RCHAIN
COOPERATIVE

Identity and Logo
Usage Guidelines

RCHAIN
COOPERATIVE

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:

print/ Rchain_brand_bw.psd

FILES for PRINT:

print/ Rchain_brand_bw.pdf

print/ Rchain_brand_bw.tif

FILES for WEB:

web/ Rchain_brand_bw.jpg

web/ Rchain_brand_bw.png

web/ Rchain_brand_bw.svg

web/favicon.ico

RCHAIN
COOPERATIVE

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:

print/ Rchain_brand_scarlet.psd

FILES for PRINT:

print/ Rchain_brand_scarlet.pdf

print/ Rchain_brand_scarlet.tif

FILES for WEB:

web/ Rchain_brand_scarlet.jpg

web/ Rchain_brand_scarlet.png

web/ Rchain_brand_scarlet.svg

web/scarlet_favicon.ico

RCHAIN
COOPERATIVE

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:

print/ Rchain_brand_blue.psd

FILES for PRINT:

print/ Rchain_brand_blue.pdf

print/ Rchain_brand_blue.tif

FILES for WEB:

web/ Rchain_brand_blue.jpg

web/ Rchain_brand_blue.png

web/ Rchain_brand_blue.svg

web/ blue_favicon.ico

RCHAIN COOPERATIVE

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:

print/ Rchain_brand_bw_horiz.psd

FILES for PRINT:

print/ Rchain_brand_bw_horiz.pdf

print/ Rchain_brand_bw_horiz.tif

FILES for WEB:

web/ Rchain_brand_bw_horiz.jpg

web/ Rchain_brand_bw_horiz.png

web/ Rchain_brand_bw_horiz.svg

FONTS:

RCHAIN — Brandon Grotesque Bold
COOPERATIVE — Brandon Text Light

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:

print/ Rchain_brand_scarlet_horiz.psd

FILES for PRINT:

print/ Rchain_brand_scarlet_horiz.pdf

print/ Rchain_brand_scarlet_horiz.tif

FILES for WEB:

web/ Rchain_brand_scarlet_horiz.jpg

web/ Rchain_brand_scarlet_horiz.png

web/ Rchain_brand_scarlet_horiz.svg

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:

print/ Rchain_brand_blue_horiz.psd

FILES for PRINT:

print/ Rchain_brand_blue_horiz.pdf

print/ Rchain_brand_blue_horiz.tif

FILES for WEB:

web/ Rchain_brand_blue_horiz.jpg

web/ Rchain_brand_blue_horiz.png

web/ Rchain_brand_blue_horiz.svg

RCHAIN
COOPERATIVE

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:

print/ Rchain_brand_bw_dk_bkgrd.psd

FILES for PRINT:

print/ Rchain_brand_bw_dk_bkgrd.pdf

print/ Rchain_brand_bw_dk_bkgrd.tif

FILES for WEB:

web/ Rchain_brand_bw_dk_bkgrd.jpg

web/ Rchain_brand_bw_dk_bkgrd.png

web/ Rchain_brand_bw_dk_bkgrd.svg

RCHAIN
COOPERATIVE

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:

print/ Rchain_brand_scarlet_dk_bkgrd.psd

FILES for PRINT:

print/ Rchain_brand_scarlet_dk_bkgrd.pdf

print/ Rchain_brand_scarlet_dk_bkgrd.tif

FILES for WEB:

web/ Rchain_brand_scarlet_dk_bkgrdd.jpg

web/ Rchain_brand_scarlet_dk_bkgrdd.png

web/ Rchain_brand_scarlet_dk_bkgrd.svg

RCHAIN
COOPERATIVE

FONTS:

RCHAIN — Brandon Grotesque Bold
COOPERATIVE — Brandon Text Light

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:

print/ Rchain_brand_blue_dk_bkgrd.psd

FILES for PRINT:

print/ Rchain_brand_blue_dk_bkgrd.pdf

print/ Rchain_brand_blue_dk_bkgrd.tif

FILES for WEB:

web/ Rchain_brand_blue_dk_bkgrd.jpg

web/ Rchain_brand_blue_dk_bkgrd.png

web/ Rchain_brand_blue_dk_bkgrd.svg

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:

print/ Rchain_brand_bw_horiz_dk_bkgrd.psd

FILES for PRINT:

print/ Rchain_brand_bw_horiz_dk_bkgrd.pdf

print/ Rchain_brand_bw_horiz_dk_bkgrd.tif

FILES for WEB:

web/ Rchain_brand_bw_dk_bkgrd.jpg

web/ Rchain_brand_bw_dk_bkgrd.png

web/ Rchain_brand_bw_dk_bkgrd.svg

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:

print/ Rchain_brand_scarlet_horiz_dk_bkgrd.psd

FILES for PRINT:

print/ Rchain_brand_scarlet_horiz_dk_bkgrd.pdf
print/ Rchain_brand_scarlet_horiz_dk_bkgrd.tif

FILES for WEB:

web/ Rchain_brand_scarlet_horiz_dk_bkgrd.jpg
web/ Rchain_brand_scarlet_horiz_dk_bkgrd.png
web/ Rchain_brand_scarlet_horiz_dk_bkgrd.svg

FONTS:

RCHAIN — Brandon Grotesque Bold
COOPERATIVE — Brandon Text Light

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:

print/ Rchain_brand_blue_horiz_dk_bkgrd.psd

FILES for PRINT:

print/ Rchain_brand_blue_horiz_dk_bkgrd.pdf
print/ Rchain_brand_blue_horiz_dk_bkgrd.tif

FILES for WEB:

web/ Rchain_brand_blue_horiz_dk_bkgrd.jpg
web/ Rchain_brand_blue_horiz_dk_bkgrd.png
web/ Rchain_brand_blue_horiz_dk_bkgrd.svg

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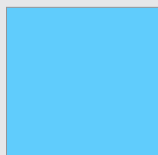
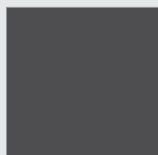Scarlet • # CC1E46 • C 13 M 100 Y 70 K4 • R 204 G 30 B 70

Light Scarlet • # FF8F9D • C 0 M 62 Y 18 K0 • R 243 G 130 B 155
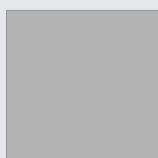
Blue • # 0096C3 • C 100 M 13 Y13 K4 • R 0 G 150 B 195

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