REVERE COPPER

LOGO USAGE GUIDE

03/11/2024

Welcome to the Revere Copper Logo Usage Guide, designed to embody the essence, aesthetics and principles of the Revere Copper logo. These guidelines are crafted to ensure the proper and intended usage of our logo, maintaining its integrity and reflecting our brand values with precision.

Throughout this guide the Revere and Revere South logos may be used interchangeably. The identical brand standards apply to both.

File Formats	File Formats Usage
eps	Best for logos, large format printing, signage, die-cuts, merch and clothing (vector art - resolution independent can be sized to any size without losing quality)
jpg	For websites, word documents, email attachments (has either a white or color background. Cannot be sized larger than the original file size without losing quality)
png	For websites, word documents, graphics, merch and clothing (has transparent background. Can create a reverse/white version of this file. Cannot be sized larger than original file size without losing quality)
webp	Best for websites (has transparent background. Can create a reverse/white version of this file. Cannot be sized larger than original file size without losing quality. Creates an image 26% smaller than jpg and png files with amazing quality)

Revere Copper Color Logo

Revere South Color Logo

CMYK		RGB		HEX	
C: 0 M: 100 Y: 100 K: 0	C: 90 M: 90 Y: 0 K: 0	R: 237 G:: 30 B: 36	R: 56 G: 78 B: 161	ED1E24	384EA1
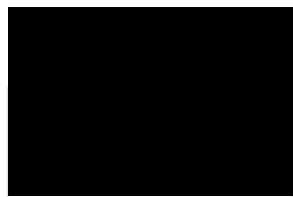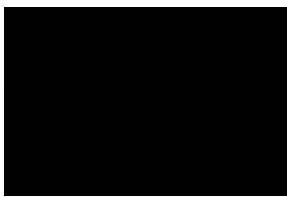
CMYK	RGB	HEX
C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	000000
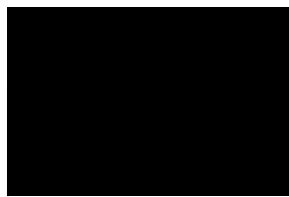
CMYK	RGB	HEX
C: 0 M: 0 Y: 0 K: 0	R: 255 G:: 255 B: 255	ffffff

**Revere Copper
Copper Gradient Logo**

**Revere Copper Copper
3D Gradient Logo**

**Revere Copper South
Copper Gradient Logo**

**Revere Copper South
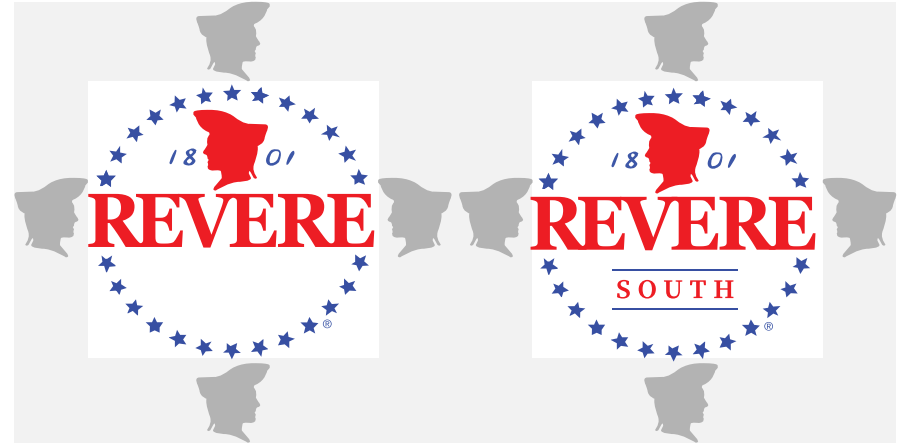Copper 3D Gradient Logo**

GRADIENT

ALREADY APPLIED TO LOGO FILES

Allowable Usage of the Revere Copper Logo

WHITESPACE

The Revere Copper logo needs some room to breathe. Provide at least one "Paul Revere Heads" worth of empty space around the logo to distance it from text or objects.

CONTRAST

The Revere Copper logo needs to stand out. Ensure adequate visual contrast between the logo and its background, either by using a solid color backdrop or positioning logo over a dark segment of an image.

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✅ CROPPING

Only the circle of stars of the Revere Copper logo can be cropped. It's OK to use the stars as a graphic element for use at the edge of a page.

✅ WATERMARK

Only the circle of stars of the Revere Copper logo can be cropped for use as a watermark. It's OK to use the stars as a graphic element.

✅ LOGO USED IN A SHAPE

The Revere Copper logo may be placed within a box or circle shape. Allow for the correct spacing as shown on page 6.

Prohibited Usage of the Revere Copper Logo

✖ STRETCHING/SQUASHING

Retain the Revere Copper logo's natural proportions. Don't stretch or squash the logo.

✖ ANGELING OR ROTATING THE LOGO

Retain the Revere Copper logo's natural proportions. Don't angle or rotate the logo.

✖ ALTERING THE LOGO

The Revere Copper logo may not be altered or modified in any way. Keep the original logo proportions as provided.

✖ ALTERING THE COLORS

Don't change the colors of the Revere Copper logos provided. The acceptable colors on pages 4 & 5 are the only usable colors allowed.

Prohibited Usage of the Revere Copper Logo *cont.*

ADDING A DROPSHADOW

Don't apply a dropshadow to the Revere Copper logo. It should be given a high contrast background instead. The only variation on this is for the reverse logo on Page 10

NOT ENOUGH CONTRAST

Make sure to provide enough visual contrast between the Revere Copper logo and its background.

ALTERNATE COLOR COMBINATIONS

Avoid using alternate color combinations that don't work with the Revere Copper Logo and its original colors. There should be high contrast between the logo and its background with the correct color usage as shown throughout this Logo Usage Guide.

REVERE COPPER ★ ★ ★ LOGO USAGE GUIDE
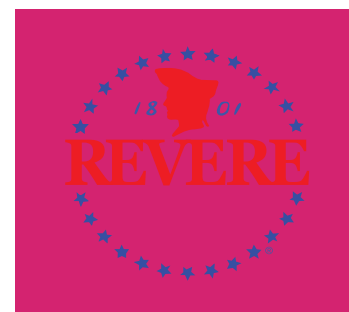
Allowable Stylistic Usages of the Revere Copper Logo

✅ **DROPSHADOW**

The reverse/white Revere Copper logo can be used with a slight dropshadow on high contrast backgrounds

✅ **COPPER GRADIENT**

The Revere Copper logo can be used with a copper colored gradient within the logo itself or as a background.

✅ **BEVEL & EMBOSSED 3D LOGO**

The Revere Copper and Revere South Beveled/3D logos are available for use in the right situations.

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OUTERGLOW

A slight outerglow effect can be used on the Revere Copper logo to help distinguish it and stand off more from certain backgrounds

USE ON PHOTO BACKGROUNDS

When using the Revere Copper logo on top of a photo the tonality of that photo needs to be considered.

A. With lighter toned photos you can use the color logo with or without a slight outerglow and or the logo within either a circle or square colored shape.

B. With darker toned photos you can use the reverse/white logo with or without a slight dropshadow and or the logo within either a circle or square colored shape.

Allowable Modifications of the Revere Copper Logo for Merch

1801 REVERE LOGO VERSION

This modified version of the Revere Copper logo with the 1801 Paul Revere Head and Revere text can be used on merch items that have a wider imprint area than high. This helps with the reproduction of the logo especially with embroidered products.

REVERE ONLY LOGO VERSION

This modified version of the Revere Copper logo with just the Revere text can be used on merch items that have a wider imprint area than high. This helps with the reproduction of the logo especially with embroidered products.