

R. M. Davis Brand Palette

April, 2018

Logo Usage

Primary Lockup



Minimum Space Around Logo



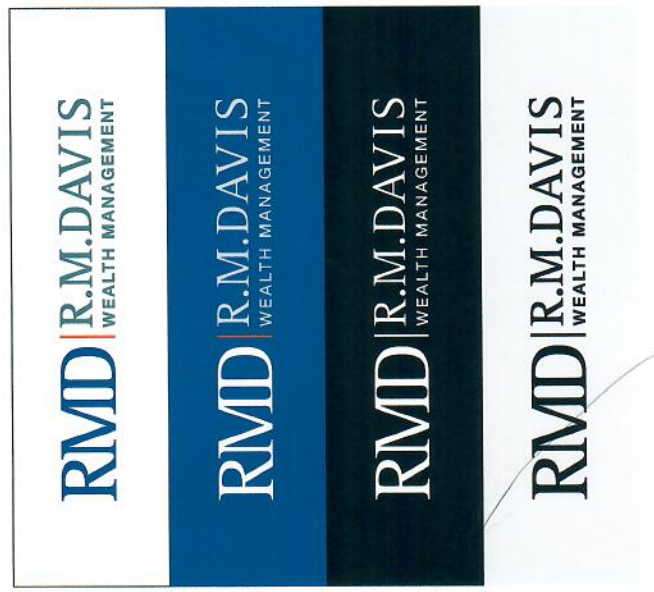
Smallest Size



Secondary Mark
Best for use at small sizes. Use discretion when scaling and positioning to ensure legibility.



Smallest Size



Typography

Rotis Serif

For logotype and large headers

The quick brown fox jumps over the lazy dog
1234567890!&@?/#

Cairo

For titles and subheads

The quick brown fox jumps over the lazy dog
1234567890!&@?/#

Cambria

For body copy -or- substitution font when Rotis is not available

The quick brown fox jumps over the lazy dog
1234567890!&@?/#

Arial

For chart/diagram labels -or- substitution font when Cairo is not available

The quick brown fox jumps over the lazy dog
1234567890!&@?/#

Primary Colors

Primary and secondary colors may be screened or tinted in 20% increments.

RMD Blue

Pantone 286
CMYK: 100, 95, 5, 0
RGB: 43, 57, 144
HEX: #283891

RMD Orange

Pantone 021
CMYK: 0, 80, 94, 0
RGB: 241, 90, 41
HEX: #f05a28

RMD Gray

Pantone 422
CMYK: 62, 49, 46, 16
RGB: 100, 108, 112
HEX: #646c70

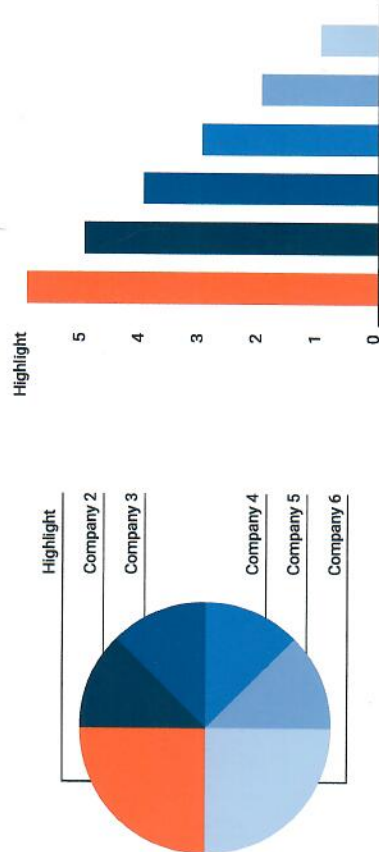


Secondary Colors



Chart Implementation

Utilizing RMD Orange to Highlight a Key Point



Optimizing Contrast to Differentiate Between Elements

