

Rave Mobile Safety

Brand & Style Guidelines

2020

RAVE
MOBILE SAFETY

Logo Overview



WHITE LOGO



BLACK LOGO

RAVE MOBILE SAFETY TWO-COLOR LOGO

Rave = Helvetica Neue Bold

CMYK = 100, 91, 33, 29

RGB = 2, 40, 94

PMS = 655 C

HEX = #1D2D5C

Mobile Safety = Helvetica Neue Regular

CMYK = 0, 93, 100, 0

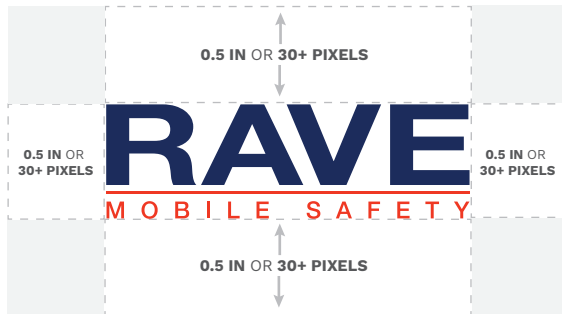
RGB = 239, 56, 36

PMS = 166 C

HEX = #EE3A24

Two-color logo may be used on a white background or light gray background.
White logo should be used on all other background colors.

Logo Sizing & Spacing



MINIMUM CLEAR SPACE

Maintain at least 1/2 inch (30 or more pixels) of space around the top, bottom, left, and right of the logos.

MINIMUM LOGO SIZE

As the logo is reduced in size, it is important to make sure it stays legible and recognizable. The logo should not be smaller than 0.85 inches in width.

When resizing the logo, maintain the current aspect ratio (ratio of width to height).

It is best to resize the vector (EPS) versions of the logos rather than the flat (png) versions of the logos.

IMPROPER USAGE

- Do not stretch or distort the logo
- Do not change the typeface
- Do not rearrange the layout
- Do not add content to the logos
- Do not manipulate the logos with colors, effects, reflections, or other additions