



Brand Style Guide

GOROVR.COM

Full Color Logo Marks

FULL COLOR OPTIONS

PRIMARY MARK



HEART ICON MARK



When centering any of ROVR's assets, do not center the logo or icon with the TM to ensure the asset is properly centered.

Tone-on-Tone Logo Marks

MULTI-TONE OPTIONS

PRIMARY MARK



HEART ICON MARK



When centering any of ROVR's assets, do not center the logo or icon with the TM to ensure the asset is properly centered.

One Color Logo Marks

LIGHT OPTIONS

PRIMARY MARK



HEART ICON MARK



When centering any of ROVR's assets, do not center the logo or icon with the TM to ensure the asset is properly centered.

One Color Logo Marks

DARK OPTIONS

PRIMARY MARK



HEART ICON MARK



When centering any of ROVR's assets, do not center the logo or icon with the TM to ensure the asset is properly centered.

Logo Lock Up

LIGHT OPTION 1



Connection Redefined

When centering any of ROVR's assets, do not center the logo or icon with the TM to ensure the asset is properly centered.

Logo Lock Up

LIGHT OPTION 2



Connection Redefined

When centering any of ROVR's assets, do not center the logo or icon with the TM to ensure the asset is properly centered.

Logo Lock Up

DARK OPTION



Connection Redefined

When centering any of ROVR's assets, do not center the logo or icon with the TM to ensure the asset is properly centered.

Primary Typestyles

GOTHAM

Title 1

GOTHAM ROUNDED MEDIUM

Header 1

GOTHAM ROUNDED BOOK

Header 2

Gotham Rounded Light

Subhead 1

GOTHAM ROUNDED BOOK

Subhead 2

Gotham Rounded Light Italic

Paragraph: Gotham Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sodales iaculis blandit. Aliquam vitae tortor in lacus commodo varius eu sit amet quam. Nam a volutpat urna, nec elementum ante. Sed eu quam quis risus tempus molestie at non eros. Aenean posuere lacus quis dolor vestibulum posuere. Mauris sit amet viverra dolor. Vestibulum eget imperdiet augue.

Gotham Rounded Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Rounded Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternate Typestyles

HELVETICA NEUE

Title 1

HELVETICA NEUE MEDIUM

Header 1

HELVETICA NEUE LIGHT

Header 2

Helvetica Neue Thin

Subhead 1

HELVETICA NEUE MEDIUM

Subhead 2

Helvetica Neue Light Italic

Paragraph: Helvetica Neue Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sodales iaculis blandit. Aliquam vitae tortor in lacus commodo varius eu sit amet quam. Nam a volutpat urna, nec elementum ante. Sed eu quam quis risus tempus molestie at non eros. Aenean posuere lacus quis dolor vestibulum posuere. Mauris sit amet viverra dolor. Vestibulum eget imperdiet augue.

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Regular

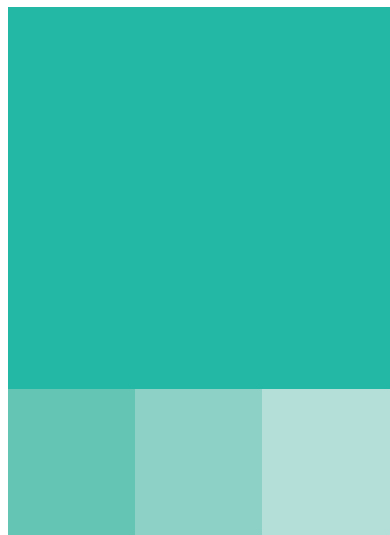
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brand Color Guide

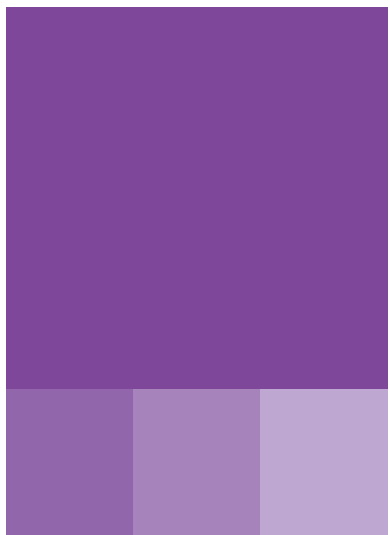
COLORS, TONES & COLOR EQUITY



C71 M20 Y0 K0
R43 G163 B220
#2DA2DB



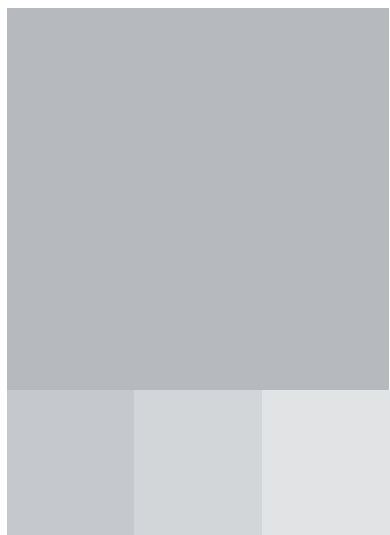
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R34 G185 B166
#22B9A6



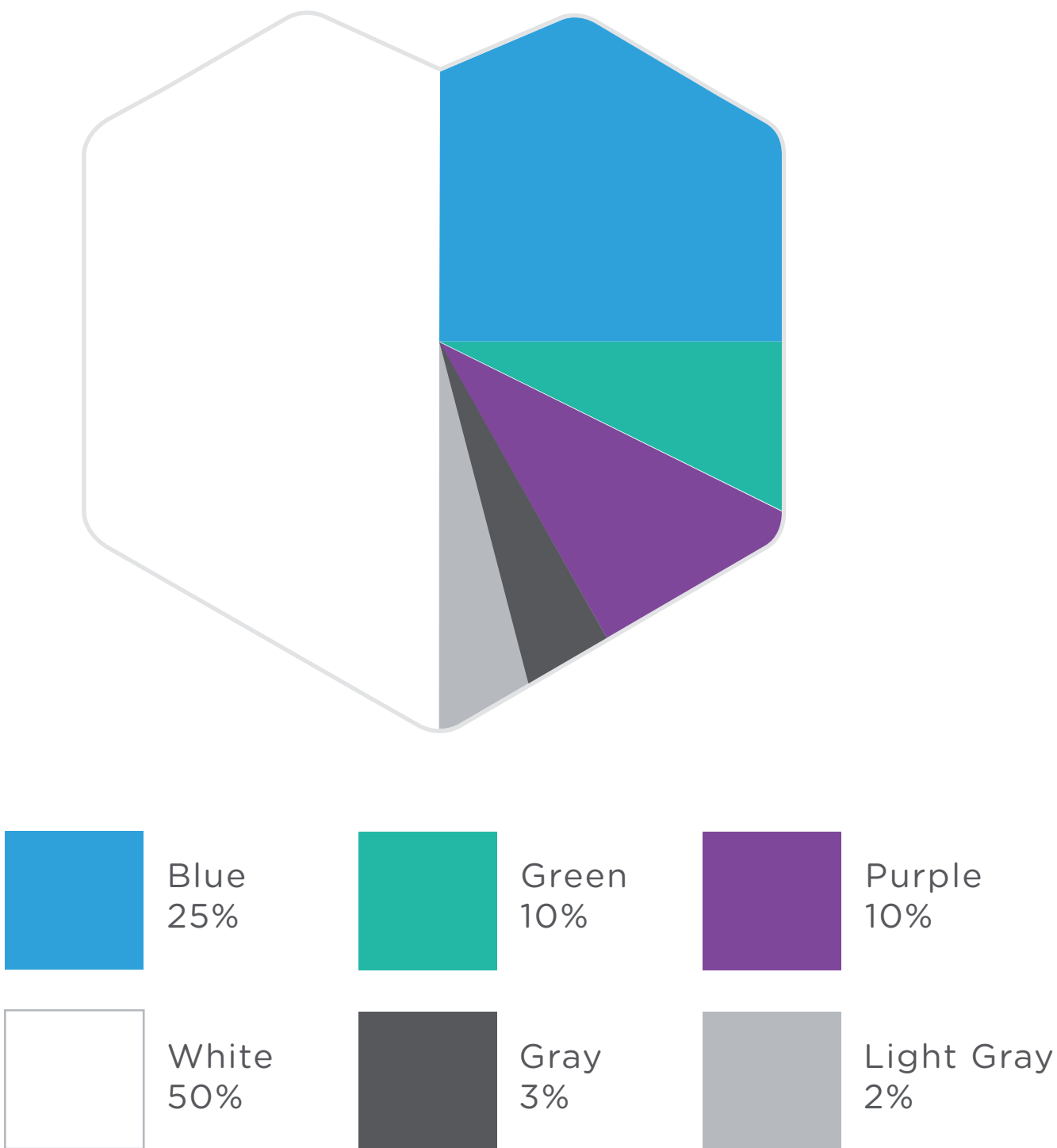
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R127 G70 B154
#7F469A



C66 M56 Y51 K27
R85 G88 B92
#55585C



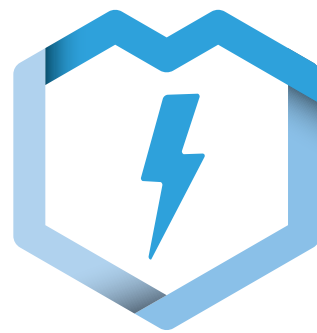
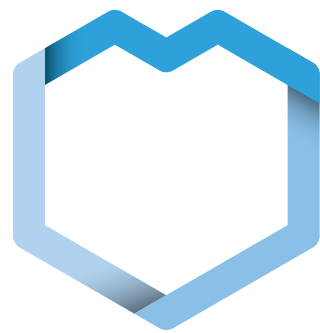
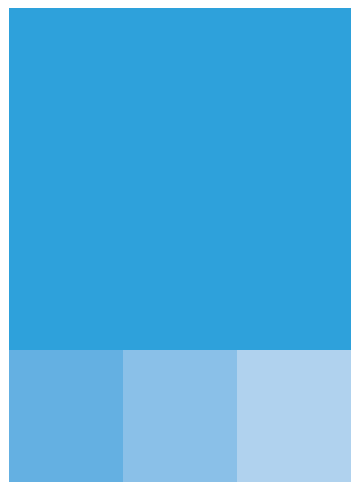
C21 M29 Y19 K0
R182 G186 B191
#B6BABF



Color equity helps to keep a consistant balance of brand colors across all collateral and applications.

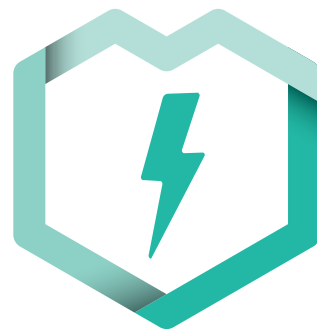
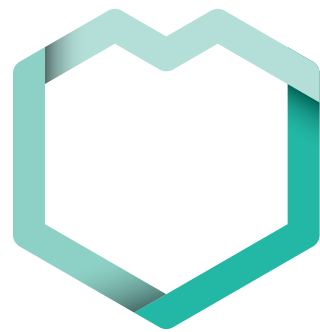
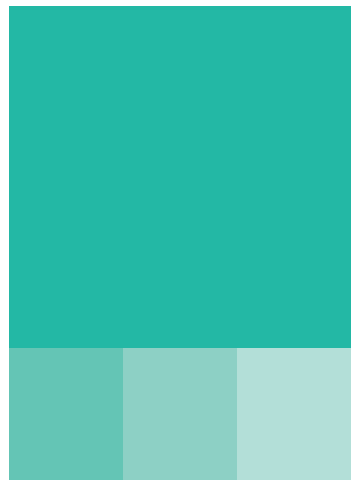
Brand Color Guide

COLOR USAGE



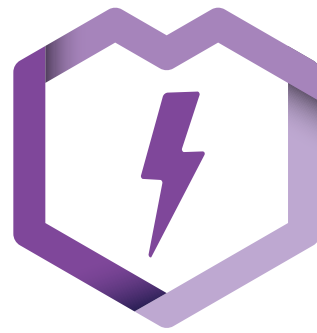
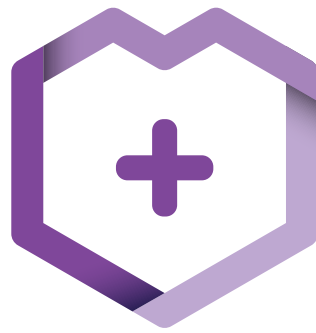
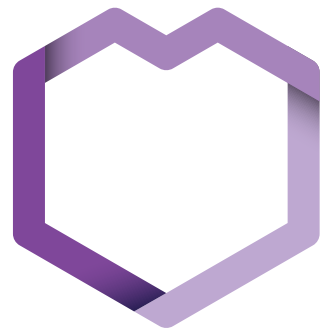
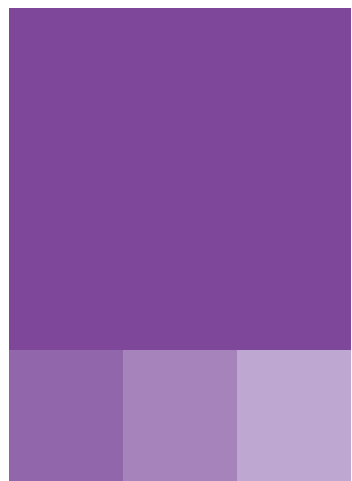
Friends: Blue

When users experience the “Friends” area of the brand, it will be identified by the **blue** brand color. To the left are some examples of branded elements when interacting with said area.



Casual: Green

When users experience the “Casual” area of the brand, it will be identified by the **green** brand color. To the left are some examples of branded elements when interacting with said area.



Serious: Purple

When users experience the “Serious” area of the brand, it will be identified by the **purple** brand color. To the left are some examples of branded elements when interacting with said area.

Photo Treatment

BRAND USAGE

