



ROCKY MOUNTAIN
COLLISION CENTER



The RMCC Emblem (Tritone)



The RMCC Emblem (Twin-tone)



The RMCC Emblem (Monotone)

THE RMCC EMBLEM

The Rocky Mountain Collision Center Logo depicts a 1969 Chevrolet Chevelle (the RMCC Chevelle) parked in front of a mountain range. This combination is meant not only to relate to the automotive industry and the Rocky Mountains, but to convey a feeling of strength (through the presence of a renowned piece of American muscle) and reliability (through the presence of the towering, immutable Rocky Mountains).

The RMCC Emblem (Tritone) is the most complete and complicated version of the logo. As such, it is the primary logo of the RMCC brand. Due to its complexity, this logo is only to be used on solid white backgrounds.

The RMCC Emblem (Twintone) removes the circular sky seen in the Tritone Emblem. This reduction of complexity increases the uses of the logo, but this version is still only for use on white or light backgrounds that do not diminish the visibility of the mountains behind the RMCC Chevelle.

The RMCC Emblem (Monotone) further simplifies the logo. This version is for use on all backgrounds except very dark backgrounds upon which the Emblem would be difficult to see. It is also for use on high-brightness photographs.

The RMCC Emblem (Monotone Inverted) is a very different logo from the rest. It removes the shadow beneath the RMCC Chevelle and places a thick white outline around the vehicle. This serves to differentiate between the vehicle and the mountains behind it. Due to the inverted nature of the colors, this Emblem is only for use on very dark backgrounds or low-brightness photographs.

Using any of the RMCC Emblems on photographs is acceptable provided that there is adequate white space around the Emblem to maintain visual importance in the graphic.



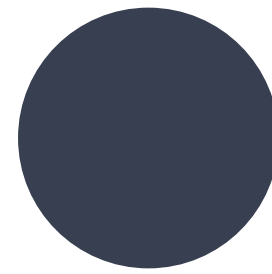
The RMCC Emblem (Monotone Inverted)

COLOR PALETTE

Rocky Mountain Collision Center is based on Cadet Grey, a rich grey tone with a splash of blue. It is paired with a lighter color called Air Superiority Blue and Charcoal for a darker color. These colors make up the RMCC Primary Palette. Two accent colors are used conjunctively with the Primary Palette in various situations—Beau Blue for darker backgrounds and Star Command Blue for lighter backgrounds. The complete palette consists of five pastel blues that serve to convey an open, airy and relaxed atmosphere.

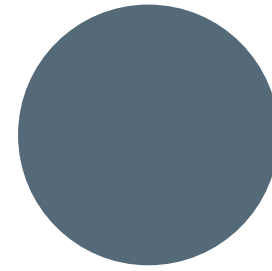
Lighter backgrounds are preferred for Rocky Mountain Collision Center materials to contribute to a light, airy and calming ambience. To contrast against these backgrounds, iconography, text and buttons are comprised of the darker primary palette based on Cadet Grey. In areas where a dark background is used, darker colors are used for brand assets like the RMCC Chevelle and the RMCC Logo (see example at right). Only use the Light Logo on very dark backgrounds and photos with darkening filters applied to them. Depending on circumstances, the Light Logo can be white, Cultured or Beau Blue.

COLOR PALETTE



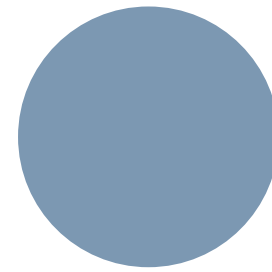
CHARCOAL

HEX: #373F50
RGB: 55, 63, 80
CMYK: 79, 69, 47, 38



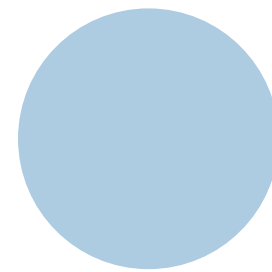
CADET GREY

HEX: #546A78
RGB: 84, 106, 120
CMYK: 71, 50, 41, 14



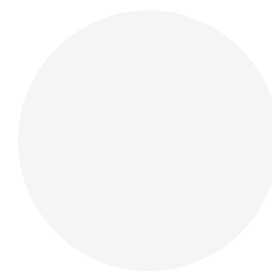
AIR SUPERIORITY

HEX: #7C98B2
RGB: 124, 152, 178
CMYK: 55, 33, 20, 0



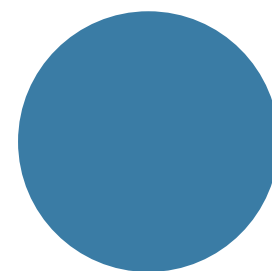
BEAU BLUE

HEX: #ADCBE1
RGB: 173, 203, 225
CMYK: 31, 11, 5, 0



CULTURED

HEX: #F3F5F6
RGB: 243, 245, 246
CMYK: 3, 2, 2, 0



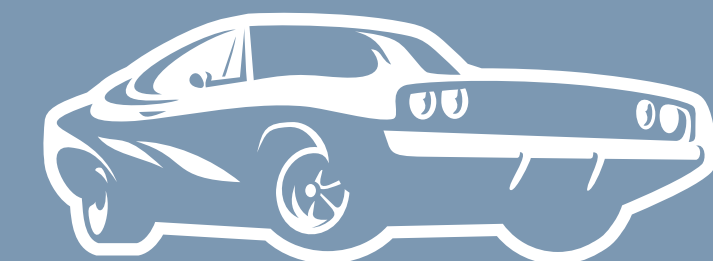
STAR COMMAND

HEX: #3A7CA5
RGB: 58, 124, 165
CMYK: 80, 44, 19, 1

ROCKY MOUNTAIN COLLISION CENTER



DO ✓



DON'T ✗

LOREM IPSUM DOLOR

LOREM IPSUM DOLOR

"The best way to predict the future is to create it."
—Peter Drucker

RALEWAY

Aa Aa

ExtraBold

Light

Used for headlines
Uppercase
Letter spacing: 0.1em

ROBOTO

Aa

Regular

Used for body copy
Sentence case
Letter spacing: 0

HEADLINE 1, 68
HEADLINE 2, 56
HEADLINE 3, 44

HEADLINE 4, 36

HEADLINE 5, 30

HEADLINE 6, 24

Subtitle 1, 14 Bold

Subtitle 2, 12 Bold

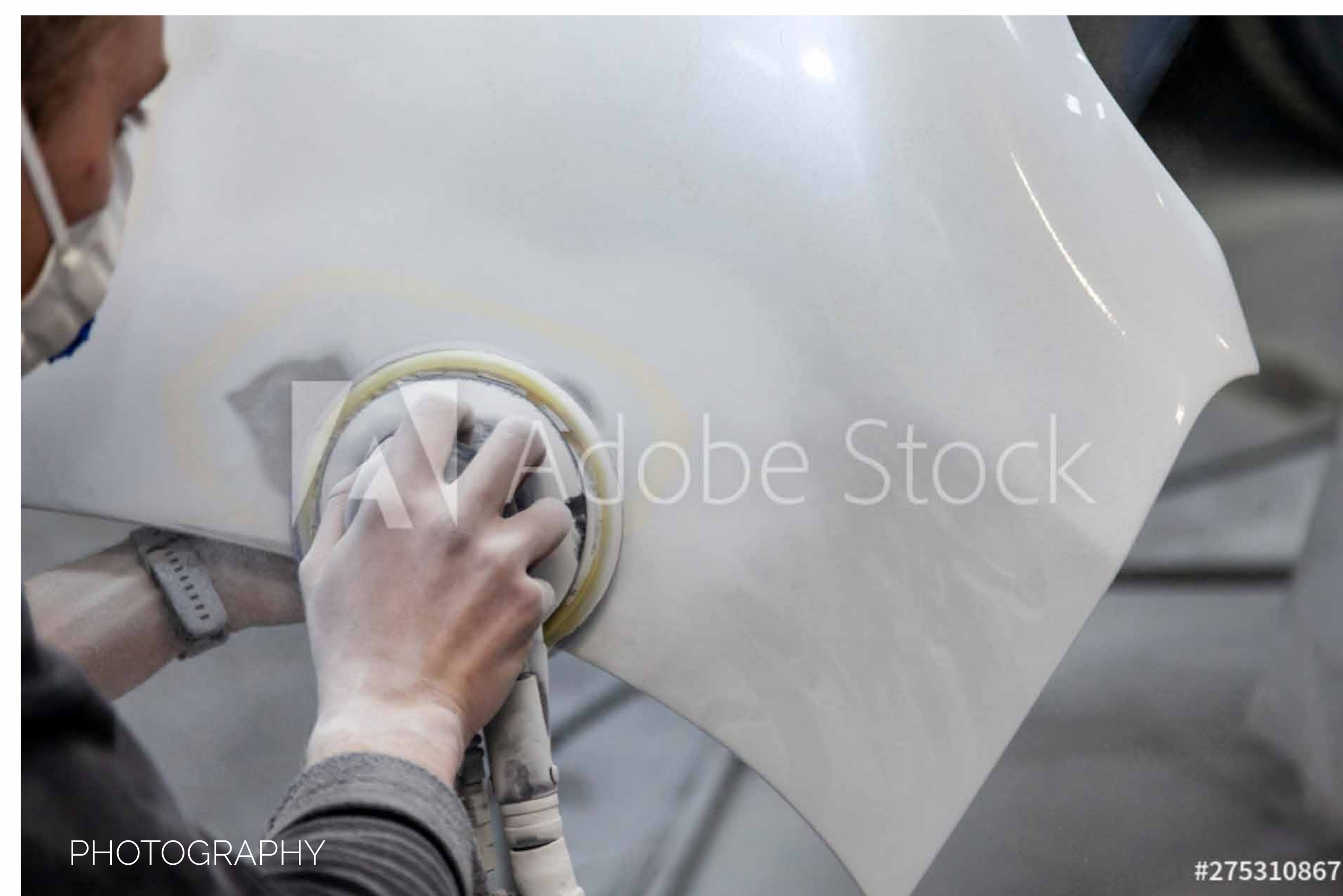
Body 1, 14

Body 2, 12

BUTTON, 12 BOLD, 50

CAPTION, 10

OVERLINE, 8



PHOTOGRAPHY



ROCKY MOUNTAIN
COLLISION CENTER

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