



# BRAND GUIDELINES

A Rocha Logo



**A ROCHA**  
Environmental Stewardship



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## Logo Typography

### Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Bertold Akzidenz Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Colour Palette

PMS:390 U

C:22 M:0 Y:100 K:8

R:168 G:183 B:91

Hex:A8B75B

75% Black

C:0 M:0 Y:0 K: 75

R:99 G:100 B:102

Hex:636466

## Logo Safe Space

X = width of the letter "H" in the logo

The Safe Space which is the area surrounding the A Rocha logo is the space that is to be free of any text, graphics, borders, or other images. The minimum clear space requirement for the A Rocha logo is based on the measurement "X," which is equal to the width of the letter "H" in the logo.



### EPS Format

This is the file type that your printer will need to print business cards, sign, brochures, etc. It is the most accurate file and can be scaled to any size without degradation. Make sure to take this file to anyone that will be printing or creating signage. Unless you have more serious graphic design programs such as Adobe Illustrator, this type of file may not be useful to you.

### JPG Format

This universal file is optimized to use in onscreen applications, such as the Internet, email and PowerPoint presentations. It uses a high degree of compression to create a smaller file size. It is not well-suited for printing, however, if you need to use your logo for print applications, please use the TIF version.

### TIF Format

Although it may not look great on screen, the print quality for this file format will be excellent. The file is perfect for use in office applications like Microsoft Word, where you will be printing pages on InkJets or Laser printers because we save it as a 300 DPI (Dots Per Inch) file. This file is not designed to be used in web pages or to send via email.