# RECON

VISUAL BRAND GUIDELINES





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RECON Rings is a veteran-owned company producing their high quality brand of silicone bands for active individuals.

#### **MISSION**

Provide safe comfortable silicone rings for those that live in kinetic environments.

#### **VISION**

We want to decrease the number of ring avulsions by creating a favorable alternative to wearing metal rings. We want to grow our relationships with charities who help those in the community around us. We want to build a community of people who want to remain active, push limits, and live life without worrying about their ring.

## **OBJECTIVE**

The **RECON Rings Visual Brand Guidelines** were developed to create a shared visual identity that reflects the RECON Rings brand. The guidelines should facilitate best practices to help individuals and companies present their communications in a way that reflects positively on RECON Rings. Please reach out intel@reconrings.com for any questions regarding the RECON Rings brand.



#### **DESIGN**

The RECON Rings logo symbolizes RECON Rings and provides a consistent identification to the brand. Maintaining the integrity of the RECON Rings logo is key to building a strong identity. It must be presented in a consistent and legible manner. The logo may never be altered in any way. Use only the digital artwork provided by RECON Rings.

The logotype, RECON, can be used in combination with the word "active rings" or the RECON Rings icon. Both the logotype, RECON, the RECON Rings icon, and URL may be used by themselves.

Logo colors can only be changed with permission from RECON Rings. The white version of the logo may be used only on backgrounds or photographs to allow for proper contrast. The icon may be used in black, or reversed as white on a black background.

The URL uses lowercase type only. The logotype, RECON, uses uppercase.



# reconrings.com











#### **CLEAR SPACE**

A minimum amount of clear space must surround the logo at all times. The preferred clear space is equal to half the height of the "R" in the word "RECON."

#### **INCORRECT USAGE**

Do not stretch the proportions of the logo.

Do not scale the logo too small for legibility.

Do not alter the font of the logo.

Do not change the color of the logo.

Do not rotate the logo or add 3D effects.

Do not use the logo on complex textures, busy photographs, or backgrounds that do not provide adequate contrast.







We offer five approved fonts – Quantico, Montserrat, Gilroy, Open Sans, and Unica One – that allow for creative expression of our brand in ways that are appropriate for our audience and goals.

Quantico Bold is our impact font and is the main font in the RECON Rings logo (uppercase) and URL (lowercase). Very limited use is recommended for maximum impact.

# ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmn opqrstuvwxyz 0123456789,.!()&?

Montserrat Hairline and Gilroy Extra Bold are secondary fonts in the RECON Rings logo. Montserrat is used as the "O" in RECON and Gilroy is used as the font for "active rings." ABCDEFGHIJKLMN OPQRSTUVWXYZ

ABCDEFGHIJKLMN OPQRSTUVWXYZ



We offer five approved fonts – Quantico, Montserrat, Gilroy, Open Sans, and Unica One – that allow for creative expression of our brand in ways that are appropriate for our audience and goals.

**Open Sans** is a sans serif font. It is best suited for body copy and may also be used in headlines and subheads that require high readability. It is the main font on the RECON Rings website.

# ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmn opqrstuvwxyz 0123456789,.!()&?

**Unica One** is a sans serif font used, in all caps only, on the RECON Rings website. It is best suited for digital headlines, subheads, and navigation menus.

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmn opgrstuvwxyz

0123456789..!()&?



RECON Rings adheres to a standard color palette to assure a consistent brand experience and quality product. The primary colors representing the RECON Rings identity are black and gray.

The secondary palette is broad to allow for the appropriate expression of our brand. This does not mean all colors should be used at once. Use good design sense and consider the tone of the message in the communication you are creating.

#### PRIMARY COLORS





Black PMS Black C C0 M0 Y0 K100 R0 G0 B0 #000000

Gray PMS 432 C C76 M64 Y55 K48 R51 G58 B65 #333a41

#### **SECONDARY COLORS**









Tan PMS 4252 C C29 M32 Y51 K1 R185 G165 B132 #b9a584

Gold PMS 7407 C C21 M39 Y85 K2 R203 G154 B71 #cb9a47

Dark Green PMS 574 C C64 M47 Y100 K40 C63 M66 Y65 K62 R76 G84 B36 #4c5424

Dark Brown PMS 440 C R55 G46 B44 #372e26

