

RCW Branding

QUICK REFERENCE GUIDE



Find all of our brand documents at: <https://drive.google.com/drive/u/1/folders/0ANNUdVvlgfLcUk9PVA>

RCW Brands

Main Logo



ON DARK

Secondary Logos

PAW LOGO

SECONDARY LOGOS – Used by themselves. This is the only acceptable alternative logo.



DEPARTMENT VARIATIONS

Font provided can be used to customize by group, club, team, or department as needed. Please follow guidelines and keep sub-headlines center and within the bounds of “RCW” as best as possible.



TEXT WITHOUT ICON

Acceptable to use “RCW” and sub-headline without the Jaguar icon



LETTERFORM BY ITSELF

Acceptable to use “RCW” without taglines.



When to use Logo Files

In any circumstance when you are placing the logos on materials [i.e. t-shirts or printing] USE the EPS vector files to ensure the best quality. If you are working in a Microsoft program or another program that can not cater to a vector file, you may use the PNG files. Any new orders should contain new logos. PNG's are preferred over JPEGs as they will not get flattened with a white box behind it.

All logos are stored in Google folders as view only documents. When you download it, you can then use or send this version to others. Each time you use the logo, please go through this procedure so that you have the latest version of the logos.

LOGO FILE TYPE SUMMARY:

- .jpg – most common image file format
- .png – better quality file than JPEG, transparent background
- .ai – artwork file used to create EPS and PDF files
- .eps – vector format designed for printing; considered the best choice of graphics format for high resolution printing of illustrations



RCW Fonts

Main Font

USED FOR HEADLINES

Main typeface | Used uppercase and lowercase
This font is used in the wording “RCW”.

ARVO
BOLD

Body Copy Font

USED FOR PARAGRAPHS | MICROSOFT PRODUCTS

This font is complimentary font to be used in the body of document. Specifically, Microsoft documents.

Proxima Nova

Secondary Font

USED FOR SUB-HEADLINES

Only used in uppercase font
This font is used in the wording under “RCW” i.e. “JAGUARS”

VARSIITY
TEAM

RCW Colors

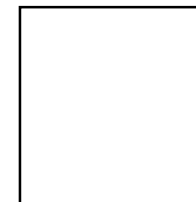
Primary Hues



RENVILLE BLUE

CMYK	RGB	WEB
100	24	#182a54
89	42	
38	84	PMS
34		295C

Accent Hue



PURE WHITE

CMYK	RGB	WEB
0	255	#ffffff
0	255	
0	255	
0		

CMYK – most commonly used in print design

RGB

WEB

PMS



RENVILLE GOLD

CMYK	RGB	WEB
0	255	#ffc62f
23	198	
91	47	PMS
0		123C

Suplimental Hue



MIDNIGHT BLACK

CMYK	RGB	WEB
30	0	#00000
30	0	0
60	0	
100		

