RENFROE

E. A. Renfroe & Company, Inc.
Brand Style Guide

A Publication of
RENFROE Marketing

2021

OUR LOGO

We are very proud of our logo, and we require that employees and vendors of RENFROE follow these guidelines at all times to ensure its integrity. The registration mark should be used at all times with few allowable exceptions. Any exceptions must receive written approval from the Marketing and Legal departments.

PRIMARY COLORWAY

The primary colorway is the foundational and preferred iteration of our logo. It should only be used on a white background, or a gray background when the total black content is less than or equal to 40%.

10% Gray ✅   25% Gray ✅   50% Gray ❌
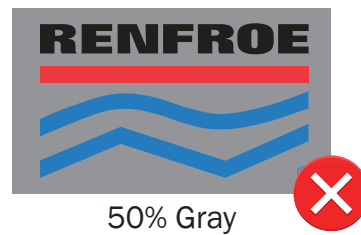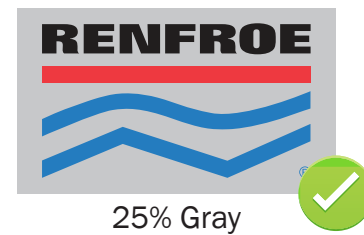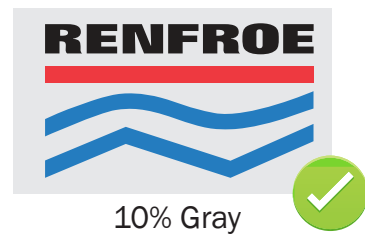
ALTERNATE COLORWAYS

While sometimes unavoidable, use only the following approved alternate colorways sparingly.

50% Gray

75% Gray

◄ **Red, White, and Blue** for use on gray backgrounds with a black content greater than 40% but no more than 75%. May not be used on black.

All White ►
Use only over RENFROE Blue, RENFROE Red, New Day gradient, or black. May also be overlaid on dark photographs and images.*

RENFROE Blue

Black

▲ **All Black**
Only approved for use over white backgrounds. May also be overlaid on light photographs and images.*

*If the logo is to be overlaid on an image, care must be taken so that the logo is clearly legible and does not compete with elements and subjects in the photograph or image.

PLACEMENT AND USE

EXCLUSION ZONE

The logo's exclusion zone is equal to the height or width of the letter "O" in the logo. Negative space must be maintained in the exclusion zone at all times.
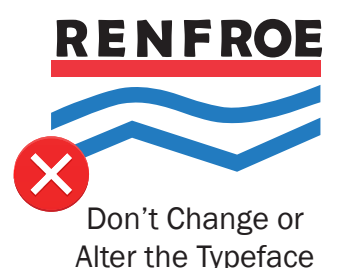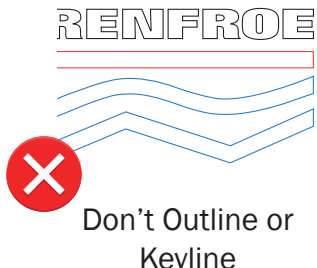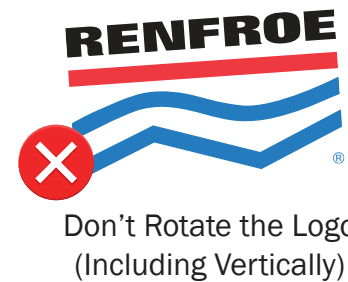
MINIMUM SIZE

70px or 1½ in.
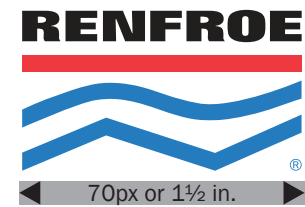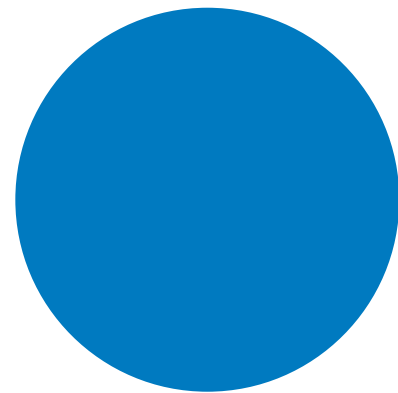
In order to maintain legibility and preserve integrity, the width of the RENFROE logo should never be less than 70 px in digital use or 1 ½ inches in print use. Digital resolution must be at least 72 PPI, and print resolution at least 300 DPI.

LOGO MISUSE

Use of the logo should remain consistent. Never attempt to alter the logo in any way. The orientation, color, and composition should remain in accordance with this document — no exceptions.

❌ Don't Rotate the Logo (Including Vertically)

❌ Don't Distort or Skew the Logo

❌ No Gradients or Unapproved Colorways

❌ Don't Remove Elements

❌ Don't Rearrange Elements

❌ Don't Outline or Keyline

❌ Don't Use the Stylized Wordmark Alone

❌ Don't Change or Alter the Typeface

BRAND COLORS

RENFROE Blue
C88 M45 Y0 K0
R47 G126 B206
#2F7ECE
PMS 2195
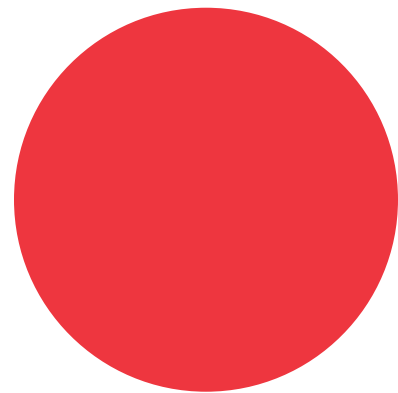
RENFROE Red
C0 M92 Y77 K0
R241 G80 B96
#EF3B41
PMS 185

Black
C70 M50 Y30 K100
R0 G0 B0
#000000
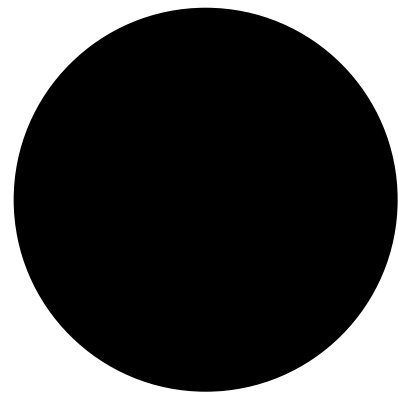
RENFROE Blue and RENFROE Red should only sit on a white or black background, except as part of the logo, when it may sit on top of gray with a maximum of 40% total black content. Additionally, no color other than white or black should overlay RENFROE Blue or RENFROE Red. The two colors should never sit on each other.

SECONDARY (ACCENT) COLORS

Secondary colors should be used sparingly, generally as an accent or to draw attention to something important. Use as backgrounds for elements such as pull quotes, call-outs, buttons, or sidebars.

Charcoal
C49 M44 Y38 K44
R109 G106 B102
#6D6A66
PMS 4230
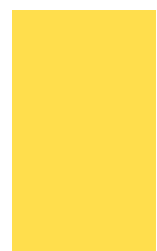
Highlighter
C0 M10 Y81 K0
R252 G207 B97
#FCCF61
PMS 128

**Green Apple**
C47 M0 Y97 K0
R115 G201 B45
#73C92D
PMS 375

"NEW DAY" GRADIENT

The RENFROE "New Day" gradient is the only graphical gradation approved for use in conjunction with the brand. The gradient can be used as a background for headers, footers, or sidebars. It can also be used as a fill for certain graphical objects as long as the use is sparing and subtle. Only white text should appear on top.

Location: 75%

RENFROE Blue   RENFROE Red

When recreating the gradient, the first color stop should be RENFROE Blue and the second color stop should be RENFROE Red. The transition location should be set at exactly 75%. Gradient swatches for various software products including those from Adobe and Microsoft are available from Marketing upon request.

RENFROE Blue should always be to the left when used horizontally, and to the top when used vertically. When used diagonally, the longest axis of the gradient should approximately align with the hypoteneuse of the background's X and Y axes. In diagonal use, RENFROE Blue should always appear at the top left.

OK: Blue on Top

OK: Blue on Left

OK: Proper Angle

NO: Red on Top
(or on Left)

NO: Wrong Angle
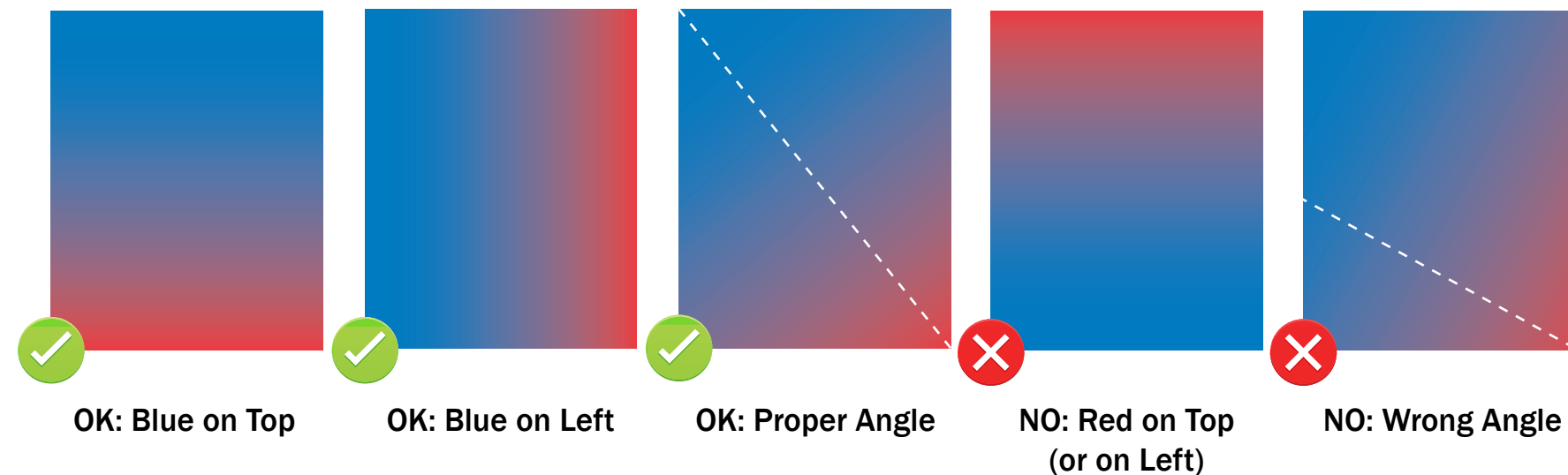
PRIMARY TYPEFACES

Franklin Gothic URW
Heavy
Print & Digital Design: Titles & Headlines

Franklin Gothic URW
Demi
Print & Digital Design: Headlines & Subheads

Franklin Gothic URW
Medium
Print & Digital Design: Subheads & Large Body

Franklin Gothic URW
Book
Print & Digital Design: Body & Notation Text

Arial
Black
Business Documents: Titles & Headlines

Arial
Bold
Business Documents: Headlines, Subheadlines, Emphasis

Arial
Regular
Business Documents: Body & Footer Text

SECONDARY TYPEFACES

Secondary typefaces should be used sparingly to supplement primary typefaces. With few exceptions, these typefaces should always be in service of the primary typeface, available only to set important components or features apart from the rest of the document or layout.

Jubilat
Black, Bold, Semibold, Medium, Regular, Book, Light
For Print & Digital Design Use — great for pull quotes, call-outs, and sidebars.

CCSignLanguage
Bold, Regular
Use very sparingly and wisely. Primarily intended for call-outs and tags on infographics or presentations.

Georgia
Bold, Regular
An approved alternative to Franklin Gothic and Arial for longer business documents intended for print.

FONTS FOR THE WEB

```css
/* Use Google Fonts API to specify Libre Franklin and Open Sans */

/* For headlines and most body copy: */
    body {font-family: "Libre Franklin", "Open Sans", Arial, Helvetica, sans-serif;}

/* For nav links and menu items: */
    nav {font-family: "Open Sans", "Helvetica Neue", Helvetica, Arial, sans-serif;}
```