



RCon™ 2026 Brand Guide

- [RCon logo files](#)
- RCon color guide:
 - Green: #84bd00
 - Dark blue: #151f6d
 - Teal: #00B0AB
 - Purple: #702F8A
- Primary typeface is [Bricolage Grotesque](#)
- Secondary typeface (for supporting text) is [Gotham](#)
- Style guide notes:
 - Use the trademark “™” symbol in RCon™ in a subject line of an email, and/or in headlines and headers for articles and webpages; use “™” on the first reference within the body text.
 - RCon uses a capital “R” and “C” only - do **not** capitalize RCon.
 - SWANA positions RCon as an *experience* rather than a conference
 - Official tagline: Where waste and resource management professionals go to think.

