Metrics

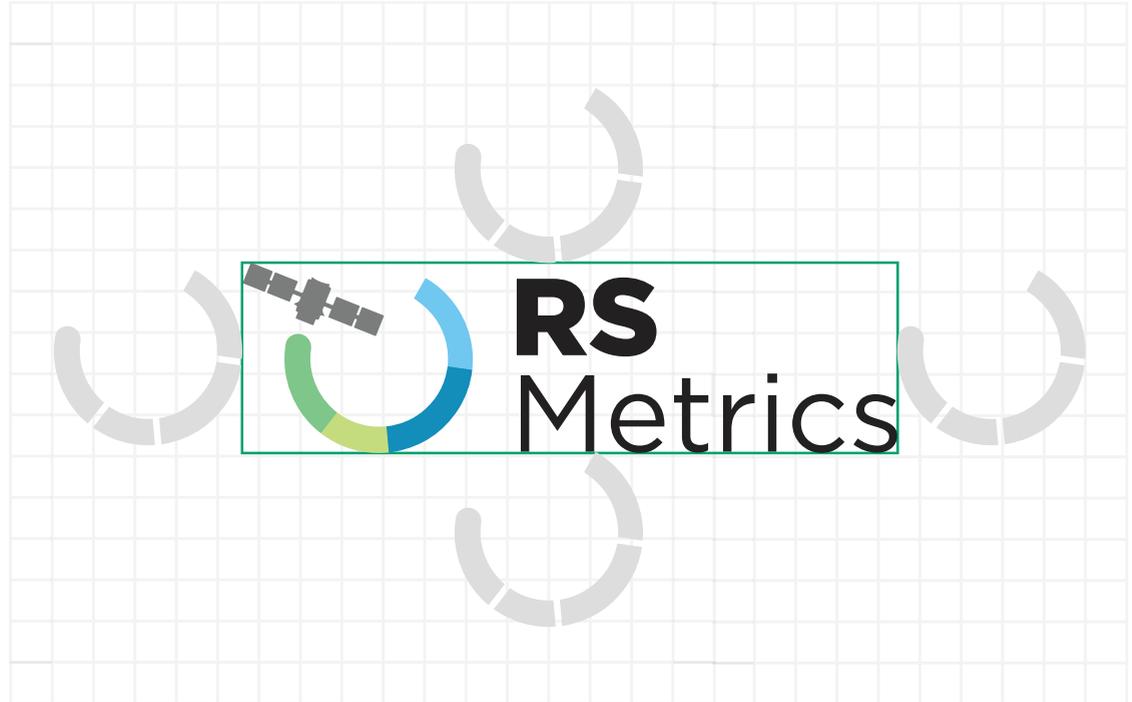
Press Toolkit

The area is defined by using the dimensions of the cutout from the logo. A margin of clear space equivalent to the height and width of the cutout circle from the ideogram is drawn around the logo to create the invisible boundary of the area of isolation.

The size of the cutout used for spacing should always be proportional to the size of the logo being used.

You can simply eyeball the spacing without worrying about using exact measurements.

EXCLUSION ZONES



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Let's take a look at an example of one of our product logos, the ESGSignals® logo.

It's important to note that all the product logos share similar characteristics. In order to illustrate the best practices and avoid any pitfalls, we will use the ESGSignals® logo as a guide.

This will help us showcase the dos and don'ts that apply to all the product logos in our collection. By studying this example, we can ensure consistency and maintain a cohesive visual identity throughout our product line.

PRODUCT LOGO USAGE

Primary Lockup



Secondary Lockup



Minimum Size



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Similar to the RS Metrics logo, the area for the product logos are also defined by using the dimensions of the ideogram.

The size of the ideogram used for spacing should always be proportional to the size of the logo being used.

You can simply eyeball the spacing without worrying about using exact measurements.

EXCLUSION ZONES



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Our color palette is thoughtfully curated to reflect our commitment to environmental impact and sustainability.

Percentage tints can be used in any of these colours. Other colours may be used where appropriate.

COLOR PALETTE



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Make sure to utilize these logos on light backgrounds, exercising your own judgment to ensure optimal visibility.

The primary objective is to make sure the logo stands out effectively.

Specifically, when it comes to the satellite in the RS Metrics logo, you have the flexibility to switch between grey and white variations, only for the satellite, based on what suits the background best.

LOGO USAGE - COLOR

Light Backgrounds



RS Metrics

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Make sure to utilize these logos on dark backgrounds, exercising your own judgment to ensure optimal visibility.

The primary objective is to make sure the logo stands out effectively.

Specifically, when it comes to the satellite in the RS Metrics logo, you have the flexibility to switch between grey and white variations, only for the satellite, based on what suits the background best.

To guide you further, we have included two additional examples on the following pages.

LOGO USAGE - COLOR

Dark Backgrounds







RS
Metrics



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The typefaces were primarily chosen due to its legibility.

The primary typeface, Roboto, is a google font and different weights are used to emphasise different areas of content.

This font is clean, easy, to read and reflective of RS Metrics' brand identity.

The following page shows an example of its usage.

TYPOGRAPHY

Header

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub Headers

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

How Can ESGSignals® Help You?

Main Headers

Corporates

Sub Headers

Asset Managers

Rating Agencies

Index Providers

Body Copy

- Investors are moving away from self-reported Corporate Sustainability Assessments (CSA) and are demanding standardized, comparable, asset-level ESG metrics from corporates. The metrics that ESGSignals® provides allow for improved best-in-class rankings based on ESG metrics and integrating the data within independent sets.
- ESGSignals® provides you access to the same professional underlying asset-level data and analysis upon which index providers and ratings agencies are building their ESG models improving corporates' chances to identify risks and opportunities.

