

# Style Guide 2018

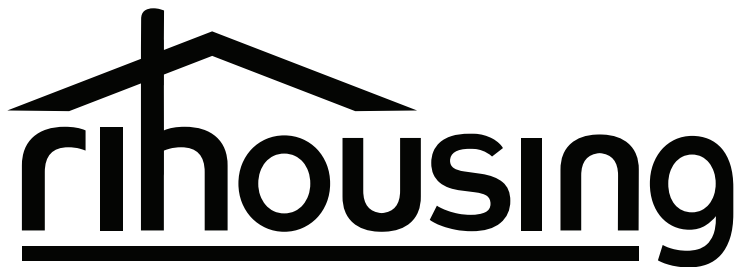






### Logo - Simplified Colors

This logo features only Rhode Island Gold and RIHousing Blue. This logo is used in print situations where gradients cannot be achieved.



### Logo - Black and White

These logos are examples of how the logo should look in black and white environment. The logo should be presented as solid white or solid black. Gradation or other variants of gray are not allowed.



### Logo - Dark Background

In environments with *solid dark background*, solid RI Housing logo should be used. The only approved color for the logo is white or Rhode Island Gold. This logo treatment should always be the secondary option to full-color logo on white background. The logo should not be placed on textured background.

### Logo - Don'ts

The logo should not be stretched out of scale.  
The logo should not be presented in any off-brand colors.



1.5"  
100 px

### Logo - Minimum Size

The smallest the logo should be represented is 1.5" (100 px) wide.



LOGO - application examples



### Logo - Abbreviated

The abbreviated RIH badge should be used sparingly, only with the full RIHousing logo present. The size of the abbreviated logo should be smaller than the full RIHousing logo. The abbreviated RIH badge should also not appear directly next to the full logo. Rules for the full logo still apply to the abbreviated logo.



## RIHousing Blue

Pantone 2945

CMYK: 100 / 75 / 15 / 0

RGB: 56 / 89 / 136

#005595

## RIHousing Blue- Shade

Pantone 295

CMYK: 100 / 75 / 15 / 40

RGB: 0 / 52 / 101

#003465

## Rhode Island Gold

Pantone 116

CMYK: 0 / 23 / 100 / 0

RGB: 254 / 198 / 12

#fec60c

## Bright Orange

Pantone 2013

CMYK: 0 / 50 / 100 / 0

RGB: 247 / 148 / 29

#f7941d

Pantone Cool Gray 1 C  
CMYK: 4 / 2 / 4 / 8  
RGB: 217 / 217 / 214  
#d9d9d6

Pantone Cool Gray 9 C  
CMYK: 30 / 22 / 17 / 57  
RGB: 117 / 120 / 123  
#75787b

Pantone 304 C  
CMYK: 34 / 0 / 6 / 0  
RGB: 154 / 219 / 232  
#9adbe8

Pantone 2273 C  
CMYK: 84 / 0 / 100 / 39  
RGB: 37 / 114 / 38  
#257226

Pantone 173 C  
CMYK: 0 / 82 / 94 / 2  
RGB: 207 / 69 / 32  
#CF4520

## Typeface - Print

# Depot New

*Depot New Italic*

**Depot New Medium**

***Depot New Medium Italic***

# Myriad Pro

*Myriad Pro Italic*

**Myriad Pro SemiBold**

***Myriad Pro SemiBold Italic***

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## Typeface - WebSafe Options

The print typefaces are unavailable in web platform. The following fonts should be used in place of the typeface above.

# Roboto

*Roboto Italic*

**Roboto Medium**

***Roboto Medium Italic***

# Open Sans

Open Sans Italic

**Open Sans SemiBold**

***Open Sans SemiBold Italic***





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