



Logo and Usage Standards

RDC Coatings LLC logos, trademarks, etc. may not be used without expressed written permission of UW Solutions – Please refer to Terms of Use page on rdccoatings.com.

However, when you use RDC Coatings, logos and trademarks they should be treated as stated below:

Logo

The logo must be used in its original form, with no alterations to design or color scheme. The logo is available in color, black and white and white reversed out of black:

Preferred version



Alternate version



Colors Used for Branding

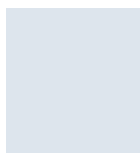
The colors used throughout RDC Coatings branding are as follows. Various shades of these colors are acceptable as well.



PANTONE
Reflex Blue
RGB: 0, 20, 137
HEX: #001489



PANTONE
18-3945 TCX
RGB: 74, 95, 165
HEX: #4A5FA5



PANTONE
656 C
RGB: 221, 229, 237
HEX: #DDE5ED



PANTONE
Cool Gray 5 C
RGB: 177, 179, 179
HEX: #B1B3B3



PANTONE
Cool Gray 1 C
RGB: 217, 217, 214
HEX: #D9D9D6



PANTONE
Cool Gray 1 C
RGB: 255, 130, 0
HEX: #FF8200

Typesetting Treatment

The name “RDC Coatings” should always be typed with a capital “R”, “D”, and “C”. Coatings should always be typed with a capital “C”.

Correct: RDC Coatings™

Incorrect: RDC coatings

Incorrect: rdc coatings