



Brand Guidelines

Style Guide



Welcome to the brand style guide for RCD RV Supercenter, which is designed to help clarify, align and support the overall brand image of the dealership. It is important to follow these identity guidelines in order to maintain consistent usage across all media. All creative and logo usage is subject to approval of RCD RV.

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Introduction

Our Mission:

At RCD Sales Company, we pledge to provide quality products and unparalleled customer service as we strive to gain the respect and trust of our customers, suppliers, and community.

About Us:

With family roots that date back to 1973, RCD takes pride in making each and every customer feel like part of the "RCD Family."



Color Palette

About RCD RV

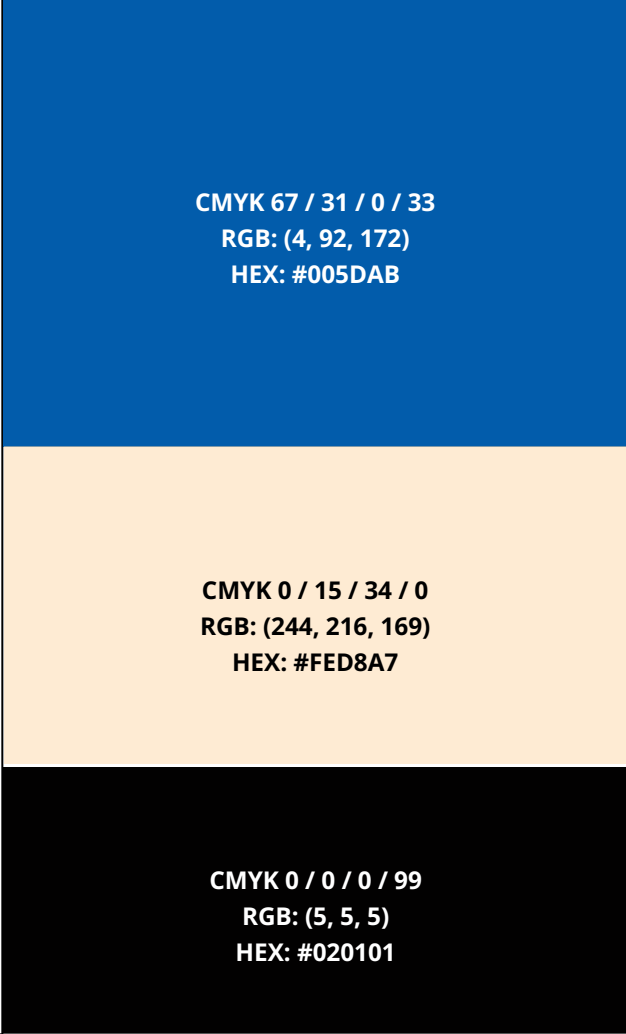
The RCD RV Supercenter logo communicates the brand's goal to provide reliable and professional service to its' customers while staying true to our long standing family values.

The following rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

RCD SALES CO. LTD



Blue

The color of trust, reliability and professionalism. This color represents our commitment to building customer loyalty and providing superior service.

Pale Yellow

The color representing joy and happiness. It's our mission to make your experience with RCD as fun as possible.

Black

RCD does also utilize black in the "Supercenter" designation. We want our industry leading capabilities in sales, service, and parts to be well known.

Typography

About RCD RV

The RCD RV Supercenter typefaces communicate the brand's goal to deliver industry leading products and services while having fun!

The following rules about how to use the typefaces are meant to make sure that they are used the same way every time. This can help the brand gain value and recognition over time.

Note:

Use our primary typeface for all text other than those relating to fun, casual media content. (See page 5)

Primary

Aa

OPEN SANS
ABCDEFGHIJKLM
abcdefghijklmnopqrz
0123456789

Secondary

Aa

LUMIOS MARKER
ABCDEFGHIJKLM
abcdefghijklmnopqrz
0123456789

Typography Applied

About RCD RV

The RCD RV Supercenter typefaces communicate the brand's goal to deliver industry leading products and services while having fun!

The following rules about how to use the typefaces are meant to make sure that they are used the same way every time. This can help the brand gain value and recognition over time.

At RCD Sales Company, we pledge to provide quality products and unparalleled customer service as we strive to gain the respect and trust of our customers, suppliers, and community. 20 Pt

At RCD Sales Company, we pledge to provide quality products and unparalleled customer service as we strive to gain the respect and trust of our customers, suppliers, and community. 14 Pt

Secondary

Lumios Marker should be used to in any fun or casual media content.



The Logo

About RCD RV

The RCD Sales Co. logo is meant to display RCD's passion for pairing customers with an RV that fits their specific needs and tastes.

With family roots that date back to 1973, RCD takes pride in making each and every customer feel like part of the "RCD Family."

Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible



Incorrect logo

About RCD RV

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Outdated Logos



Save Area

About RCD RV

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SIZING

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes for print may be necessary. In such cases, legibility should always be your top priority

QUALITY

Be sure to scale the logo appropriately without stretching or otherwise distorting. Ensure the highest quality version of the logo is used.



CLEAR SPACE

The minimum clear space is defined as x. Try to maximize clear space whenever possible. Always scale the logo proportionally. No stretching, distorting, etc.





RCD RV reserves the right to decline usage of RCD RV representation in any situation the company deems inappropriate for any reason even if the logo usage meets these guidelines. Anything RCD RV does not approve in writing is not considered approved. RCD RV may also reserve the right to recall and/or reprint any marketing materials that do not meet RCD's current standards. As the need to address future branding concerns arises, RCD RV may act in a manner to operate outside of the guide however, outside parties are responsible for complying within the terms in this guide.

SUBMISSIONS

ALL ARTWORK MUST BE SUBMITTED IN FINAL FORM PRIOR TO EXECUTION AND RELEASE TO THE PUBLIC. TO RECEIVE FINAL APPROVAL, ALL ARTWORK MUST BE SUBMITTED IN FULL COLOR. TO AVOID INCURRING UNNECESSARY COSTS, THE CONCEPT FOR ANY ADVERTISEMENT OR PROMOTION SHOULD BE SUBMITTED TO RCD RV BEFORE CREATING THE ACTUAL MATERIALS.

SUBMIT ARTWORK VIA YOUR RCD RV CONTACT. RCD RV SHALL NOTIFY SPONSOR WITHING TEN (10) BUSINESS DAYS OF RECEIPT OF ANY SUBMITTED ITEM WHETHER SUCH ITEM HAS BEEN APPROVED, DISAPPROVED OR NEEDS CHANGES. UPON APPROVAL, AN EMAIL WILL BE SENT RECORDING THE APPROVAL.



BRAND STYLE GUIDE



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