

**A mark.
A working standard.**

RJ Myers & Company
Brand guidelines · October 2026



Built for the field.
Recognizable everywhere.

The identity.

One approved wordmark, two carefully matched appearances.



Primary · light backgrounds



Reversed · dark backgrounds

The mark

The orange RJ flows into a fuel hose and nozzle. The dark MYERS wordmark anchors the identity, with & Company held beneath it. Always use the supplied artwork as a complete unit.

Source artwork: approved refined logo from the RJ Myers inventory app. These files preserve that artwork; they are raster PNGs, not production vector masters.

The name

Write **RJ Myers & Company** in body copy. Preserve the spelling and ampersand. The confirmed email uses a different spelling: **info@rjmeyers.com**.

Give it room.

Keep the hose, nozzle and full company name clear at every size.



Keep at least half the height of the orange RJ clear on every side.

Size & placement

Recommended digital minimum: 180 px of visible artwork width. For print, begin at 45 mm and proof the smallest lettering. Keep the original proportions. Use the full logo in headers, documents and vehicle applications. For browser tabs and home-screen shortcuts, use the supplied RJ icon exports.

Protect the artwork

Do not stretch, rotate, retype, add effects or place it on busy photography. Do not separate the nozzle or hose. Use the correct light or dark version. Keep existing light and dark backing colors compatible with the supplied files.

Clear-space and minimum-size rules are recommended standards for this guide. A vector master and physical print proof are needed before signage, embroidery or vehicle production.

Orange has a job.

Use it to direct attention. Let the neutrals carry the rest.

Signal orange

#FF791F
RGB 255 / 121 / 31

Charcoal

#181A1D
RGB 24 / 26 / 29

White

#FFFFFF
RGB 255 / 255
/ 255

Steel

#656D78
RGB 101 / 109
/ 120

Use with intention

Start with roughly 70% neutral ground, 20% photography or contrast, and 10% orange. A call-to-action section may use a full orange field. Avoid unrelated accent colors.

Keep it readable

Use dark text on orange buttons. Small orange text on white uses #9A4206; on dark surfaces use #FFAD72. White text on bright brand orange does not meet normal text contrast.

Two modes. One company.

Appearance changes the ground, not
the identity.



Fuel systems. Built to work.

Tank installations, upgrades and
maintenance.

Request service



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Core app appearance tokens; website extensions are included in tokens.json

Role	Light	Dark
Page background	#FFFFFF	#181A1D
Raised surface	#F3F4F4	#202327
Primary text	#24282B	#F2F3F5
Secondary text	#656D78	#A2A9B3
Orange text	#9A4206	#FFAD72

Clear at a glance.

Public Sans connects the website, documents and field app.

Public Sans

Aa Bb Cc Dd Ee Ff Gg
0123456789 & + /

Website display · Public Sans 500

Built to work.

Body · 400

Tell us about your site, your equipment and the work you need.

Heading · 600

Every connection matters.

Digital scale

Website display: 46–100 px in Public Sans 500. Website headings: 34–58 px.
Body: 15–18 px with 1.5–1.7 line height. Use sentence case, short headings and comfortable reading measures.

One consistent family

Use regular and medium weights for website headlines, 400 for body text and 550–600 for controls. Never stretch letters or use all-caps paragraphs. Public Sans is self-hosted; the kit includes its open-source license.

Sound like the crew.

Say what gets done.

“Tank installations, upgrades and maintenance.”

Use the language of the work: tanks, piping, monitoring, repairs. Lead with the service, then explain the next step.



Direct, capable and specific. Write for the person running the site.

Make action easy.

“Tell us what’s on your site.”

Use plain invitations. Say “Request service,” “Call the team” or “Discuss an installation.” Keep expectations concrete.

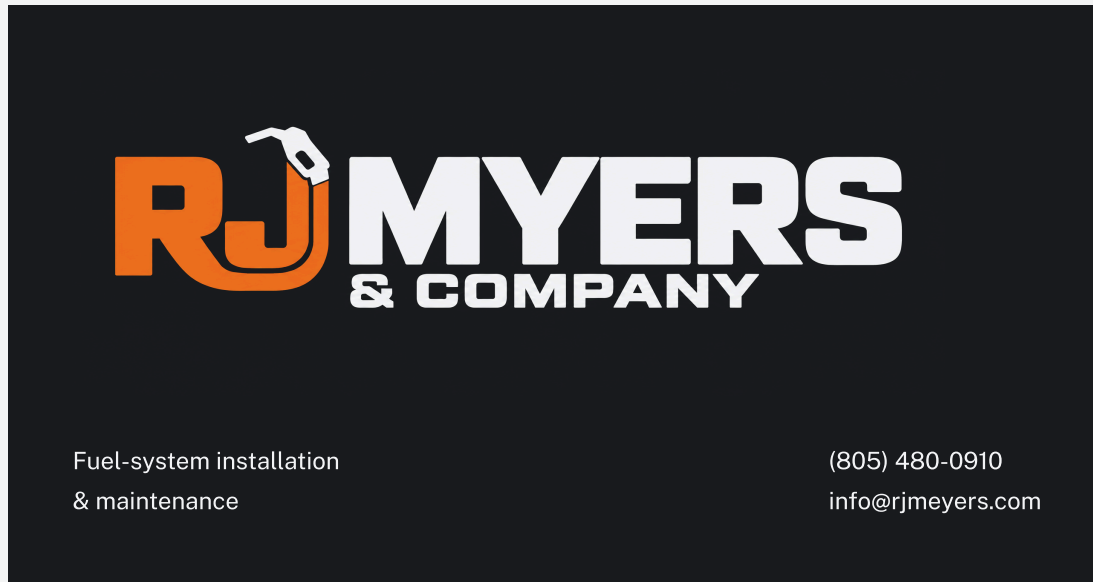
Show the real work.

Choose clear, well-lit images of tanks, piping, control panels and field equipment. Favor useful detail over generic industrial scenes. Keep safety context intact. Never invent customers, certifications, years of experience or results.

Use natural color or restrained monochrome for field photos. Label generated equipment imagery as illustration and keep it separate from project evidence. Avoid stock handshakes and decorative sparks.

Ready to put to work.

The same identity, from the site to the service desk.



Service inquiry

Site address

Equipment & scope

Preferred timing

Ventura & Santa Barbara counties

[Download brand kit](#) [Download PDF](#) [Light logo PNG](#) [Dark logo PNG](#)

Kit includes approved logo artwork, app icon, Public Sans font and license, digital color tokens, and this guide. Print applications are layout examples; final artwork requires vector preparation and vendor proofing.