



BRAND STANDARDS

VISUAL IDENTITY

COLOR PALETTE

PRIMARY COLORS

These are the institutional colors of the RIF brand. The two are to be used in conjunction with one another to accurately portray the RIF brand in Print and Web applications. Please use the HEX value for accurate representation on the Web.



SCREEN HEX #149dd9
RGB 20/157/217

PRINT Pantone 2192 C
Pantone P 112-7C
CMYK 90/16/0/0



SCREEN HEX #333132
RGB 51/49/50

PRINT Pantone Black 7 C
Pantone P 179-15 C
CMYK 0/0/0/95

VISUAL IDENTITY

COLOR PALETTE

SECONDARY COLORS

The following colors are used in support of the primary institutional colors. These colors should only be used as accents, or to call out certain information and should never be used in the RIF logo itself.



SCREEN

HEX #53c676
RGB 83/198/118

HEX #155d7e
RGB 21/93/126

HEX #c5e7f7
RGB 1197/231/247

HEX #d1dee4
RGB 209/222/228

HEX #9db9c6
RGB 157/185/198

PRINT

Pantone 2256 C
Pantone P 142-6 C
CMYK 72/0/76/0

Pantone 7700 C
Pantone P 111-7 C
CMYK 82/29/0/40

Pantone 2707 C
Pantone P 115-3 C
CMYK 25/0/0/0

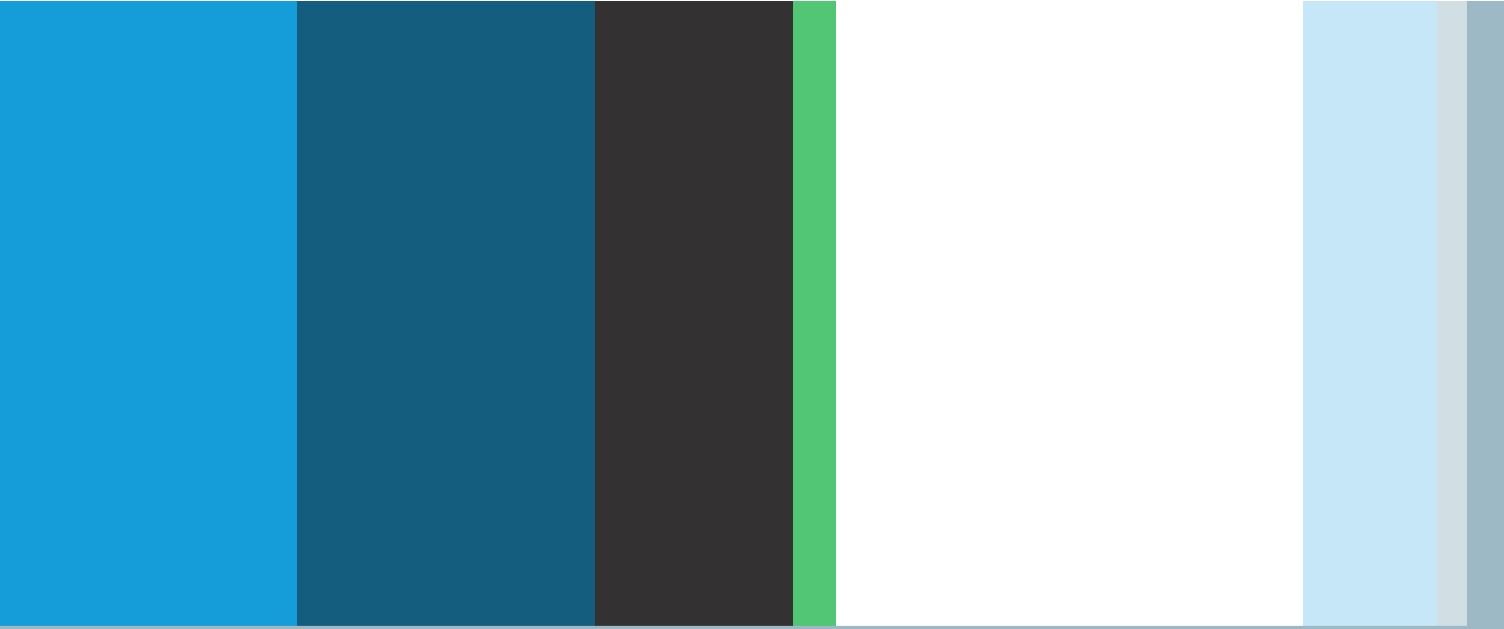
Pantone Cool 642 C
Pantone P 123-2 C
CMYK 20/0/6/10

Pantone 2155sz C
Pantone P 120-9 C
CMYK 31/0/5/18

COLOR USAGE

COLOR RATIO

This graphic demonstrates the appropriate ratio for color use within the RIF Brand. RIF Blue, Dark Blue, and Charcoal are the primary brand colors. RIF Green, Light Blue, Gray, and Light Gray are to be used only as secondary accent colors and can not be used without the primary color palette.



VISUAL IDENTITY

LOGO

PRIMARY MARK

This is the primary RIF logo. It is crucial to the brand and its messaging. The RIF logo should be used in this format at all times possible.



REVERSE APPLICATION

In situations where the RIF logo must be presented on a dark background, use the logo in this format.



ONE-COLOR APPLICATIONS

For use in Print and Web scenarios where only one color is permitted.

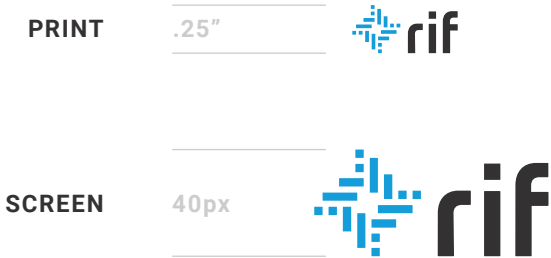


VISUAL IDENTITY

LOGO

MINIMUM SIZE

To preserve the readability and integrity of the RIF logo, there is a minimum size requirement for both Print and Web applications. This requirement is based off of the height of the RIF Mark.



ONE-COLOR MINIMUM SIZE

In situations where the RIF logo must be presented on a dark background, use the logo in this format.



CLEAR SPACE

Clear space is necessary to allow the logo to stand out among other graphic elements on a page. Please utilize the following clear space when using the RIF logo.



LOGO: INCORRECT USAGE

The following are examples of incorrect usage of the RIF logo. Please use this as a guide or rulebook when using the RIF Logo.

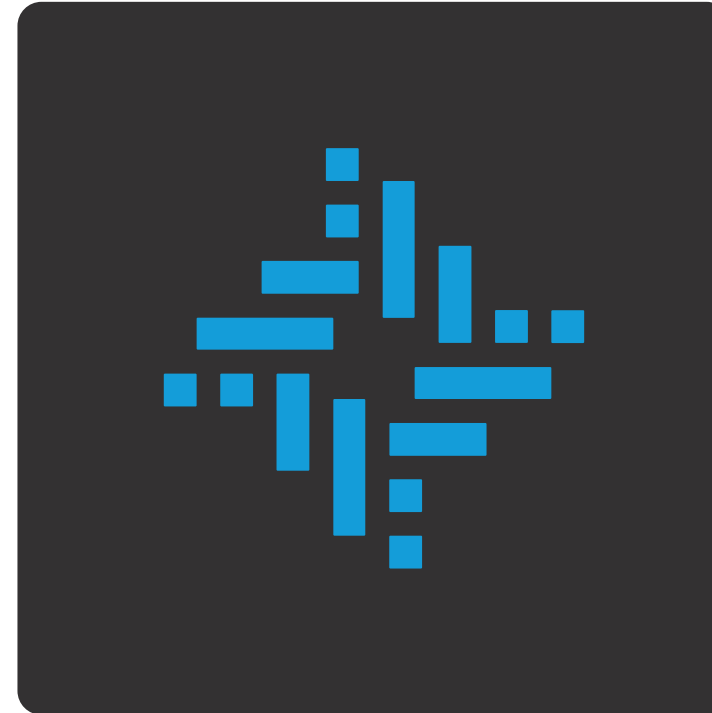
1. Do not re-arrange or adjust placement.
2. Do not rotate.
3. Do not switch the color application.
4. Do not place on a background where the logo is not fully visible.
5. Do not apply a drop shadow or any other effect to the logo.
6. Do not distort or stretch the logo in any way.



APP/TOUCH ICON

For use in on-screen applications such as mobile applications, websites, and others where just the RIF Icon is necessary. This should be shown as Blue icon on Charcoal background.

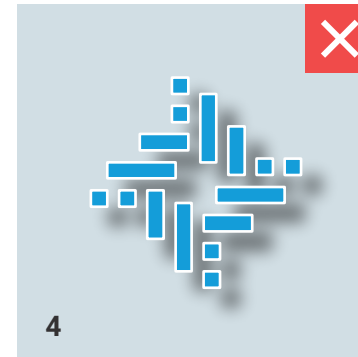
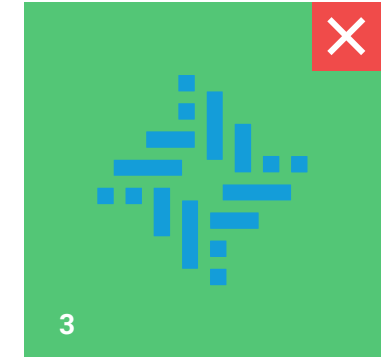
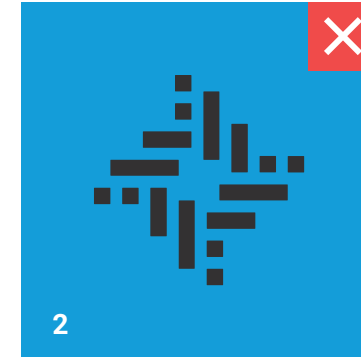
Note: This is not to be confused for the primary RIF logo. It is a supplemental tool to be used as a part of the RIF brand.



APP/TOUCH ICON: INCORRECT USAGE

The following are examples of incorrect usage of the RIF App/Touch Icon. Please use this as a guide or rulebook when using the RIF App/Touch Icon.

1. Do not rotate.
2. Do not switch the color application.
3. Do not place on a background where the logo is not fully visible.
4. Do not apply a drop shadow or any other effect to the icon.
5. Do not distort or stretch the logo in any way.



TYPOGRAPHY: PRIMARY

GOTHAM TYPEFACE

Gotham is the Primary RIF typeface for print materials. Inspired by a popular form of architectural signage in the mid-twentieth century, Gotham is a family of geometric sans-serif typefaces. This relatively broad typeface is characterized by a reasonably high x-height and wide apertures for increased legibility.

Aa

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#%^&*+\$¥£¢©™

Aa

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#%^&*+\$¥£¢©™

Aa

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#%^&*+\$¥£¢©™

VISUAL IDENTITY

TYPOGRAPHY: WEB

ROBOTO TYPEFACE

The RIF Primary Typeface for web application is Roboto, a Google Font. Roboto's forms are largely geometric, and at the same time features friendly and open curves. This makes for a more natural reading rhythm for users.

Aa

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#%^&*+\$¥£¢©®™

Aa

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#%^&*+\$¥£¢©®™

Aa

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#%^&*+\$¥£¢©®™

VISUAL IDENTITY

TYPOGRAPHY: DEFAULT

HELVETICA (OR ARIAL)

Helvetica is the Default RIF typeface to be used on materials in which live text is required, such as Keynote presentations, Email content, etc. This ensures that the recipient of such materials is viewing the information as it is intended to be seen.

Only a certain number of typefaces are available across every device, operating system, etc. Either Helvetica or Arial is available on most machines as a default typeface.

Aa

HELVETICA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#%^&*+\$¥£¢©®™

Aa

HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#%^&*+\$¥£¢©®™

Aa

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#%^&*+\$¥£¢©®™

VISUAL IDENTITY