




RIVERTOWNE CC: STYLE GUIDE

LOGO 1 - RT Shield	Print / Embroidery Details
	<p>PRINT: This logo will be primarily used for print. Color standards must be used on all printed materials.</p> <p>Embroidery: This logo will not be used for embroidery.</p>
LOGO 2 - RT Icon Text	Print / Embroidery Details
	<p>PRINT: This logo will not be used for print</p> <p>EMBROIDERY: File Name: rticontext.dst</p> <p>FOR USE ON: Polos Headwear</p>
LOGO 3 - RT Icon	Print / Embroidery Details
	<p>PRINT: This logo will not be used for print</p> <p>EMBROIDERY: File Name: rticon.dst</p> <p>FOR USE ON: Polos Headwear</p>
LOGO 4 - RT Script	Print / Embroidery Details
	<p>PRINT: This logo will not be in print</p> <p>EMBROIDERY: File Name: rtscript.dst</p> <p>FOR USE ON: Polos Headwear</p>

You must use the approved thread colors and PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. PANTONE® is a registered trademark of PANTONE, Inc.		
	COLOR STANDARDS	
 NAVY	PMS COLOR MATCH NAVY PMS 295	EMBROIDERY THREAD COLORS NAVY Madiera 1243 NAVY Robison Anton 2625
 KHAKI	 KHAKI PMS 7501	 KHAKI Madiera 1243 KHAKI Robison Anton 2625
 WHITE		
EMBROIDERY STANDARDS		
<div><div>1)</div><div>Embroidery size for hats is 2.5” wide for all desgns.</div></div> <div><div>2)</div><div>Embroidery size for Shirts is 2” wide for all desgns.</div></div> <div><div>3)</div><div>Flat embroidery is desred for all logos.</div></div> <div><div>**Embroidery size specs are absolute. Any variance from the indicated size must be authorized by the logo owner. Any variation of these specs will result in a refusal of the goods.</div></div>		
YOUR STYLE GUIDE		
<p>This is your style guide. It has been created in a vector format. Please make sure you save this file in its PDF format. The art images will retain their vector qualities if they are opened in a vector program such as Adobe Illustrator. The PDF format allows you to open the file in a viewing capacity but when doing so, the files are reverted to images in that format. Any of your vendors who do print or embroidery will understand the nature of this style guide and the formats required to access the information. If you should have any difficulties or problems with any of this information, please don’t hesitate to contact us and we would be more than happy to address any issues.</p> <div>THANK YOU FOR CHOOSING GOIN LOGO!!</div> <div>781-608-0062</div>		