



**Raising**  
Men & Women  
**LAWN CARE SERVICE**

# Branding Guide

Giving Back To The Community

**2022**

# Raising Men & Women LAWN CARE SERVICE

# LOGOS

Wherever possible, please use the Raising Men & Women Lawn Care Service logo, as we work towards building a more inclusive and brighter future for all youth in our communities.

RMLCS Green

RMLCS Reverse on Green

RMLCS Reverse on Dark Green



# Raising Men & Women LAWN CARE SERVICE

# ICONS

Please use icons sparingly, wherever possible, please use our full logo listed on page 2 of the Branding Guide.

## Icon Set in RMLCS Green



**RMLCS**

**RWLCS**

## Icon Set in RMLCS Dark Green



**RMLCS**

**RWLCS**

# COLORS



RGB: 54, 75, 21  
CMYK: 71.03, 46.41, 99.07, 46.09  
HEX: #364b15



RGB: 80, 112, 32  
CMYK: 69.38, 35.43, 100, 22.20  
HEX: #507020



RGB: 107, 150, 62  
CMYK: 63.29, 22.06, 100, 4.89  
HEX: #6b963E



RGB: 112, 112, 122  
CMYK: 56.49, 47.95, 47.47, 14.07  
HEX: #707070

We've got fonts, yes we do.  
We've got fonts, how about you?

# Brandon Grotesque Bold, 60pt

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  
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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# Brandon Grotesque Bold, 34 pt

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  
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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# Brandon Grotesque Regular, 24pt

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  
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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