

The background image shows an indoor adventure park with various rope-based challenges. A young boy is the central focus, climbing a vertical rope. An instructor in a white shirt and safety harness is positioned to the right, observing the boy. Other participants are visible in the background on different parts of the course. The entire scene is overlaid with a semi-transparent orange filter.

RCI

ADVENTURE PRODUCTS

Est. 1989

Brand Standards

THE RCI BRAND

Our branding is what makes us, us. It is the sum of all of the touchpoints that come into contact with current or potential customers. These touchpoints include the logo, business cards, website, catalogs, apparel, product manuals, and equipment. It encompasses the building, the employees, the management team and the culture. It is the way we do business. In short, a company's brand is extremely important.

BRAND IDENTITY

We like to think of ourselves as structured dreamers. We love to laugh and get lost in ideas, both large and small, but we always have a plan to reach a given solution. We aim to safely construct entertainment attractions that not only show our earned years of experience, patented technology, and unique edge but promote physical motion in a world increasingly dominated by screens. No matter the location, no matter the business. We are more than your supplier of adventure products, we are your trusted partner in fun.

COMPANY NAME: By conducting business as RCI Adventure Products in place of Ropes Courses Incorporated, we reinforce our long-standing history and our drive for growth. As our business continues to grow, so do our product lines and aspirations.

TAGLINE: Building world-wide experiences

PERSONALITY: Fun, Bold, Exciting

VOICE/TONE: Excitement, Fun, Adventurous, Ever-Changing, Evolving

NARRATIVE: Since day one, RCI has been powered by calculated design, bold innovation, a constructive employee environment, customer-centered manufacturing and an unbridled passion for adventure. Each project undertaken is a notable milestone in our history and allows us as a company to grow alongside clients. We believe that the world is always in need of more adventure and whether that means a dash or a sufficient helping, we are the ones built to get the job done.

A young boy with blonde hair is climbing a rope structure at an amusement park. He is wearing a dark shirt and pants, and a harness. He is looking down at the rope. In the background, other people are visible on the structure, and there are trees and a fence. The image has a warm, orange-red tint.

***OUR MISSION IS TO PASSIONATELY
DESIGN, MANUFACTURE AND
INSTALL INNOVATIVE AMUSEMENT
PRODUCTS AS A PROFESSIONAL
TEAM FOR A WIDE VARIETY OF
INDUSTRIES AROUND THE WORLD.***

TRADEMARK GUIDELINES

You are permitted to use the RCI name, logos, artwork, and other brand features only in accordance with these guidelines. Any use of RCI brand features contrary to our guidelines is prohibited. RCI reserves the right to revise or update the guidelines in its sole discretion. By using or making reference to any RCI brand asset, you agree to comply with the guidelines set forth.

RCI brand features include both registered and unregistered trademarks and service marks of RCI, including the RCI wordmark, the RCI "R" logo, product logos and RCI slogans and taglines.

The RCI name, logos, artwork, and other brand features are valuable RCI intellectual property. You acknowledge that RCI is the sole owner of the RCI trademarks and service marks, and all goodwill derived from their use accrues only to RCI. RCI may review the use of our brand assets at any time and reserves the right to terminate or modify any use.

HOW TO USE RCI BRAND FEATURES

You may use RCI trademarks only in the most current form provided by RCI.

1. Do not modify the RCI brand assets in any way, including by changing any colors or dimensions or obstructing or printing over any part of any logo or adding your own design elements.
2. Do not use an out of date version of any RCI logo or trademark.





HONEST REPRESENTATION

Do not use trademarks, logos, company names, icons, product or feature names, domain names, social media handles, or avatars that include "RCI," variations that look or sound similar to "RCI," or any RCI trademark or logo.

1. Do not register, purchase, or use any domain names that include the word "RCI" (including any misspellings or transliteration of "RCI").
2. Do not apply for any trademark that includes the word "RCI" or any of RCI products. The word "RCI" or its products may not be part of your company name, product name, logo, second-level domain name, or any social media handle.
3. Do not use any taglines, slogans or phrases that are similar to any slogans used by RCI and claim them as your own.

If you own and operate an RCI adventure product you are permitted to use the given RCI product name(s) and logo(s) as the listed product name at your place of business so long as the specific product name and logo, i.e. Sky Trail®, is used together and the logo is not altered in any way.

Correct Representation:



Incorrect Representation:



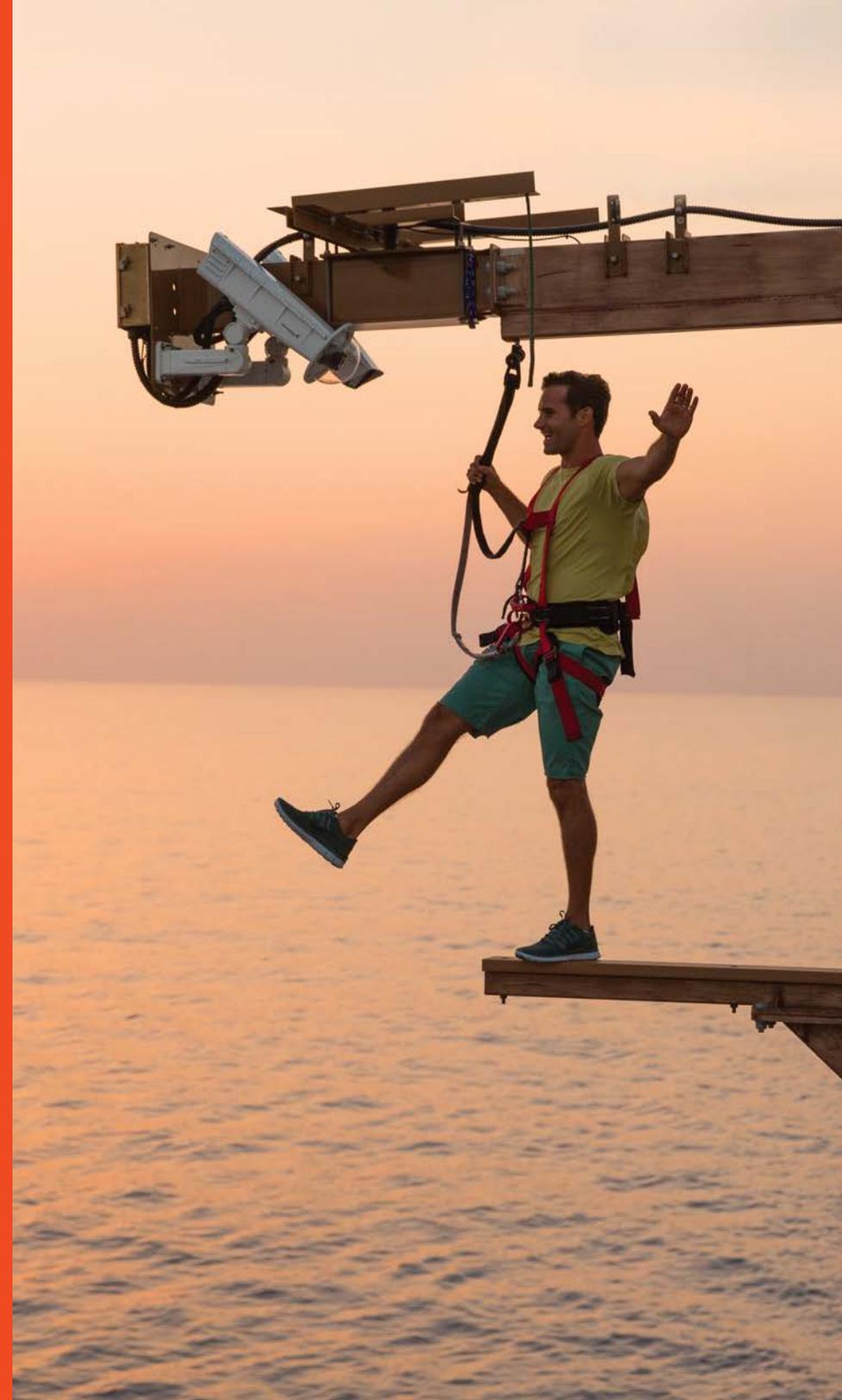
When you reference RCI, your reference must be truthful and clearly and accurately indicate your relationship to RCI.

1. For example, if your company has been granted authorization to provide products or services for RCI product owners, you must accurately indicate your position with the company (e.g. "We provide training as an RCI Authorized Service Provider").
2. You are not permitted to use the RCI name, logos, or trademarks in a way that suggests or implies sponsorship or endorsement by RCI, in a way that could confuse RCI with any other brand (including your own), or any affiliation with RCI (other than, where applicable, your participation as an RCI Authorized Distributor, Installer or Service Provider).
3. Do not use any RCI brand features in a damaging or derogatory way, or on any site that violates any law, as determined by RCI in its sole discretion.

BRAND RECOGNITION

Though we love brand recognition, any RCI logos are to be secondary to your specific company logo when used in marketing or publicity materials.

1. Design your website, your collateral and your merchandise with your own branding and logos.
2. Do not copy or imitate the distinctive look and feel of any RCI website, logos, trade dress, slogans, taglines, color scheme, icons, or marketing materials as this could create user confusion.
3. Do not use or display RCI brand features more prominently in placement or size than your own brands.
4. You are not authorized to use any RCI logos or trademarks or any confusingly similar marks on any merchandise, including any apparel, toys, or other swag.





Attribute RCI trademarks properly. Where indicated, the registered trademark symbols ® and ™ are part of a name and logo and must be used with the applicable logo or in written documents. Please reflect our ownership of the RCI trademarks and service marks as follows:

1. It is customary that the trademark symbol is used once in the headline of an advertisement (if it is used in an ad or a poster) and then the first time it is used in the text. The ® or ™ symbol is placed on the upper right of the last letter of the trademark (if it is a word mark) or on the lower right of the symbol (if it is a design mark).
2. For anything used only within the U.S., use the ® symbol on the most prominent use of the word (Sky Trail®)*.
3. Say "RCI is a registered trademark and service mark of Ropes Courses Incorporated" at the bottom of the page on which the RCI wordmark first appears.
4. For anything distributed internationally, do not use the ® symbol. Instead say "Sky Trail is a trademark and service mark of Ropes Courses Incorporated, registered in the U.S. and in other countries." at the bottom of the page on which the Sky Trail wordmark first appears.

LOGO GUIDELINES

Follow the guidelines below when using any RCI affiliated logos.

1. Do not change or alter colors.
2. Do not change fonts.
3. Do not rotate, skew, stretch or distort.
4. Do not add, join, separate or rearrange any elements within the provided logos.
5. Do not scale the logos too small, thus rendering the logo to be illegible.
6. Do not let text or other images run into or overlap any of the provided logos.
7. Do not place logos on top of similar colors or busy photographs, thus rendering the logo difficult to see.
8. Do not add any effects or embellishments to the logo, including textures or additional images.
9. Do not alter in any way the logos provided to you.



PRIMARY LETTER MARK

The RCI logos are intended for use on a solid color background, though exceptions are allowed for design constraints. Each RCI logo is provided in full color or reverse type so it's legible on dark backgrounds. It is your discretion as to which suits your artwork best.

SECONDARY LETTER MARK

RCI's secondary logo can be used in place of the primary logo, but never to be used next to the primary logo.



ALL WHITE
LETTER MARK



ALL BLACK
LETTER MARK



CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict, overcrowd, or lessen the impact of the mark.



MINIMUM LOGO SIZE

The smallest size that the logo should be represented is 1" tall to ensure legibility.



PRIMARY TYPEFACE

This is Avenir Next

A clean, readable and versatile typeface.

The font type Avenir is our primary typeface and is used in corporate collateral and messaging. This typeface has a variety of weights and can be used for all headlines and body copy. It is important to maintain the type pairings we have identified below. This allows for clarity, consistency, and a strong hierarchy for all communications.

An approved alternative for online usage of the primary font is the Arial font type.

Avenir Next Ultra Light
Avenir Next Regular
Avenir Next Medium
Avenir Next Demi Bold
Avenir Next Bold
Avenir Next Heavy

RCI Adventure Products

History:

RCI Adventure Products was built on innovation and a passion for adventure products. Owner Jim Liggett's enthusiasm began in 1982 when he operated his first zip line course. Just a few years later Jim founded Ropes Courses, Inc. (RCI) in 1989 out of his garage and his love of ropes courses and zip line products magnified RCI to be the global manufacturer of adventure products.

Headers:
Bold

Sub-headers:
Demi Bold

Body Copy:
Regular



COLOR PALETTE

The color palette for the primary logo consists of a geometric gradient pattern and process black at 85%. The secondary logo uses the spot color PMS 172.



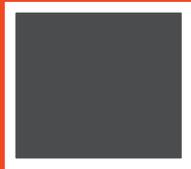
PMS 172
CMYK :C0, M92, Y100, K0RGB
(WEB): R255, G51, B0
FF3300



PROCESS K
CMYK :C0, M02, Y0, K100RGB
(WEB): R0, G0, B0
FF000000



GRADIENT



PROCESS K
CMYK :C0, M02, Y0, K85
RGB (WEB): R68, G65, B66
444142



GEOMETRIC
PATTERN/GRADIENT

ADVENTURE PRODUCTS

BLACK 85%



PMS 172

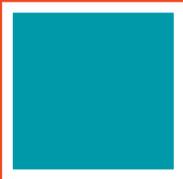
PRODUCT BRANDING



PMS 1375
CMYK: C0, M45, Y98, K0
RGB (WEB): R249, G157, B37
FF99d25



PMS 226
CMYK: C13, M100, Y29, K0
RGB (WEB): R212, G24, B112
d41870



PMS 320
CMYK: C100, M11, Y38, K0
RGB (WEB): R0, G158, B167
009ca7



PMS 2592
CMYK: C51, M89, Y29, K0
RGB (WEB): R142, G65, B153
8e4199



PMS
CMYK: C7, M100, Y85, K1
RGB (WEB): R219, G0, B50
db0032



PMS
CMYK: C100, M35, Y7, K0
RGB (WEB): R0, G130, B202
0082ca

 Sky Trail®

 Sky Tykes®

 Sky Rail™

 Amaze'n Mazes™

 Adventure Trail

 Destination

PRODUCT BRANDING

NOTE: Black logos should only be used when printing method is restricted to black and white. Similarly, white logos are available upon request.



PROCESS K
CMYK :C0, M02, Y0, K100RGB
(WEB): R0, G0, B0
FF000000

 **Sky Trail**[®]

 **Sky Tykes**[®]

 **Sky Rail**[™]

 **Amaze'n Mazes**[™]

 **Adventure Trail**

 **Destination**

PARTNER BRANDING

NOTE: The usage of these product logos is not the primary responsibility of RCI. We ask that you follow the criteria and guidelines set forth by the featured company.

Standard logo



Alternate logo



Clear Space
equals to the width of "c"



← .75" →



logo should NOT be used
below .75" in length

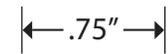
PARTNER BRANDING

NOTE: The usage of these product logos is not the primary responsibility of RCI. We ask that you follow the criteria and guidelines set forth by the featured company.

Standard logo



Clear Space equals to the width "h"

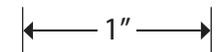


logo should NOT be used below .75" in length

Standard logo



Clear Space equals to the width of "q"



logo should NOT be used below 1" in length

BRAND LANGUAGE

Sky Trail®

Sky Trail® aerial attractions are engineered for safety and designed for fun. The attraction consists of elements like suspended bridges, cargo nets, rope ladders and more! A participant's safety is upheld with a full body harness and redundant slingline, which is inserted into the overhead track keeping you connected at all times. Visitors appreciate the adventurous rush the course elicits while they move along at their own pace. It's an activity that combine family, fitness and fun!

Element (ELE)

An obstacle securely strung between two Sky Trail® or Sky Tykes® platforms on which participants can walk or climb to get across to the other side. Elements include such obstacles as rope ladders, various stylized bridges, steps and much more.

Sky Rail™ (SR)

The Sky Rail™ aerial attraction integrates with both the Sky Trail® and Sky Tykes® to deliver an amazingly uninterrupted adventure. If integrated with the Sky Tykes®, Sky Rail™ is minimized to accommodate the smaller participants but offers the same smooth experience. The ease of operation and reliable decelerator system allow for a continuous stream of participants to soar through the air time and time again.

Electronic Sky Rail™ - previously referred to as "automated":

equipped with an electronic decelerator system which uses a series of electronic sensors, gates and magnetic eddy currents to operate. A participant cannot enter the Sky Rail™ until the previous participant is clear and the electronic system resets itself. A trained course operator is not required to load participants into the Sky Rail™ track.

Mechanical Sky Rail™ - previously referred to as "non-automated":

is equipped with a decelerator system which uses magnetic eddy currents to slow participants before landing. A trained course operator is required at the Sky Rail™ take off platform to instruct and facilitate the loading of participants to enter the Sky Rail™ track.

Sky Tykes® (ST)

Kids who are less than 48" tall can embark on their own journey at a pleasant and comfortable height similarly to participants on a Sky Trail®. The platforms are less than 3' from the ground and parental guardians must be present to travel alongside the entire time guiding their children through the elements.

QuickFlight (QF)

The QuickFlight is a unique free fall device utilizing magnetic braking technology to treat participants to the rush an actual free fall elicits while at the same time safely ensuring they descend comfortably from the top level of the course to the very bottom.

Registration and Trademarks

Many of our brands have federally registered marks and the symbols should be prominently represented in official company documents. Bodies of an email are the only exception for non use.

Clip 'n Climb® (CNC)

A fresh take on the world of traditional climbing, Clip 'n Climb® provides visitors with a variety of vertical activities all ranging in difficulty and each offering a unique experience. The inventive climbing walls each feature a different challenge and appeal not only to children, but to adults looking for fun. Customers soon become loyal to Clip 'n Climb® as they find themselves enjoying both the physical test and the unforgettable experience that this activity provides.

TRUBLUE auto belays utilize magnetic braking technology and have been thoroughly tested to ensure climbers experience smooth descents and limited pull. The auto belays are outfitted with a Self Belay connector which maintains a high level of safety, reduces staffing and increases ease of use for participants unfamiliar with unlocking as well as attaching a triple action carabiner.

Amaze'n Mazes™ (AMM)

A mix of friendly competition and problem solving, Amaze'n Mazes™ are guaranteed to supply participants of all ages with a healthy dose of fun. Beat the clock, sharpen navigation skills, and compete with others to locate four distinct checkpoints hidden within the maze to exit in the fastest time possible.

Passing Belay System

The patented overhead track is fundamental to every Sky Trail® and Sky Tykes® because it is the track on which the participant's slingline is physically supported as they navigate throughout the attraction. It operates in combination with the patented Redundant Slider Assembly (RSA) so no participant disconnection occurs at any time. The participant RSA is loaded as well as secured into the overhead track at the ground level and the participant selects their path through the course based on both the elemental options and the track location.

Safety Clause

RCI has several proprietary systems set in place that address safety requirements pertaining to the design of the product. Sky Trail® aerial attraction have been carefully service proven with millions of cycles, resulting in an exceptional safety record. All of our attractions are thoroughly engineered and expertly meet enforced amusement standards for your area. Participants are secure in a full body harness and redundant slingline the entirety of the time they are on the attraction. The insertion of the redundant slingline into the overhead tracking system prevents participant disconnection at any time from the attraction. Certified operators are responsible for properly hooking and unhooking participants on the ground.

The risks when participating on a Sky Trail®, Sky Rail™, Sky Tykes®, Amaze'n Mazes™ or a Clip 'n Climb® climbing wall are similar to those of any amusement ride. Possible injuries that can occur, include, but are not limited to, bumps, bruises and scrapes.

Acronyms

Below is a list of commonly used brand acronyms which are shorter and easier to use in our everyday writing and communications.

AMM = Amaze'n Mazes™

AT = Adventure Trail

CNC = Clip 'n Climb®

DST = Sky Trail® Discovery

ELE = Element

EXP = Sky Trail® Explorer

FEC = Family Entertainment Center

QF = QuickFlight

RCI = Ropes Courses Incorporated

SKR = Sky Trail® Seeker

SR = Sky Rail™

SRS = Single Redundant Slingline

ST = Sky Tykes®

VOY = Sky Trail® Voyager

WTP = Walk The Plank

XPD = Sky Trail® Expedition

Correct Word Usage

Sky Trail® Sky Tykes® Sky Rail™ Amaze'n Mazes™	— 2 words
Head Rush Technologies Clip 'n Climb®	— 3 words
QuickFlight	— 1 word <i>(upper case Q & F)</i>
Slingline Takedown TRUBLUE	— 1 word

PHOTO GUIDELINES

RCI product photos are available for usage from our website, online photo albums and social media with the written permission of the RCI marketing department. RCI product owners, global partners, and Authorized Distributors, Installers, and Service Providers may use these photos for use in promoting RCI attractions.

We require you adhere to the following rules regarding the treatment of the photos provided to you:

1. Do not alter the color of the photos in any way.
2. Do not stretch, compress or otherwise distort any of the photos.
3. Do not add or remove elements in the photo including watermark logos.
4. Do not use any photo that appears to be fuzzy or low quality.
5. Do not alter in any way the photos provided to you.

Additionally, if you decide to take your own professional product photos we recommend following the guidelines below to have the biggest impact on your marketing and advertising:

1. Feature a wide range of people (age, race, gender, ability, body type, etc.) that reflect our broad audience of participants around the world.
2. Subjects are in lively moments full of energy and conveying a positive emotional impact.
3. Highlight the subject as well as the activity, movement and connection they are experiencing by keeping the composition simple.
4. Individuals or groups of people should feel 'caught in the moment' and unaware of the camera as if the viewer is unobtrusively brought into an intimate moment.
5. No forced or posed-looking expressions or actions.





www.rciadventure.com

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Approved files are available in the RCI Brands Dropbox folder: <https://goo.gl/DBUv9e>.
For questions or concerns about RCI brand guidelines please email marketing@rciadventure.com.