RMDW Logo Guide

Everything you need to use your new logo with confidence: the versions, the colors, and which file to grab for each job.

LOGO VERSIONS



Full color · light backgrounds



Full color · dark backgrounds



One color · black



One color · white

BRAND COLORS

Crimson
HEX #B11E2F
RGB 177 30 47
CMYK 0 83 73 31

Ink
HEX #1B1518
RGB 27 21 24
CMYK 0 22 11 89

Cream
HEX #F4EDE1
RGB 244 237 225
CMYK 0 3 8 4

WHICH FILE TO USE

Print shops, embroidery, signs	Send the **.SVG** file. It's vector, so it stays sharp at any size, from a pen to a billboard.
Website, social media, Canva, slides	Use the **.PNG** file. It has a see-through background, so it sits cleanly on any color.
Shirts and merch	Light fabric: **full color (light)**. Dark fabric: **full color (dark)**. Embroidery: ask for the **one color** version.
Small spaces	Caps, profile pictures, and app icons: use the **mark** (the logo without the tagline) so it stays readable.
One color	For stamps, engraving, single-ink printing, and watermarks. Use white on dark backgrounds.

SMALL SPACES





When the logo is smaller than about 1.5 inches wide, drop the tagline and use the mark alone.

GIVE IT ROOM



Keep clear space around the logo at least as tall as the letters in "RMDW." Nothing else, like text, photos, or edges, should cross into that space.

KEEP IT LOOKING RIGHT

Do

- Use the files exactly as provided
- Pick the light or dark version to match the background
- Use the brand colors above for matching graphics

Don't

- Stretch, squish, or rotate the logo
- Change the colors or add shadows and effects
- Place it on a busy photo where it gets lost