



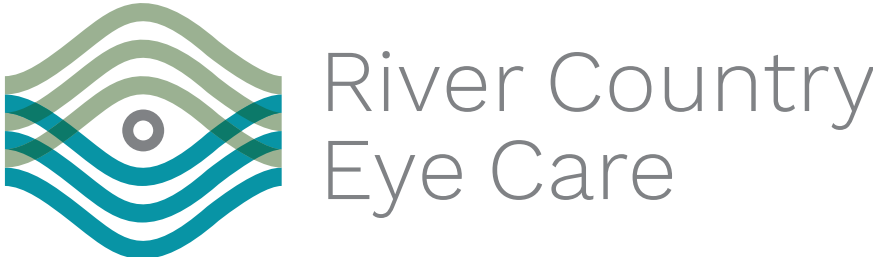
River Country
Eye Care

Brand Standards

April 2016

Color Logo

This logo may appear on a white background and over photography (in whitespaces) as long as the proper clear space and contrast holds.



Logo Clear Space

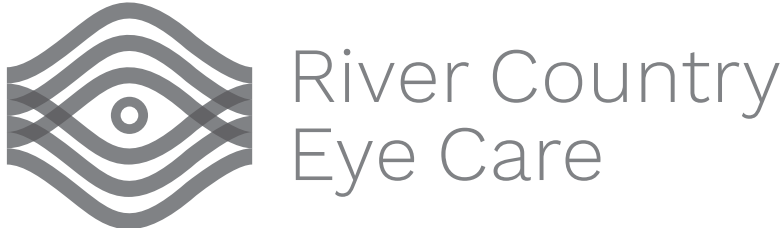
There is an established area of isolation (clear space) surrounding the RCEC logo, where no other type or images can appear, to preserve its integrity and importance. The clear space is measured by the space required for the height of the capital “E” of the word “Eye” in the trademark. This clear space applies to all horizontal and vertical instances of the brand logo.



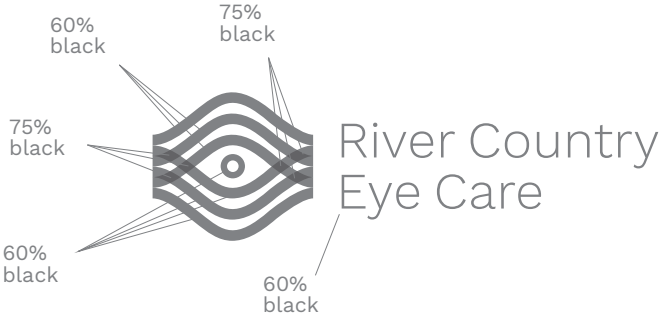
Grayscale Logo (Transparent)

The grayscale transparent logo is for use when print limitations required grayscale.

This logo may appear on a white background as long as the proper clear space holds.



2 color build:
60% & 75% black



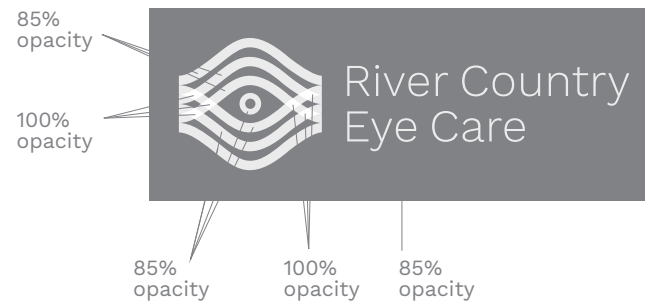
Reversed White Logo (Transparent)

This is the preferred reversed logo.

Reverse out of the following brand color backgrounds only: black, gray, teal, light green or light brown. Additionally reverse out of photography (in whitespaces) as long as the proper clear space and contrast holds.



2 color build:
85% & 100%
white opacities



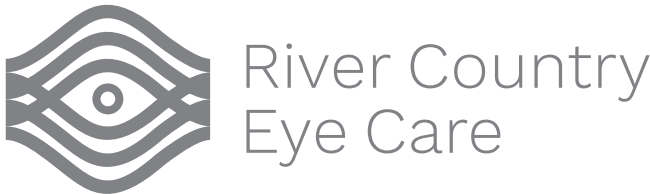
1-Color Logos (Solid)

ONLY when situations require a 1-color logo (for instance signage or embroidery) and grayscale logos may not be used (due to their 2-color build nature) these two versions are available.



White

Logo may be reversed out of the following brand color backgrounds only: black, gray, teal, light green or light brown



Gray (60% black)

Use on a white background only.

Secondary Logos (Vertical)

These logos are intended ONLY for use in vertical spaces where the horizontal logo appears too small.

All logo placement and color application standards for the horizontal logos apply to the secondary vertical logos.



River Country
Eye Care

color logo



River Country
Eye Care

grayscale logo
(transparent)



River Country
Eye Care

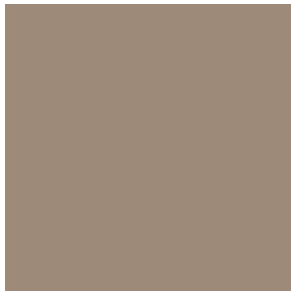
reversed white logo
(transparent)

Color Palette

Primary



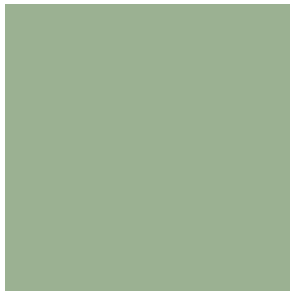
Gray
C0 M0 Y0 K60
R128 G130 B133
HEX #808285



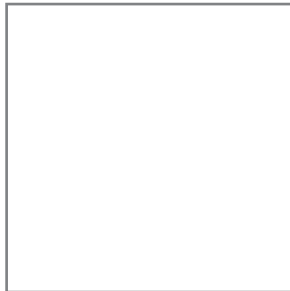
Light Brown
C0 M15 Y25 K45
R157 G138 B120
HEX #9D8A78



Teal
C80 M10 Y25 K15
R0 G148 B166
HEX #0094A6



Light Green
C42 M20 Y48 K0
R156 G177 B146
HEX #9CB192



White
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF



All primary palette colors can be used at 20-60% opacities

Ancillary



Green
(use in color logo ONLY -
do not use in brand
materials)
C87 M30 Y63 K15
R0 G122 B106
HEX #007A6A



100% Black
(use in grayscale
circumstances only)
C0 M0 Y0 K100
R0 G0 B0
HEX #000000

Typography

Work Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Work Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Work Sans Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Work Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Gray (60% black) is the preferred color for **body copy** when appearing on white background.

Work Sans Thin may be used when necessary in large headlines where Work Sans Light appears too thick.