

GRAPHIC STANDARDS

Approved Logos



WEB
RPCStrategiesLeftLogo22.jpg
RPCStrategiesLeftLogo22.png

PRINT
RPCStrategiesLeftLogo22.pdf
RPCStrategiesLeftLogo22.eps



RPC Strategies, LLC

WEB
RPCStrategiesCenteredLogo22.jpg
RPCStrategiesCenteredLogo22.png

PRINT
RPCStrategiesCenteredLogo22.pdf
RPCStrategiesCenteredLogo22.eps



WEB
RPCStrategiesIcon.jpg
RPCStrategiesIcon.png

PRINT
RPCStrategiesIcon.pdf
RPCStrategiesIcon.eps

Primary Colors



R129
G131
B129

R222
G139
B40

C52
M42
Y43
K7

C12
M52
Y100
K0

PMS179-9C

PMS24-15C

HEX
818381

HEX
DE8B28

Approved Fonts

Neutraface Text TT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

Used For
Headlines

Neutraface Text TT Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

Used For
Quotes &
Highlights

Aleo Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

Used For
SubHeads

Asap Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

Used For
Body copy

Secondary Colors



R146
G88
B164

R16
G187
B187

R0
G159
B227

R247
G144
B30

R251
G181
B109

C48
M77
Y0
K0

C72
M0
Y32
K0

C100
M11
Y0
K0

C0
M52
Y100
K0

C0
M33
Y64
K0

PMS7442

PMS3252

PMS299

PMS24-7C

PMS24-4C

HEX
9258A4

HEX
10BBBB

HEX
009FE3

HEX
F7901E

HEX
FBB56D

Use Guidelines



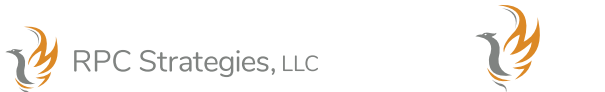
✘ Never rearrange the elements of the logo.

✘ Never distort the logo.



✘ Never re-typeset the logo.

✘ Never outline the logo.



✘ Never change the color of the logo.

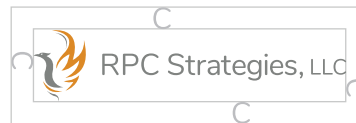
✔ You may use the icon without the wordmark.



✔ When limited to a single color, the logo should appear in black.

✔ On Dark Backgrounds and photographs employ the logo that provides the most contrast and visibility.

Margins & Sizes

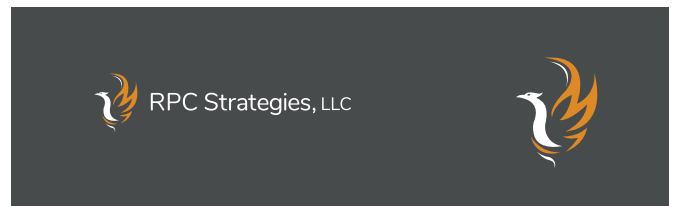


1/4" [RPC Strategies, LLC]

Use the "C" in RPC as a gauge to allow for sufficient margins around the logo.

The smallest size the logo should appear is one quarter of an inch.

Use On Dark Backgrounds



WEB
RPCStrategiesLeftLogoLT.png

WEB
RPCStrategiesIconLT.png

PRINT
RPCStrategiesLeftLogoLT.pdf
RPCStrategiesLeftLogoLT.eps

PRINT
RPCStrategiesIconLT.pdf
RPCStrategiesIconLT.eps