

REVERE COPPER

*** LOGO USAGE GUIDE ***



Welcome to the Revere Copper logo 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.



3	Revere Copper Logo File Formats
4	Revere Copper Color Logo
5	Revere Copper Black, Greyscale & Reverse/White Logo
6	Revere Copper Copper Gradient & 3D Logo
7-8	Allowable Usage of the Revere Copper Logo
9-10	Prohibited Usage of the Revere Copper Logo
11-12	Allowable Stylistic Usages of the Revere Copper Logo
13	Allowable Modifications of the Revere Copper Logo For Merch

Revere Copper Logo File Formats



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 Copper Color Logo



Revere Copper South Color Logo

CMYK



C: 0 M: 100 Y: 100 K: 0

RGB



R: 237 G: 30 B: 36

HEX



ED1E24



C: 90 M: 90 Y: 0 K: 0



R: 56 G: 78 B: 161



384EA1

DOWNLOAD
LOGO FILES HERE



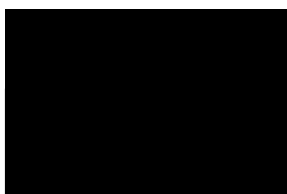
Revere Copper Black, Greyscale & Reverse/White Logo



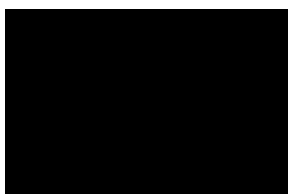
CMYK

RGB

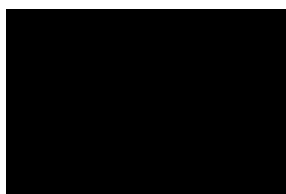
HEX



C: 0 M: 0 Y: 0 K: 100



R: 0 G: 0 B: 0

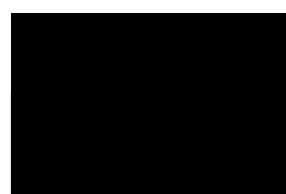


000000

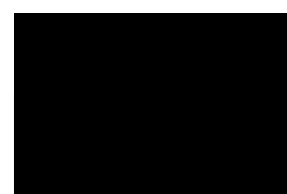
CMYK

RGB

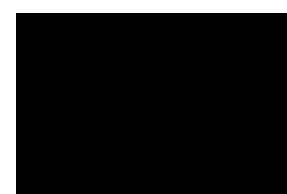
HEX



C: 0 M: 0 Y: 0 K: 100



R: 0 G: 0 B: 0



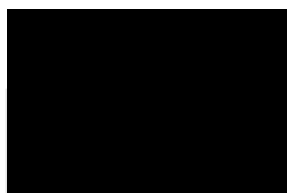
000000



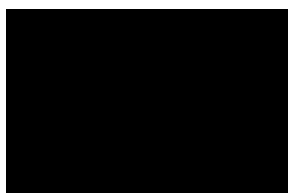
CMYK

RGB

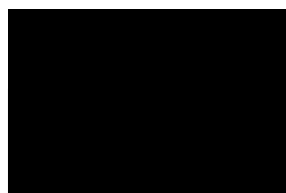
HEX



C: 0 M: 0 Y: 0 K: 0



R: 255 G: 255 B: 255



ffffff



C: 0 M: 0 Y: 0 K: 60



R: 128 G: 130 B: 133



808285

DOWNLOAD
LOGO FILES HERE



Revere Copper Copper Gradient & 3D Beveled Logos



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

DOWNLOAD
LOGO FILES HERE



Allowable Usage of the Revere Copper Logo



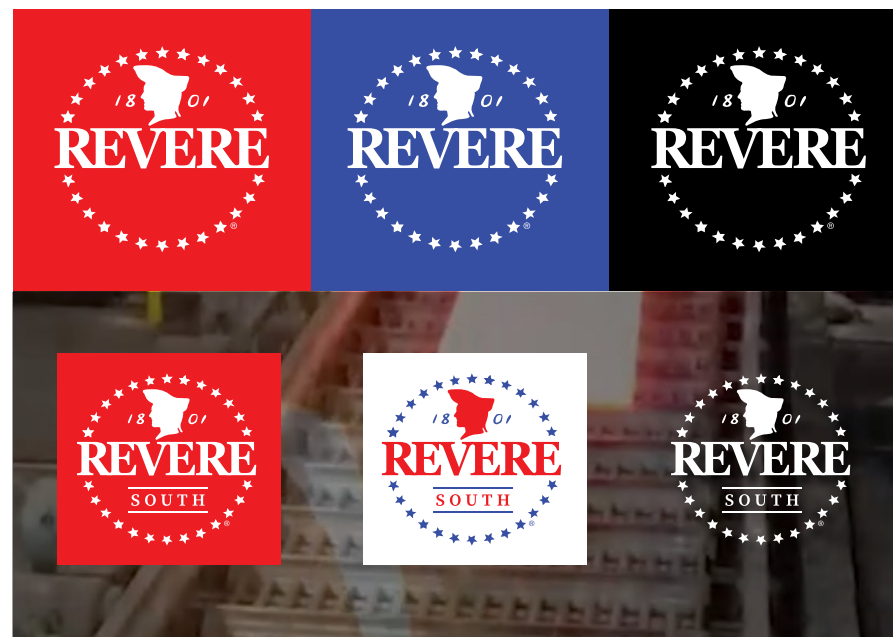
WHITESPACE

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.

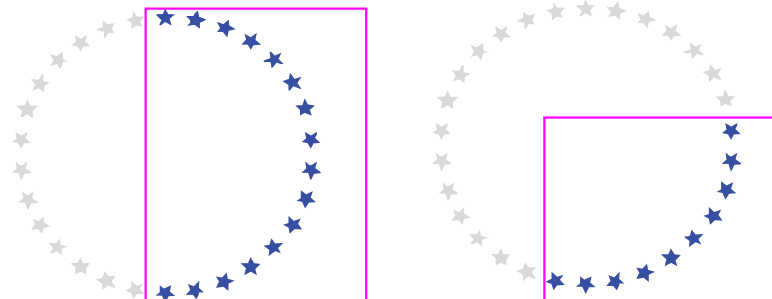


Allowable Usage of the Revere Copper Logo *cont.*



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.



WATERMARK

Only the circle of stars of the Revere Copper logo can be cropped. 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

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



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 it's background.



BAD COLOR COMBINATIONS

Avoid using color combinations that don't work with the Revere Copper Logo and it's original colors. There should be high contrast between the logo and it's background.



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 & EMBOSS

A slight bevel & emboss effect can be added to the Revere Copper logo to give a 3 dimensional appearance.



Allowable Stylistic Usages of the Revere Copper Logo *cont.*



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.

A



B



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.

REVERE

REVERE

REVERE

