LOGO USAGE

When using the Richmond logo it is preferred that a minimum amount of spacing be left around the logo where possible. This spacing is determined by the height of the lowercase letter 'x' at the font size of the logo text for "WHEEL & CASTOR CO". Logo files with this spacing included can be provided.

The x height of the logo is to be measured from the height of the letter 'c' at the top and bottom of the logo, and measured from the furthest point on the left and right sides.

The logo can be reversed out for applications where presenting it on a certain colour or image may be difficult. In these cases it is preferred that the logo only be displayed as white, and if necessary placed on a coloured background (it is preferred that this background be red or black in colour).

LOGO USE ON IMAGES

In cases where the logo is used on top of an image or background it should be used in a way similar to the examples below. In cases where there is a background image the spacing around the logo is not as strict.

If the white logo is mixing in with a background image too much, a drop shadow may be used to help it stand out.

ALTERNATE LOGOS

Depending on application there are also a number of alternate logos that can be used in place of the standard Richmond Wheel & Castor Co logo.

The R logo mark from the full logo can also be used as a standalone logo as it is an iconic symbol used to represent the Richmond brand.

INCORRECT LOGO USE

Pictured right are two examples of ways in which the logo should not be used

The logo should not be presented in any colour other than the Richmond red or reversed out as white or black. It should also not be placed in any way that affects the legibility of the logo too much.

FONT USAGE

Below is a guide of the main fonts used in the Richmond Wheel & Castor Co branding, as well as some alternate fonts to be used in cases where the main font selection is unavailable.

HELVETICA CONDENSED BLACK
Headings, Lead Text

Often used together with Helvetica Condensed in order to create interesting heading styles and highlight certain types of information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(){}:";',./<>?
abcdefghijklmnopqrstuvwxyz

HELVETICA CONDENSED
Headings, Sub Headings, Body Text

Depending on the style of material being produced Helvetica condensed is used for everything from headings and sub headings to general use as body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(){}:";',./<>?
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE LT
Logo, Headings, Sub Headings, Body Text

Helvetica Neue is more than just the font used in our logo, it is also another option used for headings, sub headings, and body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(){}:";',./<>?
abcdefghijklmnopqrstuvwxyz

BEBAS NEUE
Headings, Sub Headings, Body Text, Alternative

Bebas serves as a good alternative for applications where the standard condensed fonts are unavailable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(){}:";',./<>?
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOOGLE FONTS

The selection of fonts below have been chosen to represent the Richmond brand as clearly as possible in online applications when the standard range of fonts are unavailable.

ANTON
Headings, Sub Headings (Only to be used in all caps)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Yantramanav
Headings, Sub Headings, Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro
Headings, Sub Headings, Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto
Headings, Sub Headings, Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

In cases of special promotions or unique headings, alternative font styles may be selected.

RICHMOND WHEEL & CASTOR CO

Richmond Wheel & Castor Co   Brand Style Guide — 2016   Logo Usage
If you have any questions regarding the content within this guide please email graphics@richmondau.com

COLOUR USAGE

MAIN COLOUR — RED

The main focus of the Richmond branding is the strong red colour that is utilised in our logo. This red is also used as the main colour used in branding & design applications.

C - 0 **M** - 100 **Y** - 100 **K** - 0
R - 240 **G** - 30 **B** - 35
HEX - #F01E23

The strong Red to the left is to be used as the main colour of the Richmond brand.

The two other shades of Red to the right are to be used in applications such as gradients, patterns, etc. to make the standard Red stand out more. In some rarer cases these can also be used as the main colour in a design.

C - 30 **M** - 100 **Y** - 100 **K** - 30
R - 140 **G** - 0 **B** - 20
HEX - #8C0014

C - 15 **M** - 100 **Y** - 100 **K** - 0
R - 220 **G** - 35 **B** - 42
HEX - #DC232A

SECONDARY COLOURS — YELLOW, GRAY, ORANGE, BLUE

All of these secondary colours are to be used sparingly and more than one (or two) of them should not be used at the same time. These colours should be used only to compliment the Richmond Red or to highlight certain points of interest. In certain applications yellow may be used as a background colour but this is not a preferred option.

C - 0 **M** - 25 **Y** - 100 **K** - 0
R - 244 **G** - 195 **B** - 2
HEX - #F4C302

C - 2 **M** - 0 **Y** - 0 **K** - 15
R - 215 **G** - 218 **B** - 220
HEX - #D7DADC

C - 0 **M** - 80 **Y** - 100 **K** - 0
R - 250 **G** - 90 **B** - 34
HEX - #FA5A22

C - 80 **M** - 20 **Y** - 10 **K** - 10
R - 0 **G** - 140 **B** - 200
HEX - #008CC8

Other colours may also be used to suit the design and production of materials as long as they are approved before the final publication is completed.

EXAMPLES OF COLOUR USE