

# Rural Research Institute, Inc.



*Visual Identity*

# COLORS

Red: #A80B1B

**RED**

Gold: #FFC210

**GOLD**

Light Green: #96BD3E

**LIGHT GREEN**

Vivid Green: #5C9301

**VIVID GREEN**

Dark Green: #106B00 (alt - #008037)

**DARK GREEN**

Green: #159633

**GREEN**

Black: #000000

**BLACK**

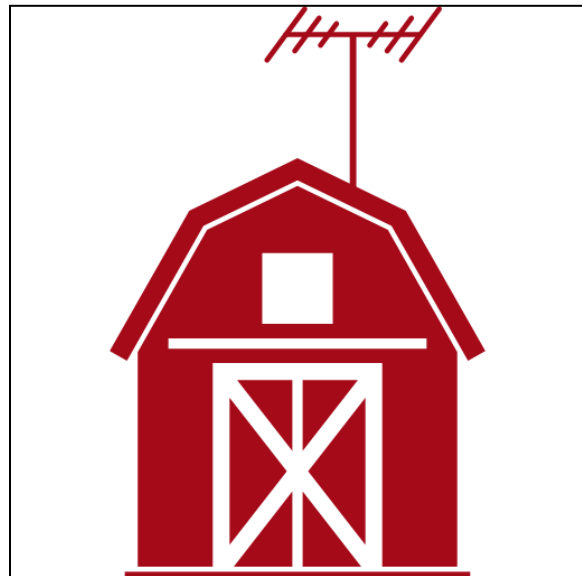
White: #FFFFFF

**WHITE**

# FONTS

Framhand Serif

# LOGOS *(primary; word mark; alternatives)*





# WEBSITE HEADERS

*(Primary; Alternative; Hero Image)*

