



TABLE OF CONTENTS

- 03 LOGO COMPONENTS
- 04 LOGO MINIMUM CLEAR SPACE
- 05 LOGO REPRODUCTION SIZE
- 06 LOGO CONFIGURATIONS: ACCEPTABLE USE
- 07 LOGO CONFIGURATIONS: UNACCEPTABLE USE
- 08 LOGO COLOR FORMATS: ACCEPTABLE USE
- 09 LOGO COLOR FORMATS: UNACCEPTABLE USE
- 10 LOGO GUIDELINES
- 11 CENTREVILLE BANK AND RHODE ISLAND FC CO-BRANDING
- 12 COLOR PALETTE
- 13 WALL PAINT COLOR SWATCHES
- 14 ALTERNATIVE APPROVED CO-BRANDING VISUALS
- 15 STADIUM BRANDING APPLIED EXAMPLES

Logo

Logo Components

The Centreville Bank Stadium logo should always be reproduced as a complete unit, comprised of the logo mark and logotype, with a consistent position and color set. There are some cases where including the starburst may not be practical. In those cases an exception should be brought forward for approval to the head of Centreville Bank Marketing.



Logo

Logo Minimum Clear Space

The safe area around the perimeter of the logo shall be equal to or greater than the volume of the letter “C” in the word “Centreville” within the logo (see example). This rule applies to all versions of the logo.

LOGO CLEAR SPACE IS
BASED ON THE VOLUME
OF THE LETTER “C” IN THE
WORD “CENTREVILLE” IN
THE LOGOTYPE



Centreville Bank
Stadium



Logo

Logo Reproduction Size

The Centreville Bank Stadium logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small in print and digital mediums, it is no longer legible and its impact is diminished.

There are minimum reproduction rules for three styles of logos in this family of logos:

Logotype is underneath the logo mark – in *vertical orientation*, the logo must never be reproduced with the “logotype” width being smaller than 1 inch (1”) wide or 72 pixels wide.

Logotype is to the side of the logo mark - In *horizontal orientation*, the logo must never be reproduced with the “Centreville Bank” portion of the “logotype” width being smaller than 1 inch (1”) wide or 72 pixels wide.

The smallest isolated logo mark should be 1/4” tall or 25 pixels tall.

DO NOT MAKE HEIGHT OF LOGO MARK LESS THAN 1/4 INCH TALL
(25 PIXELS TALL)



LOGOTYPE IS UNDERNEATH THE LOGO MARK



DO NOT MAKE WIDTH OF THE LOGOTYPE LESS THAN 1 INCH WIDE
(72 PIXELS WIDE)

LOGOTYPE IS TO THE SIDE OF THE LOGO MARK



DO NOT MAKE WIDTH OF “Centreville Bank” LESS THAN 1 INCH WIDE
(72 PIXELS WIDE)

Logo

Logo Configurations: Acceptable Use



Logo

Logo Configurations: Unacceptable Use

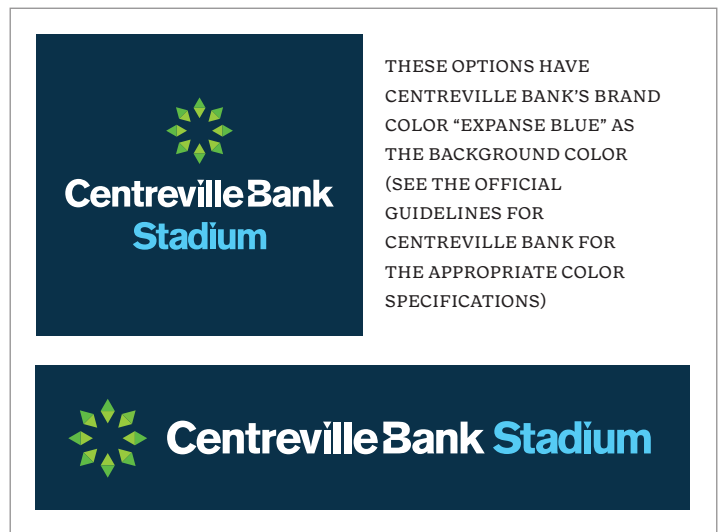
The logo elements, shall not be positioned or configured in any other manner than shown on the Acceptable Use page. Properly configured logos can be found on page 6.



Logo

Logo Color Formats: Acceptable Use

The logo may only be used in the color formats shown here. The marketing department may use additional treatments for apparel and other specialty items; however, employees and third-party individuals may only use the treatments shown below unless directly instructed or authorized by the Centreville Bank Marketing department.



Logo

Logo Color Formats: Unacceptable Use

The logo shall at no time be used in any color formats other than what's specified in the Acceptable Use section of this guide. Properly colored formats can be found on page 8.



AVOID LOW CONTRAST
COLOR SETTINGS

Logo

Logo Guidelines

- May not be altered or embellished in any way.
- May not be used as part of—or combined with—a larger mark, title or graphic.
- May not be overprinted on any graphic element that is perceived to dilute the impact or readability of the logo.
- Logotype may not be screened to any tints or colors.
- The logo should not be used in any other font. Official logos should always be used.



CentrevilleBank
Stadium

BRAND GUIDELINES




Logo

Logo: Centreville Bank and Rhode Island FC Co-branding

All Centreville Bank logo lockups that are approved for use on page 9 “Logo Configurations: Acceptable Use” of the Official Centreville Bank Brand Guidelines are also approved for use in co-branding situations where the Centreville Bank logo is displayed in relationship to Rhode Island FC’s logo. Our approved device to indicate a co-branding situation is a vertical rule that is assigned a brand color. The thickness and height of the rule should remain proportional to the scale of the logos as they are applied in different scenarios. The height of the rule should always be one “diamond” higher or lower than the vertical extremes of the Centreville Bank logo lockup that is being used. The rule should have, at minimum, the width of the capital letter “C” in the word Centreville to either side of the rule. The space to either side of the rule should be the same. If the application of the logos is being provided by Centreville Bank, the Centreville Bank logo should come first in the co-branding setup. The only exception to this would be if the “Stacked_Left” version of the logo is used, in which case the logo would be placed on the right hand side of the cobranding combination.



Color Palette

			
CENTRE ORIGINAL GREEN PMS 368 C CMYK: 65/0/100/0 RGB: 120/190/32 HEX: #78BE20	CENTRE SPRING GREEN PMS 3507 C CMYK: 45/0/100/0 RGB: 153/201/61 HEX: #99C93D	RIVER BLUE PMS 305 C CMYK: 55/0/1/0 RGB: 87/204/246 HEX: #57CCF6	BAY BLUE PMS 289 C CMYK: 100/66/0/76 RGB: 11/35/65 HEX: #0B2341

NOTE: This color palette is intended to ONLY be used in the promotion of **Centreville Bank Stadium**. All promotion for Centreville Bank should follow the official brand guidelines document for Centreville Bank.

Wall Paint Color Swatches

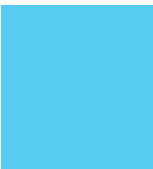
Wall paints are purchased from Benjamin Moore to be used in our physical environments.



Centre Original Green
will be represented by
using Benjamin Moore
Sullivan Green



Centre Spring Green
will be represented by
using Benjamin Moore
Snow Cone Green
2026-10



River Blue
will be represented by
using Benjamin Moore
Atlantis Blue
768



Bay Blue
will be represented by
using Benjamin Moore
Old Navy
2063-10

Promotion

Alternative approved Co-branding visuals

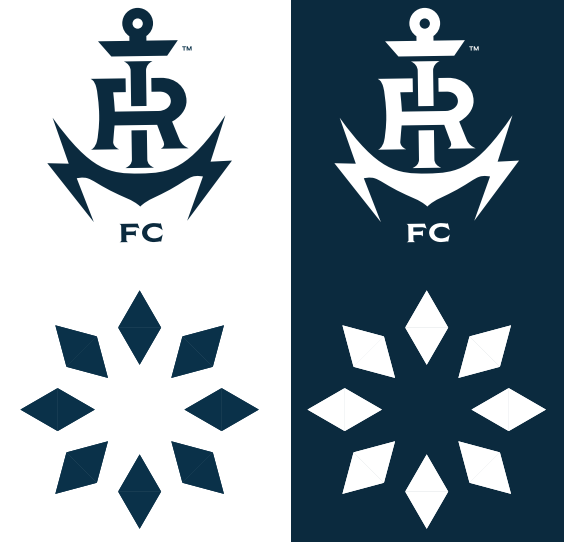
co-branding logo set



multicolor hombre graphic



alternate logo sets



Promotion

Stadium Branding applied examples

