

RCH

BRANDBOOK

2026 VBC GRUP

SIA “VBC GRUP” was founded in 2009 with the aim of providing high-quality agricultural machinery and professional after-sales service. The company collaborates with reliable suppliers and leading machinery dealers in Latvia, ensuring fast delivery and responsive service support.

 We are **100% Latvian-owned** company with registered trademarks and design patents in the European Union. Over time, in response to market development and analysis, the company has established and structured separate business divisions.





BRAND COLORS

Our **colors** have been chosen for their effectiveness and visual impact. Using the specified HEX, RGB, CMYK, and PANTONE codes ensures consistent brand representation across both digital and print materials.

SAFETY ORANGE

HEX: #FA7C08
RGB: 250, 124, 8
CMYK: 0%, 64%, 100%, 0%
PANTONE® 151 C

SNOW WHITE

HEX: #F9F8F7
RGB: 249, 248, 247
CMYK: 2, 1, 2, 0
11-0602 TPX SNOW WHITE

SQUID INK

HEX: #12131F
RGB: 18, 19, 31
CMYK: 81, 75, 57, 75
PANTONE® BLACK 6 C

#FFFFFF → #000000



PRIMARY FONT

Poppins is our primary brand typeface. Its clean, modern geometry provides strong visual impact while maintaining excellent readability across all digital and print applications.

The typeface's precise, condensed structure supports clear hierarchy, reinforces technical aesthetic, and ensures consistent presentation of key information.

Poppins Bold

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Symbols

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

Poppins regular

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Symbols

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []



<https://fonts.google.com/specimen/Poppins>

FALLBACK FONT

For presentations, internal documents, and digital files where custom brand fonts cannot be embedded, Arial serves as RCH fallback typeface. **This ensures full compatibility** across devices and systems that do not support Poppins typeface.

Arial Bold

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Symbols

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

Arial regular

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Symbols

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []



<https://en.wikipedia.org/wiki/Arial>

BRAND LOGOS

The RCH brand logos represent the company's identity and must be used appropriately across all materials. Each logo should remain clear, legible, and prominently positioned within its context. Consistent scaling, spacing, and color usage must be maintained to ensure strong brand coherence and visibility.

RCH BRAND LOGO

Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



RCH

For dark BG

RCH

Black version

RCH

For Brand Orange BG

RCH

White version

RCH DHS EH

ERAPTOR LOGO

Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



For dark BG



Black version



For Brand Orange BG



White version

TERRASTORM LOGO

Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



For light color background



For dark BG



Black version



For Brand Orange BG



White version

RCH HD

BUSHRIDER LOGO

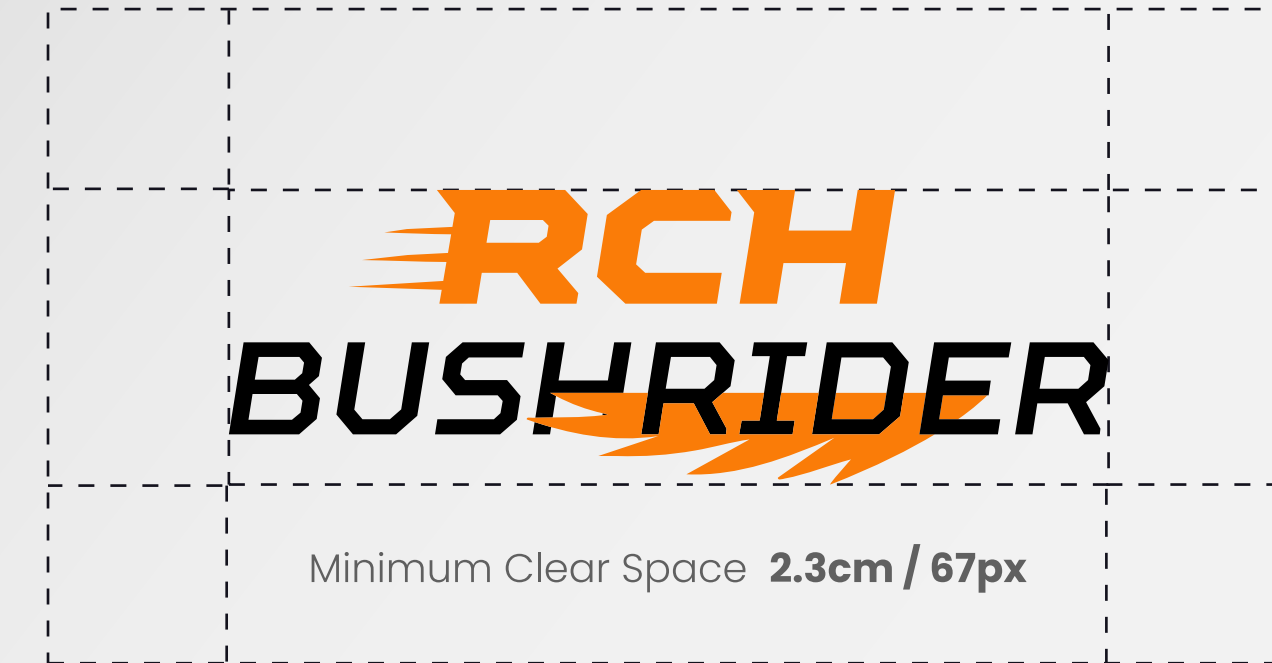
Minimum size for digital and print formats

Digital formats–
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



For light color background

RCH
BUSHRIDER

For dark BG

RCH
BUSHRIDER

Black version

RCH
BUSHRIDER

For Brand Orange BG

RCH
BUSHRIDER

White version

RCH-1000S

CHAINBLADER LOGO

Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



RCH
CHAINBLADER

For dark BG

RCH
CHAINBLADER

Black version

RCH
CHAINBLADER

For Brand Orange BG

RCH
CHAINBLADER

White version

MULCHZILLA LOGO

Minimum size for digital and print formats

Digital formats–
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



RCH 
MULCHZILLA

For dark BG

RCH 
MULCHZILLA

Black version

RCH 
MULCHZILLA

For Brand Orange BG

RCH 
MULCHZILLA

White version

"E-SPIDER" 8M | "E-SPIDER" 6M

ROAD SPIDER LOGO

Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



RCH
ROAD SPIDER

For dark BG

RCH
ROAD SPIDER

Black version

RCH
ROAD SPIDER

For Brand Orange BG

RCH
ROAD SPIDER

White version

RCH-080 XS

TRIMSTORM LOGO

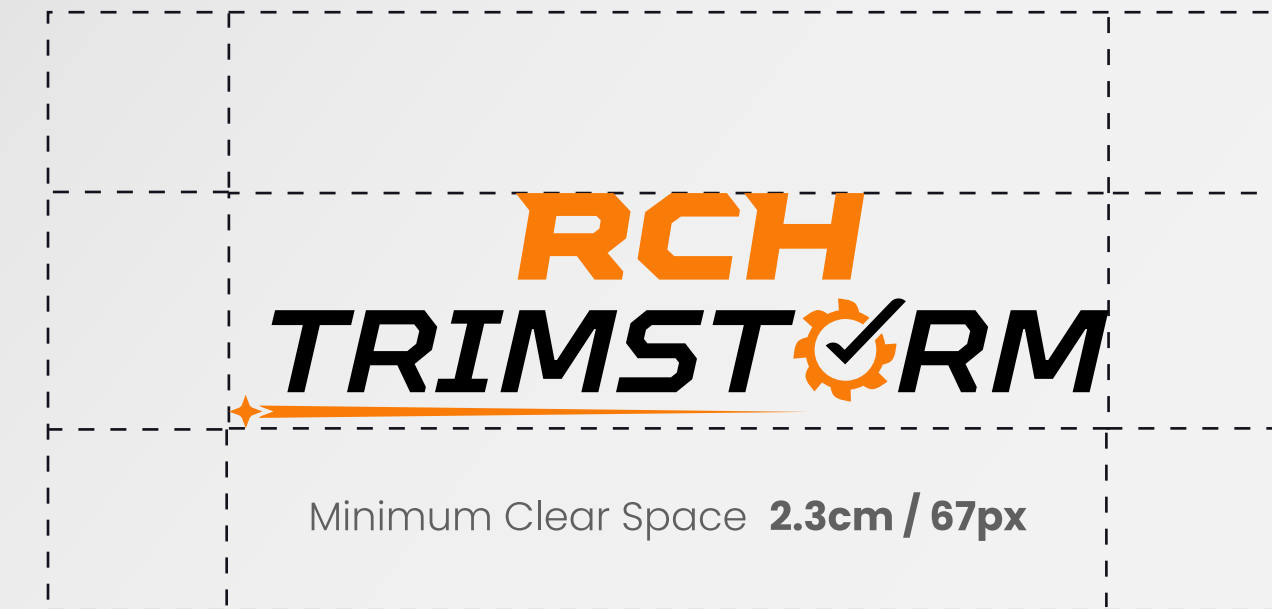
Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



For light color background

RCH
TRIMSTORM

For dark BG

RCH
TRIMSTORM

Black version

RCH
TRIMSTORM

For Brand Orange BG

RCH
TRIMSTORM

White version

RCH-1250R DERBY

GRASSTROYER LOGO

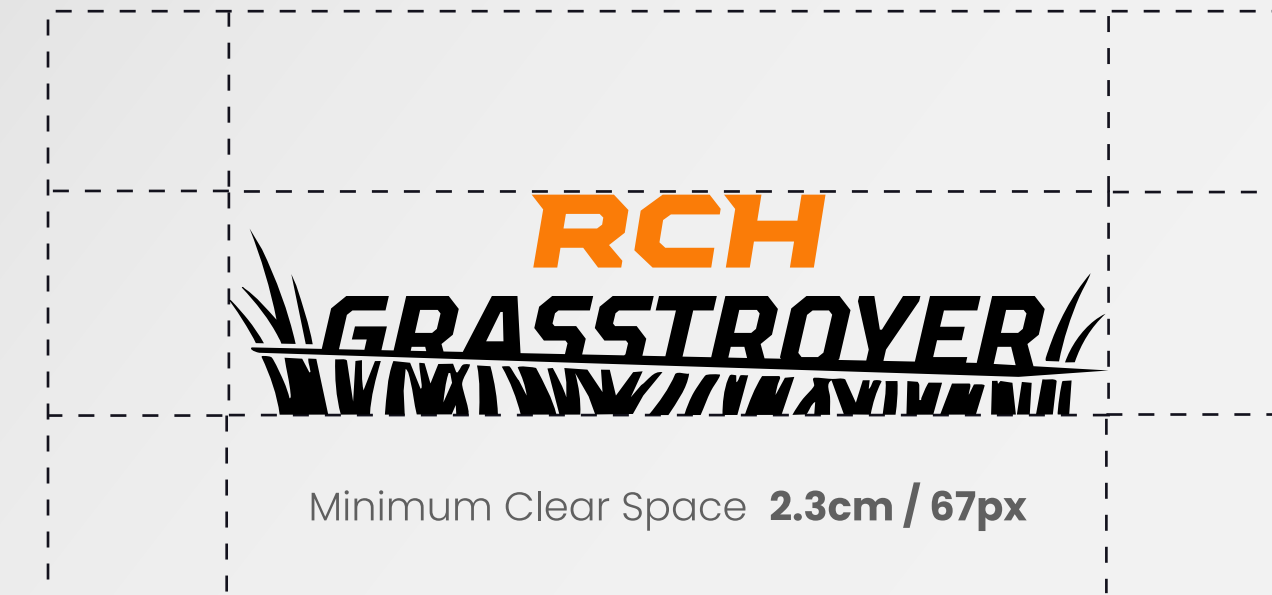
Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



For dark BG



Black version



For Brand Orange BG



White version

RCH-1250R PRO

GRASSTROYER LOGO

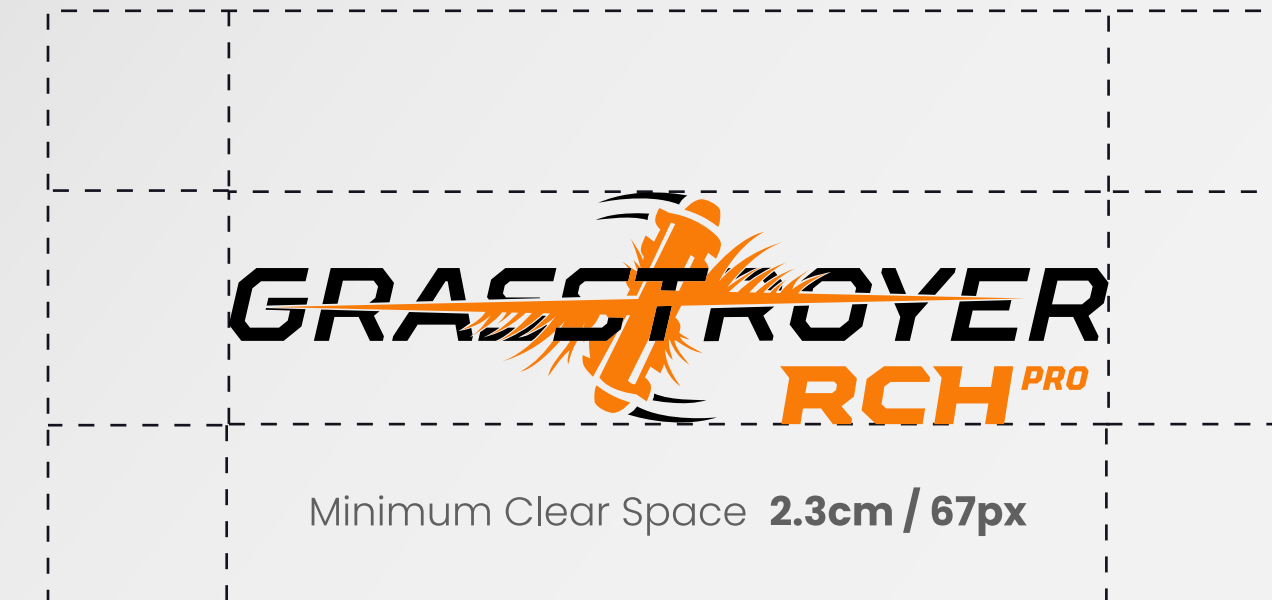
Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



For dark BG



Black version



For Brand Orange BG



White version

RCH EX

DEMOLATOR LOGO

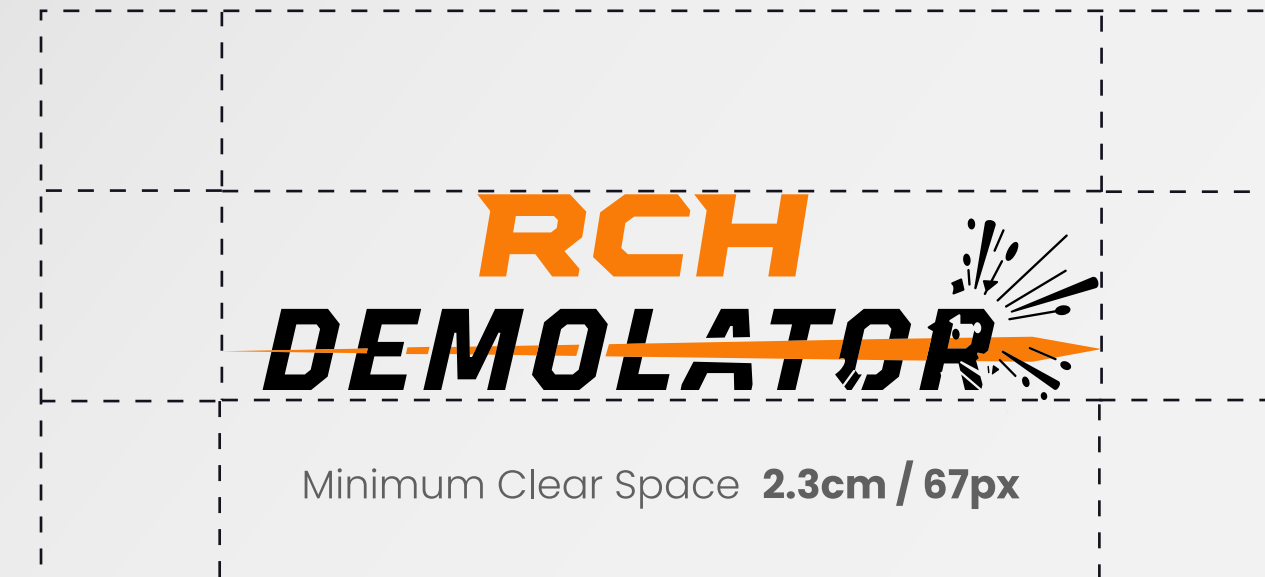
Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



RCH
DEMOLATOR

For dark BG

RCH
DEMOLATOR

Black version

RCH
DEMOLATOR

For Brand Orange BG

RCH
DEMOLATOR

White version

RCH DHS CC | RCH DHS OP

HYDROPHOON M LOGO

Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



For light color background

RCH^M
HYDROPHOON

For dark BG

RCH^M
HYDROPHOON

Black version

RCH^M
HYDROPHOON

For Brand Orange BG

RCH^M
HYDROPHOON

White version

RCH DHS OC

HYDROPHOON D LOGO

Minimum size for digital and print formats

Digital formats –
Width: 120px

For print materials –
Width: 2cm

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.



RCH^D
HYDR^{HO}PHOON

For dark BG

RCH^D
HYDR^{HO}PHOON

Black version

RCH^D
HYDR^{HO}PHOON

For Brand Orange BG

RCH^D
HYDR^{HO}PHOON

White version

INCORRECT LOGO USAGE EXAMPLE

Incorrect logo usage

Ensure high contrast between the logo and its background to keep it clear and impactful. Always use only the officially provided logo files without altering or manipulating them, and never source logos from external platforms. Follow the specified brand colors consistently to maintain a strong and cohesive brand identity.

BAD CONTRAST



MANIPULATED FILE



WRONG COLORS



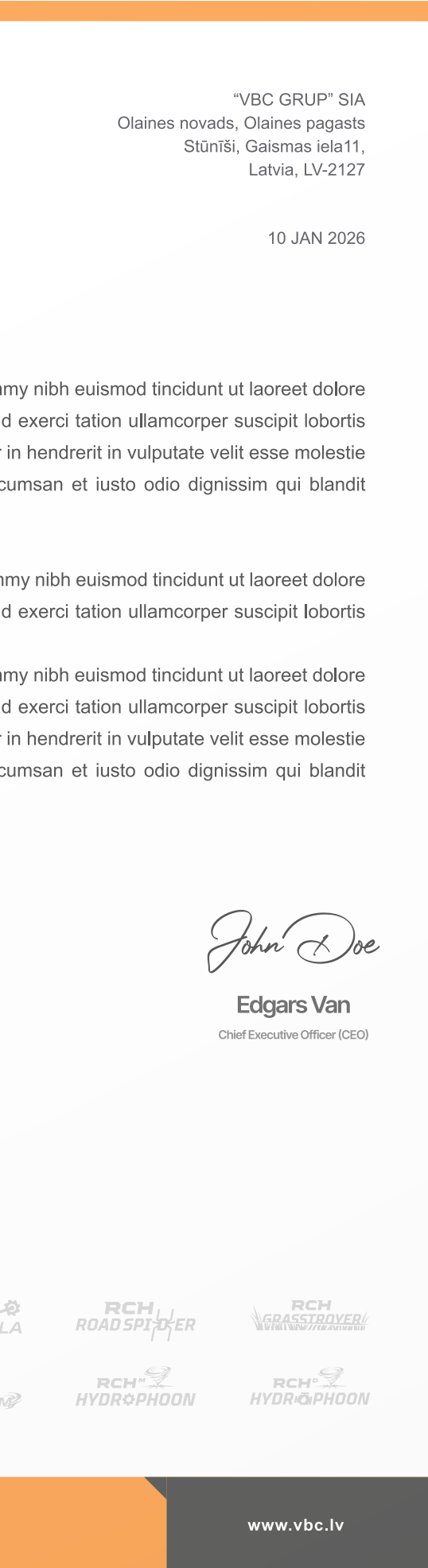
BRAND ASSETS

The brand assets provided here serve as a visual reference and foundational guide for design work. They illustrate the intended aesthetic direction of the RCH brand, while allowing for thoughtful adaptation. Use these assets as a dependable baseline, tailoring and extending them as needed to suit the requirements and context of each project.



Formal company letter concept

Color print
A4
80 g/m² paper



Social platform cover and profile image

Youtube
Facebook
X platform
LinkedIn



Cover image

Profile image



**Power of the Wild.
Precision of a Pro.**

RCH Is Your Partner in Agricultural Performance

www.vbc.lv

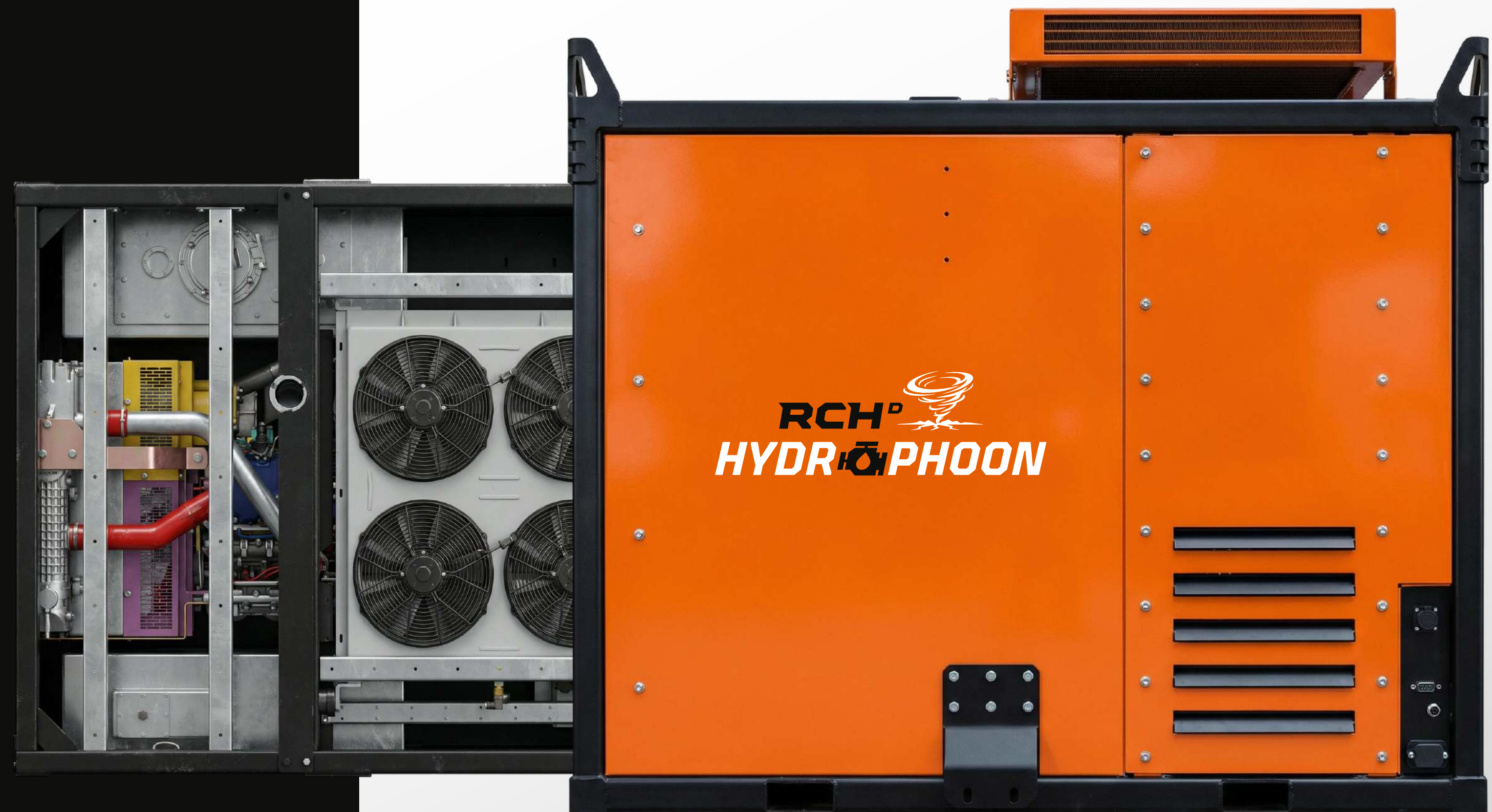


Formal folder concept



Double-sided A4 color print

Logo example on **product**



PRODUCT: DHS OC –
RCH D HYDROPHOON

Logo example on **product**

PRODUCT: DHS EH –
RCH ERAPTOR



We are ready to
collaborate
and **build strong
partnerships.**

To access the brand
guidelines and
other resources:

vbc.lv/brand-guidelines

Design & Concept 

Contacts

+371 22003810 (Sales and Export)
edgars@vbc.lv

+371 20046663 (Production and Service)
kristis@vbc.lv

+371 28232293 (Sales and Service)
viktors@vbc.lv

“VBC GRUP” SIA
Olaines novads, Olaines pagasts
Stūnīši, Gaismas iela11,
Latvia, LV-2127