RIVER NORTH

MEDIA COMPANY

VISUAL IDENTITY

LOGO

The logo comes in two options, the full horizontal logo and a condensed stack version.

The condensed version should be used sparingly, preferably around contextual elements *(i.e social media avatars)*.

The primary logo should always be displayed on a white background. A reverse color logo is available but should be used sparingly *(t-shirts, stickers, etc)*.
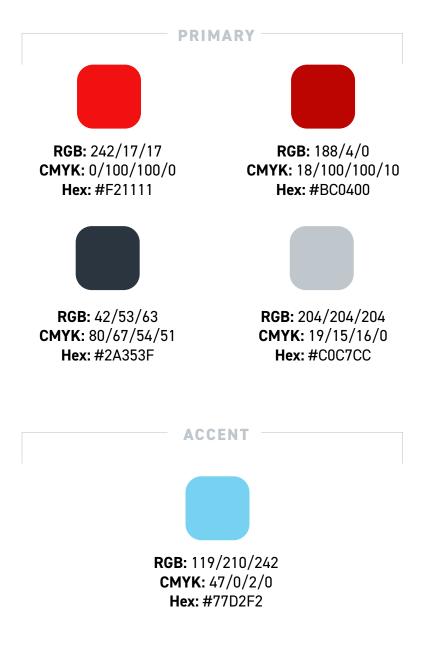
PALETTE

The River North Media Co. red is a bright, in-your-face primary color. It is balanced by combining it with the more subdued maroon as well as a copious amount of white space in all designs.

Both the dark and light greys have tints of blue in them to complement and cool down the primary red brand colors.

The dark grey should be used in place of pure black for all body copy on web.

RNMC's accent color is a bright cyan that should be used very sparingly on non-logo related brand work (icons, accent lines, etc.)

RGB: 242/17/17
CMYK: 0/100/100/0
Hex: #F21111

RGB: 188/4/0
CMYK: 18/100/100/10
Hex: #BC0400

RGB: 42/53/63
CMYK: 80/67/54/51
Hex: #2A353F

RGB: 204/204/204
CMYK: 19/15/16/0
Hex: #C0C7CC

RGB: 119/210/242
CMYK: 47/0/2/0
Hex: #77D2F2

TYPOGRAPHY

River North uses two typefaces to define its brand. Headers, titles and larger type should be in Shrimp, all caps, without exception.

All body copy, captions, links and any other text should utilize our utility font, DIN 2014.

If a default system typeface is needed, please use Helvetica Bold in place of Shrimp and Helvetica Regular and lighter in place of DIN 2014

SHRIMP

RIVER NORTH

DIN 2014

River North
River North
River North
River North
River North

SAMPLE

HEADLINE

Subhead

This would be body copy and this is just a sampling of the weights and colors you can use to create heirarchy.

- Rohan Kusre