



# BRAND GUIDELINES



**RUSSIAN HILL**  
NEIGHBORS

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# ABOUT

## RUSSIAN HILL NEIGHBORS

Russian Hill Neighbors (RHN) is a voice for residents and merchants to preserve and advance neighborhood character and quality of life through collaboration, volunteerism, and celebration of community.



# MASTER LOGO



**RUSSIAN HILL**  
NEIGHBORS

# LOGO VARIATIONS



Icon



Potrait



Landscape

# ICON USAGE



## Exclusion Zones

Always allow a minimum space around the logo.



## Minimum Width

The logo minimum width is 113 pixels or 1.2 inches.



## Maximum Width

There is no maximum size defined for this logo.

# PORTRAIT USAGE



## Exclusion Zones

Always allow a minimum space around the logo.



## Minimum Width

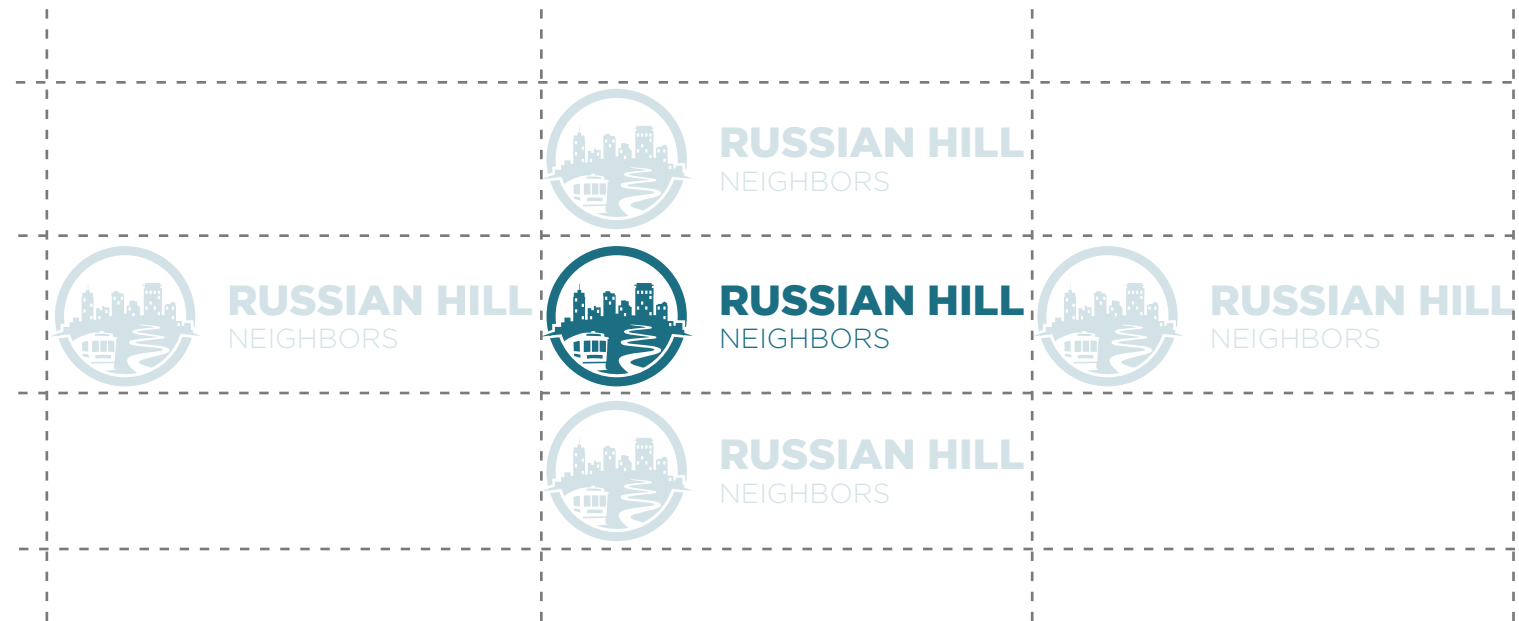
The logo minimum width is 150 pixels or 1.6 inches.



## Maximum Width

There is no maximum size defined for this logo.

# LANDSCAPE USAGE



## Exclusion Zones

Always allow a minimum space around the logo.



## Minimum Width

The logo minimum width is 193 pixels or 2 inches.



## Maximum Width

There is no maximum size defined for this logo.



# HEADLINE FONT

# METROPOLIS (BLACK)

● HEADER FONT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

● Regular

**Russian Hill Neighbors (RHN) is a voice for residents and merchants to preserve and advance neighborhood character and quality of life through collaboration, volunteerism, and celebration of community.**

● Number font

**1234567890!@#\$%^&\*()\_+=''?:><**

● Italic

***Russian Hill Neighbors (RHN) is a voice for residents and merchants to preserve and advance neighborhood character and quality of life through collaboration, volunteerism, and celebration of community.***

# SUBHEADLINE FONT

# METROPOLIS (LIGHT)

## ● SUBHEADLINE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## ● Regular

Russian Hill Neighbors (RHN) is a voice for residents and merchants to preserve and advance neighborhood character and quality of life through collaboration, volunteerism, and celebration of community.

## ● Number font

1234567890!@#\$%^&\*()\_+="':?><

## ● Italic

*Russian Hill Neighbors (RHN) is a voice for residents and merchants to preserve and advance neighborhood character and quality of life through collaboration, volunteerism, and celebration of community.*

# BODY FONT

# ARIAL

● Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

● Regular

Russian Hill Neighbors (RHN) is a voice for residents and merchants to preserve and advance neighborhood character and quality of life through collaboration, volunteerism, and celebration of community.

● Number font

1234567890!@#\$%^&\*()\_+="':?><

● Italic

*Russian Hill Neighbors (RHN) is a voice for residents and merchants to preserve and advance neighborhood character and quality of life through collaboration, volunteerism, and celebration of community.*

# PRIMARY COLOR

Our brand revolves around a core set of brand colors. It is important that our colors be used consistently and correctly for both print and web.

This page highlights our primary color.



**Bay Blue**



R : 32  
G : 99  
B : 119

C : 87.91  
M : 51.20  
Y : 39.94  
K : 15.42

● HEX : #206377

# PRIMARY & SECONDARY COLORS

Our brand revolves around a core set of brand colors. It is important our colors be used consistently and correctly for both print and web.

This page highlights our primary and secondary colors.

## Golden Gate Red



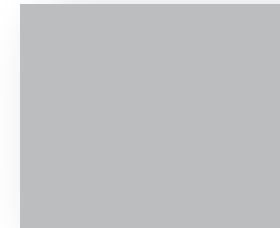
- RGB : R 144 G 5 B 17
- CMYK : C 26 M 100 Y 100 K 28
- HEX : #900511

## Bay Blue



- RGB : R 36 G 111 B 129
- CMYK : C 85 M 44 Y 39 K 10
- HEX : #246F81

## Fog Grey



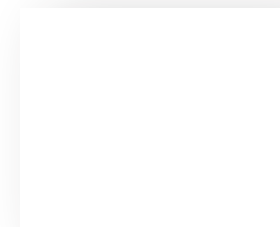
- RGB : R 188 G 190 B 192
- CMYK : C 26 M 19 Y 19 K 0
- HEX : #BCBEC0

## Midnight Black



- RGB : R 35 G 31 B 32
- CMYK : C 75 M 68 Y 67 K 90
- HEX : #231F20

## Wave White



- RGB : R 255 G 255 B 255
- CMYK : C 0 M 0 Y 0 K 0
- HEX : #FFFFFF

# COLOR VARIATIONS



# MOCKUPS



# MOCKUPS





# MOCKUPS



# GLOSSARY

## JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

## AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

## EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

## PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

## TIFF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

# GLOSSARY

## RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ads and any other design created for electronic use.

## Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce blurry images.

## CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

## Lossless

Lossless image formats capture all data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

## Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

## Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

# CONTACT



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*Brand Guidelines created by Danny Wohlner in 2024*