Rave Mobile Safety

Brand & Style Guidelines
LOGO OVERVIEW

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.

Black logo should only be used on a white background for black & white print or when two-color logo is not an option.
LOGO SIZING & SPACING

MINIMUM CLEAR SPACE
Maintain at least 0.5 inches (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.
COLOR PALETTE

PRIMARY PALETTE

Corporate brand colors are used across all verticals in print and digital for B2B.

SECONDARY PALETTE

Additional colors are used in gradients, graphics and icons for print and digital.
TYPOGRAPHY

DOCUMENT COVERS AND WEB PAGE TITLES

Document and Web Page Titles are Oswald Semi Bold
Sub Heads are Work Sans Light

BODY COPY

PAGE AND SECTION TITLES ARE WORK SANS EXTRA BOLD UPPERCASE

FEATURED HEADLINES WITHIN BODY COPY ARE WORK SANS BOLD, UPPERCASE

Body copy is Work Sans Light or Regular depending on font size and background

LABELS AND QUOTES

MAIN DIAGRAM/CHART LABELS ARE OSWALD SEMI BOLD UPPERCASE

Secondary diagram/chart labels are Work Sans Bold
Diagram/chart details are Work Sans Light

Quotes are Work Sans Light Italic
QUOTE SOURCES ARE WORK SANS BOLD AND LIGHT UPPERCASE