Rice Village

STYLE GUIDE

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1. THE LOGO

Intro The two main elements of the Rice Village logo are the type (using the font Lavanderia) and the owl. The logo was intended to incorporate a timeless quality with a modern quirk.

01 Where possible, the standard black on white logo version should be used.

02 Alternatively, the white logo can be used on dark backgrounds.

03 The owl icon may be used where appropriate(i.e. favicon, small spaces, etc.)

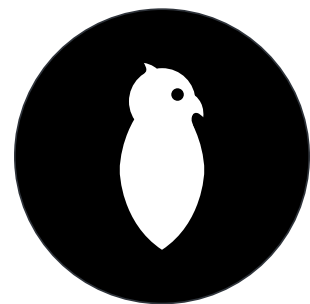**04** A white on black version of the owl icon is also possible.

01

02

03

04

2. SPACING

01

0.25x

x = logo height

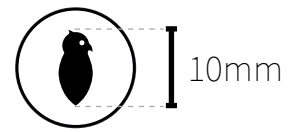**01** It is important to keep sufficient amount of space around the logo. There should be a minimum of 0.25x space around the logo at all times, where x = the height of the logo.

3. MEASUREMENTS

01

Rice Village

30mm

02

10mm

01   Logo: minimum height of 30mm

02   Icon: minimum height of 10mm, not including circle

4. FONTS

Source Sans Pro (Extra Light)
Body font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro (Semibold)
Title/header font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

5. COLOR

01 Color may be added to the logo
02 for special events and holidays.
However, color manipulation
should only occur either
uniformly across the entire
logo(01) or sparingly(02), as
shown. Other variations of color-
ing are not recommended.

03 An example of incorrect coloring.

04 Bright, vibrant colors should be
used when coloring the logo.
Pale or dark colors should not be
used.

✔ **01**

Rice Village

✔ **02**

Rice Village

✘ **03**

Rice Village

04

6. DO NOTs

01 Do not skew or morph the logo.

02 Do not rotate the logo.

03 Do not change the direction of the owl.

04 Do not outline the logo.

X **01**

X **02**

X **03**

X **04**