

# RGP Brand Logo Guidelines.

## Primary Logo

These are the primary logos for RGP, Veracity, On-Demand, Countsy, and HUGO. These variations should be prioritized for use whenever possible.

## Where to Use Our Logos

- Your company's website
- Social media graphics
- Profile resumes
- Event and booth signage
- Presentation materials

## Minimum Size

By establishing a minimum size, we ensure that all RGP brand logos are reproduced correctly in smaller sizes. At minimum size, the logos are still clearly legible and provides a strong level of identification. Here are the minimum sizes you can scale the logos down to.

## Logo Do's

- **Use the logo in its original form:** Always use the official logo files and maintain the correct proportions.
- **Respect clear space:** Ensure there is enough space around the logo to maintain visibility and impact.
- **Maintain color integrity:** Use only approved brand colors. If necessary, opt for a black or white version for single-color applications.
- **Scale proportionally:** Resize the logo uniformly to preserve its shape and clarity.

## Logo Dont's

- **Don't stretch, distort, or modify the logo:** Avoid resizing in a way that skews the logo or alters its proportions.
- **Don't change the colors:** Never apply unapproved or random colors to the logo.
- **Don't add effects:** Avoid shadows, gradients, or other graphic effects that alter the logo's appearance.
- **Don't place the logo on busy backgrounds:** Ensure the logo remains legible and doesn't compete with complex or clashing backgrounds.

### RGP PRIMARY LOGO / FULL COLOR



### VERACITY PRIMARY LOGO / FULL COLOR



### ON-DEMAND PRIMARY LOGO / FULL COLOR



### HUGO PRIMARY LOGO / FULL COLOR



### COUNTSY PRIMARY LOGO / FULL COLOR



### RGP MINIMUM SIZE



Print: 0.694 x 0.278 inch  
Digital: 50 x 20 px

### ON-DEMAND MINIMUM SIZE



Print: 1.903 x 0.417 inch  
Digital: 137 x 30 px

### VERACITY MINIMUM SIZE



Print: 1.431 x 0.431 inch  
Digital: 103 x 31 px

### HUGO MINIMUM SIZE



Print: 0.875 x 0.403 inch  
Digital: 63 x 29 px

### COUNTSY MINIMUM SIZE

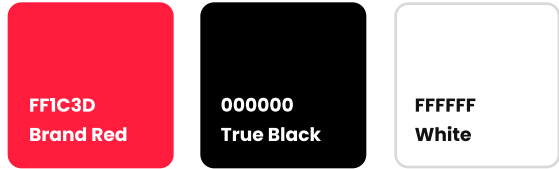


Print: 1.403 x 0.389 inch  
Digital: 101 x 28 px

### LOGO IN IT'S ORIGINAL FORM / FULL COLOR



### MAINTAIN COLOR INTEGRITY



### RESPECT CLEAR SPACE



### SCALE PROPORTIONALLY



### DON'T STRETCH, DISTORT, OR MODIFY THE LOGO



### DON'T CHANGE THE COLORS



### DON'T ADD EFFECTS



### DON'T PLACE THE LOGO ON BUSY BACKGROUNDS

