



Logo Guide



1. Main logo



2. Grey scale logo



3. Monocromatic logo



4. RMPP logo to support



On white








Reversed



Grey scale



Reversed

	MAIN PALETTE		SECONDARY PALETTE		
					
	NAVY	GREEN	INK	MINT	SKY
CMYK	C81 M60 Y41 K22	C49 M5 Y99 K0	C83 M64 Y49 K38	C63 M0 Y72 K0	C28 M8 Y18 K0
RGB	R59 G86 B107	R145 G190 B62	R46 G67 B81	R88 G199 B120	R184 G209 B205
HEX	#3b566b	#91be3f	#2e4351	#58c778	#b8d1cd

Logo 25mm minimum
(keep it legible)



Logo clear space equal to 'x'
(height of 'Red Meat Profit Partnership' letters)



PROXIMA NOVA (family logotype)

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*()?<>

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*()?<>



No stretching or distorting 'to fit'



No colour changes



No typeface changes



No rearranging of logo elements