

## PRIMARY LOGOMARK

*For use at 2" wide or larger*

## FULL-COLOR

For 4-color and digital printing as well as all screen-based applications, where the logomark appears on a white/light background.



## GREYSCALE

For black + white and 1-color applications where the logomark appears on a white/light background. A white version of the logomark is provided for use on dark backgrounds.

## ALTERNATE LOGOMARK

*For use at 2" wide or smaller*

Where the logomark appears smaller than 2" wide, this alternate version provides increased legibility for our name.

## WORDMARK

*For use at .5" wide or smaller*

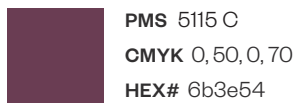
RHODE ISLAND  
HUMANITIES

The wordmark may be used as a stand-alone mark **ONLY** in applications where it appears at, or less than, .5" wide.

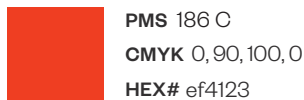
## COLOR PALETTE



PMS 7473 C  
CMYK 70,0,40,0  
HEX# 32bcad



PMS 5115 C  
CMYK 0,50,0,70  
HEX# 6b3e54



PMS 186 C  
CMYK 0,90,100,0  
HEX# ef4123



PMS 2965 C  
CMYK 70,40,25,65  
HEX# 223e4e



PMS Cool Grey 11  
CMYK 0,0,0,68  
HEX# 717073

## LOGO USAGE



**DO NOT** use logo as a stand-alone element



**DO NOT** convert full-color logomark to greyscale



**DO NOT** apply color to any of the greyscale marks



**DO NOT** re-arrange, rotate, mirror, or otherwise alter logomark elements



**DO NOT** add effects, such as a drop-shadow, to the logo,

RHODE ISLAND  
COUNCIL for the HUMANITIES



**DO NOT** use any previous versions of the mark which include "Council for the"

## NAME CONVENTIONS

In all written communications, please use **Rhode Island Humanities** or, in second instances, **RI Humanities**. As of our 50th Anniversary year (2023), the following are no longer in use: *Rhode Island Council for the Humanities*; *the Council*; and the acronym *RICH*.

Our website and social channels have not changed. We can still be found at [rihumanities.org](http://rihumanities.org) and @rihumanities. Thanks for tagging us!

@rihumanities