

LOGO



The RCBS® Logo is to be used any time the corporation's identity is needed to define the company's presence, ownership, or legal identification.

The RCBS Logo is represented by the RCBS logotype.

This treatment is based on a specific, carefully developed visual relationship between each character of the logotype. Use only the artwork provided and its approved variations. Do not attempt to redraw or recreate any elements of the RCBS Logo.

The RCBS Logo is based on the Serpentine typeface. The Serpentine typeface should NOT be used on any application that the logo is applied. Use of Serpentine will diminish the importance and strength of the RCBS Logo.

The preferred application is one-color, green, on a white or black background, however the logo may be used against any background which allows good contrast and legibility.

NOTE: The corporation reserves RCBS for its sole use and the registration mark ® helps protect our name and identity in the marketplace. Make sure all applications include this symbol in the position shown. Size of the registration mark may be adjusted as the size of the logo is reduced or increased.



RCBS's corporate color is green. The characters in the RCBS logo should never be produced in any other color (except one-color applications, such as when printing in grayscale (black/white). RCBS green creates the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

NOTE: The color on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy, and may not match the PANTONE Color Standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.

RCBS GREEN

PANTONE 349 C or U

CMYK: C=100 M=0 Y=91 K=42

RGB: Red=0 Green=105 Blue=62

PANTONE®

The preferred color is PANTONE 349 C or U. This color should be used in all cases to reproduce the Logo.

CMYK

Printing with PANTONE® color inks is preferred. However, spot colors are not always an option. Four-color process printing may be used when necessary.

RGB

When using the Logo in video or on web pages, an RGB version of the logo may be required.

ACCEPTABLE LOGO VARIATIONS

To allow for application of the RCBS® Logo across a wide range of applications, the following variations may be used. These adaptations should be used only if the preferred Logo cannot.

ENCLOSED SHAPE

This variation should be used when the Logo is applied to a background that is a photo, texture, or color that does not allow good contrast and legibility.

The size of the enclosed shape should always follow the minimum “clearfield” area as described in the technical guidelines of this guide. The color of the shape should always be black.



ONE-COLOR

The Logo can be reproduced in one-color, if necessary. Acceptable colors are black or white only.



The correct relative size and positioning of the RCBS Logo is shown here.

CLEARFIELD

For the Logo to communicate effectively, it should not be crowded or overwhelmed by other elements.

“Clearfield” refers to the area surrounding the Logo that should be kept free of visual distraction. No graphic element or text of any kind should be placed within this clear space. The minimum field is indicated as 75% of the “R” height. An “R” height is the height of the letter “R” in the RCBS logo.

Even when the Logo is put inside an enclosed shape, the shape must not impede on the minimum clearfield.



MINIMUM SIZE

Reproductions of the Logo should be at least 1/8" in height.

RCBS □ 1/8"

INCORRECT APPLICATIONS

The integrity of the Logo is diminished when the marks are incorrectly applied. Unauthorized versions and unacceptable usage of the Logo puts its legal protection at risk.

Although we cannot include all possible misuses, the following identify some of the more obvious deviations. In general, any variation or alteration of the Logo, however small, is unacceptable. These guidelines are true for all the preferred Logo treatments and their variations.

Other incorrect uses would include:

- **DO NOT** outline any of the elements of the Logos.
- **DO NOT** display the Logo with a simulated chrome, stone, or other texture.
- **DO NOT** italicize any elements of the Logos.
- **DO NOT** apply any drop shadows to the Logo.



DO NOT alter the size relationship between any of the characters in the logotype.



DO NOT reproduce the Corporate or Brand Marks with unapproved colors.



DO NOT reset any type element, use only approved artwork.



DO NOT use the Mark on any angle. Use straight baseline only.



DO NOT stretch or condense the proportions.



DO NOT change the letter spacing of the approved Marks.

RCBS® PACKAGING STANDARD

COLOR

2 color: Spot PMS Pantone 349 and Black



Design meets at each corner creating a continuous design element from each side of the packaging.

Grayscale beauty shots are in use closeups on sides of box, full beauty shots for top side along with panel of images and bullet pointed additional products in the box. The beauty shots fade to black to highlight RCBS logo

On one short side of the box bullet points about product and images showing the feature.

RCBS® Logo

PMS 349 and placed on the image in each panel

Fonts:

Product Name- Helvetica Neue 85 Heavy - All Caps
 Descriptor in name: Helvetica Neue Regular at a much smaller size
 Example: ROCK CHUCKER SUPREME (45PT) SELECT KIT (27PT)

Bullet Points

- Helvetica Neue 77 Bold all caps

Product Number

- Helvetic Neue Regular

LABELS:

Design is created so where the label meets on the side it matches and makes a continuous design.

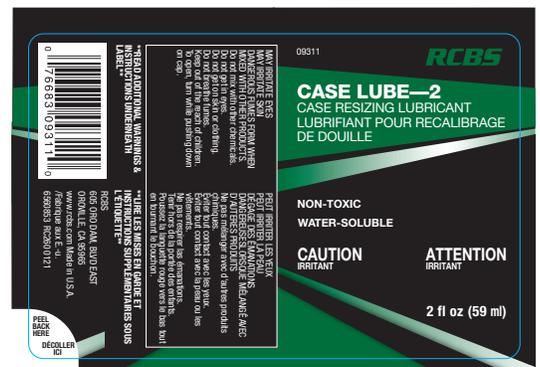
Fonts:

Product Name- Helvetica Neue 85 Heavy - All Caps
 Descriptor in name: Helvetica Neue Regular at a much smaller size

Bullet Points

- Helvetica Neue 77 Bold all caps

Warning text etc on back: - Helvetica Neue 57 condensed all caps



RCBS® PACKAGING STANDARD CONTINUED

COLOR

2 color: Spot PMS Pantone 349 and Black



Design meets at each corner creating a continuous design element from front side to back side of the card.

RCBS® Logo

PMS 349 and placed on the image in each panel

Fonts:

Product Name- Helvetica Neue 85 Heavy - All Caps

Descriptor in name: Helvetica Neuve Regular at a much smaller size

Bullet Points

- Helvetica Neue 77 Bold all caps

Warning text etc on back: - Helvetica Neue 57 condensed

