



**RCHAIN**  
COOPERATIVE

# Identity and Logo

## Usage Guidelines



**RCHAIN**  
COOPERATIVE

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**FONTS:**

RCHAIN — Brandon Grotesque Bold

COOPERATIVE — Brandon Text Light

**GRAYSCALE VALUES:**

R — 50% Black • # 808080

COOPERATIVE — 50% Black • # 808080

CHAIN and CIRCLE — Black • # 000000

R SYMBOLS — White • # ffffff

## **SOURCE FILE:**

[RChain\\_brand/print/ Rchain\\_brand\\_bw.psd](#)

## **FILES for PRINT:**

[RChain\\_brand/print/ Rchain\\_brand\\_bw.pdf](#)

[RChain\\_brand/print/ Rchain\\_brand\\_bw.tif](#)

## **FILES for WEB:**

[RChain\\_brand/web/ Rchain\\_brand\\_bw.jpg](#)

[RChain\\_brand/web/ Rchain\\_brand\\_bw.png](#)

[RChain\\_brand/web/ Rchain\\_brand\\_bw.svg](#)

## **FONTS for LOGO:**

[RChain\\_brand/fonts/ HVD Fonts - BrandonGrotesque-Bold.otf](#)

[RChain\\_brand/fonts/ HVD Fonts - BrandonText-Light.otf](#)

## **ADDITIONAL FONTS for CONTENT:**

[RChain\\_brand/fonts/ HVD Fonts - BrandonGrotesque-Regular.otf](#)

[RChain\\_brand/fonts/ HVD Fonts - BrandonText-RegularItalic.otf](#)

[RChain\\_brand/fonts/ HVD Fonts - BrandonText-LightItalic.otf](#)

[RChain\\_brand/fonts/ HVD Fonts - BrandonText-BoldItalic.otf](#)



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**COLOR VALUES:**

R — 50% Black • # 808080

COOPERATIVE — 50% Black • # 808080

CHAIN — Black • # 000000

CIRCLE — Scarlet • # CC1E46 • C 13 M 100 Y 70 K4 • R 204 G 30 B 70

R SYMBOLS — White • # ffffff

## **SOURCE FILE:**

[RChain\\_brand/print/ Rchain\\_brand\\_scarlet.psd](#)

## **FILES for PRINT:**

[RChain\\_brand/print/ Rchain\\_brand\\_scarlet.pdf](#)

[RChain\\_brand/print/ Rchain\\_brand\\_scarlet.tif](#)

## **FILES for WEB:**

[RChain\\_brand/web/ Rchain\\_brand\\_scarlet.jpg](#)

[RChain\\_brand/web/ Rchain\\_brand\\_scarlet.png](#)

[RChain\\_brand/web/ Rchain\\_brand\\_scarlet.svg](#)



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**COLOR VALUES:**

R — 50% Black • # 808080

COOPERATIVE — 50% Black • # 808080

CHAIN — Black • # 000000

CIRCLE — Blue • # 0096c3 • C 100 M 13 Y13 K4 • R 0 G 150 B 195

R SYMBOLS — White • # ffffff

## **SOURCE FILE:**

[RChain\\_brand/print/ Rchain\\_brand\\_blue.psd](#)

## **FILES for PRINT:**

[RChain\\_brand/print/ Rchain\\_brand\\_blue.pdf](#)

[RChain\\_brand/print/ Rchain\\_brand\\_blue.tif](#)

## **FILES for WEB:**

[RChain\\_brand/web/ Rchain\\_brand\\_blue.jpg](#)

[RChain\\_brand/web/ Rchain\\_brand\\_blue.png](#)

[RChain\\_brand/web/ Rchain\\_brand\\_blue.svg](#)



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## FONTS:

RCHAIN — Brandon Grotesque Bold

COOPERATIVE — Brandon Text Light

## GRAYSCALE VALUES:

R — 50% Black • # 808080

COOPERATIVE — 50% Black • # 808080

CHAIN and CIRCLE — Black • # 000000

R SYMBOLS — White • # ffffff



## SOURCE FILE:

[RChain\\_brand/print/ Rchain\\_brand\\_bw\\_horiz.psd](#)

## FILES for PRINT:

[RChain\\_brand/print/ Rchain\\_brand\\_bw\\_horiz.pdf](#)

[RChain\\_brand/print/ Rchain\\_brand\\_bw\\_horiz.tif](#)

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COOPERATIVE — Brandon Text Light

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R SYMBOLS — White • # ffffff

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[RChain\\_brand/print/ Rchain\\_brand\\_scarlet\\_horiz.psd](#)

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## **FONTS:**

RCHAIN — Brandon Grotesque Bold

COOPERATIVE — Brandon Text Light

## **COLOR VALUES:**

R — 50% Black • # 808080

COOPERATIVE — 50% Black • # 808080

CHAIN — Black • # 000000

CIRCLE — Blue • # 0096C3 • C 100 M 13 Y13 K4 • R 0 G 150 B 195

R SYMBOLS — White • # ffffff

## SOURCE FILE:

[RChain\\_brand/print/ Rchain\\_brand\\_blue\\_horiz.psd](#)

## FILES for PRINT:

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[RChain\\_brand/web/ Rchain\\_brand\\_blue\\_horiz.svg](#)



**R**CHAIN  
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**FONTS:**

RCHAIN — Brandon Grotesque Bold

COOPERATIVE — Brandon Text Light

**GRAYSCALE VALUES:**

R — 20% Black • # B3B3B3

COOPERATIVE — 20% Black • # B3B3B3

CHAIN and CIRCLE — White • # ffffff

R SYMBOLS — Black • # 000000

## SOURCE FILE:

[RChain\\_brand/print/ Rchain\\_brand\\_bw\\_dk\\_bkgrd.psd](#)

## FILES for PRINT:

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## **FONTS:**

RCHAIN — Brandon Grotesque Bold

COOPERATIVE — Brandon Text Light

## **COLOR VALUES:**

R and COOPERATIVE — 20% Black • # B3B3B3

CHAIN — White • # ffffff

CIRCLE — *Scarlet* • # CC1E46 • C 13 M 100 Y 70 K4 • R 204 G 30 B 70

R SYMBOLS — White • # ffffff



## SOURCE FILE:

[RChain\\_brand/print/ Rchain\\_brand\\_scarlet\\_dk\\_bkgrd.psd](#)

## FILES for PRINT:

[RChain\\_brand/print/ Rchain\\_brand\\_scarlet\\_dk\\_bkgrd.pdf](#)

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## FILES for WEB:

[RChain\\_brand/web/ Rchain\\_brand\\_scarlet\\_dk\\_bkgrdd.jpg](#)

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## FONTS:

RCHAIN — Brandon Grotesque Bold

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## COLOR VALUES:

R and COOPERATIVE — 20% Black • # B3B3B3

CHAIN — White • # ffffff

CIRCLE — Blue • # 0096c3 • C 100 M 13 Y13 K4 • R 0 G 150 B 195

R SYMBOLS — White • # ffffff

## SOURCE FILE:

[RChain\\_brand/print/ Rchain\\_brand\\_blue\\_dk\\_bkgrd.psd](#)

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CHAIN and CIRCLE — White • # ffffff

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R SYMBOLS — White • # ffffff

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# BRAND COLOR SUGGESTIONS and GUIDELINES

In addition to black and white, the following colors are suggested for all printed and web material to maintain consistency.



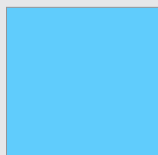
Scarlet • # CC1E46 • C 13 M 100 Y 70 K4 • R 204 G 30 B 70



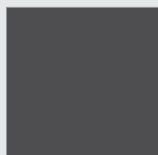
Light Scarlet • # FF8F9D • C 0 M 62 Y 18 K0 • R 243 G 130 B 155



Blue • # 0096C3 • C 100 M 13 Y13 K4 • R 0 G 150 B 195



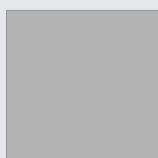
Light Blue • # 5FCBFB • C 52 M 2 Y 0 K0 • R 96 G 204 B 252



Dark Gray • # 4E4D50 • C 66 M 59 Y 55 K35 • R 78 G 78 B 78



Medium Gray • # 7f7f80 • C 52 M 43 Y 43 K8 • R 128 G 128 B 128



Light Gray • # B2B3B3 • C 31 M 24 Y 25 K0 • R 179 G 179 B 179