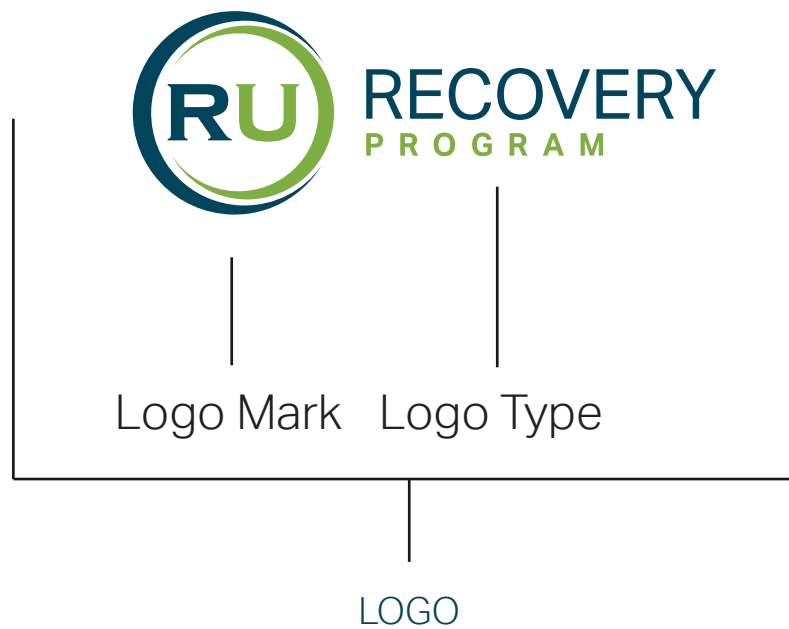


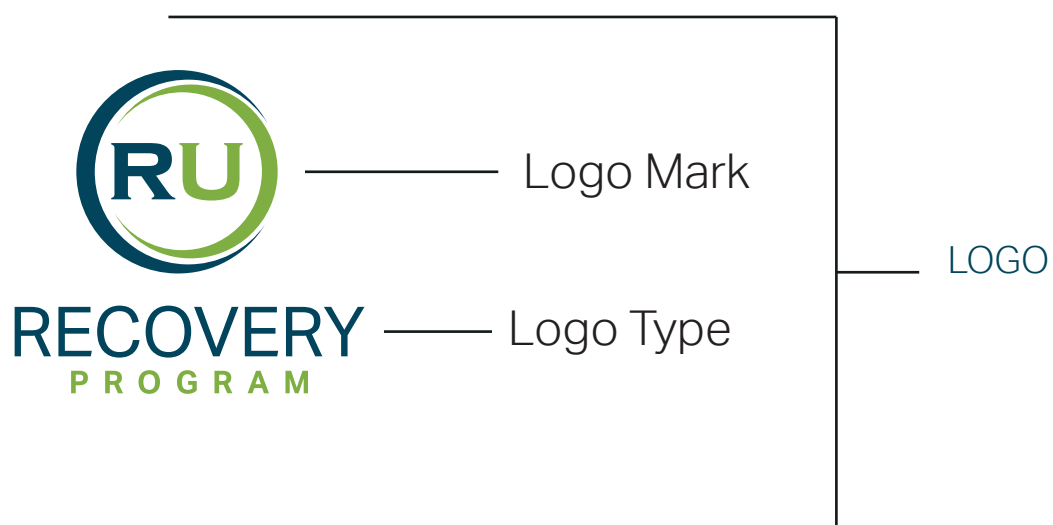


Identity Guidelines for Local RU Chapters

Landscape Logo



Portrait Logo



SPECIAL NOTE: The RU “*Logo Mark*” by its self is strictly reserved for National Office Use and cannot be used to represent the local chapter.

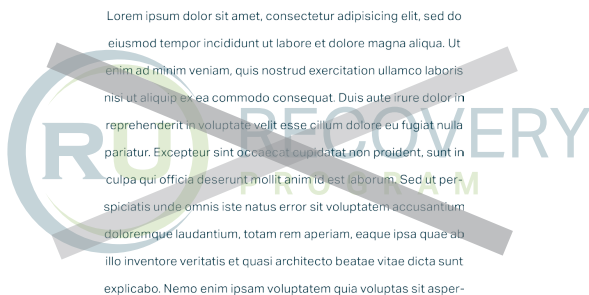
General Use & General Identity Rules



The logo must only be reproduced using the logo files provided.



Never alter the proportions or parts of these files. Do not make your own logo to fit a space.



Never use the Logo or any of its parts as a background, or tint it in any way.



When using the logo, it must always be kept in proportion.



Never Crop the Logo.



Always use the files provided for the best quality.

General Use & General Identity Rules



Use the 2 Color Blue & Green for full color printed items. Never print the color logo in Black and White.



The Light Grey version of the logo is provided for use against dark backgrounds



The Grey and Black version is provided for use on light backgrounds or when printing on white paper in Black and White.



When using the logo, allow a space the size of the capital letter Y in Recovery all the way around the logo for clear space. No object e.g. text or graphic may be placed inside the clear space. The logo may not be placed on a page in a position so that the page ends inside the clear space.

Logo Variations

There are two variations of the logo with each variation including three color options.

Horizontal/Landscape



Dark Logo for light or white.



Light Logo for Dark Backgrounds.

Vertical/Portrait

Color Logo



RECOVERY
PROGRAM



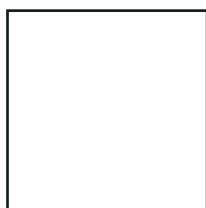
RECOVERY
PROGRAM

Dark Logo for light or white.

Light Logo for Dark Backgrounds.



Color Pallet Usage



Primary

White

HEX: FFFFE

CMYK: 0/0/0/0

RGB: 255, 255, 254



Secondary

Pantone 302 c

HEX: 244059

CMYK: 97/63/40/36

RGB: 36, 64, 89



Accent

Pantone 368 c

HEX: 8BB238

CMYK: 55/11/97/2

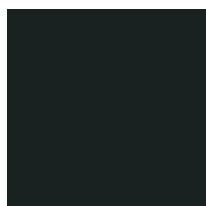
RGB: 139,178,56

All three colors must be a part of and be dominate through each design. Additional colors may be added to the design to vary the mood and emotion of each piece.

Background photo's and colors should be avoided for the full color and dark versions of the logo.

White should be the dominate color. Designs should be simple with plenty of white space. Blue will be the secondary color. It can be used in headline text, top and bottom bars, frames etc. Green is the accent color and should be used sparingly to keep visual emphasis on the logo mark in the design.

Other Colors Used

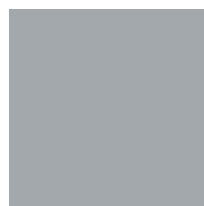


Pantone Neutral Black C

HEX: 212121

CMYK: 78/69/69/62

RGB: 33, 33, 33



Pantone Cool Grey 5C

HEX: AFAFAF

CMYK: 38/28/27/0

RGB: 175, 175, 175

Color Shades

HEX # 8BB238 | R 139 G 47 B 56
C 55% M 11% Y 98% K 2%
Pantone 368C

100%

80%

60%

40%

20%

Restoration Blue

HEX # 244059 | R 36 G 64 B 89
C 100% M 61% Y 39% K 36%
Pantone 302C

100%

80%

60%

40%

20%

HEX # AFAFAF | R 175 G 175 B 175
C 0% M 0% Y 0% K 40%
Pantone Cool Grey 5C

100%

80%

60%

40%

20%

Blacks

HEX # 212121 | R 33 G 33 B 33
C 78% M 69% Y 68% K 68%
Pantone Neutral Black C

100%

80%

60%

40%

20%

Typeface Usage

The three typefaces that are used in designs are Activ Grotesk, Helvetica Neue, and Source Sans

Activ Grotesk is the font used in the logo for the words Recovery Program. It has several weights which can be used in design of identity related pieces. Works great for headlines, subheadings, and short ammounts of body text.

Helvetica Neus is an alternative for those who may not have Activ Grotesk which is available through Adobe Typekit.

Source Sans is mainly used for web text. But it is a Google Free font that can also be used in designs.

Logo's Provided

The logo's provided will be in two basic sizes.

FOR WEB USE: 500px Wide 220dpi

FOR PRINT USE: 3in Wide 300dpi

The logo's will be in .png files for no background and .jpg files that will have a white background.