

RAPID PIPELINE LOGO

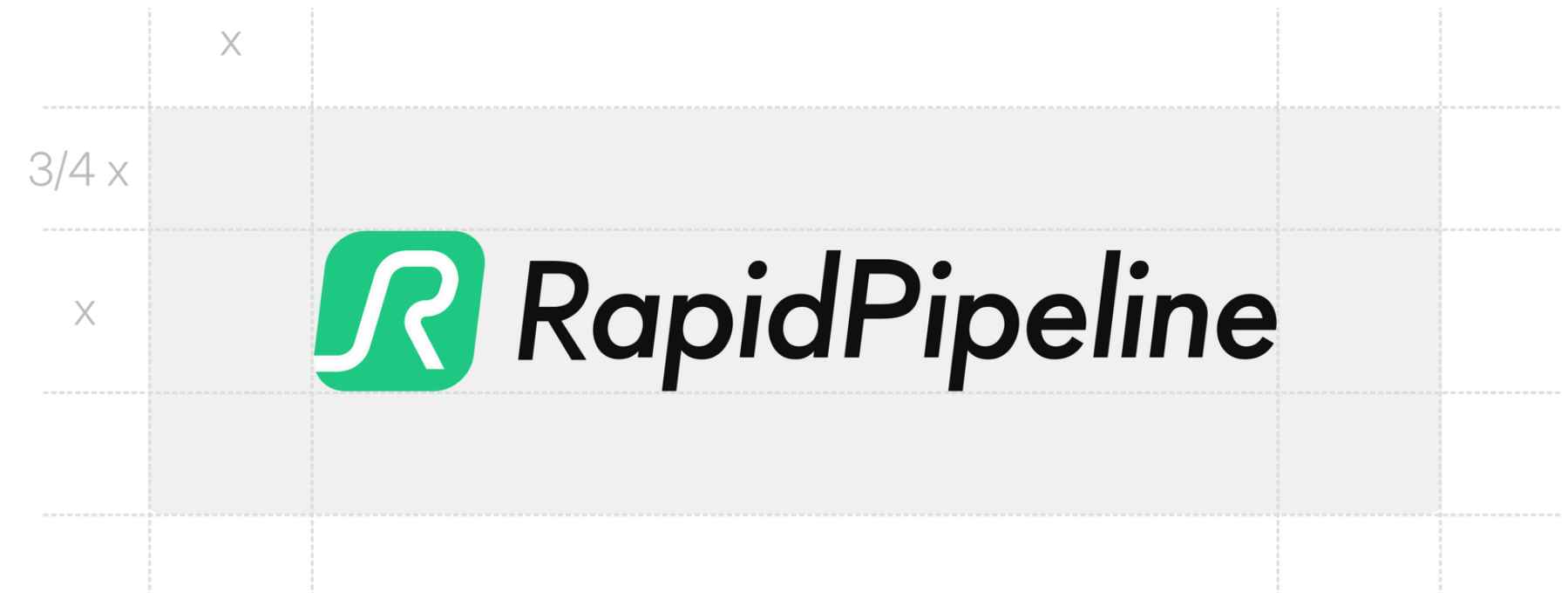
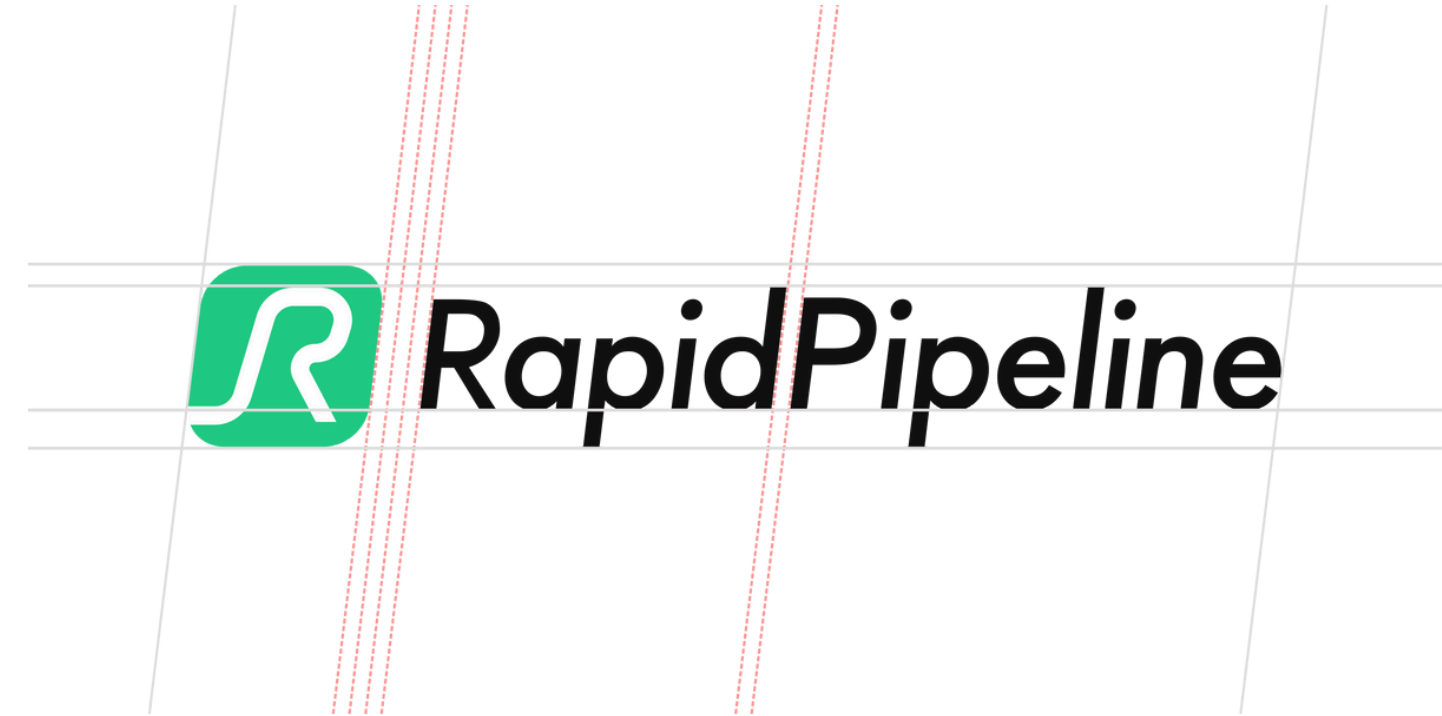
The logo consists of the company name paired with a redesigned icon featuring the iconic "R," now placed before the wordmark. Both the icon and text are subtly skewed to convey speed and lightness. This updated logo is not a departure from the previous version but a natural evolution, refining the original concept while enhancing clarity, recognizability, and visual impact.



RAPID PIPELINE LOGO - CONSTRUCTION AND SAVE ZONE

The logo is constructed with precision to ensure visual balance. The icon is skewed at the same angle as the wordmark, reinforcing the sense of motion and is proportional to the wordmark. The spacing between the individual words is set to one-third of the distance between the icon and the text, maintaining a clear yet cohesive structure.

The safe zone has been slightly recalibrated to make the proportions easier. The save zone in the Y-axis stays at $\frac{3}{4}$ of the logo's height, has been updated to same size as the logo's height in the X-axis.



RAPID PIPELINE LOGO - COLOR VARIATIONS

The logo is available in both full-color and monochrome variations to ensure versatility across different backgrounds and applications.

Color Versions - The logo should be used on white or black backgrounds, with the icon displayed in the brand's iconic green. This version maintains brand recognition and visual impact, and is preferred whenever full color is appropriate.

Monochrome Versions - For cases where color use is limited or impractical, monochrome variations are available. Always select the version that offers the highest contrast and clarity in the given context.

