RIVKINCENTER

BRANDGUIDELINES

TABLE **OF** CONTENT

GRAPHIC SYMBOL

LOGO

RIVKINCENTER

LOGOTYPE

Note: The right half circle is 50% opacity of 100% black

Note: The right half circle is 50% opacity of 100% white

RIVKINCENTER

Note: The height of the clear space is the distance from the bottom of the top shape to the bottom of the lower shape.

RIVKINCENTER

5 In / 100%

RIVKINCENTER

2 In / 40%

SECTION 4 / LOGO ON BACKGROUNDS

Our logo can be used on both
a colored dark background and
also on a light background.

NOTE: Reverse Teal to white on a colored background.

NOTE: Some elements of the logo is in 100% white and the remaining is in teal.

NOTE: The pink half circle and shape is created with 50% of white.

SECTION 5 / LOGO DONT'S

Our logo is very important to us,
and we have spent much time and effort
into carefully crafting it to be a perfect
embodiment of our brand.
We ask that designers and users respect
the thought and craftmanship that as gone
into the logo by keeping it in it's pure form
and within the rules specified in these guidelines.

Be weary when using the logo not to alter,
tweak, mutilate or take any personal creative
freedom that breaks the specific rules set out
in this guide. The following are merely a few
examples of practices that would violate the logo.

1. Do not at any time angle the logo
2. Do not add any effects to the logo
3. Do not alter the colors of the logo
4. Do not manipulate or stretch the logo
5. Do not change the typeface of the typography
6. Do not change the ratio of the logo

1.

2.

3.

4.

5.

6.

SECTION 6 / COLOR PALETTE

PRIMARY COLORS

TEAL
R:0 G:177 B:193

C:74 M:6 Y:24 K:0

#00b1c1

PINK
R:234 G:11 B:140

C:1 M:98 Y:1 K:0

#ea0b8c

SECONDARY COLORS

PMS 7708 C

R:0 G:84 B:112

C:95 M:61 Y:38 K:19

#005470

PMS 318 C

R:132 G:218 B:222

C:44 M:0 Y:15 K:0

#84DADE

PMS 2655 C

R:149 G:120 B:211

C:47 M:57 Y:0 K:0

#9578D3

PMS 248 C

R:168 G:27 B:141

C:38 M:100 Y:2 K:0

#A81B8D

PMS 237 C

R:239 G:134 B:206

C:7 M:56 Y:0 K:0

#EF86CE

PRIMARY FONT

GOTHAM

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**