



**PRO
RUGBY**
WALES

Usage

The Pro Rugby Wales Marks logo is comprised of three distinctive brand elements:

Pro Rugby Wales Ball Motif

Pro Rugby Wales Ball Inner Mark

Pro Rugby Wales type

A variety of artwork formats is available, including full colour, flat colour and mono variations.

There is also a set of PNG files available for digital use. Rules and guidelines covering the correct use of each variation are briefly covered within this document.



MINI BRAND GUIDELINES

Usage

The Pro Rugby Wales Marks are available in the following formats:

CMYK (full colour)

RGB (For digital applications)

BW (limited print processes)

It is very important that these Marks are reproduced in full, and exactly as shown, with no colour variations, reversals, crops or distortions.



Full Colour Standard - Contained (CMYK)
File: Pro-Rugby-Logo-full-col-CMYK.eps

- Production Process:
- CMYK process print



Full Colour Standard - Contained (RGB)
File: Pro-Rugby-Logo-full-col-RGB-300dpi.png

- Production Process:
- Web Application
 - On Screen
 - Mobile Devices



Mono Standard - Contained (Black/White)
File: Pro-Rugby-Logo-mono.eps

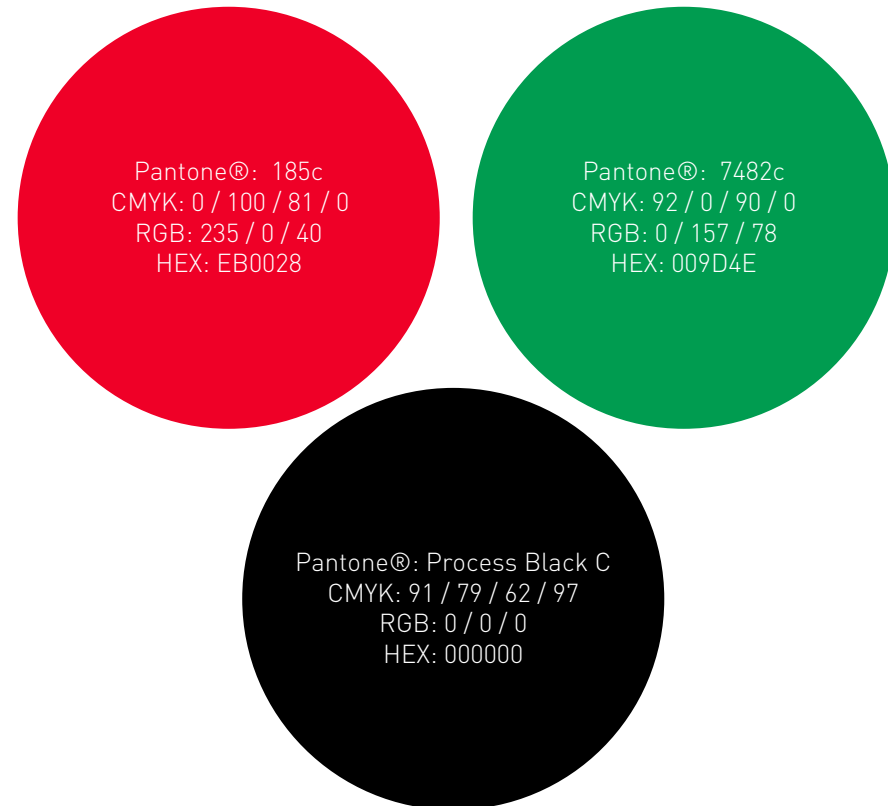
- Production Process:
- Screen Printing
 - Vinyl Cut

Colour Palettes

A colour palette has been developed for the Pro Rugby Wales mark and brand identity.

PANTONE®, CMYK, RGB and Hex Code references are shown here.

The colours that appear on your screen or that you print from your computer may not accurately represent the colours.



Supporting Fonts

The commercial typeface family Bario serves for every usage other than the custom font used within the Pro Rugby Wales Mark.

Bario is the corporate typeface for Pro Rugby Wales and is the linking font amongst all Pro Rugby Wales communications.

For digital communications such as email and Microsoft Powerpoint presentations, should use the OTF font. If this is not working or not available please default to the web-safe font Verdana.

Bario Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Bario Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Bario Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890