

# LOGO, COLOR & TYPOGRAPHY USAGE GUIDELINES



**RChain**  
COOPERATIVE

# LOGO

## COLOR VERSION

A company's logo represents the brand look, feel, personality and promise. Clear, consistent branding relies on visual identity elements to represent the brand and strengthen brand recognition. This section outlines the proper way to use the RChain Cooperative landmark.

This primary, full-color version of the logo should be used by default, whenever possible.



Full Color



PMS 207C  
HEX A50034  
RGB 165 0 52  
CMYK 5 100 48 22



PMS Neutral Black C  
HEX 222222  
RGB 34 34 34  
CMYK 72 66 64 72

# LOGO

## GRAYSCALE VERSION

The below grayscale logo maintains differentiation in the shading of the icon, the R and the dot of the “i”. Grayscale versions should be used only when color is not an option. Specification and reproduction standards for the grayscale version of the logo should follow those of the full-color brandmark.



Grayscale



Gray 70% Black



Black 100% Black

# LOGO

## BLACK & WHITE VERSIONS

The one-color versions of the RChain logo allows for reproduction even in the most basic communications. Specification and reproduction standards for the one-color black version of the logo should follow those of the full-color logo.



Black

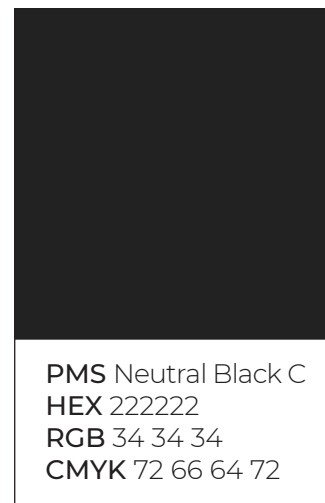


White

# PRIMARY COLOR PALETTE

## DEEP RED / WHITE / BLACK

This color selection uses a deeper red, which adds energy, honesty and credibility. It is also less harsh and more thoughtful. This palette evokes a sense of established maturity. While these are the primary logo colors they should also act as the primary color palette for the RChain brand. For print applications, wherever possible, colors will be reproduced using spot color in the Pantone Matching System. Where that is not feasible, CMYK color-build equivalents are specified below. For video and web representation of the brand colors, RGB or Hexadecimal formulas are provided for each brand color.



# TYPOGRAPHY

## MODERN SANS SERIF WITH A TOUCH OF TECH

These fonts have a modern look to them, with sharp edges that have a tech feel and a sense of uniqueness. They also have high legibility and scalability across all media channels. Both fonts are available for free through Google Fonts and are inherently web-safe.

# HEADER - MONTSERRAT BOLD

## Dosis - Secondary Font

Type  
Shown  
in 18pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@#\$%  
abcdefghijklmnopqrstuvwxyz 1234567890**

**Dosis Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@#\$%  
abcdefghijklmnopqrstuvwxyz 1234567890

Dosis Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@#\$%  
abcdefghijklmnopqrstuvwxyz 1234567890

Dosis Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@#\$%  
abcdefghijklmnopqrstuvwxyz 1234567890

Dosis Light

# TYPOGRAPHY

## USE CASE

For consistency, these fonts should always be used with the same leading and in the same weights depending on the section of copy. Here are some use case examples to help you enforce a consistent brand look and feel through typography.

**MONTSERRAT BOLD**

**HEADER**

**MONTSERRAT BOLD**

**SUB HEADER**

**DOSIS LIGHT**

Intro Paragraph copy consequis et quo unt esciis  
sae mo opta ata pelecus et restium saecepr  
atinvent, nestrum. Re, berum quasit latur?  
Quibusame nis pore.

### **DOSIS BOLD FOR EMPHASIS IN BODY COPY**

**Body Copy should use an expanded leading between 115- 135%** of auto setting. Quo odi unt harum esciis sae mo opta ata pelecus restium saecepr atinvent, nestrum repratqui ulliquidem re simi, ut et ad molent quodia nos magnamet et autest in estibust, quam rent parumquam aut aciis.

Use a medium weight of Dosis for white text on dark bakgrounds. Por  
anihicienis nobit prepero doluptat quo temo inullorum hillecto bernatem.

### **DOSIS MEDIUM**

# THE DO NOTS

There are always some restrictions when it comes to logo use out in the real world. Below we have laid out some examples of how the logo should not be used. Again, this is all for the sake of strengthening your brand through consistency.

## PLEASE DO NOT:



Do not scale the logo disproportionately



Do not place the logo on an image that limits the legibility



Do not place the logo close to other graphic elements

See Page 8



Do not use colors other than the primary brand colors



Do not rotate or flip



Do not add a drop shadow or any other effects



Do not alter or add new elements



Do not change the scale of the icon or the type in relation to each other



# CLEAR SPACE

Clear space is the area around the logo that should remain free from competing content to prevent the logo from being cluttered or obscured. The clear space is determined by the width of letters "RC," as you can see in the graphic on the left. Maintaining this minimum measure of clear space ensures that the logo and all of its component elements retain the proper impact and energy designed into it.



# MINIMUM SIZE

There are instances where the icon will need to be separate from the type, such as when the icon is used as a reference to a token. In this case, we can permit the token to be scaled to a much smaller size. When the logo is used as a lock-up (with the icon and type) there are also some restrictions around the minimum size it should be shown to ensure legibility.

## THERE IS NO LIMIT TO HOW BIG YOU CAN GO

The ratio of the logo is roughly 1:1. Therefore, any adjustments in height should be proportionate in width exponentially.

There is however a limit to how small it should be to secure legibility and brand integrity. Due the design of the letters, the logo can only reduce so far before print quality or screen resolution start to make the fine lines unreadable.

**We recommend the minimum size for both print and screen is 1in X 1in. When using just the icon, we recomend going no smaller than 16px X 16px.**

**MINIMUM SIZE**  
Print and web



**MINIMUM SIZE**  
Favicon



**THANK YOU**

GIRVIN