

RED DIAMOND

Our Brand

Construction

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Usage Guidelines

Colors

Primary

Secondary

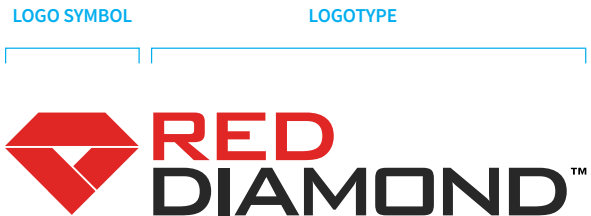
Literature

Visuals

OUR LOGO

Red Diamond Logo

The Red Diamond logo comprises the logo symbol and the logotype, which are equally important. The relationship between the logo symbol and logotype has been established, and these proportions are fixed as illustrated.



Construction

The logo symbol should always sit to the left of the logotype at a distance equal to the width of the TM symbol. The Height of the logo symbol should always be the same height as that of the logotype.



Clear Space

The preferred clear space is equal to "X," as illustrated above. "X" is equal to the height of The top bar of the logo symbol.



Minimum Size

Minimum Size: 0.75" width of the full logo.



REPRODUCTION RULES

Two-Color Logo (Preferred)

Our full-color Red Diamond logo is the preferred reproduction version; it should be used whenever possible. Consistent use of the full-color logo is essential to strengthen brand recognition.



Two Color Reverse

The two-color, reverse logo should be used on dark backgrounds or images where the Two-Color logo will not be clearly visible. Ensure that both colors are clearly visible and do not compete with the background color.

TWO-COLOR, PMS 485 AND WHITE



One Color (Restricted Use)

The one-color, solid Red Diamond logos are intended for use when reproduction methods prohibit the use of the 2 color logo. The one-color, solid black(k) logo is used for special finishes such as etching, embossing, or varnish applications.

ONE-COLOR, BLACK LOGO



ONE-COLOR, KNOCKOUT LOGO



USAGE GUIDELINES

The examples on this page demonstrate some common mistakes when applying the Red Diamond logo.

- DO NOT stretch or alter our logo
- DO NOT change our logo color
- DO NOT place our logo on any image or graphic that will distract from it being clearly legible or compromise its composition
- DO NOT rotate our logo
- DO NOT rearrange the elements of our logo
- DO NOT remove elements in our logo

DON'T USE THE LOGOTYPE ALONE

The logo symbol can be used alone in cases where an abbreviated logo is needed. Logotype however, should never be used without the logo symbol.

IMPORTANT NOTE: Please contact your segment marketing manager for advice and guidance on any unique applications of the Red Diamond logo.



BRAND COLORS

SECTION 2.3.2

Primary

Secondary

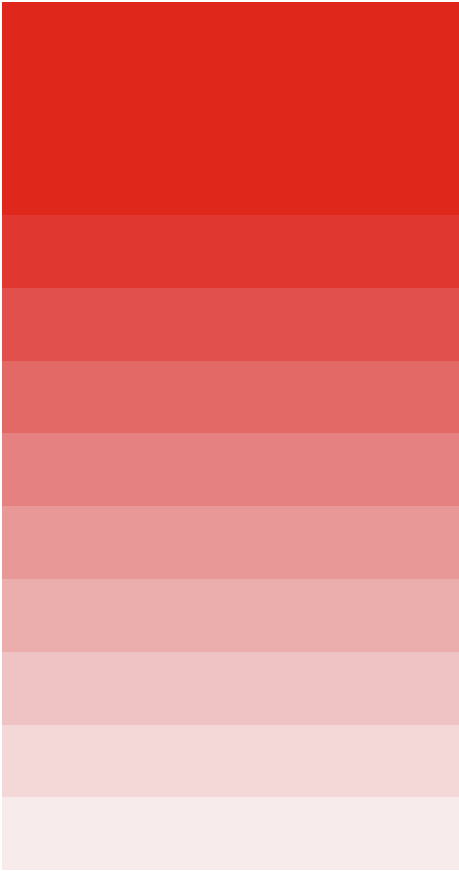
PRIMARY COLORS

PMS 485C

CMYK: C6 M98 Y100 K1

RGB: R225 G38 B28

Web: #e1261c

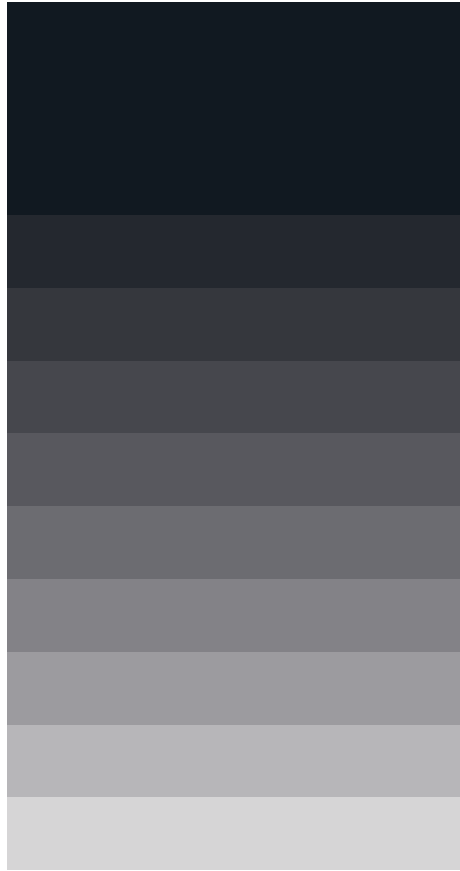


PMS BLACK 6C

CMYK: C0 M0 Y0 K100

RGB: R35 G31 B32

Web: #231f20

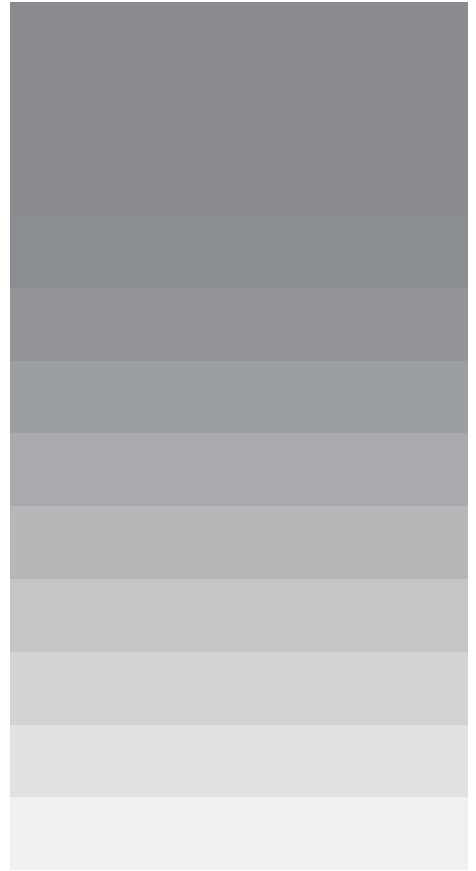


PMS COOL GRAY 8C

CMYK: C49 M40 Y38 K3

RGB: R138 G139 B142

Web: #88898d



SECONDARY COLORS

PMS 383C

CMYK:
C39 M20 Y100 K1

RGB:
R168 G173 B0

Web:
#a8ac00

PMS 318C

CMYK:
C44 M0 Y16 K0

RGB:
R132 G218 B222

Web:
#84d9de

PMS 534C

CMYK:
C81 M58 Y20 K13

RGB:
R61 G97 B139

Web:
#3c608b

PMS 7714 C

CMYK:
C100 M35 Y46 K10

RGB:
R0 G117 B128

Web:
#007480

PMS 249C

CMYK:
C52 M98 Y28 K10

RGB:
R132 G40 B107

Web:
#83276a

PMS 124 C

CMYK:
C7 M35 Y100 K0

RGB:
R235 G169 B0

Web:
#eba900

