The organization should be referred to as Region Five Development Commission or R5DC. When writing for a public audience, the first time the organization is referenced, the full organization name should be used, followed by R5DC in parentheses. Subsequent references should be written as R5DC.

BRAND GUIDELINES

R5DC's style guide has been created to ensure consistent use of branding elements in all communication materials to strengthen brand identity.

Use this guide as a reference when creating R5DC branded documents, graphics, presentations, videos, etc or when sending logos, ads and/or photos to publications or organizations.

Some programs, projects and services have signature graphic elements, logos, photos or design styles.

R5DC COLOR PALETTE

May also use Gray #A0A0A0

R 27	R 11	R 244	R 215	R 46
G 64	G 113	G 96	G 38	G 41
B 121	B 137	B 54	B 61	B 78
C 100	C 89	C 0	C 10	C 89
M 84	M 44	M 78	M 98	M 88
Y 25	Y 35	Y 87	Y 80	Y 40
K 10	K 8	K 0	K 1	K 38
#0B4079	#0B7189	#F46036	#D7263D	#2E294E

LOGO VARIATIONS

Scale logo proportionally, do not distort or stretch. Proper logo size depends on usage, but should always appear large enough to be legible. Do not attempt to recreate or change the logo in any way.

STANDARD LOGO

WHITE LOGO

GRAYSCALE LOGO

TYPOGRAPHY

STANDARD FONT
Calibri Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DESIGN FONT
Raleway Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ACCENT FONT
Montserrat Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use R5DC standard font for internal and external documents, proposals, etc.
Headline size: 14pt; Copy size: 11pt. Templates for R5DC team to access available on SharePoint.
Design font is used for external marketing material.
Accent font is used for headlines in advertisements, presentations, website, etc

CO-BRANDING

When branding with other partners is necessary, logos should be placed as follows:
• If R5DC is the primary funding or resource contributer: the R5DC logo should appear first, followed by other logos in succession of contribution level.
• If all organizations provide equal contribution to the effort: all logos should appear in alphabetical order and be of similar size.
• If R5DC is a secondary partner: the R5DC logo should appear after larger contributors.