



BRAND GUIDE

10 SEPTEMBER 2020

TAGLINE

V1: “A Veteran-owned contract manufacturer, specializing in bottling & packaging services for USA-based manufacturing.”

V2: “We believe in American Manufacturing. As a Veteran-owned contract manufacturer, RWB Manufacturing provides quality workmanship & fair pricing for USA Manufacturers. We specialize in bottling & packaging services for all sizes of production.”

MISSION

To support American Manufacturing efforts through quality workmanship & fair pricing.

VALUES

Honesty & Integrity

FONTS

HEADERS: Archivo Black

Subtitle: Archivo, Archivo Bold

Alternate: Lato, Lato Italicized

COLORS

Murica Red

#B52507

MURICA RED

B52507

Classic White

#FFFFFF

CLASSIC WHITE

FFFFFF

Alternate Blue

#0D4D96

YALE BLUE (LOGO)

0D4D96

Slate Black

#353535

SLATE BLACK

353535

Command Blue

#1B3C74

COMMAND BLUE (WEBSITE)

1B3C74

LOGO

See below for the 3 versions of the RWB logo and their specific uses;



VERSION 1: FULL

Most descriptive version of the logo. Doesn't scale down to small sizes well. Large to medium applications only.



VERSION 2: SHORT

Most often used version of the logo. Easy to scale to different sizes. Large to small applications.



VERSION 3: MFG

Least used version of logo. Includes "Manufacturing" spelled out for easier identification of company industry. Used in medium to small applications.