

Logo Clearance

It is necessary to provide proper clearance around the logo to maintain brand integrity. In reproducing our logotype, consider its size and legibility and use common sense. A logo that is too small ceases to serve any communicative function. The vertical logo may not be used any smaller than 0.75" (3/4") for print or 90 pixels high for digital applications. The horizontal logo may not be used any smaller than 0.5" (1/2") for print or 60 pixels high for digital applications.



90 pixel minimum height
for digital applications



60 pixel minimum height for
digital applications

Logo Misuse

The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the RMHC logo confuses its meaning and diminishes its impact.

- Do not distort the logo: Always leave the logo in the correct proportion. Do not stretch or skew the logo.
- Do not add effects to the logo.
- Do not add embellishments like drop-shadows, embossing, etc. to the logo.
- Do not change the font style of the logo.
- Do not change the scale of the elements.
- Do not place the logo on a busy background.
- Do not use parts/pieces of the logo image separately in any form



DO NOT stretch, squash, rotate or otherwise distort



Only use the approved brand colors.



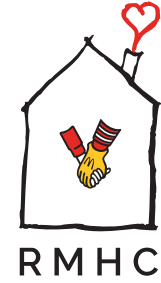
DO NOT change the font style of the logo.



DO NOT place the logo on distracting patterns.



DO NOT add a drop shadow



DO NOT change the scale of any of the elements



DO NOT use parts of the logo separately



Make sure the logo text is legible on dark backgrounds

Color Palette

Except in special situations when using a spot Pantone color is necessary, it is best to use the CMYK break for the all colors when printing. Some spot Pantone colors vary when printed on coated paper versus uncoated paper.

The RGB values of the brand colors have been enhanced to provide adequate contrast between the text and the background to ensure better visibility for people with a color vision deficiency.

RMHC Blue

For Printing:

CMYK 63, 38, 0, 0

PANTONE 660 U (*uncoated paper*)

PANTONE 2129 C (*coated paper*)

For Digital Use:

RGB 72, 114, 174

HEX #4872AE

White

For Printing:

CMYK 0, 0, 0, 0

For Digital Use:

RGB 255, 255, 255

HEX #FFFFFF

Dark Gray

For Printing:

CMYK 57, 51, 57, 23

PANTONE Black 7

For Digital Use:

RGB 102, 102, 102

HEX #666666

Yellow

For Printing:

CMYK 0, 23, 93, 0

PANTONE 115 U (*uncoated paper*)

PANTONE 123 C (*coated paper*)

For Digital Use:

RGB 255, 200, 41

HEX #FFC829

Light Gray

For Printing:

CMYK 0, 0, 0, 20

PANTONE Cool Gray 2

For Digital Use:

RGB 204, 204, 204

HEX #CCCCCC

Darker Gray

For Printing:

CMYK 0, 0, 0, 90

For Digital Use:

RGB 51, 51, 51

HEX #333333

Red

For Printing:

CMYK 5, 97, 100, 0

PANTONE 485

For Digital Use:

RGB 218, 26, 0

HEX #DA1A00