



Color



Clear Sky Blue

PANTONE Ref: PMS 3015 C
PANTONE Ref: PMS 3015 U



84%



22%



0%



24%



0%



124%



175%

Hex Color: 006699



Ocean Sea Blue

PANTONE Ref: 40% PMS 3015 C
PANTONE Ref: 40% PMS 3015 U



40%



12%



0%



8%



136%



181%



216%

Hex Color: 88b6d8

Color Information

Clear Sky Blue and Ocean Sea Blue are the traditional colors for the ReWa logo. They are as important to the identification program as the logo. To ensure consistency ReWa has chosen PMS 3015 and 40% PMS 3015 as its official colors. The application of these specific colors will create a strong and consistent identity for ReWa.

Logo

Preferred Usage



Logo Information

For all print materials it is critical to ensure that the printed colors match the ReWa logo.



Secondary Usage



Preferred Usage



Minimum size
1.5" or 38.1mm

Secondary Usage



Minimum size
1" or 25.4mm



Minimum size
.5" or 12.7mm

Logo Information (continued)

The size and placement of the logo in relation to other elements on the page or from the sides of the page is critical in maintaining a consistent look and feel between publications, ads, web sites, etc. (This also applies to the logo in black & white.)

Placement

Maintain a clear space around the logotype equivalent to the size of the swirl. (Shown below.)



Correct Usage



Logo Information (continued)

Maintaining the integrity and consistency of the logotype is important. The logo should never be used in any of the following ways.

Improper Logo Usage



Do not outline the logo's in any color.



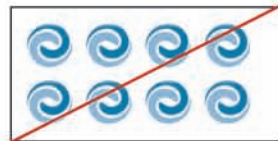
Do not change the logo's colors.



Do not change the logo's orientation.



Do not place one-color logo on a photo or pattern.



Do not use the logo as a motif or design element.



Do not use ReWa by itself.



Do not violate the logo's clear space.



Do not crop the logo in any way.