



Brand Guidelines

Logos for Download

FULL COLOR (PRIMARY)



STANDARD LOGO



WITH DROP SHADOW

ONE COLOR (SECONDARY)



PURPLE



BLACK



WHITE

FILE FORMATS

- .PNG** Best for digital use
- .SVG** Best for websites, digital applications, and scalable artwork
- .EPS** Best for professional printing and production

Using the Relief Windows Logo

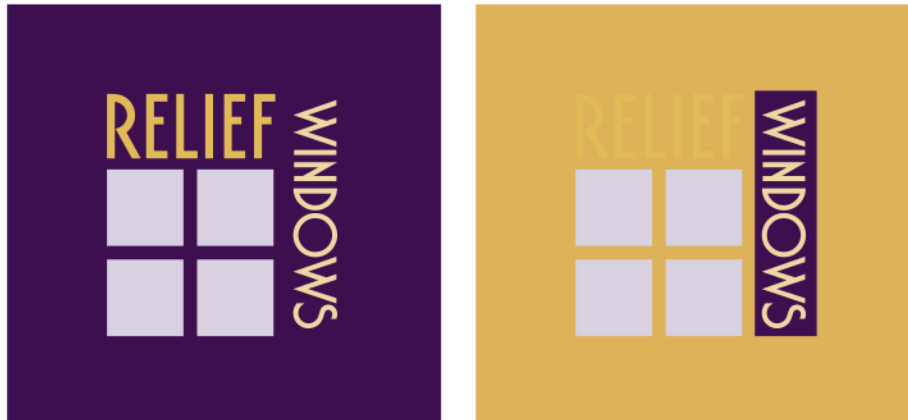
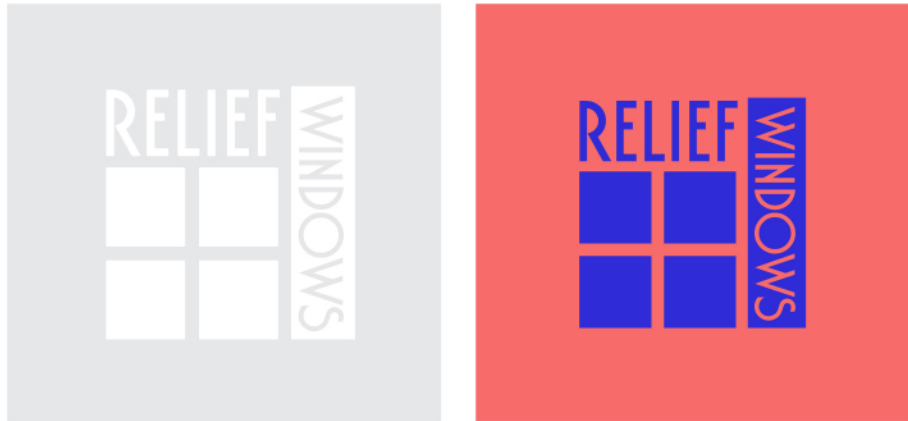
Please use the Relief Windows logo as provided and do not alter, distort, recolor, crop, or rearrange the logo elements.

Approved Uses:

- Maintain adequate, clear space around the logo
- Maintain the logo's proportions
- Use the appropriate logo version on the approved brand colors and backgrounds.
 - **Standard Full Color Logo:** Use on approved solid-color backgrounds and photography.
 - **Full Color Logo with Drop Shadow:** Use when additional visual separation is needed, such as over certain photography or light/low-contrast backgrounds. Do not recreate or modify the drop shadow. Use only when the production method can accurately reproduce the effect; otherwise, use the standard logo.
 - **One Color Logos:** Use the appropriate one color logo based on the approved background color. For photography, select the logo color that provides sufficient contrast and is approved for use on that background. If sufficient contrast cannot be achieved, use the full-color logo.

Please Avoid:

- Stretching or distorting the logo
- Changing logo colors
- Placing one color logos over busy imagery
- Separating or rearranging logo elements
- Recreating the logo





LOGO USAGE EXAMPLES (FULL COLOR)



LOGO USAGE EXAMPLES (ONE COLOR)



Approved Colors

MAIN COLORS

Lighter Purple #512D6D C81 M96 Y26 K13 R82 G45 B109 PMS 269	Darker Purple #3D1A54 82, 100, 29, 21 R61 G26 B84 PMS 2695
Gold #DDB258 C12 M25 Y77 K0 R221 G178 88 PMS 142	White #000000 C0 M0 Y0 K0 R255 G255 B255

Consistent use of our brand colors helps create a cohesive Relief Windows presence across every customer touchpoint.

SECONDARY COLORS FROM LOGO



Logo Light Yellow

#EFD8A4
C5 M11 Y38 K0
R239 G216 B164
PMS 120



Logo Lightest Purple

#C7BCD5
C18 M21 Y2 K0
R199 G188 B213
PMS 665