

Russell Standard Brand and logo standards

November 2018

- This branding guide has been developed with the intention of retaining the integrity of the Russell Standard, Hammaker East, Sterlingwood and Lake Erie Traffic logos and trademarks.
- Anyone using logos or branding relating to these companies must follow these guidelines.



Acceptable Logos

For website favicons make sure to use 32px by 32px dimensions and that the image is a transparent PNG file.

Every company should have only 1 favicon and that favicon should remain consistent on all webpages for that company.



Unacceptable Logos

It is very important to remain consistent with the use of our logos/branding.

You should never alter or experiment with the design of the provided logo/branding graphics and materials.

Any concerns or issues with the logo/branding materials should be reported to our IT department.

You should not use a white type on a light background. The type will not be legible.



Using the logo on a colored background is okay, however the type cannot be colored as well.



You should not change the colors of the logo to anything other than the standard colors.



Adding effects such as shadows or 3d rendering is not permitted.



<u>Typography</u>		
Web Font Size Small: .85rem Regular: 1rem Large: 1.2rem	Word Font Size Small: 10pt Regular: 12pt Large: 14pt	
Web Text Color #6c6c6c		

Typography

Web Font Size

Small: .85rem

Regular: 1rem

Large: 1.2rem

Word Font Size

Small: 10pt

Regular: 12pt

Large: 14pt

Web Text Color

#6c6c6c



#c6c6c6



Word Text Color

#6c6c6c



#c6c6c6



Font sizes

Em's

Small: .85rem

Regular: 1rem

Large: 1.2rem

Pt's

Small: 10pt

Regular: 12pt

Large: 14pt

Paragraph text

#6c6c6c



#c6c6c6



Serif

Sans-serif

Open Sans

H1

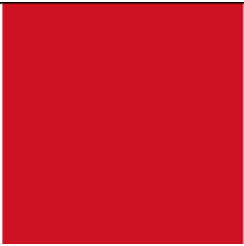



Dark Blue #2c4159

Red #dd3b2a

RGB (221,59,42)

Font families

Font color

<u>Logo Colors</u>		
		
Russell Red: RGB (200,29,41) RGBWEB (C8,1D,29) CMYK (6%,99%,91%,12%)	Russell Blue: RGB (0,85,163) RGBWEB (00,55,A3) CMYK (100%,73%,1%,2%)	HEE Red: RGB (197,32,38) RGBWEB (C5,20,26) CMYK (16%,100%,99%,6%)
		
HEE Purple: RGB (37,49,123) RGBWEB (25,31,7B) CMYK (100%,95%,20%,7%)		

Business Cards

Business Cards

Business Cards

Letter Head

Letter Head

Letter Head

Label

Label

Label

Envelope

Envelope

Envelope

