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## Logo Standards & Usage

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**RHINO Marketing Inc.**



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## FONTS

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### Quicksand Family

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**Quicksand Bold** for headlines and large graphics.

Quicksand Book for headlines and large graphics.

Quicksand Light for headlines and large graphics.

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### Arial Family

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**Arial Black** for headlines, large graphics and highlights.

**Arial Bold** for all uses.

Arial Regular for body copy.

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## COLOUR SELECTION

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### Primary Colours

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Pantone 200C

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Pantone Process Black

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## VERTICAL LOGO APPLICATION

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### Full Colour Usage

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The full colour logo should be used for the bulk of projects which require the RHINO.ca identity. The logo must be placed on light backgrounds of no more than 50% black. For darker backgrounds use the knockout RHINO.ca logos.



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### One Colour Usage

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The logo will only be displayed in black or white for one colour purposes. No alternative colours may be applied to the logo.





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## HORIZONTAL LOGO APPLICATION

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### Full Colour Usage

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The full colour logo should be used for the bulk of projects which require the RHINO.ca identity. The logo must be placed on light backgrounds of no more than 50% black. For darker backgrounds use the knockout RHINO.ca logos.



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### One Colour Usage

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The logo will only be displayed in black or white for one colour purposes. No alternative colours may be applied to the logo.





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## HORIZONTAL WORDMARK APPLICATION

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### Full Colour Usage

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The wordmark must be placed on light backgrounds of no more than 50% black. For darker backgrounds use the knockout RHINO.ca wordmark.



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### One Colour Usage

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The wordmark will only be displayed in black or white for one colour purposes. No alternative colours may be applied to the wordmark.





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## POSITIVE/NEGATIVE APPLICATION & SAFE

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### Guidelines

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The RHINO.ca logo in its one colour or two colour form is best displayed on a white background. When placing over a colour background, the one colour black logo is to be used.

When the background is a darker colour (black greater than 50%), the logo should be used in its negative form. The knockout logo **must** be white in this application. The background should have sufficient contrast to allow the logo to be properly seen.

Do not place the logo over patterns, irregular shapes or pale colours.



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### Safe

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A portion of white space is required around the logo. This space is determined by 1/16 the width of the logo. This distance must be maintained on all sides of the logo.





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## LOGO APPLICATION GUIDELINES

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### Composition

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The RHINO.ca logo must be used in its entirety. It cannot be split up or modified. Graphics within the logo cannot be modified, nor can the font. Proportions of the logo are to be retained if resizing.

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### Improper Use

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In order to maintain RHINO.ca's identity, the logo must not be distorted or altered in any way. Please use only the files provided by RHINO.ca for any and all uses. Refer to the following images to avoid improper use of the logo.



Do not add drop shadows.



Do not remove items.



Do not bevel or emboss.



Do not use as a watermark.



Do not stretch or distort.



Do not place over a pattern.



Do not change colours.



Do not add elements.