

Brazil for Rhino

ID Style Guide

General

The logo (logotype) that reads “Brazil for Rhino” must be treated as one graphic element, and the words “Brazil” and “for Rhino” should not be separated or altered.

“™” sign must be included to the logo, located at the upper right corner of the letter L.

Minimum Size

The logo must be large enough that “for Rhino” is clearly legible for both print and computer display uses. The viewer must be able to read “for Rhino” part from regular viewing distances.

Minimum Margin

The space between the logo and other elements must be greater than the vertical space between “Brazil” and “for Rhino” unless otherwise noted. Below is a suggested minimum margin.

The included PNG files contain the minimum margin as a transparent background.



Variations

Use either the PNG or EPS versions of the logo provided for appropriate applications.

Use the provided artwork as-is. Do not alter the colors or add any stylized effects such as drop shadows, glows, etc. There are 4 color variations (color, inverted color, B/W, W/B) in EPS format for print use and PNG 2 color variations (color, inverted color with slight gradient) for display.



If you need Brazil ID graphics with specific treatments or find that the provided materials would not work for your application, please contact suguru.nishioka@caustic.com for assistance.