

# RETHINK RHA

## BRAND IDENTITY GUIDELINES



# The Concept



The logo incorporates a clean, modern font and clearly identifies us as RHA at MSOE.

The primary part of the logo is black. The top half is shaped like a house with a roof and chimney, while the bottom half is shaped like a speech bubble.

The bottom portion of the logo is MSOE Red and is shaped like another speech bubble.

The red speech bubble signifies input from MSOE students and the MSOE community, in the background, while the black speech bubble represents how RHA advocates for these people and is in the foreground.

Not only do the speech bubbles signify how we address the concerns and feedback of students during our meetings, but they also represent the conversations and exclamations of excitement that students make during the fun events we run.

The house shape quickly identifies us as the people who do stuff where you live.

The roof of the black speech bubble house is shaped like an upwards arrow and signifies that RHA aims to improve the lives of residents living on campus and elevates our Residence Halls to be the best they can possibly be.

# Comparison With the Old Logo



## Improvements

- The previous logo does not clearly show what RHA is or does.
- While the colored boxes vaguely represent windows on a building, especially in the H, the slanted red line on the A does not.
- The old RHA logo does not scale well when made smaller, or put in a circular / square shape for Social Media.
- The font is interesting and playful, but looks dated.
- The new logo uses a vector image format that can be scaled to any resolution, and has several variations.

## What Remains the Same:

- Black and red color scheme.
- Labeled “RHA MSOE”, putting RHA at the forefront and making MSOE a smaller, implied subtitle.

# Description

With a primary focus on the organization, the logo is labeled RHA MSOE. Most students would already know they are going to MSOE, so the important information is RHA. The organization would still be called the MSOE Residence Hall Association, or MSOE RHA.

The logo uses Century Gothic, which has been described as a happy typeface that is clean and crisp. The font size is such that MSOE and RHA are the same width.

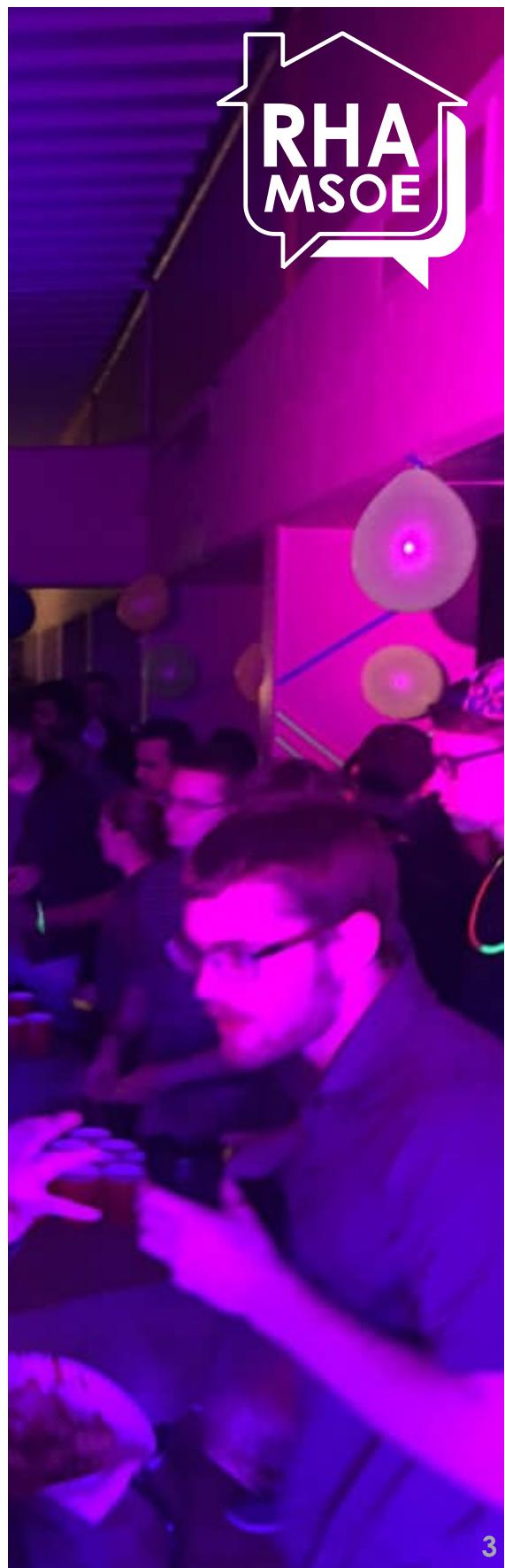
# RHA MSOE

On letterheads or documents where the reader may not be familiar with the acronyms MSOE and RHA, this can be expanded to:

Milwaukee School of Engineering  
**Residence Hall  
Association**

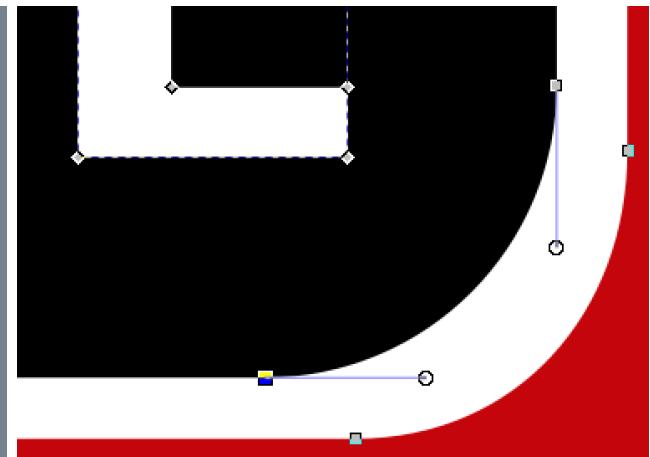
The red portion of the logo is MSOE Red (HEX #C5050C). The color of the red portion of the logo may be changed to another color to fit a holiday or event. The outline variation of the logo is provided in white, black, and red. It can be recolored as well.

On the logo, the proportions of the R, H, and A have been slightly adjusted to be more equivalent.



# Variations and their Uses

Whenever possible, vector file types should be prioritized over bitmap images. Vector file types include SVG, EMF, and EPS. Vector images can be scaled to any resolution with no loss in quality. For compatibility, a PNG bitmap version of the logo is also provided. It should only be used when a vector version cannot be used.



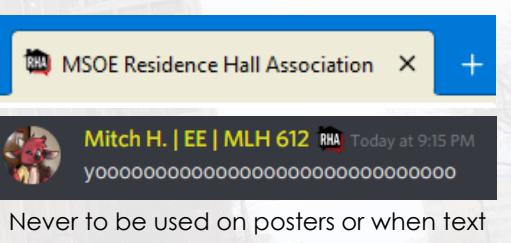
This is the primary RHA MSOE logo that would appear on our Social Media, Posters, etc.



The outline variant is used on saturated backgrounds or when limited to one color.



The extra small icon is **only** used in situations where legibility at very small sizes is essential.



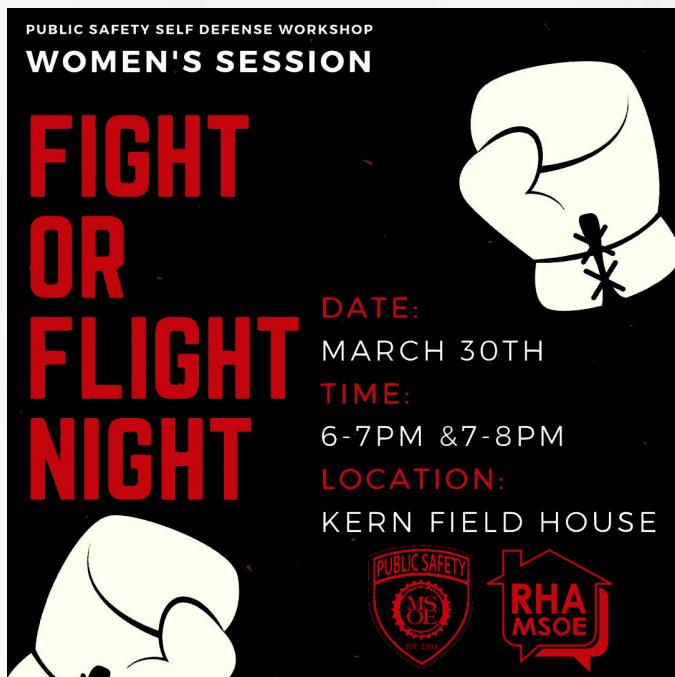
Never to be used on posters or when text would be legible with the normal logo



Milwaukee School of Engineering  
Residence Hall Association

The RHA letterhead could appear on meeting minutes, stationery, and stamps. It can be used when the audience may not be familiar with the RHA acronym or organization.

# Examples of Usage



YOUR RESIDENCE HALLS

RHA MSOE

MSOE Residence Hall Association - RHA

@rhamsoe • ★ 5 (1 review) • College & University

Send Message

Hi! Please let us know how we can help.

## Prizes Include

Hot Chocolate  
Coffee Mugs  
LED Lights  
Hydroflasks  
Snow Globes  
and MORE!



## Examples of Usage



Compatible with 2021 MSOE Graphics Standards



John Bilkey