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01 Logos

PRIMARY LOGO

SECONDARY LOGO

MARK

BADGES



The primary logo serves as the main representation of the brand and should be used in standard applications to maintain consistency and recognition.



The secondary logo is available for use in limited applications or when the brand name is otherwise present; however, the primary logo should be used in most cases to ensure consistent brand recognition.



The mark is intended for use in applications such as a decorative background element, browser icon, or other small-scale placements. The primary logo should also be present along with the leaf.



The primary badge logos include the full brand name, but should only be used in special cases such as apparel or more stylized media.



The secondary badge logos are simplified by leaving off the full brand name. These should only be used in special cases such as apparel or more stylized media.



Do not stretch or distort the logo in any way.



Do not use the logo on an angle.



Do not remove the icon from the secondary logo.



Do not apply any effect to the logo such as a drop shadow, emboss, etc.



Do not add an outline to the logo.



Do not place the logo on a background that does not provide sufficient contrast.

The logo must always be used according to the established guidelines. Do not alter colors, distort proportions, rotate, add effects, or place the logo on backgrounds that reduce legibility. Any deviation from these rules may compromise brand consistency and recognition.

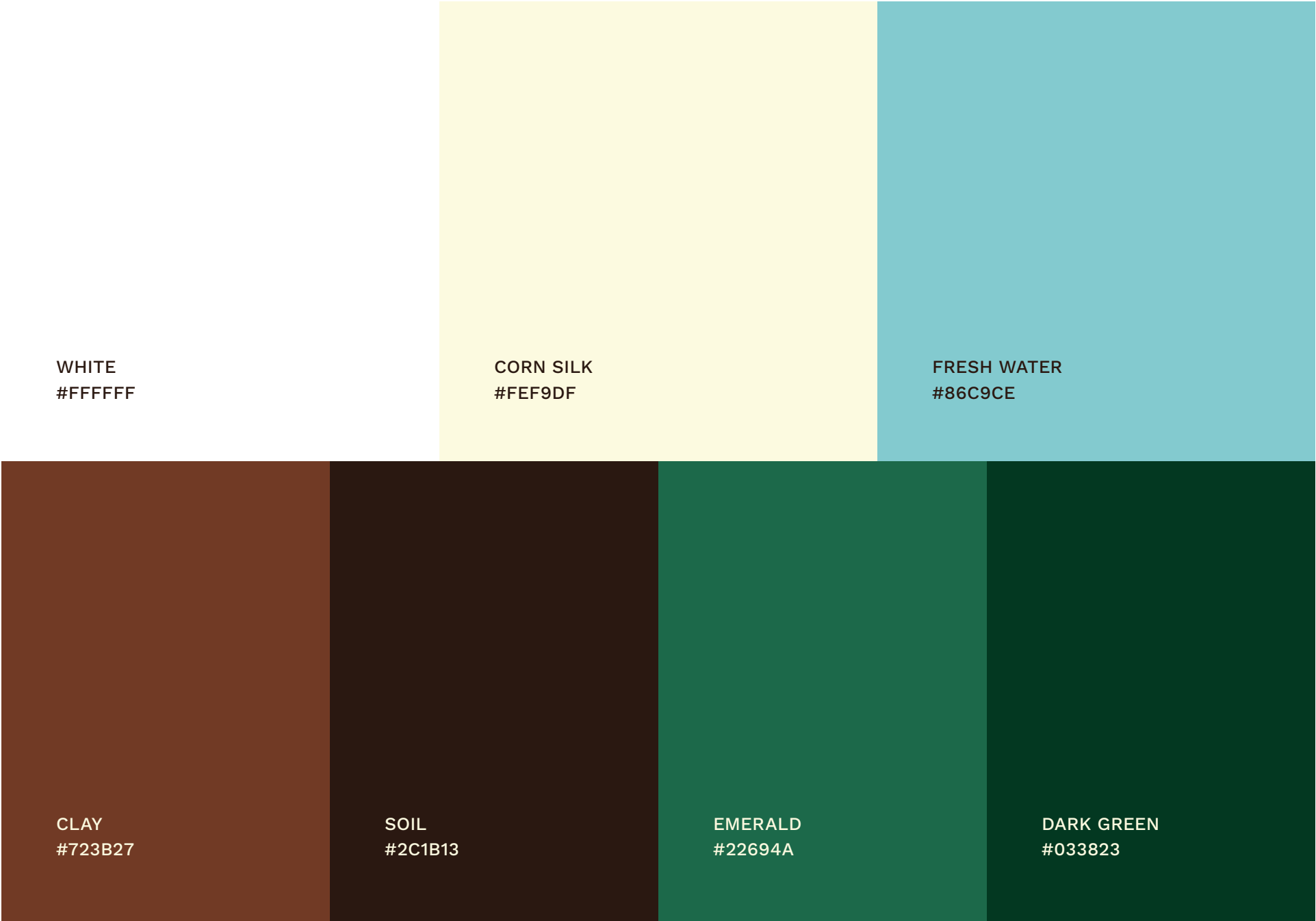
02 Colors

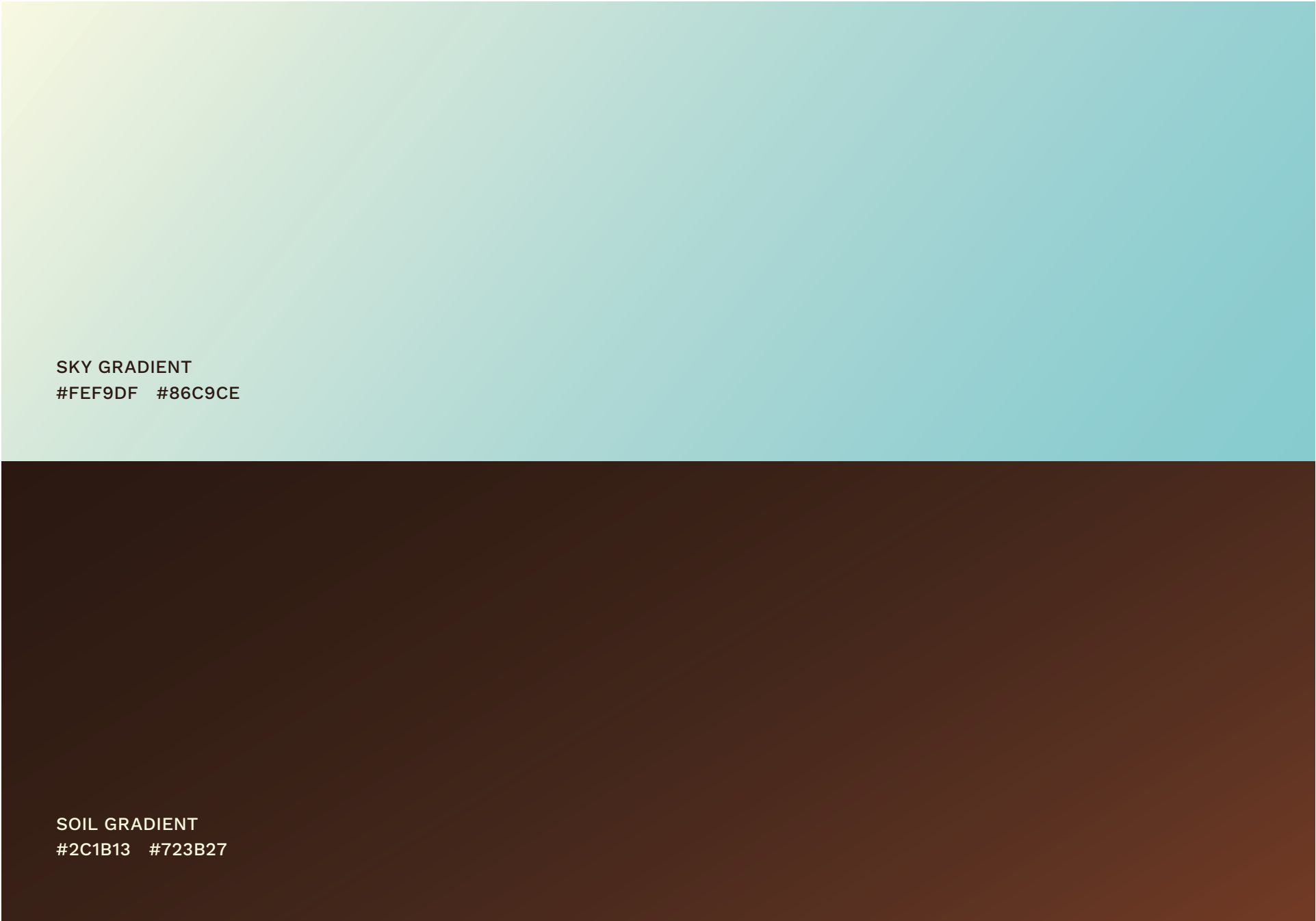
COLOR PALETTE

GRADIENTS

COLOR USAGE









Designing effective color pairings can be challenging, as some combinations work better than others. The following suggested pairings are curated to ensure harmony, readability, and accessibility. These colors layer well together and provide adequate contrast for digital and print applications.

03 Typography

BRAND TYPEFACES

TYPOGRAPHY HIERARCHY

Special Gothic Expanded One
Bold

Aa
Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
()&?!.,:;”/

Work Sans
Regular

Aa
Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
()&?!.,:;”/

The brand typefaces share elements within the logo letterforms for a consistent brand image.

Type: Special Gothic Expanded One
Size: 62px
Line height: 60px
Weight: Bold
Letter Spacing: 0px

Headline 1

Type: Special Gothic Expanded One
Size: 50px
Line height: 50px
Weight: Bold
Letter Spacing: 0px

Headline 2

Type: Special Gothic Expanded One
Size: 40px
Line height: 40px
Weight: Bold
Letter Spacing: 0px

Headline 3

Typography hierarchy should be applied consistently across all brand communications to guide the reader's attention and ensure clarity. Headings, subheadings, body text, and captions should follow the specified styles and weights to maintain a structured and cohesive visual flow. The sizes may vary based on application, but should follow this hierarchy.

Type: Work Sans
Size: 18px
Line height: 18px
Weight: Medium
Letter Spacing: 0px

OVERLINE

Type: Work Sans
Size: 12px
Line height: 16px
Weight: Regular
Letter Spacing: 0px

Founded in 2017, River Valley Ag Exchange, RVAE, is a full-service grain elevator in Central Missouri specializing in biological and specialty crop solutions.

Type: Work Sans
Size: 10px
Line height: 14px
Weight: Regular
Letter Spacing: 0px

Owned by Derek and Lyndsey Davis, 5th-generation family farmers, RVAE is your partner in growth, offering innovative, sustainable solutions that drive real results and move your farm forward. RVAE provides inputs, consulting, seed production, grain marketing, and storage, while helping farmers boost profits and improve soil health.

Typography hierarchy should be applied consistently across all brand communications to guide the reader's attention and ensure clarity. Headings, subheadings, body text, and captions should follow the specified styles and weights to maintain a structured and cohesive visual flow. The sizes may vary based on application, but should follow this hierarchy.

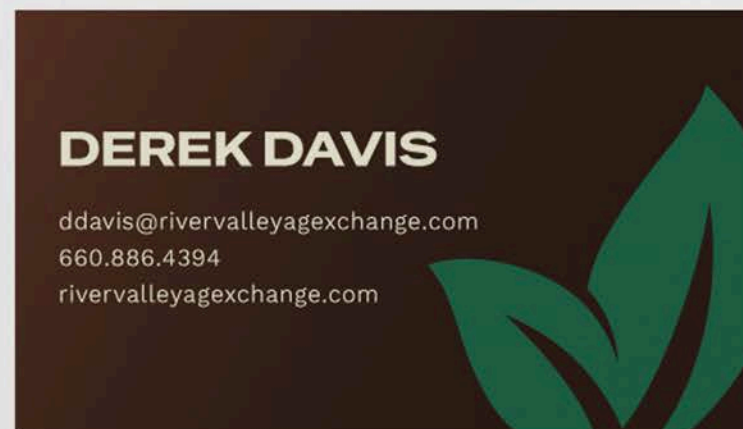
O4 Applications

PRINT APPLICATIONS

DIGITAL APPLICATIONS







New Message

Recipients

Subject

DEREK DAVIS

OWNER

26 E Haynie St.

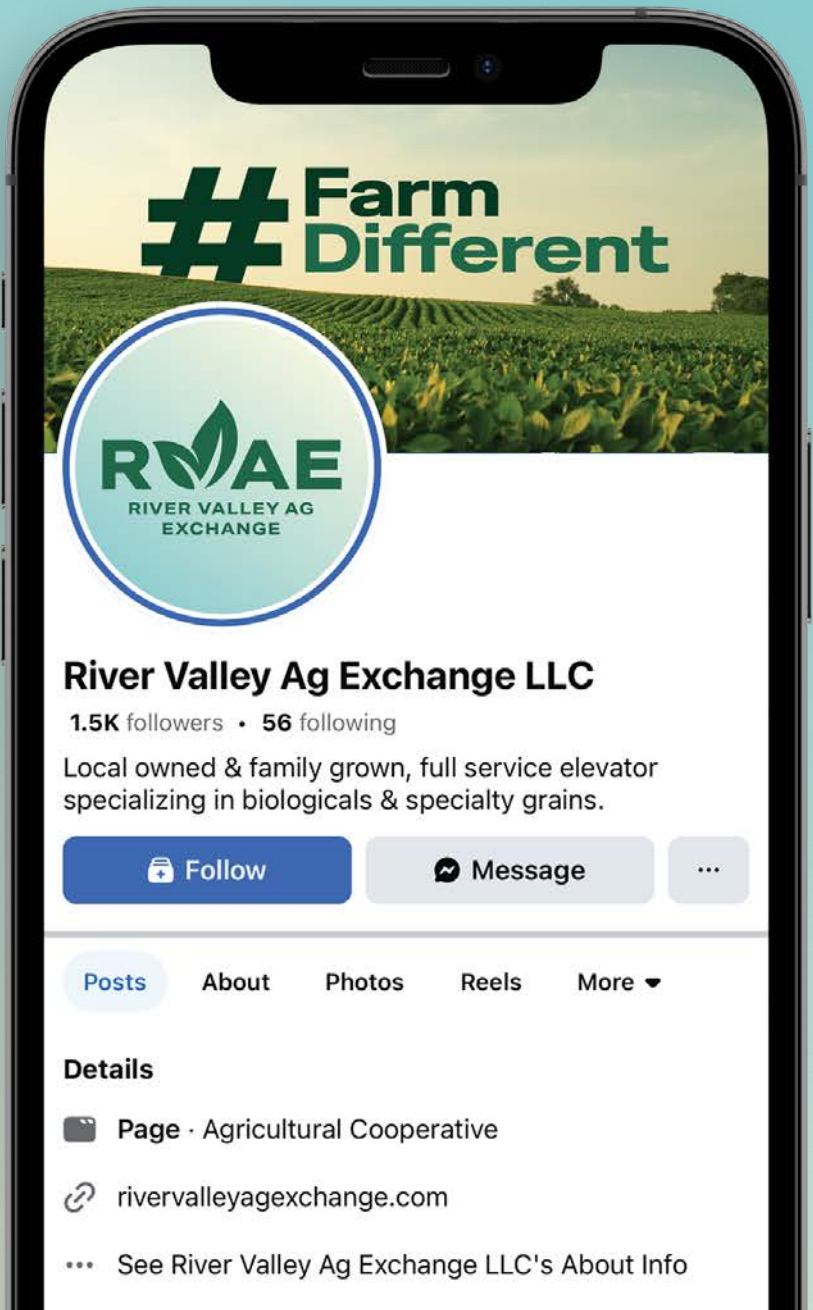
Marshall, MO

660.886.4394

R

VAE

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Thank You

