Ritz-Craft Commercial (RC²)
Quick Reference Brand Style Guide

Voice

The Ritz-Craft Commercial (RC²) voice is reassuringly familiar and knowledgeable. It takes an open and transparent business casual tone that speaks to the needs of commercial developers and businesses alike. It is confident and precise without ever getting lost in technical jargon. So you know every detail is nailed down and every big picture blueprint is fulfilled in the final build.

In the face of customer challenges and requirements, we balance our methodical and pragmatic approach with direct and candid conversation. Our proven commercial construction processes and solutions adapt to the precise needs of your unique project.

Because every member of our team brings the flexibility necessary to work in whatever way works for you. After all, it's your project. Our strategic modular construction formula is here to bring it to life.

Tone

IS	IS NOT
Methodical	Slow
Candid	Hesitant
Open	Aggressive
Transparent	Restrained
Pragmatic	Theoretical
Flexible	Rigid

Typography

Fonts

Hanken Grotesk Bold | Headlines

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
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Hanken Grotesk Regular | Body Copy

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
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1 2 3 4 5 6 7 8 9 $ % & (, . : # ! ?)

Primary Logo

Logo With Tagline

BUILD ON ...

Colors

Primary Colors

HEX | #F05A00
RGB | R-240 G-90 B-0
CMYK | C-0 M-79 Y-100 K-0

HEX | #00006E
RGB | R-0 G-0 B-110
CMYK | C-100 M-98 Y-19 K-27

Secondary Colors

HEX | #A63F03
RGB | R-166 G-63 B-3
CMYK | C-24 M-84 Y-100 K-18

HEX | #415AA6
RGB | R-65 G-90 B-166
CMYK | C-84 M-72 Y-2 K-0

HEX | #429CF7
RGB | R-66 G-165 B-247
CMYK | C-64 M-32 Y-0 K-0