

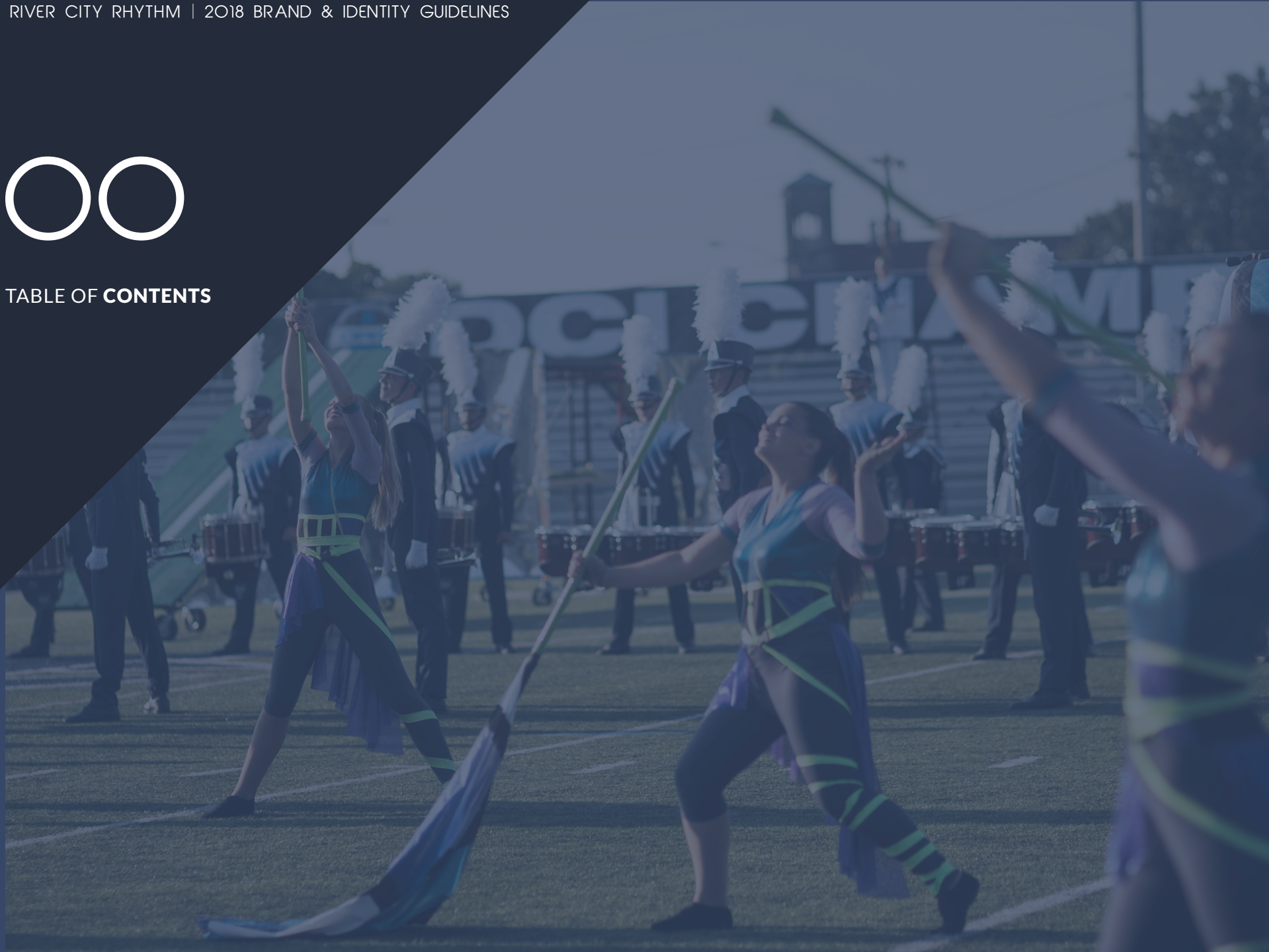
RIVER CITY RHYTHM



2018 BRAND & IDENTITY GUIDELINES



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ABOUT RCR



River City Rhythm’s mission is to promote excellence in our youth and further their education through music and the performing arts.

RCR was founded to serve the Minneapolis/St. Paul metro area by Executive Director, Beau Hansen in the fall of 2009. Initially, RCR functioned solely as an indoor Drumline, competing locally in the Minnesota Percussion Association (MPA) and nationally as part of Winter Guard International (WGI) World Championships.

RCR Indoor Drumline began its competition life in Independent A Class from 2009 to 2011, reaching finals in 2010 and 2011 before graduating to WGI Independent Open Class (PIO). Here, RCR saw continued success, being named Open Class “Fan Favorite” for four consecutive seasons (2012 – 2015), PIO WGI finalists each season from 2012 – 2016 and PIO bronze medalists in 2016. In March 2017, RCR Indoor was promoted to Independent World Class (PIW), where we look forward to continuing our tradition of excellence.

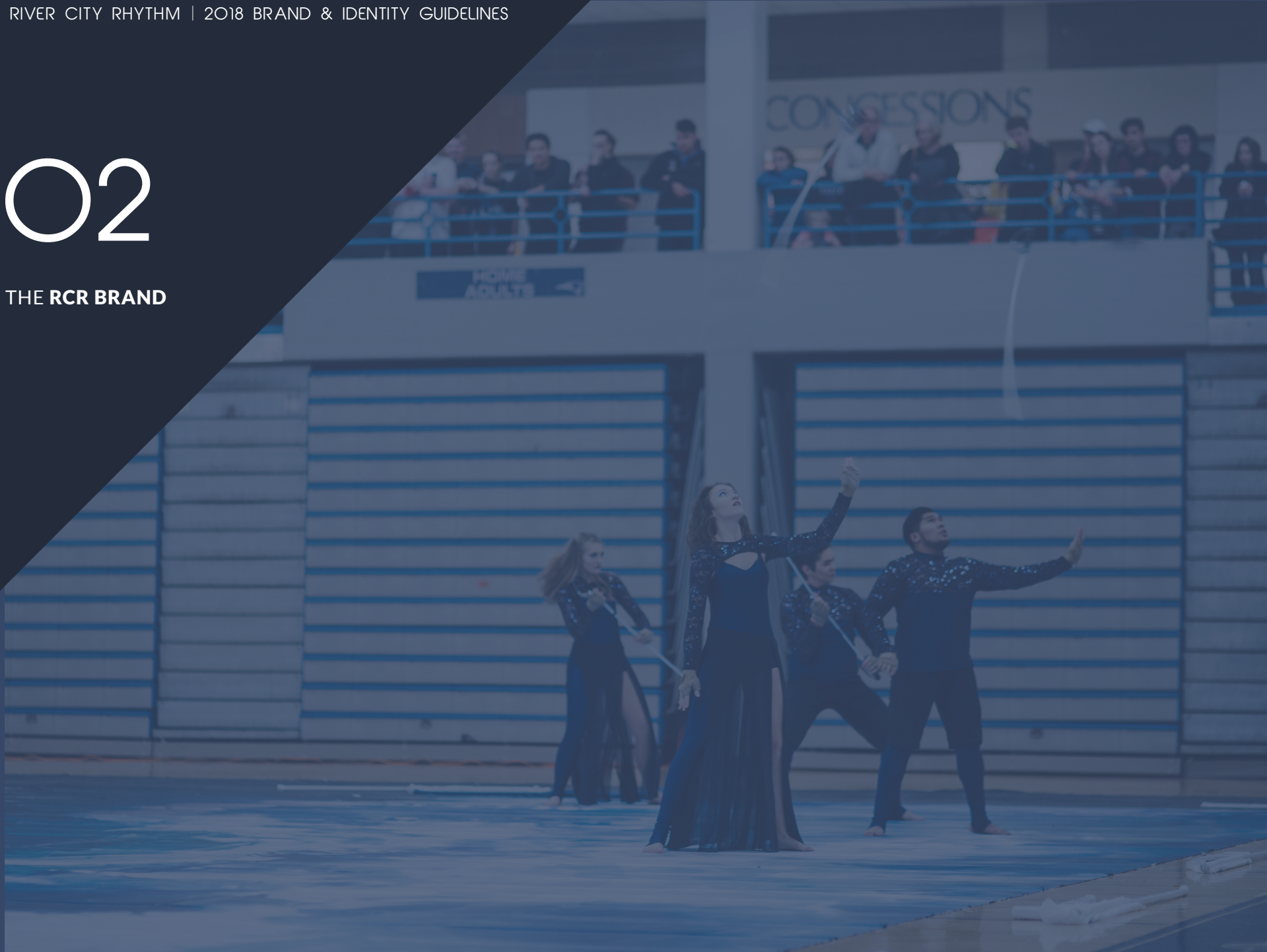
Since its founding, RCR has continued to grow in both size and scope, expanding into Winterguard competition in 2014 through a partnership with Lux Independent, who has competed in WGI Independent World Class. While Lux has taken the 2016-17 season off to regroup and rebuild, we’re excited to announce the launch of RCR Winter Guard, taking the floor for the 2017-18 WGI season!

In 2015, RCR expanded further, adding a summer drum & bugle corps, competing in Drum Corps International (DCI) Open Class, after seeing the lack of and need for a Twin Cities based DCI corps. In its first three seasons, we have experienced not only extraordinarily fast growth, but have attracted highly talented young musicians hailing from multiple states and countries.

In its short existence – and through a combination of hard-working members and a highly skilled staff that is able to maximize their interactions with members – RCR Drum Corps has quickly developed a reputation for excellence on the field. And we have earned placement at DCI Open Class Championship Finals in all three seasons of existence (2015, 2016 and 2017).

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THE RCR BRAND



ABOUT THE LOGOS

River City Rhythm is comprised of three primary “family” members: Indoor Drumline, Drum & Bugle Corps and RCR Winter Guard. Each brand identity was developed with one goal in mind:

to visually reflect the excellence we strive to achieve on and off the field of competition.

Each logo presents our performance groups on the world stage with the angles and loops representing the precision of the Corps and Drumline and the tools of the Color Guard in flight, respectively.



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TYPEFACE DETAILS



THE TYPEFACE FAMILIES

Three separate typefaces have been selected for use with RCR's collateral materials: AbeatbyKai, specifically for the logo elements along with Lato Family (sans-serif) and Roboto Slab (serif) in supporting roles for print and web marketing. The multi-font approach allows for maximum versatility and flexibility.

AbeatbyKai is a single-style sans serif font that has a very rounded and welcoming feel while projecting a forward-thinking approach that RCR brings to the field and floor.

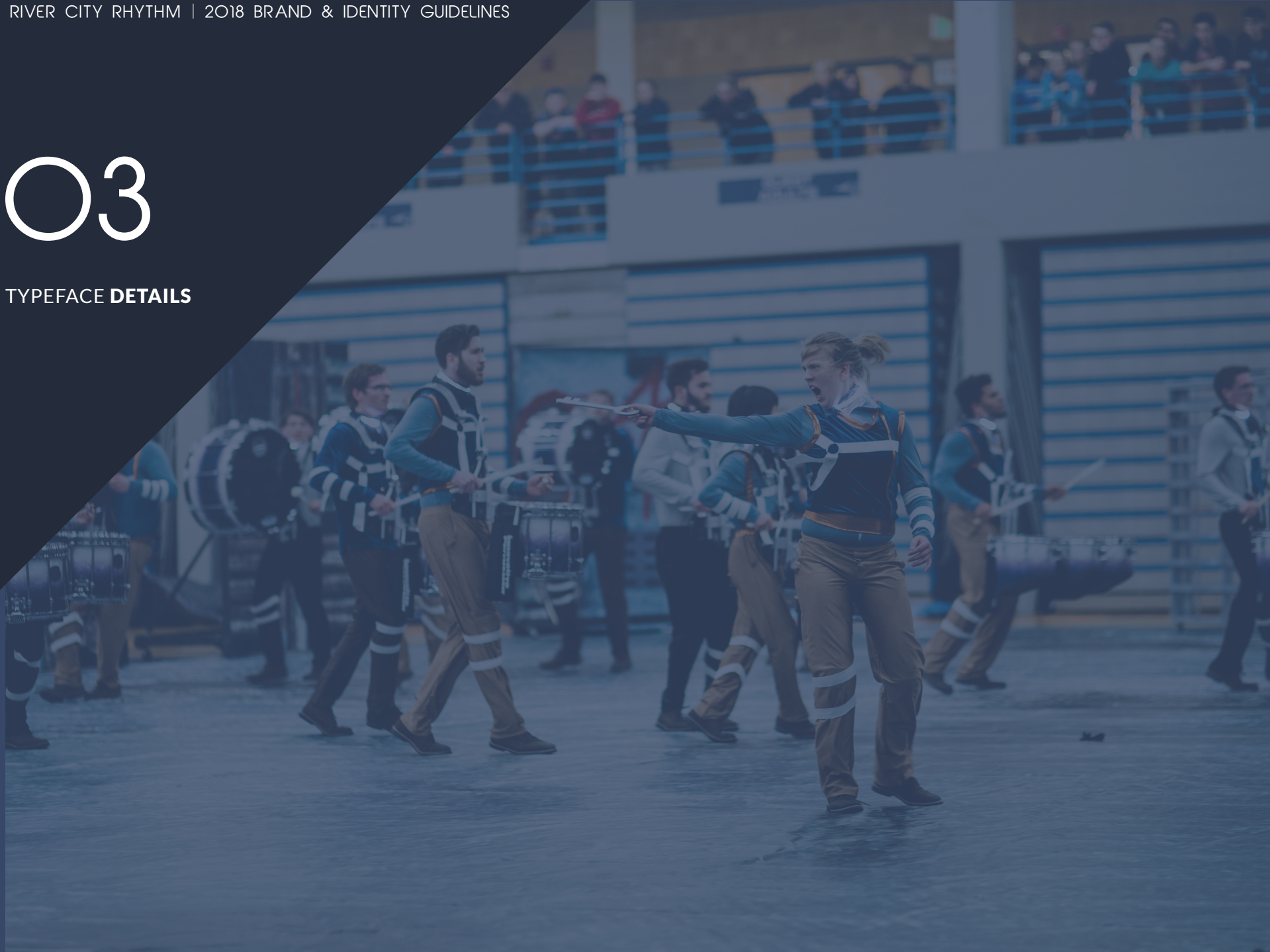
The Lato family is a sans-serif font consisting of 10 styles ranging from hairline to black weights and includes both regular and italic styles.

Our serif font, Roboto Slab has largely geometric forms while simultaneously featuring friendly and open curves. There are 4 styles in this family; Thin, light, regular, and bold.



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TYPEFACE DETAILS



WHEN TO USE ABEATBY KAI:

Abeatby Kai is the primary font used for RCR's logo and branding text. This font should be used for the logo and its corresponding elements only and is not intended for collateral use or when large areas of highly readable text is needed.

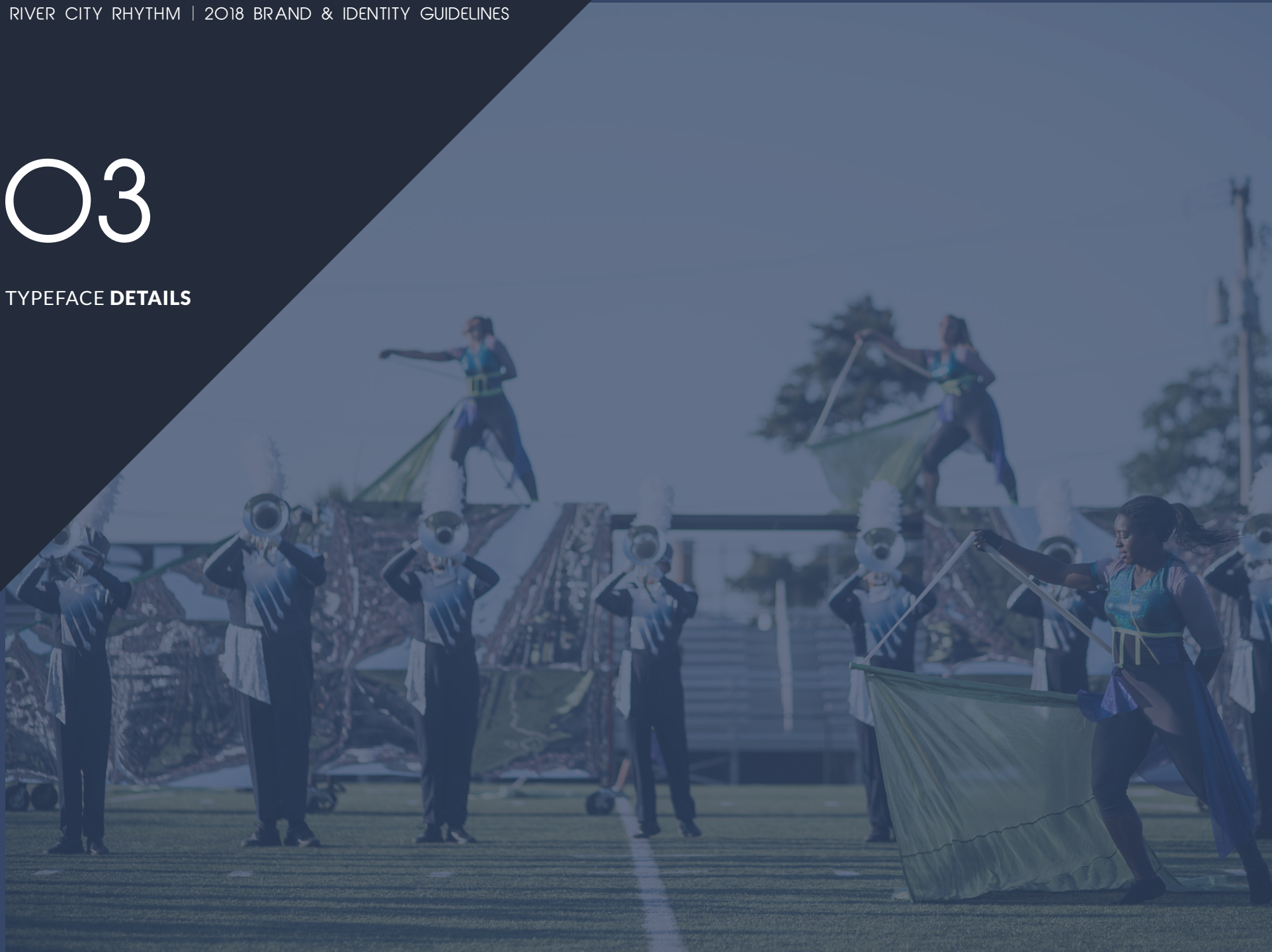
abeatbyKai

A B C D E F
a b c d 1 2 3 4

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

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TYPEFACE DETAILS



WHEN TO USE LATO:

The Lato font family is the primary font used for RCR's collateral materials such as: stationery, website design, brochures and all forms of general correspondence.

Lato Family

A B C D E F

a b c d 1 2 3 4

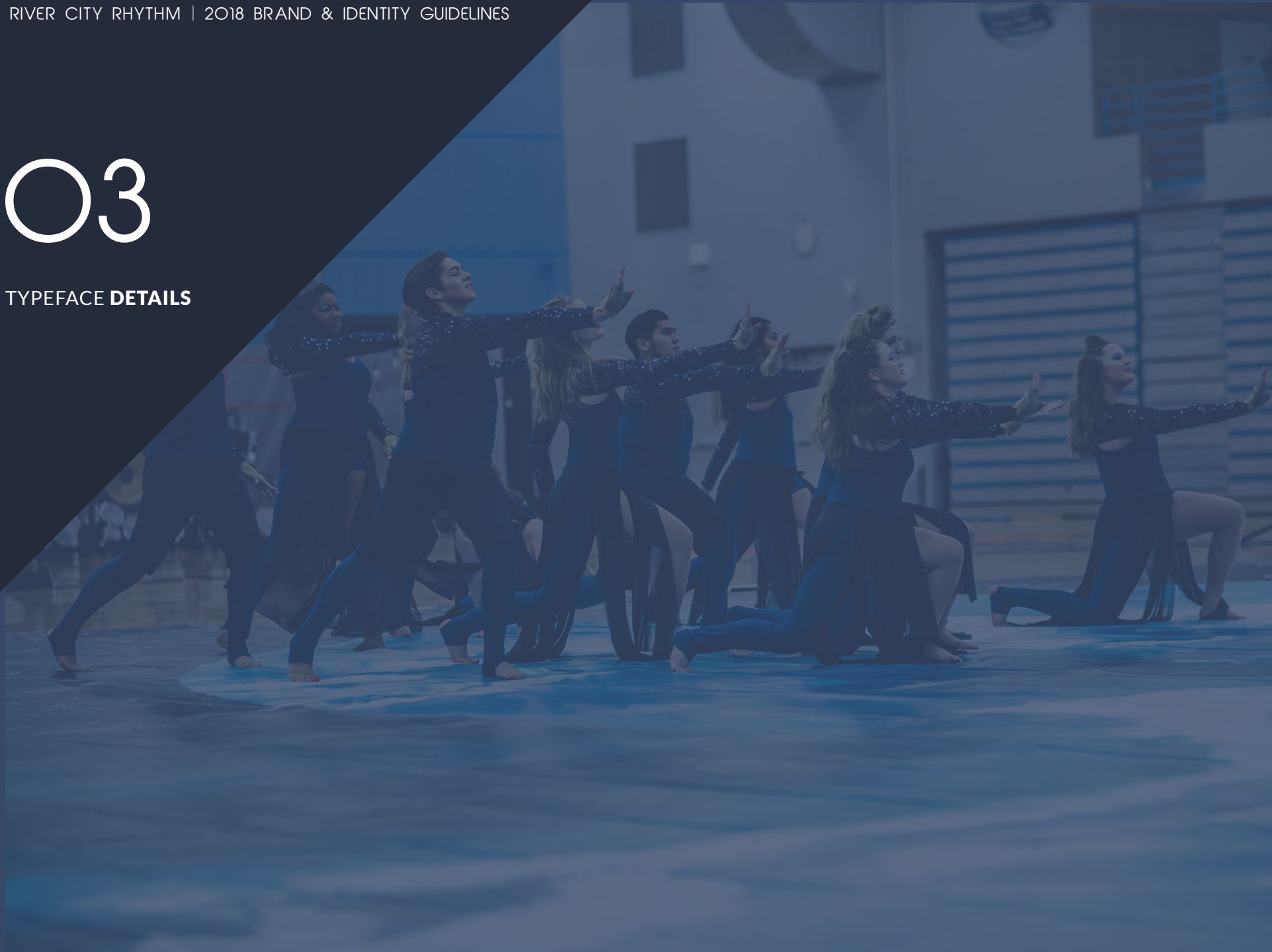
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

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TYPEFACE DETAILS



WHEN TO USE ROBOTO SLAB:

The Roboto Slab family can be used in any instance as the Lato font-face, particularly when a shift in typeface is necessary to provide emphasis through an abrupt visual change.

Roboto Slab Family

A B C D E F

a b c d 1 2 3 4

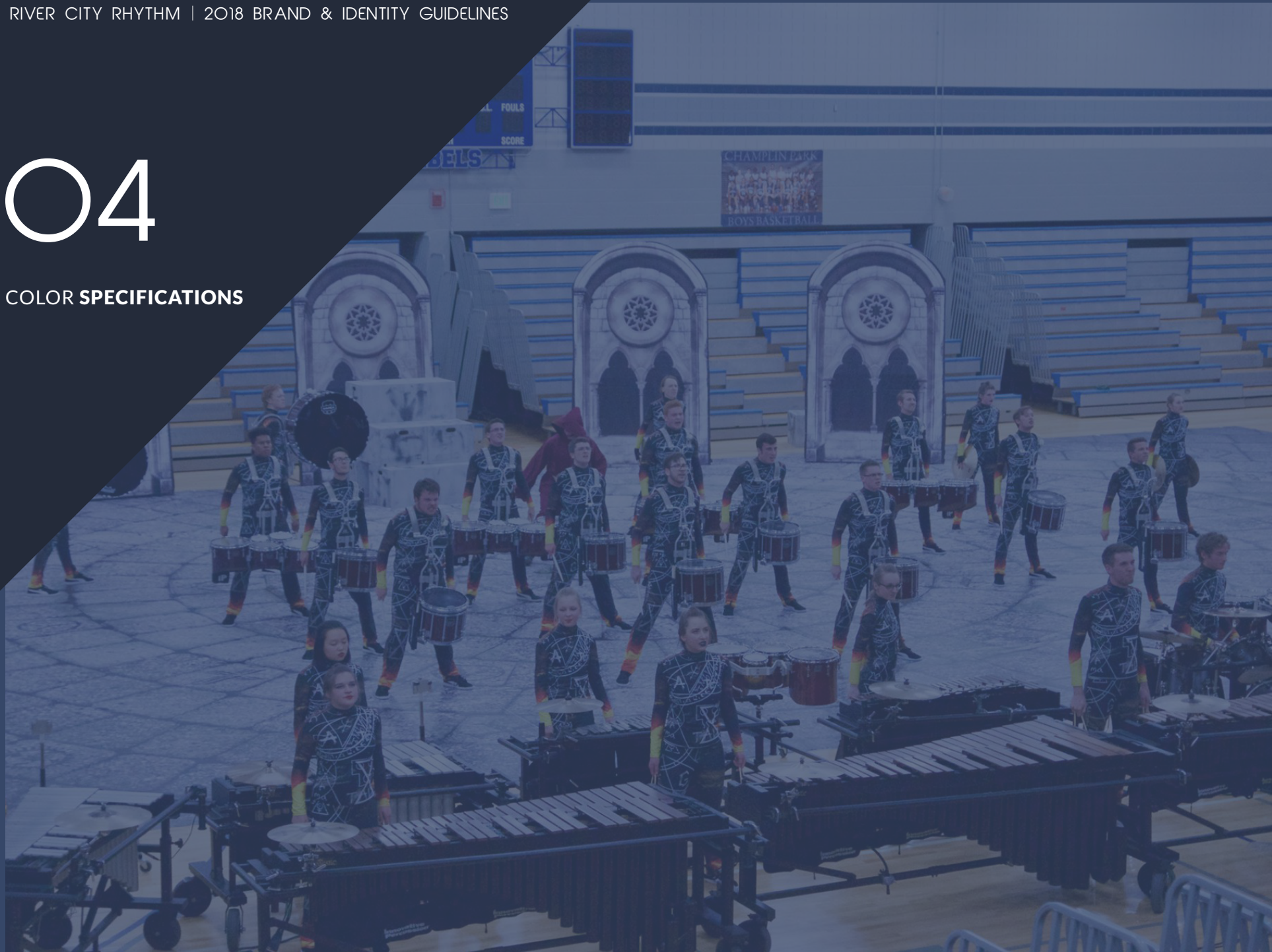
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

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COLOR SPECIFICATIONS



COLOR GUIDELINES

RCR's branding color set includes pure black and pure white as the primary options for RCR's logos. White for logo should be used in a reverse-out setting only. Navy, Grey and Blue shades may be used as an optional variation on the logo, particularly for merchandise offerings.

EXCEPTIONS

Additional color options and exceptions to the above color usage guidelines may be applied to align the logo to a given season's show theme and merchandise marketing at the discretion of the merchandise coordinator, global brand manager or directors.



#FFFFFF / Pure White



#000000 / Pure Black



#282d3c / CMYK: 82, 73, 52, 54



#e2e2e2 / CMYK: 10, 7, 8, 0



#394868 / CMYK: 85, 72, 37, 22



#7c7c7c / CMYK: 53, 44, 44, 9



#303c57 / CMYK: 87, 76, 41, 32



#353535 / CMYK: 69, 63, 62, 57



#0a66bb / CMYK: 87, 63, 0, 0



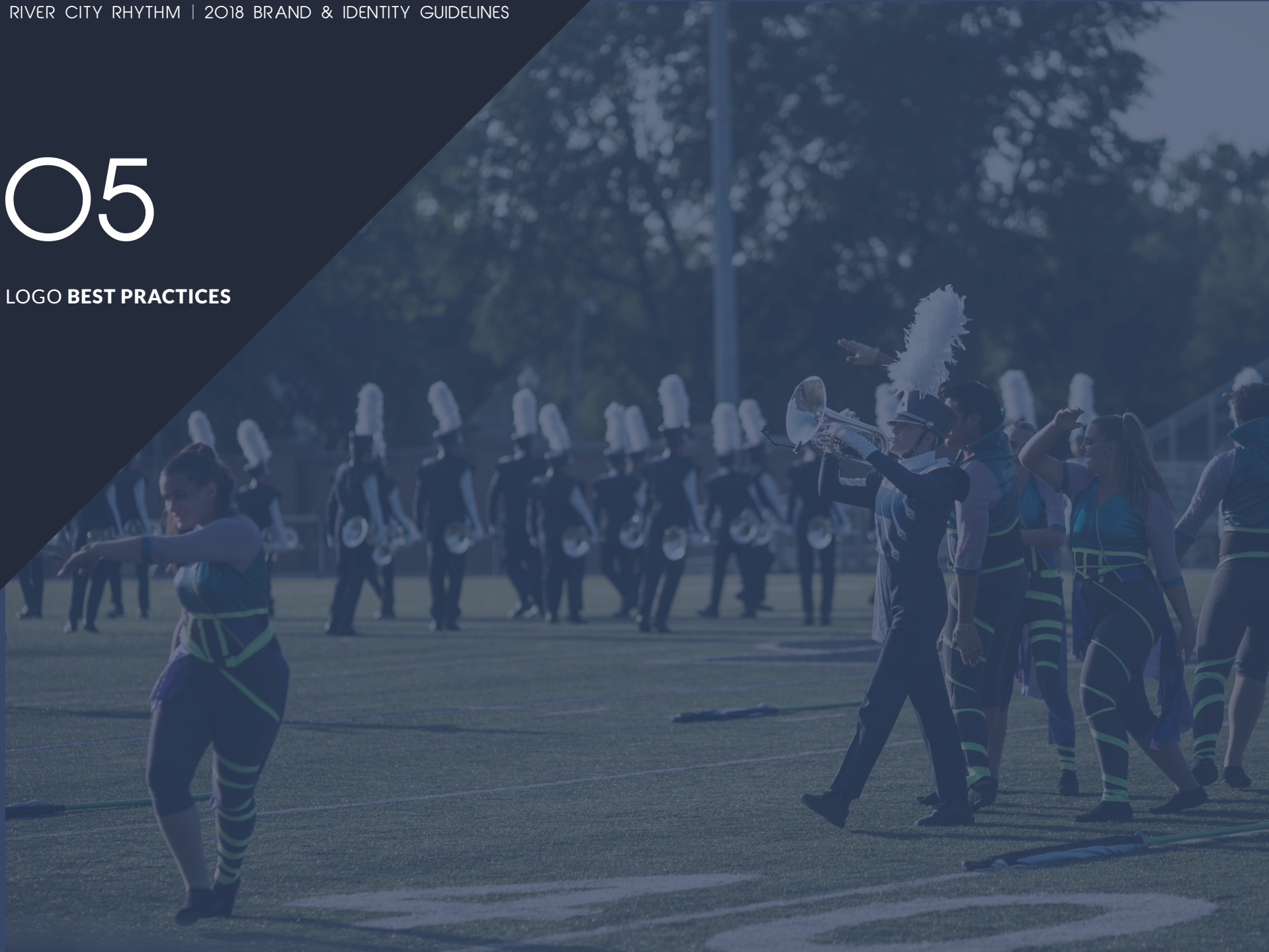
#064580 / CMYK: 100, 83, 20, 5



#032240 / CMYK: 100, 85, 44, 50

05

LOGO BEST PRACTICES

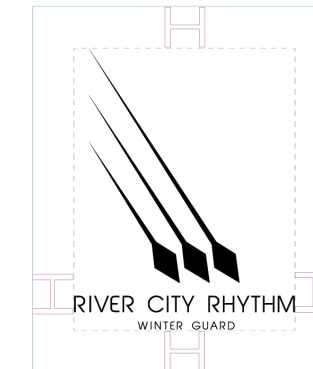


LOGO CLEAR SPACE

Clear space is the amount of space around the logo that must be kept free of competing text or graphic elements. Leaving space around the logo ensures that it will stand out appropriately and that other words or graphics will not appear to be part of the logo.

The preferred clear space is equal to the height of the “H” found in the logo title (1.1”). The minimum clear space is measured by the height of the capital H in Rhythm.

No additional text or graphic element may encroach on this space.



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LOGO BEST PRACTICES



SECONDARY LOGO APPLICATION

The RCR logos may be, at the discretion of each individual group, altered in color to align with a given season's show theme. In addition, the River City Rhythm title text style may be altered for purposes of merchandise marketing.



PLEASE DON'T...

Directly combine the RCR ensemble name or logos, or any portion of any of them, with any non-RCR logo, company name, mark, or generic terms. Please don't edit, modify, distort, rotate, or recolor the logo without permission.



Display the RCR logo graphics in a way that implies a relationship, affiliation, or endorsement by RCR of your product, service, or business.



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