

# .RICH Logo Standards

---



## Logo

The .RICH logo consists of a round icon, logo type and a tagline 'The World's Most Exclusive Address'. The round icon and tagline should be used with the logo font .RICH whenever possible. The round icon should be centered above the .RICH logo type unless a horizontal configuration is needed. The tagline copy should always be placed in the position shown and should scale proportionally. The icon, logo and tagline should never be altered by condensing, stretching or distorting.



horizontal configuration if needed

## Type Elements

Always use the outlined type as provided in the logo files for the logo font .RICH and for the tagline.

## Colors:

The round icon and tagline should appear as gold and the logo font .RICH should appear as black when possible. If the logo is used over a dark color, the entire logo should be gold. If logo is used over a photograph it can be knocked out to white. Be sure that there is enough contrast in the image for the type to read clearly.



.RICH logo type should print gold on dark backgrounds