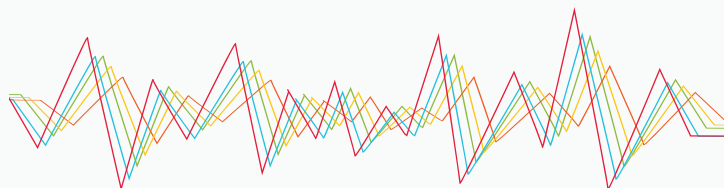




JANUARY 2018



STYLE



GUIDE



Logo

1A Logotype

1B Logo Usage

1C Lockups & Mark

Color

2A Color Palette

2B Gradients

Fontography

3A Display Font

3B Body & Web

Examples

4A Business Card



LOGOTYPE

The 2018 Rhino logo refresh aims for a classic and sophisticated look while remaining recognizable.

Two versions of the Rhino logo are available for use - **solid** and **outlined**.

The **solid** logo should be used in most cases.

The **outlined** logo should be used sparingly for logo lockups or to reveal background imagery.

Primary **Solid** Logo



Outlined Logo





Logo

1A Logotype

1B Logo Usage

1C Lockups & Mark

Color

2A Color Palette

2B Gradients

Fontography

3A Display Font

3B Body & Web

Examples

4A Business Card



LOGO USAGE

To ensure the Rhino logo's visibility and legibility, always give it plenty of room to breathe.

The minimum clear space for the Rhino logo is defined by the height of the logo text and should be maintained proportionately as the logo is enlarged or reduced in size.

Logo Clear-space



Logo Colors

The default color for the Rhino logo is **Rhino Red**.

Occasionally, when appearing in black & white or on a dark field, a black or white Rhino logo is acceptable.





Logo

1A Logotype

1B Logo Usage

1C Lockups & Mark

Color

2A Color Palette

2B Gradients

Fontography

3A Display Font

3B Body & Web

Examples

4A Business Card



LOCKUPS & MARK

The *Rhino Records Logo*

Lockup is used for B2B applications.

The *Rhino 40th Anniversary*

Logo is available for materials referencing the anniversary, but is not a replacement for the primary logo.

In situations where the logo is too small to be legible, the Rhino *R Mark* may be used, for example as a website favicon.

Logo Lockups

Rhino Records B2B



Rhino 40th Anniversary



R Mark





Logo

1A Logotype

1B Logo Usage

1C Lockups & Mark

Color

2A Color Palette

2B Gradients

Fontography

3A Display Font

3B Body & Web

Examples

4A Business Card



COLOR PALETTE

Rhino Red and *180 Gram Vinyl Black* are the primary colors of the Rhino brand.

Primary Colors

Rhino Red



Red 199 C
#e1203e
0, 86, 72, 12



180 Gram Vinyl Black



Black C
#292828
0, 2, 2, 84



Supporting Colors

Streaming Blue



313 C
#10c0df
93, 14, 0, 13



Gold Record Gold



7405 C
#fec614
0, 22, 92, 0



Plastic Orange



172 C
#ef5e24
0, 61, 85, 6



Green Room Green



369 C
#8dba3f
24, 0, 66, 27



Supporting Colors are colors selected to compliment the primary colors.



Logo

1A Logotype

1B Logo Usage

1C Lockups & Mark

Color

2A Color Palette

2B Gradients

Fontography

3A Display Font

3B Body & Web

Examples

4A Business Card



2B

GRADIENTS

A few color gradient examples.

Color Gradients

Rhino Red

Plastic Orange

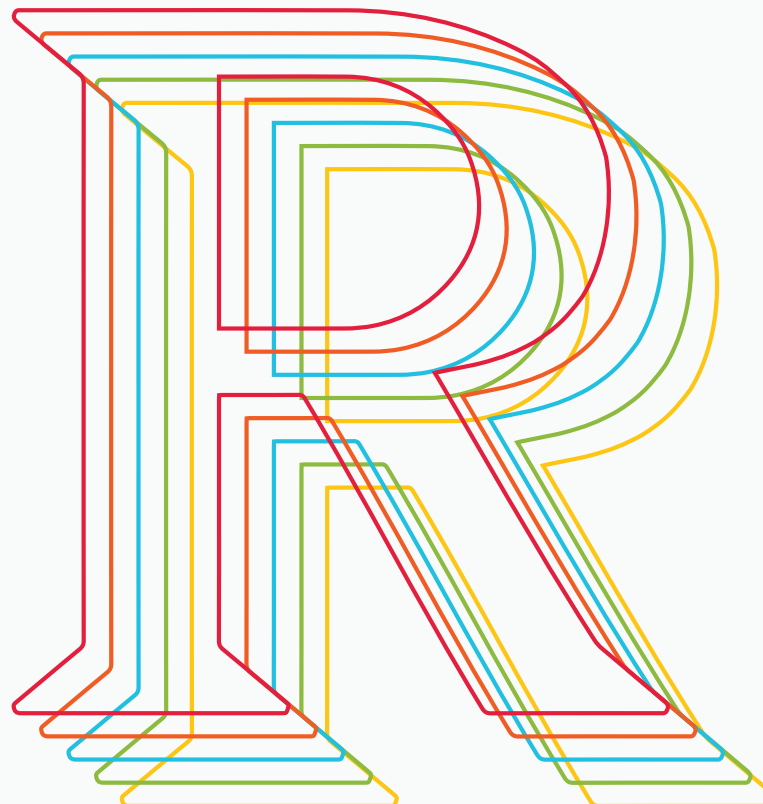


Streaming Blue

Green Room Green



Gold Record Gold





Logo

1A Logotype

1B Logo Usage

1C Lockups & Mark

Color

2A Color Palette

2B Gradients

Fontography

3A Display Font

3B Body & Web

Examples

4A Business Card



DISPLAY FONT

Rhino Regular is a custom display font created specially to mirror the Rhino logo.

Rhino Regular is reserved for large display texts and titles, and should not be used in paragraph text.

Display Font

Rhino Regular

R R

RHINO

R E G U L A R

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



Logo

1A Logotype

1B Logo Usage

1C Lockups & Mark

Color

2A Color Palette

2B Gradients

Fontography

3A Display Font

3B Body & Web

Examples

4A Business Card



BODY & WEB

HK Grotesk is a grotesque font, clean but with a bit of character to compliment the Rhino logo in body copy.

Helvetica Neue should be used for web body fonts and is available on most computers

Helvetica Neue shown being used in the Rhino email signature

Body Font

13 pt bold

Lorem ipsum dolor sit amet, consectetur

HK Grotesk

11 pt regular

Vivamus fringilla odio aliquet leo viverra pretium. Integer eu luctus libero, vehicula egestas risus. Cras dapibus sed lectus ut dictum. Aenean ornare ipsum quis fringilla aliquam. Praesent rutrum nunc quis ligula egestas ultricies. Mauris diam purus, tincidunt in finibus ac, laoreet vel risus. Donec ac volutpat lacus. Pellentesque hendrerit sodales aliquet.

Web Font

Helvetica Neue

--



First Last

Title, Position of Something, In Department

Rhino Records, A Warner Music Group Company
3400 W. Olive Ave. • Burbank, CA 91505 • +1 777 777 7777
wmg.com | rhino.com





Logo

1A Logotype

1B Logo Usage

1C Lockups & Mark

Color

2A Color Palette

2B Gradients

Fontography

3A Display Font

3B Body & Web

Examples

4A Business Card



BUSINESS CARD

The Rhino business card front and back shown.

Cell phone number is optional.

The back of the card represents the WMG label family while keeping whitespace for personal notes.

Business Card

Front



Back

MARK PINKUS

President, Rhino & WMG U.S. Catalog
mark.pinkus@rhino.com

Rhino Records

3400 W. Olive Ave. Burbank, CA 91505

Tel 818 238 6143 • Cell 818 562 9235

www.rhino.com

