Logo Color Variations

It is preferred to use the full color version of the logo whenever possible with either black or RMHC blue for the logo text. In situations where the logo will be placed on a dark background, make the logo text white for legibility.

In printing situations where color is limited, using a 2-color or 1-color logo is acceptable as shown. All color variations apply to the vertical and horizontal logo versions for RMHC Global and Chapter logos.

Logo Colors

These colors only apply to RMHC Global and Chapter logos. RMHC Brand color palette can be found on page 12.

		Print:	Digital:
●	RED	Pantone 485 CMYK: 5, 97, 100, 0	RGB: 218, 41, 28 HEX: #DA291C
●	YELLOW	Pantone 123C CMYK: 0, 23, 93, 0	RGB: 255, 200, 41 HEX: #FFC829
●	BLACK	100% Black CMYK: 0, 0, 0, 100	RGB: 0, 0, 0 HEX: #000000

For tagline:

		Print:	Digital:
●	GRAY	50% Black CMYK: 0, 0, 0, 50	RGB: 153, 153, 153 HEX: #999999

Alternate text color:

		Print:	Digital:
●	BLUE	Pantone 660U CMYK: 63, 38, 0, 0	RGB: 98, 142, 204 HEX: #638DC9

Full color

Full color with blue text

Full color with white text

2-color

1-color

1-color reversed