







**STANDARDS MANUAL**



To all to whom these Presents Shall

Whereas, *Articles of Incorporation* du  
MATTOON RURAL KING SUPPLY

*have been filed in the Office of the Secretary of State*  
day of October A. D. 1962, as per  
"CORPORATION ACT" of Illinois, in force July 13, 1909,

Now Therefore, I, CHARLES F. CARPENTIER, Secretary of State  
by virtue of the powers vested in me by law, do hereby  
incorporation and attach thereto a copy of the said

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**INTRODUCTION**





RK previously known as Rural King, is America's Farm and Home Store, a General Merchandise Store, providing essentials to the communities we serve. In 1960, two farmers from Illinois had an idea for business and decided to call it Rural King Supply. Besides the owners, Kermit Spear and Keith Beard, there were only two employees at the time. Rural King planted its roots in Mattoon, Illinois in 1960. Since that time, Rural King has added over 100 stores in a thirteen-state area (Alabama, Illinois, Indiana, Kentucky, Tennessee, Ohio, Michigan, Missouri, Pennsylvania, Florida, North Carolina, West Virginia and Virginia). The heart of Rural King is the corporate office, distribution center and flagship store, located in its city of origin, Mattoon IL.





**AR**AMERICA'S  
**FARM** and **HOME**  
**STORE**



LOGGO





1<sup>ST</sup> ITERATION OF RURAL KING LOGO

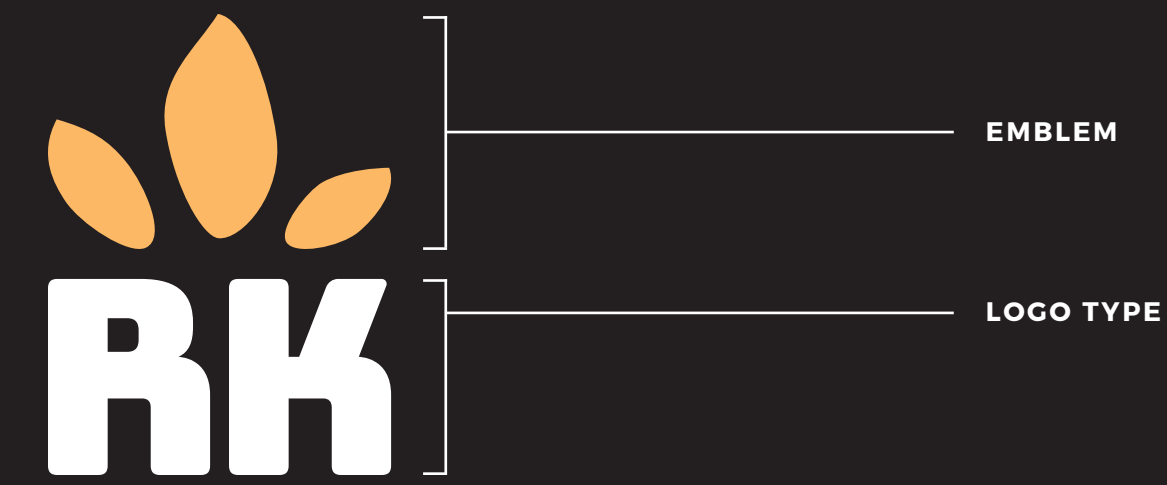


2<sup>ND</sup> ITERATION OF RURAL KING LOGO



**MOVING FORWARD**

The RK logo has evolved quite a bit throughout the years. Each logo differing from the last. Previous iterations of the logo have relied heavily on detailed textual and pictorial elements. This can make utilizing the logo difficult in various applications. As the brand shifts from Rural King to RK, we wanted a similar shift within the logo. We wanted a logo that was simple yet memorable. This new logo also allows for more versatility as the emblem can be used separately from the logotype.





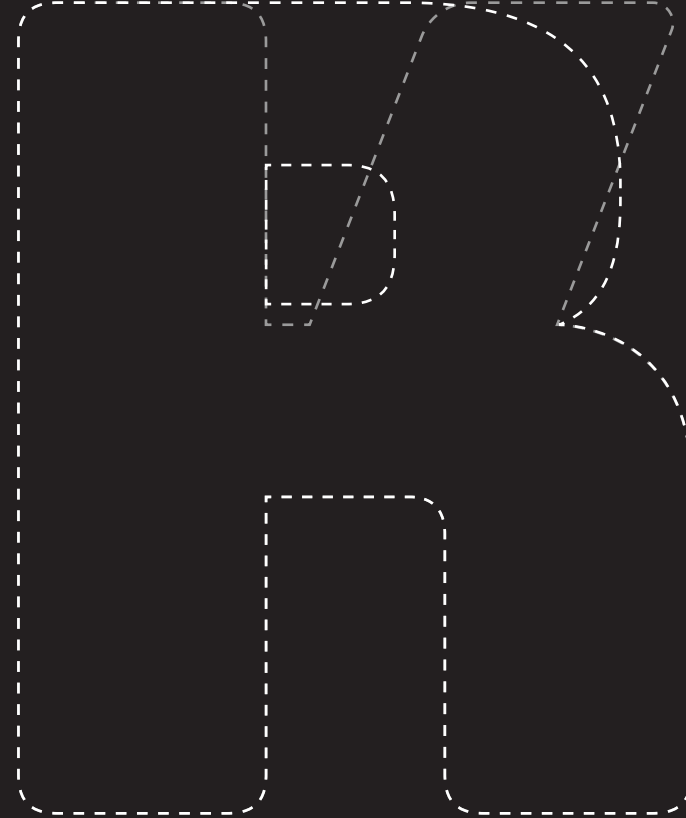
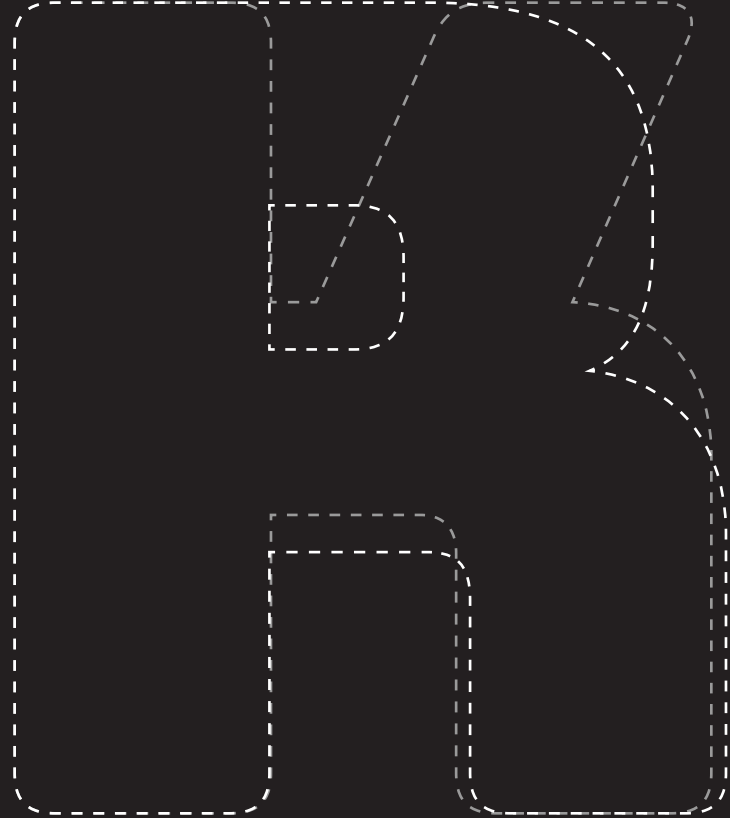
**THE EMBLEM**

We have named the emblem above the logotype “the crown” to give homage to the original name of the company, Rural King. The emblem can be placed above the logotype or stand on its own. The crown’s organic shape is reminiscent of seeds alluding to the agricultural nature of the brand. The three “seeds” represent the original 3 Rural King locations located in Indiana, where the brand has since grown.



**ORIGINAL FONT**

**MODIFIED FONT**



**THE LOGO TYPE**

The logotype is based on the typeface known as Bungee. We believe this font exemplifies the direction we want to move RK as a brand in. The logotype is bold, energetic, and fun. The font has been modified for a cohesive look between the letters R and K.







**C O L O**  
**R S**



## WAVES OF GRAIN

RGB: 252 | 185 | 101

CMYK: 0 | 31 | 69 | 0

HEX: fcb965

## ROCKETS GLARE

RGB: 165 | 70 | 75

CMYK: 27 | 83 | 65 | 15

HEX: a5464b

## SPACIOUS SKIES

RGB: 62 | 129 | 165

CMYK: 78 | 41 | 22 | 1

HEX: 3e81a5

## MOUNTAIN MAJESTIES

RGB: 122 | 99 | 143

CMYK: 59 | 67 | 21 | 3

HEX: 7a638f

## FRUITED PLAINS

RGB: 48 | 91 | 77

CMYK: 80 | 44 | 68 | 33

HEX: 305b4d

### BRAND COLORS

RK's new brand colors are meant to be patriotic. Each color was

carefully picked and inspired by the imagery of our countries

most patriotic songs: America the Beautiful and the Star Spangled

Banner. The primary company color is "Waves of Grain" as its amber

color further invokes the resemple of the Crown in the logo mark.

O beautiful for **spacious**  
**skies** for **amber waves**  
of **grain** for **purple**  
**mountain majesties**  
above the **fruited plains** !



**T Y P O  
G R A P  
H Y**

# AMERICA

the beautiful

## HEADING/DISPLAY

Headings should be large and utilize the Montserrat font.

Montserrat Black should highlight words of importance, while

Montserrat Thin or Montserrat Light should be used for words that are

not as important. Proper nouns should be in all caps and all other

words should be lowercase.

## SUB HEADING

Subheadings should utilize Montserrat Bold with a tracking of 100. The

font size should be the same size as the body.

## BODY

The body should utilize Century Gothic Regular with ample leading

to let the font breathe. Zeros should be replaced with a capital

letter "O". Century Gothic Bold can be used to highlight things like

links and important words and Century Gothic Italics can be used to

emphasize the price of a good.



**MONTSERROT BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#%&\*(){};:**

**MONTSERROT BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#%&\*(){};:**

**MONTSERROT REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*(){};:

**MONTSERROT LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*(){};:

**MONTSERROT THIN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*(){};:





CENTURY GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*(){};:

CENTURY GOTHIC BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*(){};:

CENTURY GOTHIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*(){};:

CENTURY GOTHIC ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*(){};:



**JUSTICE JONES**

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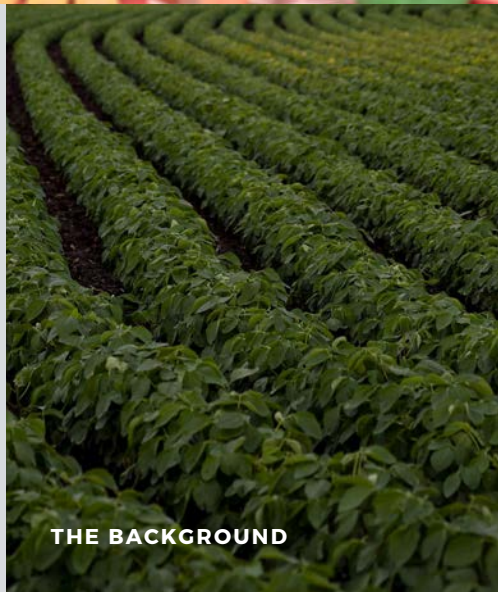
**GRAP  
HIC  
ELEMENTS**



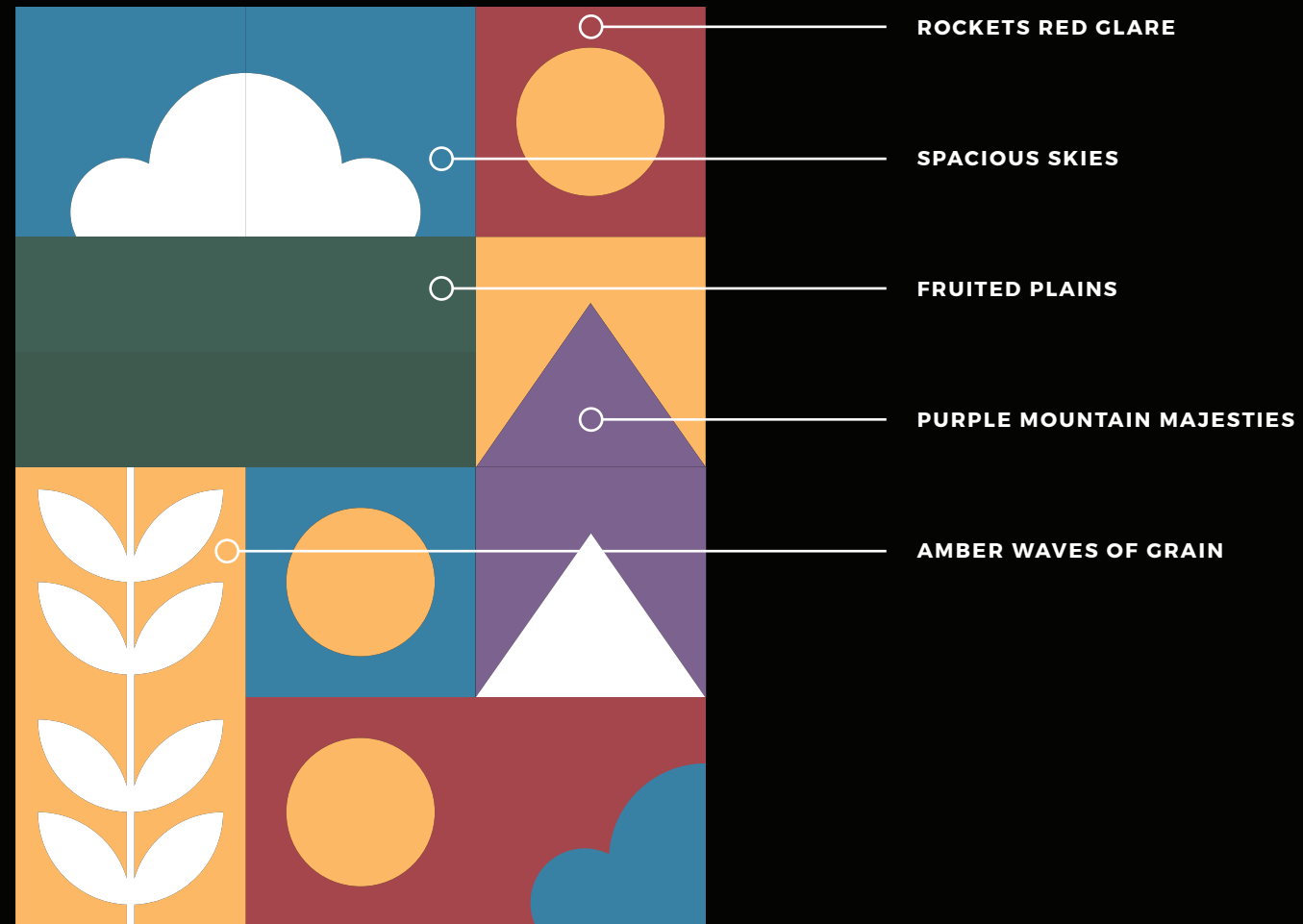


**THE IMPORTANCE OF PHOTOGRAPHY**

Photography is an essential aspect of the RK brand. We use photography to showcase our products and convey a lifestyle. The RK brand focuses on the life, land, and legacy of our customers, and there are 5 different ways we display that with our photography. **THE CLOSE-UP** features working people and should ideally focus on the hands of the subject in the picture. **THE GROUP** should be warm and inviting and showcase family, friends, and coworkers. **THE PORTRAIT** should prominently feature the subject of the photo in the foreground of the picture. **THE PRODUCT** should solely focus on the item to showcase what the customer is purchasing. **THE BACKGROUND** is meant to be placed behind the text and should be repetitive and lacking depth to not distract from the text.







#### ICONOGRAPHY

This iconography will be found repeated throughout the RK band.

It can be used in any number of branding initiatives. Its easily

identifiable look is essential to the RK brand and it is a highly

abstract graphic representation of our companies colors. The colors

in each icon can be interchanged as long as one color coincides

with the icon.

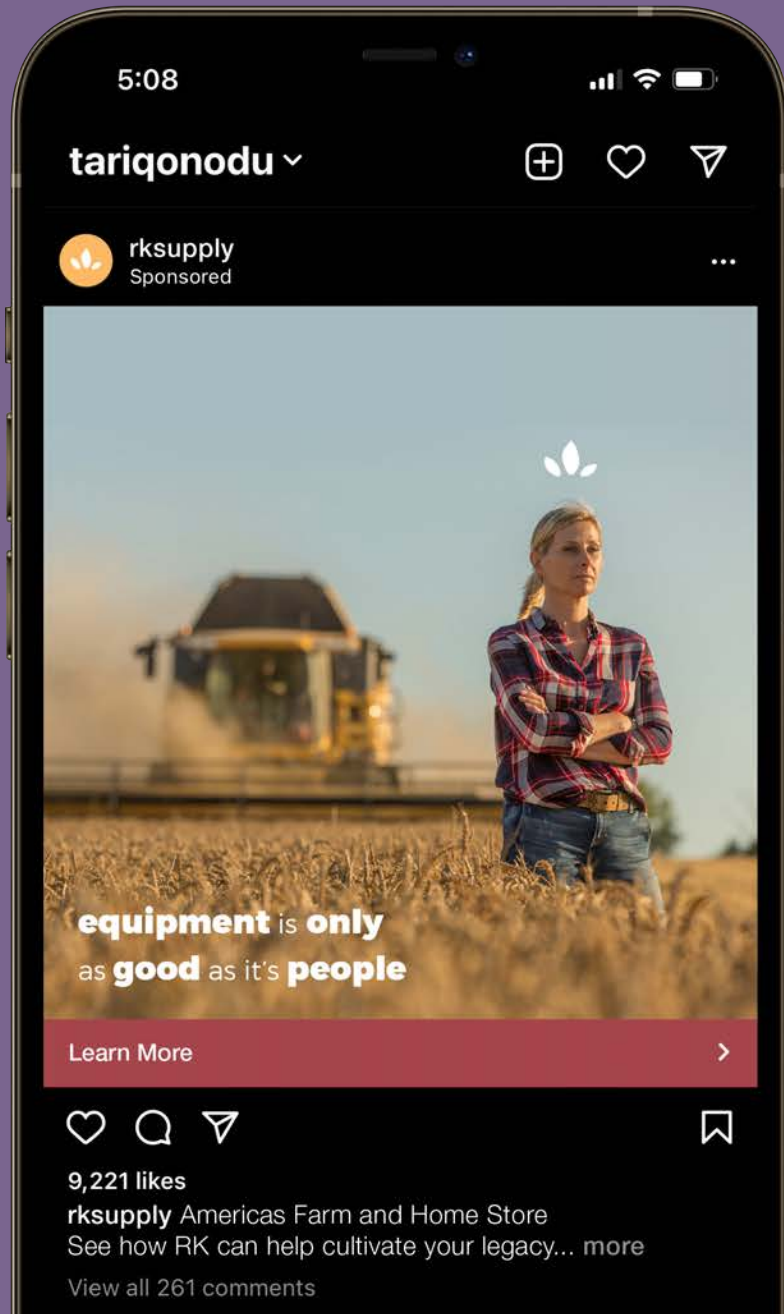
*ex. the mountain icon must have the color mountain majesties in it*

○ beautiful for **spacious  
skies** for **amber waves  
of grain** for **purple  
mountain majesties**  
above the **fruited plains** !



**ADVE  
RTIS  
EMEN  
TS**





RK

STANDARDS

ADVERTISEMENTS

55







**EMPL  
LOYEE  
WEAR**







**A P P A  
R E L**



the inside of hood is brand color "waves of grain"









*the collar of shir is brand color "waves of grain"*









**PRO  
DUCTS**



**TRADITION**

We welcome visitors, and encourage you to come in and take part in our 50 year tradition by enjoying a free bag of popcorn and cup of coffee on us. As we expand our brand we want to expand our reach and create products that will help expand our RK family.





AUTO

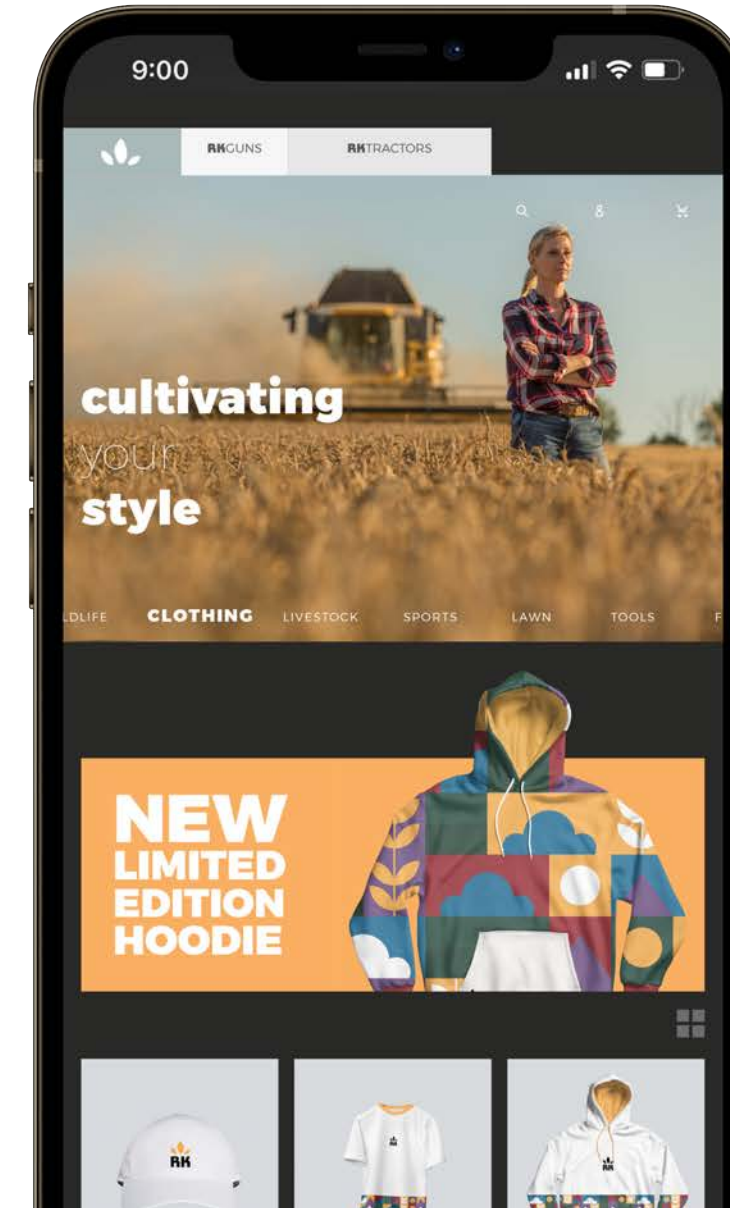
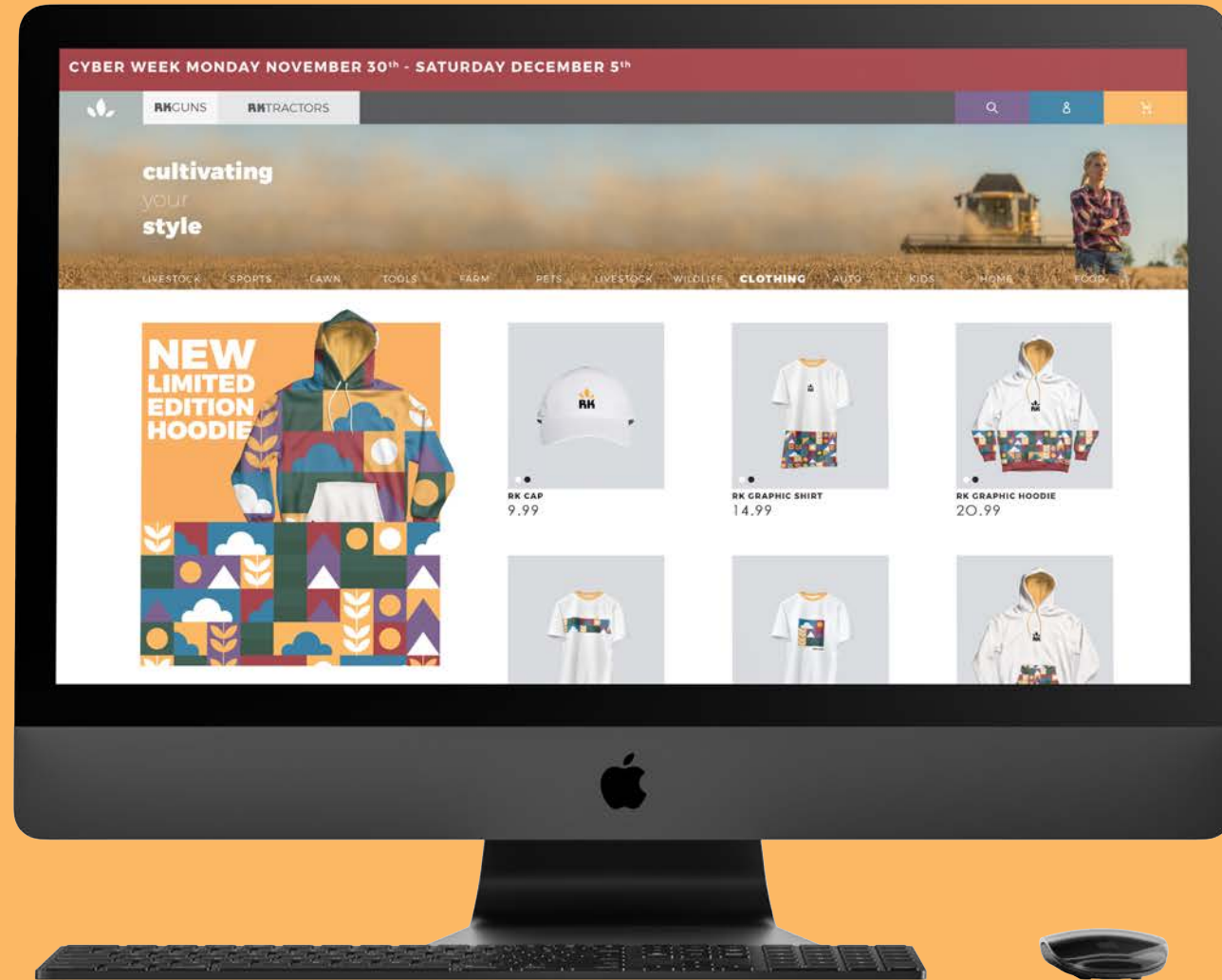






**WEB &  
MOBI  
LE**







**RK  
STOR  
ES**





Brand identity and standards manual by Tariq Onodu

Hite Art Institute | UofL | 573 Identity Systems | Fall 2020



