

RU Local Chapter Logo

For use by the local RU Chapter subject to the Charter Agreement.

Icon

Primary

Mobile

Large Format Signage

Alternatives

Primary Logomark Colors

Restoration Blue

HEX # 00455D | R 0 G 69 B 93
C 100% M 61% Y 39% K 36%
Pantone Color Bridge Uncoated: Pantone 296 UP

Recovery Green

HEX # 80AE41 | R 128 G 174 B 65
C 55% M 11% Y 98% K 2%
Pantone Color Bridge Uncoated: Pantone 370 UP

Darkest Night

HEX # 1F2324 | R 31 G 35 B 36
C 78% M 69% Y 68% K 68%
Pantone Color Bridge Uncoated: Process Black UP

Secondly Brand Colors

Victorious Green

HEX # 97ba62 | R 151 G 186 B 98
C 44% M 8% Y 78% K 2%
Pantone Color Bridge Uncoated: Pantone 367 UP

Space Grey

HEX # 636466 | R 99 G 100 B 102
C 0% M 0% Y 0% K 75%
Pantone Color Bridge Uncoated: Pantone 446 UP

Clean Light Grey

HEX # e8e8e8 | R 232 G 232 B 232
C 8% M 6% Y 5% K 0%
Pantone Color Bridge Uncoated: Cool Grey 1 UP

White

HEX # ffffff | R 255 G 255 B 255
C 0% M 0% Y 0% K 0%

Accent Colors

Action Blue

HEX # 00b2db | R 0 G 178 B 219
C 72% M 8% Y 7% K 0%
Pantone Color Bridge Uncoated: Pantone 7703 UP

Rehab

HEX # 4ec1b6 | R 78 G 193 B 182
C 64% M 0% Y 35% K 0%
Pantone Color Bridge Uncoated: Pantone 3262 UP

Giving Red

HEX # e7314b | R 231 G 49 B 75
C 3% M 95% Y 68% K 0%
Pantone Color Bridge Uncoated: Pantone 186 UP

Legacy

HEX # 721640 | R 114 G 22 B 64
C 41% M 99% Y 51% K 36%
Pantone Color Bridge Uncoated: Pantone 209 UP

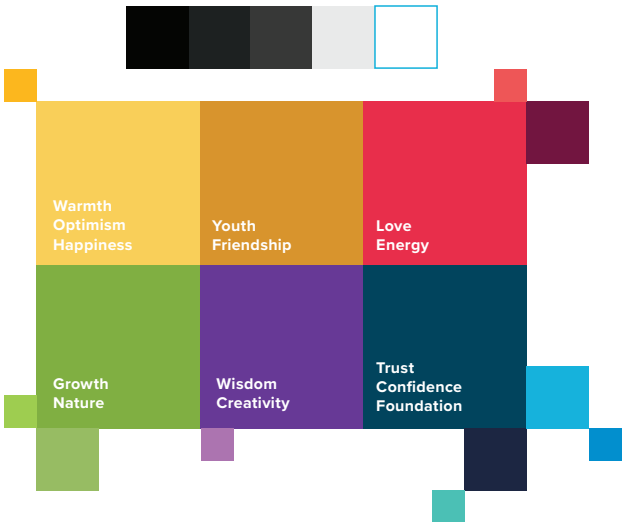
Breaking Yellow

HEX # F9CF5B | R 249 G 207 B 91
C 3% M 17% Y 76% K 0%
Pantone Color Bridge Uncoated: Pantone 121 UP

Royal Purple

HEX # 683996 | R 104 G 57 B 150
C 73% M 93% Y 0% K 0%
Pantone Color Bridge Uncoated: Pantone 7680 UP

Brand Color Matrix



Gradients

Textures

Primary Logo Font

AB

Copperplate

This font was created with the logo and is only used as the "RU" in the logomark. It is not used anywhere else in the RU Recovery Ministries Brand.

Secondary Logo Font

Ab

Proxima Nova

This is the font we use to accompany the logomark with "RU Recovery Ministries." It is the main font used for headers and to represent our brand.