

NEON RHINO

MARKETING

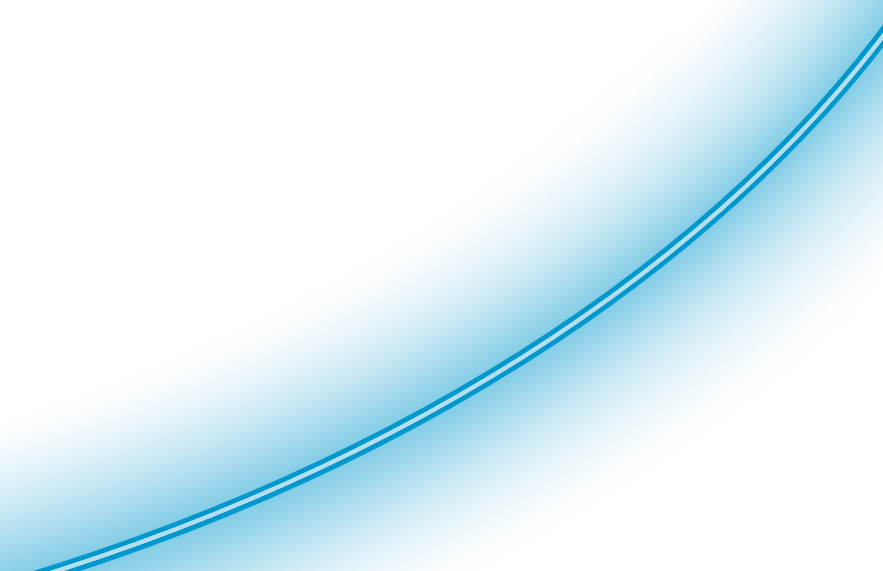
BRAND STANDARDS MANUAL



This document contains the fundamental ingredients that both signify and inspire the boundless, intrepid spirit of the **NEON RHINO**.

Please adhere strictly to these guidelines in all relevant communication, as failure to do so would be a terrible injustice to our noble creature, and a misrepresentation of that for which she stands.

No animals were harmed in the making of this manual.





LOGOS & ICONS



S.I
(STACKED)



H.I
(HORIZONTAL)





S.2
(STACKED)



H.2
(HORIZONTAL)



NEON
RHINO 
M A R K E T I N G

S.3
(STACKED)

NEON RHINO 
M A R K E T I N G

H.3
(HORIZONTAL)



NEON
RHINO 
M A R K E T I N G

S.4
(STACKED)

NEON RHINO 
M A R K E T I N G

H.4
(HORIZONTAL)

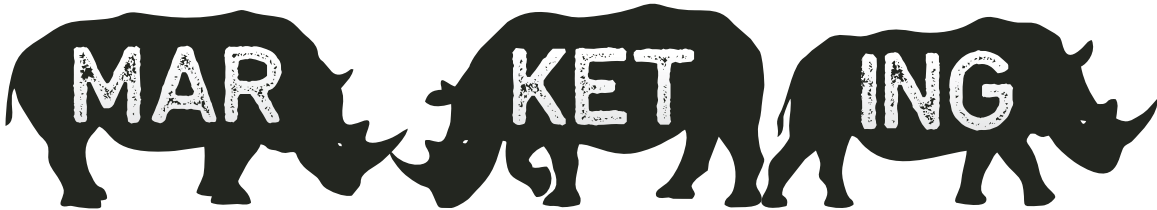




IR - RHINO ICON



IN - INITIAL ICON



MM - MARKETING MASCOTS



SC - SCRIPT WORDMARK



COLORS & TEXT

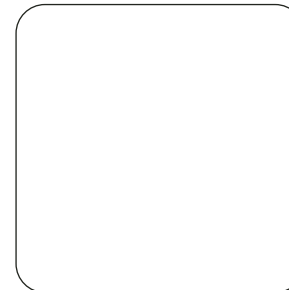
PMS RHODAMINE RED
CMYK: 4 | 100 | 0 | 0
RGB: #ED0A94



PMS 801C
CMYK: 100 | 20 | 11 | 0
RGB: #0097CD



WHITE



PMS BLACK 3
CMYK: 73 | 61 | 71 | 85
RGB: #222620



TITLES/DISPLAY

Alfa Slab One

**ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

HEADINGS

Zeuty Sans

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

BODY TEXT

Yu Gothic UI Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

SCRIPT

Zeuty Script

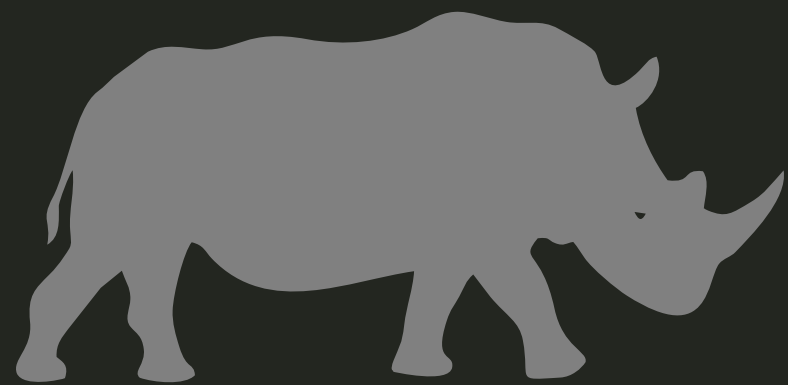
*ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789*

LOGOTYPE

Motherline Sans

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**





USAGE



Standing independently--as in a list of event sponsors or project contributors--the logo must be surrounded by empty space that provides a buffer of no less than a , or the width of the letter **O**, around the entire perimeter.

However, as part of a cohesive application (e.g., with accompanying text, as in an email signature) that space may be reduced to b , the gap between the uprights of the **H**.

At no point should the stacked logo be reproduced at a height less than 1¼", nor the horizontal logo at less than ¾"h.





On a dark background, the black text (and/or bars) should be reversed to white, leaving the blue and pink bars (or text) intact. When the background is too close in color to either the blue or pink, the logo should be reproduced in solid 90% black, solid white, or as above right, with black bars and white text, at the user's discretion.

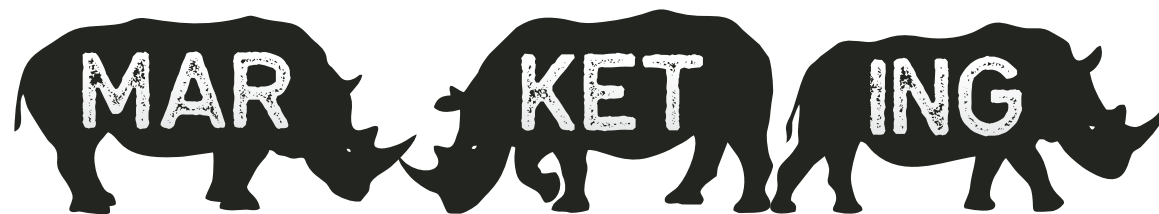
At no point should the logo be placed over a photo or patterned background, unless there is at least a 50% opaque (black or white) overlay in between.





These graphics offer additional means of expressing the **NEON RHINO** brand. However, they are to be used strictly as accents--in such cases where the brand association is already apparent--and not in place of the primary logo under any circumstances, except as specifically approved by an officer of the company.

In addition, as seen throughout this manual, "NEON RHINO" should always appear in the logotype font, except in such instances (email, texting, messaging, social media, etc.) where that would be needlessly cumbersome, impractical, or out of place.



NeonRhino



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