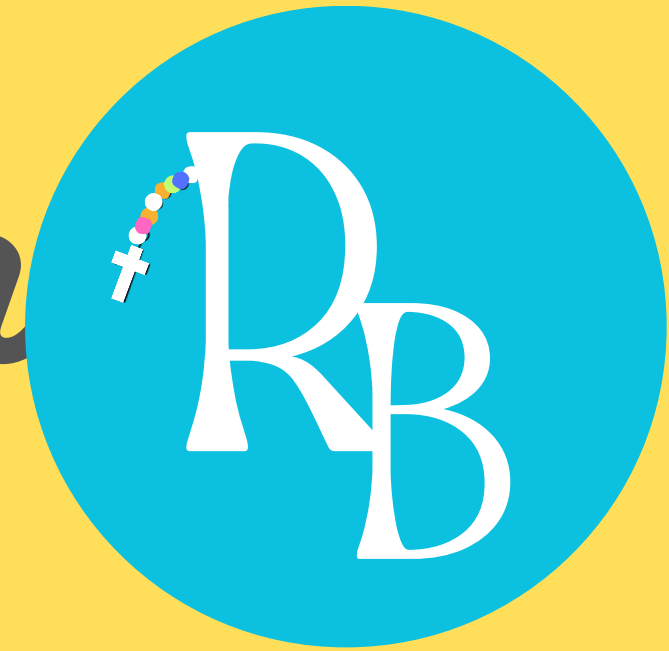


Rio Blanco Design
BRAND GUIDELINES



WELCOME

Welcome to Rio Blanco Design Brand Guidelines. This document contains all you need to know about how the brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better.

ABOUT US

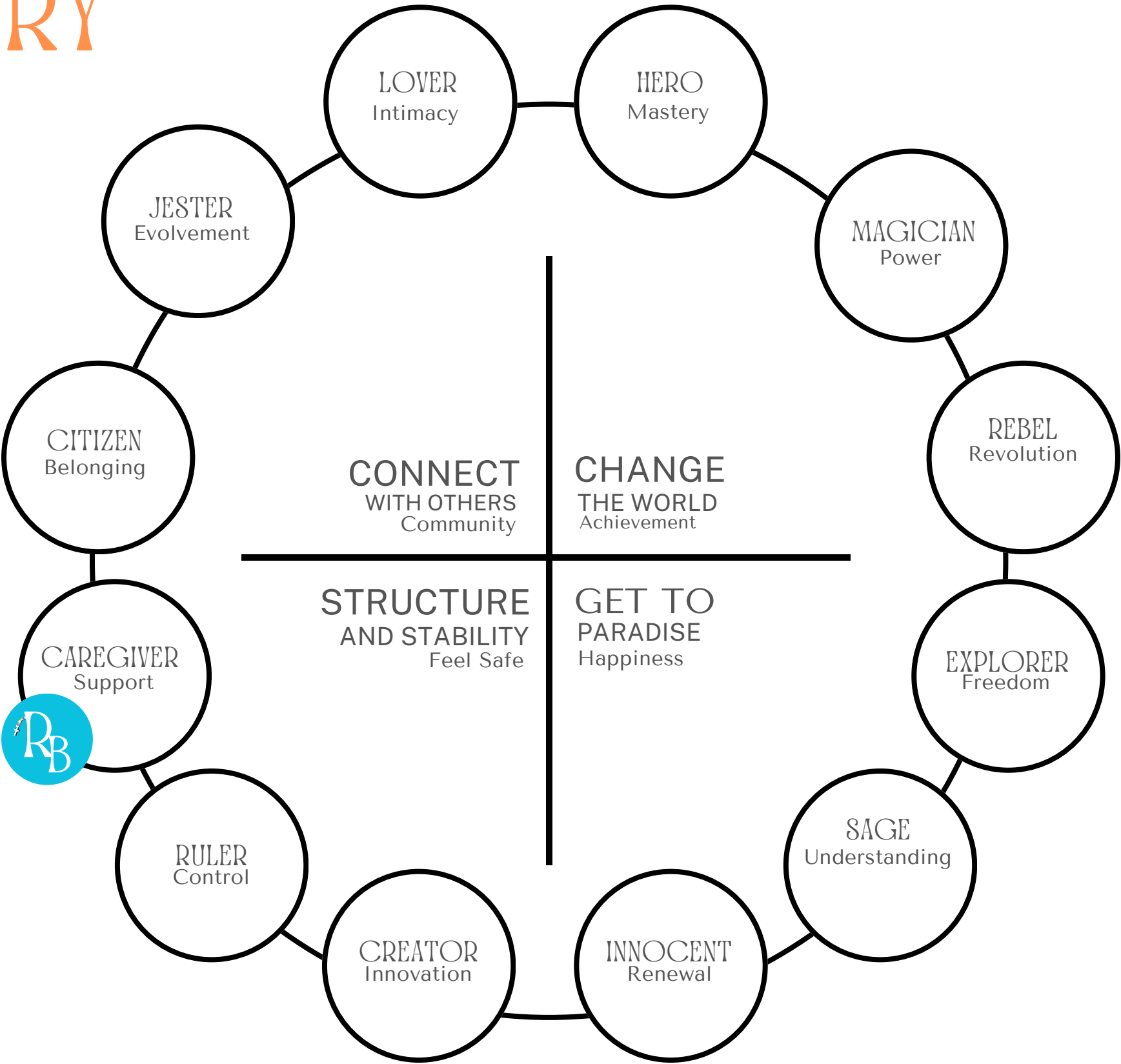
Rio Blanco is located in the beautiful country of Belize. The closest city is located 30 minutes away (by car), and the capital of Belize is five hours away. It is a rural area where most citizens make money by farming, and many families do not have running water or electricity.

The Rio Blanco Design Brand is here to support the women of Rio Blanco in Belize. These women do not have work opportunities due to the location and state of their city.

Rio Blanco Designs' goal is to provide a way for women of Rio Blanco to sell their goods and crafted items by exporting them to America, where we will sell them to their customers and, in return, the money for their products. This will help people pay for their children to attend school and better their lives.



BRAND STORY

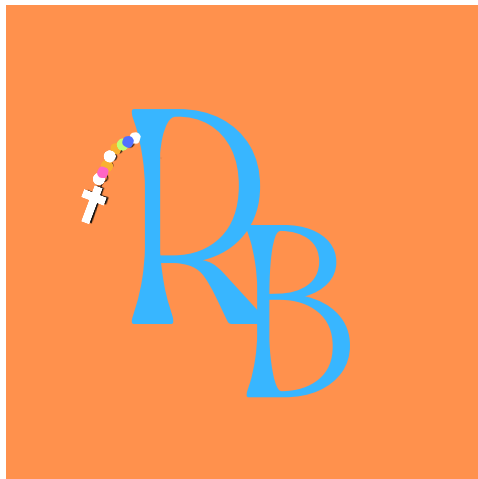


LOGO

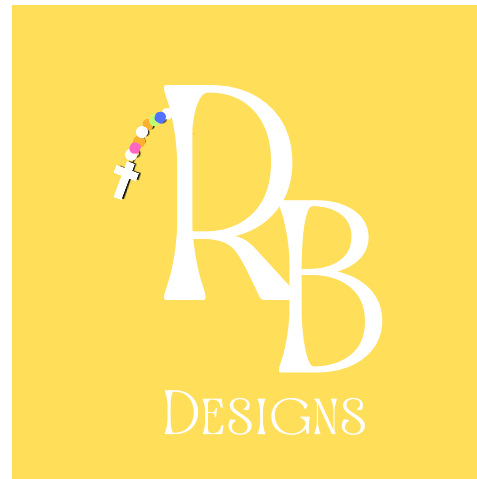


Logo MISUSE

Few rules are necessary for maintaining the integrity of the brand. Any changes to our logo can diminish our values and the overall look of our brand. The examples shown here are some specific “do not” for our logo. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text, decorative elements, shadows, and outlines.



Do not alter the logo's colors in any way.



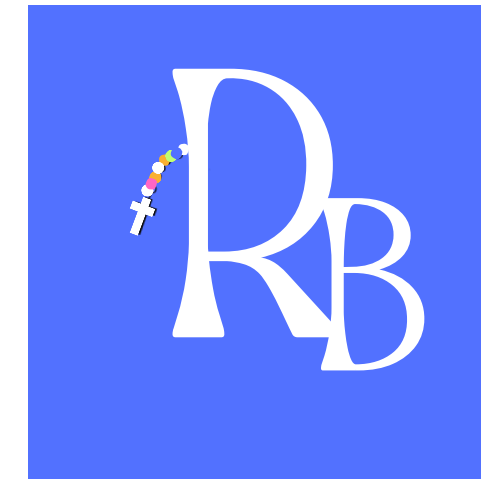
Do not lock up text to the logo.



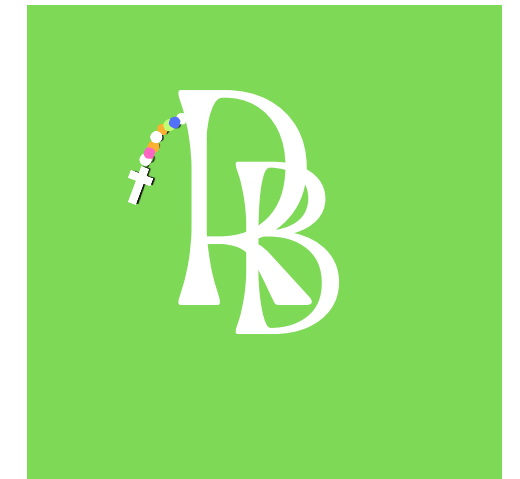
Do not add elements or shadows.



Do not place the logo in a holding shape.



Do not alter the logo's shape in any way.



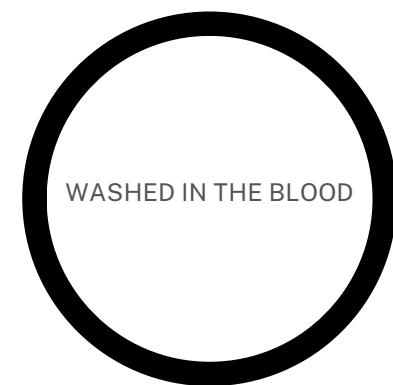
Do not change the relationship of components.

Palette

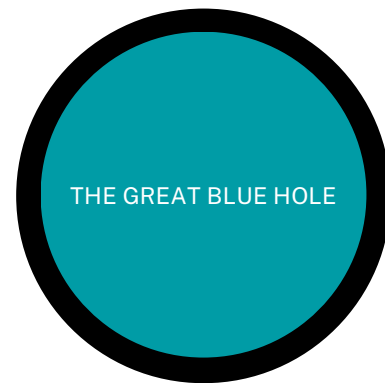
BRAND COLORS

The primary colors of blue, turquoise, and white are very important in creating a caregiver brand archetype. They instate hope, support, strength, and goodness into the Rio Blanco Brand. The secondary colors have been chosen to link the brand with the beautiful country of Belize. Belize is very important to the brand identity, and we wanted to show that through our colors.

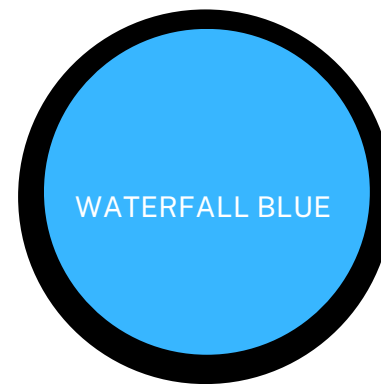
PRIMARY COLORS



#FFFFFF
rgb(255, 255, 255)

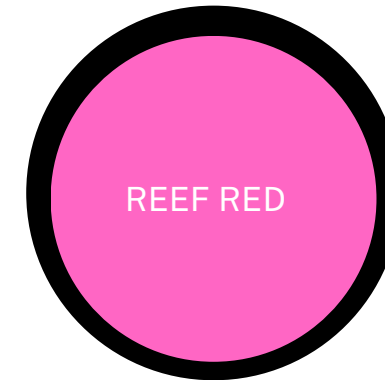


#009CA6
rgb(0, 1, 255)



#38B6FF
rgb(56, 182, 255)

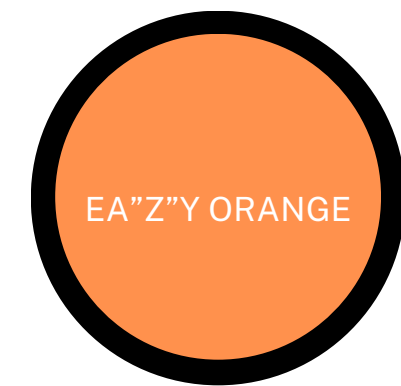
SECONDARY COLORS



#FF66C4
rgb(255, 102, 196)



#7ED957
rgb(126, 217, 87)



#FF914D
rgb(255, 145, 77)

Typography

AWESOME LATHUSCA

To be used for
headings and titles.
Can also be used as
secondary titles

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +

Bukhari Script

To be used for special
instances such as
headings and titles.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +

Tenor Sans

To be used mainly for
captions, copy and
secondary titles

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +

Cardo

To be used mainly for
captions and copy.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +

Website



About
Learn more

Products
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Our Mission
Read Now



Products

Job opportunities in Belize are few and far between. Most are in the service industry at resorts and large towns far away from village life. The young women of Rio Blanco have a deep desire to support themselves and their families with their crafts and jewelry designs, however, getting the items to an area where marketing them will provide enough income to support them is expensive and time consuming. Rio Blanco seeks to make that task easier by bringing their quality products to a larger market.