Rave Mobile Safety

Brand & Style Guidelines

2020
Logo Overview

RAVE MOBILE SAFETY TWO-COLOR LOGO

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

<table>
<thead>
<tr>
<th>Rave = Helvetica Neue Bold</th>
<th>Mobile Safety = Helvetica Neue Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK = 100, 91, 33, 29</td>
<td>CMYK = 0, 93, 100, 0</td>
</tr>
<tr>
<td>RGB = 2, 40, 94</td>
<td>RGB = 239, 56, 36</td>
</tr>
<tr>
<td>PMS = 655 C</td>
<td>PMS = 166 C</td>
</tr>
<tr>
<td>HEX = #1D2D5C</td>
<td>HEX = #EE3A24</td>
</tr>
</tbody>
</table>

WHITE LOGO

BLACK LOGO
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