



2023 Branding Guide

01 Logo Design







Wordmark

BREAKDOWN

The wordmark is created from using Century Gothic Bold in lowercase. The typeface was modified slightly so that every arc or circular shape is a perfectly geometric circle. This helps the wordmark feel cohesive with the logomark while also implying that Ready Now can help you get to those final stages of recovery.

Original Typeface

ready now

Modified Typeface

ready now
RECOVERY

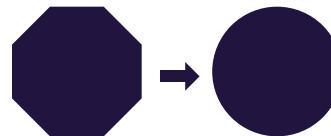
Logomark

BREAKDOWN

Being a Christ-centered organization, the logomark incorporates the concept of 3, referring back to The Father, The Son, and The Holy Spirit.

Recovery from any addiction is a path that often can't be traveled alone. Overcoming addiction requires support and a strong connection from those around you. With today's world being connected through the internet, the mark draws inspiration from the common wi-fi icon to convey a sense of connection.

To achieve true freedom from addiction, a process of transformation has to take place. Changing habits, environments and even, at times, the people you're around can have a dramatic impact on someone's successful recovery. The mark depicts the concept of transformation using a shape that's rough around the edges and has sharp corners to one that's smooth and defined.



Clearspace

We like to give our logo breathing room to ensure it has visual impact and cleanliness. The required clear space is determined by the “x-height,” which is equal to the height of Ready Now icon.



Please allow for adequate spacing at all times.

Incorrect

LOGO USAGE

To make sure our brand is consistent we've identified some examples of how your logo should not be used.

Do not add additional elements to the logo, be it text or graphical elements.



DO NOT DISORT THE LOGO



DO NOT ROTATE THE LOGO



DO NOT CUT OFF THE LOGO SO THAT
THE NAME IS ILLEGIBLE



DO NOT USE OFF-BRAND COLORS



DO NOT ALTER LOGO COMPOSITION



DO NOT CHANGE THE FONT

02 Typography

Century Gothic is to be used as the font for all media. (If you don't have this font downloaded on your computer or the software that you are using to develop documents or media files, you can find and download the font from the facilitator portal.)



Bold Font Weight

Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

About Century Gothic

Century Gothic™ is based on Monotype 20th Century, which was drawn by Sol Hess between 1936 and 1947. Century Gothic maintains the basic design of 20th Century but has an enlarged x-height and has been modified to ensure satisfactory output from modern digital systems. The design is influenced by the geometric style sans serif faces which were popular during the 1920s and 30s.

Font Usage

Headings. Color should be RNR Night Blue on light backgrounds and white on dark backgrounds.

Regular Font Weight

CENTURY GOTHIC

AA BB CC DD EE FF
GG HH II JJ KK LL MM
NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ

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Font Usage

Sub-Headings. Color should be RNR Sunrise Orange on all backgrounds.

Regular Font Weight

Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

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Font Usage

Body Copy. Color should be RNR Night Blue, Black, Gray, or White depending on the background..

Type Hierarchy & General Font Specs

To make sure our brand is consistent we've identified some examples of how our typography should be presented on a standard document

Main Headings

Century Gothic Bold

Sub/Secondary Headings

CENTURY GOTHIC REGULAR

Body Copy

Century Gothic Regular

Type Hierarchy & General Font Specs

To make sure our brand is consistent we've identified some examples of how our typography should be presented on a standard document

Main Header Specs:

Font: Century Gothic Bold

Size: 28-38pt

Leading: 36pt

Letter Spacing: -10 to 0pt

Body Copy Specs:

Font: Century Gothic Regular

Size: 9-12pt

Leading: 12pt

Letter Spacing: 0pt

Primary Heading

SECONDARY HEADER

Body copy and content. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed elementum elit ipsum. Nunc laoreet pulvinar odio nec tristique. Aliquam erat volutpat. In sollicitudin blandit augue, nec egestas orci iaculis sit amet. Quisque bibendum efficitur eros ac vehicula. Suspendisse potenti. Ut tincidunt odio vel molestie lobortis. Integer a mi tortor. Nam in massa est. Nulla eget leo ultrices, dapibus enim non, elementum nibh. Morbi elit nisi, pulvinar at tellus sed, euismod maximus enim. Nunc viverra, tortor quis efficitur porttitor, turpis lorem efficitur neque, ac bibendum massa lacus tincidunt ex.

Secondary Header Specs:

Font: Century Gothic Regular

Size: 18-26pt

Leading: 22pt

Letter Spacing: 0pt

03 Colors



Main Color Palette

RNR Night Blue



CMYK: 91, 95, 41, 50

RGB: 36, 23, 64

Hex Code: #241740

RNR Sunrise Orange



CMYK: 3, 63, 76, 0

RGB: 237, 125, 77

Hex Code: #ed7d4d

Gradient Use

Note: The Pink Should be barely visible in the gradient.



Hex Code: #ed7d4d

Hex Code: #e84a8f



04 Tagline

The only tagline to be used for Ready Now Recovery is: **When you're ready, we're ready.**

